



Political Intelligence

Values, Identities, Emotions... and how to understand citizens?

CLEF 2024

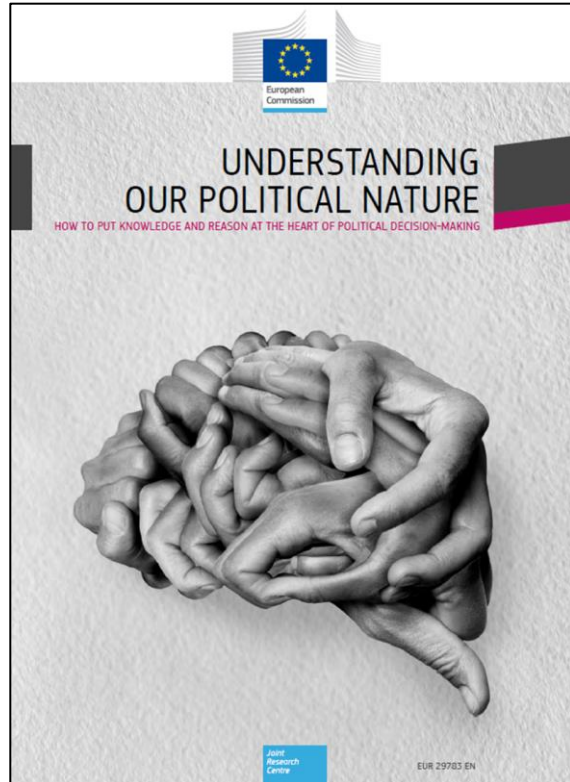
Mario Scharfbillig, JRC

09/09/2024

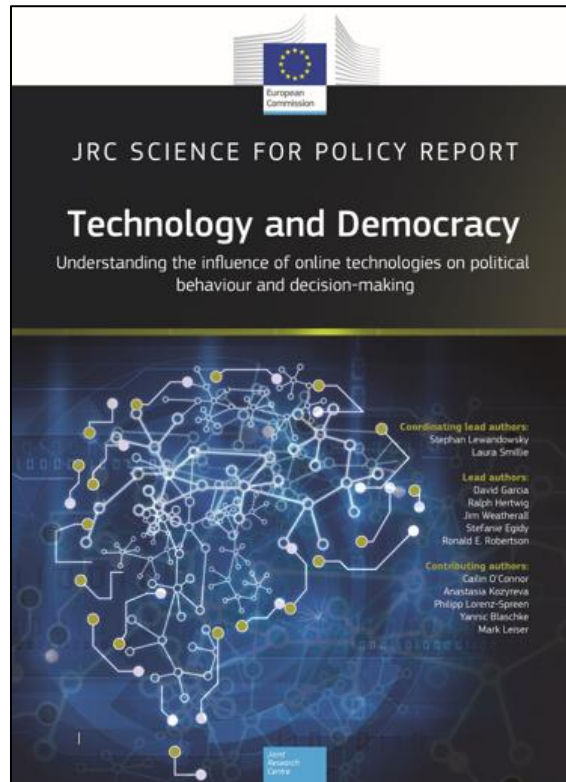
Why it matters – Democracy under duress



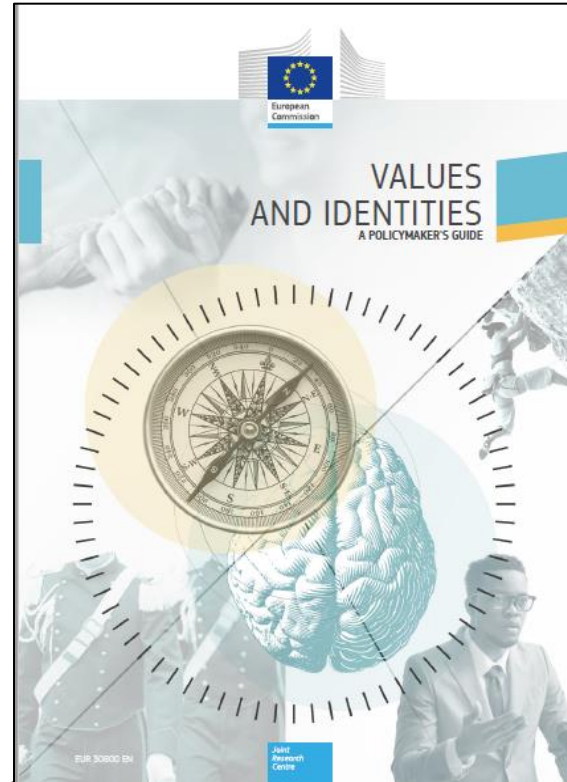
Enlightenment 2.0



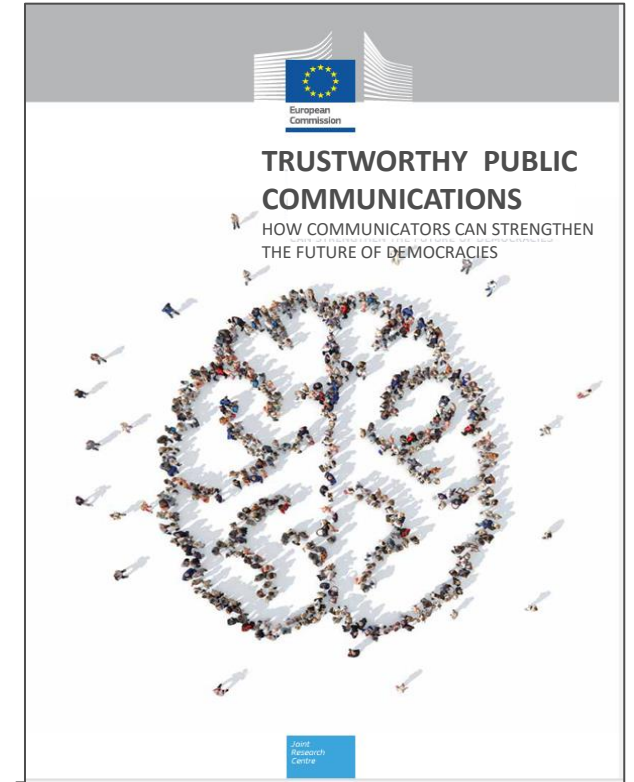
