



Daniel Rasch undertook this project for his Ph.D. in social sciences at Ruhr-University Bochum. His study is part of the international INTEREURO project that investigated lobbying activities by interest organizations of European Union decision-makers.

### OVERVIEW OF THE PROJECT

Project in brief	Daniel's Ph.D. project is part of INTEREURO, an international study comparing the lobbying activities of interest organizations in the European Union. Daniel's project is a mixed-methods study of the actors and the position papers they submitted to advocate for changes or to defend the status quo during the drafting of three European Union directives. His study identified 20 types of strategic communication, or "frames", used to advocate for changed perception of various issues, and he investigated factors that led to the success of these different frames. He concluded that certain combinations of frames used with certain groups of decision-makers were most successful.
Project in context	<p>Daniel's Ph.D. project is part of the German contribution to the INTEREURO project. INTEREURO is the first international, large-scale study comparing the lobbying activities of interest organizations with national and European officials. Six INTEREURO teams investigated the population, strategies, framing, and success of interest groups, think tanks, institutions, and other types of actors from different angles using different methodological approaches (for a full project description see <a href="http://www.intereuro.eu/public/current-efforts">http://www.intereuro.eu/public/current-efforts</a>). Daniel expanded the approach of the German INTEREURO team by adopting a mixed methods design that combined a qualitative content analysis with a regression analysis of the quantified qualitative data. He undertook three case studies based on lobbying activities during the drafting of three EU directives - one each from the policy fields of health, environment, and financial regulation. He analyzed 203 submitted position papers which stated the aspects of the directive they wanted to see changed, deleted, or to remain, and their reasons.</p> <p>Daniel's objective was to analyze the effects of different types of strategic communication, or "frames", on lobbying success. Frames are ways to select and highlight information in order to change people's perception about an issue. The qualitative analysis identified 20 types of frames and the meaning of "successful" frames, the effect of combinations of frames, and the effect of certain biases identified by other studies. The quantitative analysis was based on the proportions of each type of frame in each document as well as the ratio of success. The study concluded that using a mixture of more than one frame led to a higher probability of success. Some frames increased success significantly, such as economic and moral frames, whereas emotional frames were counterproductive. Different frames were more successful with different groups of decision-makers, and the study found little bias. Approximately one third of advocacy goals were adopted.</p>
Stakeholders, published works, funders	<p>As part of the INTEREURO project, this Ph.D. was possible through funding by the German Science Foundation (grant number EI 461/6-1) and the European Science Foundation project 10-ECRP-008: Comparative Research on Interest Group Politics in Europe (INTEREURO). For further information see:</p> <ul style="list-style-type: none"><li>• Rasch, Daniel 2016 Informational lobbying and the effect of frames. A mixed methods approach to study advocacy success in the European Union, Dissertation Ruhr-University Bochum, <a href="http://hss-opus.ub.ruhr-uni-bochum.de/opus4/frontdoor/index/index/year/2017/docId/5290">http://hss-opus.ub.ruhr-uni-bochum.de/opus4/frontdoor/index/index/year/2017/docId/5290</a> , accessed 11th July 2017.</li><li>• 2014: Interest Groups &amp; Advocacy, Special Issue: Methodological issues of large-N research on interest representation, 3(2) <a href="http://www.springer.com/political+science/journal/41309">http://www.springer.com/political+science/journal/41309</a></li><li>• 2015: Journal of European Public Policy, Special issue: Legislative Lobbying in Context: The policy and polity determinants of interest group politics in the European Union, 22(4) <a href="http://www.tandfonline.com/toc/rjpp20/22/4">http://www.tandfonline.com/toc/rjpp20/22/4</a></li><li>• 2017: Special Issue: Multilevel interest representation in the European Union: the role of national interest organizations <a href="http://www.tandfonline.com/toc/fwep20/40/5">http://www.tandfonline.com/toc/fwep20/40/5</a></li></ul>

## STAGES OF THE ANALYSIS

Overview of the analysis

The project began by reviewing the literature of two fields: lobbying in the European Union, and strategic communication to influence others. Hypotheses about strategic communication as “frames” were developed as a bridge between these two fields. A sample of representative actors and documents used in lobbying activities for three European Union directives were identified, and the actors categorized by group and country in order to identify certain biases reported in several earlier studies, for example, that economic actors are more successful than civil society actors or actors from Germany are favored over smaller countries. A deductive coding system of 20 types of frames was developed and used to code 203 documents, with the coding reliability tested and reported. The intersection of “type of frame” and “successful” as well as “not successful” goals was investigated, and a quantitative analysis based on the percentages of each type of frame in a document determined the effect of frames on the dependent variable “ratio of success”. Among the findings was the central conclusion that it was not just the existence of a certain frame that led to success but rather the combination of frames.

Stages of the analysis

- **FIRST STAGE: Review of the literature and development of hypotheses**  
Development of hypotheses by building a bridge between the review of two branches of literature: lobbying in the European Union, and strategic communication through framing.
- **SECOND STAGE: Development of the qualitative codebook**  
Development of deductive codebook based on the previously identified and defined variables and testing of coding and reliability.
- **SECOND STAGE: Selection of cases**  
Select cases based on three criteria: salience of policies; variation in policy fields; existence of public consultation of policies.
- **FOURTH STAGE: Qualitative content analysis of three case studies**  
Identify the types of frames used for communicating the actors’ goal, categorize actors, and analyze the intersection of frames with success.
- **FIFTH STAGE: Quantitative analysis of the effects of types of frames on success**  
Quantify the coded segments by types of frame in each document and measure the effects on the average ratio of success for each actor.