2019



2020

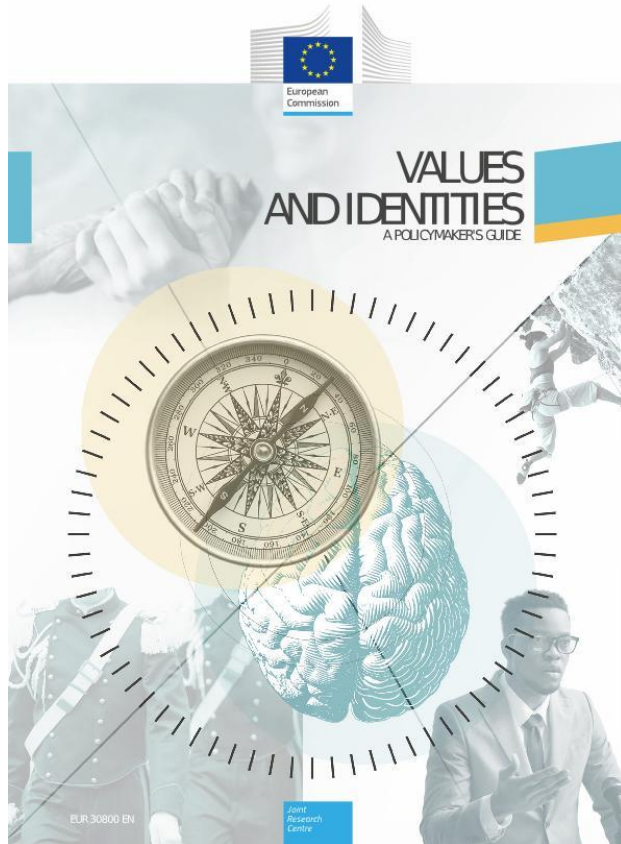


2021



2024

Background for the analysis



Values and Identities – a Policymaker’s Guide (2021)

Available [here](#)

Values and value diversity



Blend of biological and individual histories



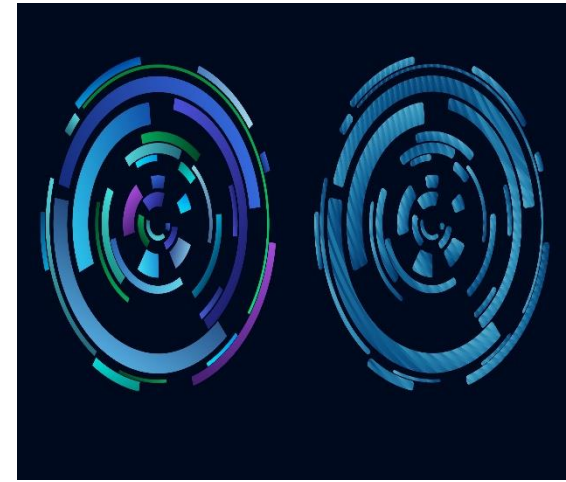
Individually stable, mostly determined in early life



Priority over diverse values matters

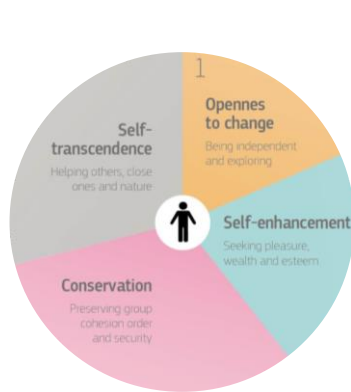
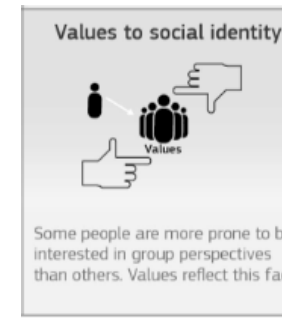
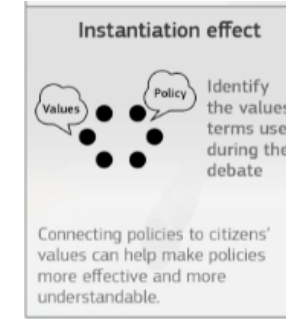
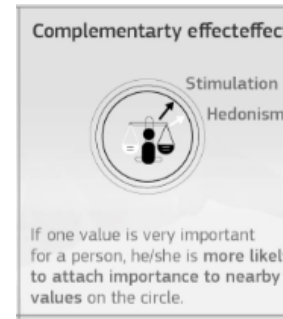
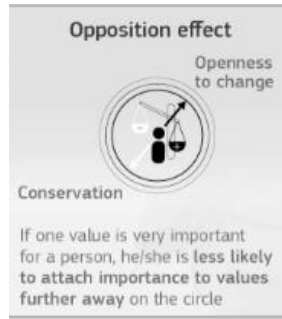


Seen as positive, people like their values

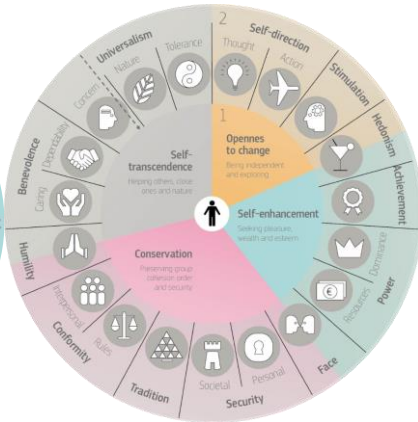


More diverse within than between countries

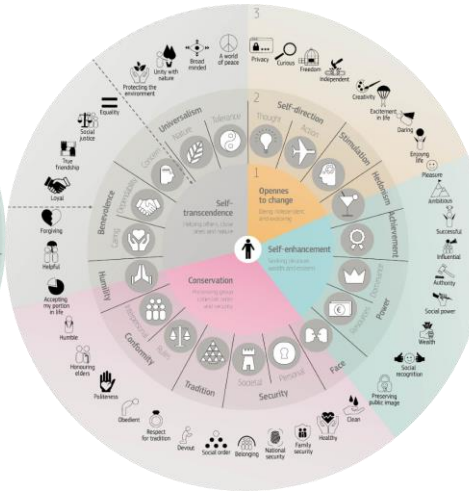
How values work



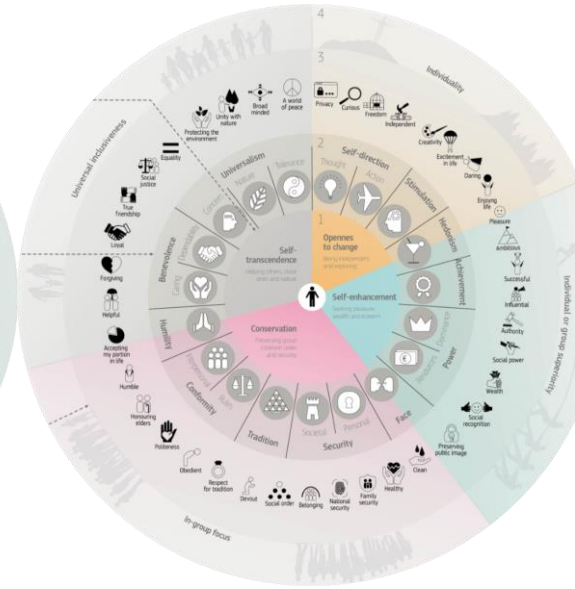
Higher-Order values



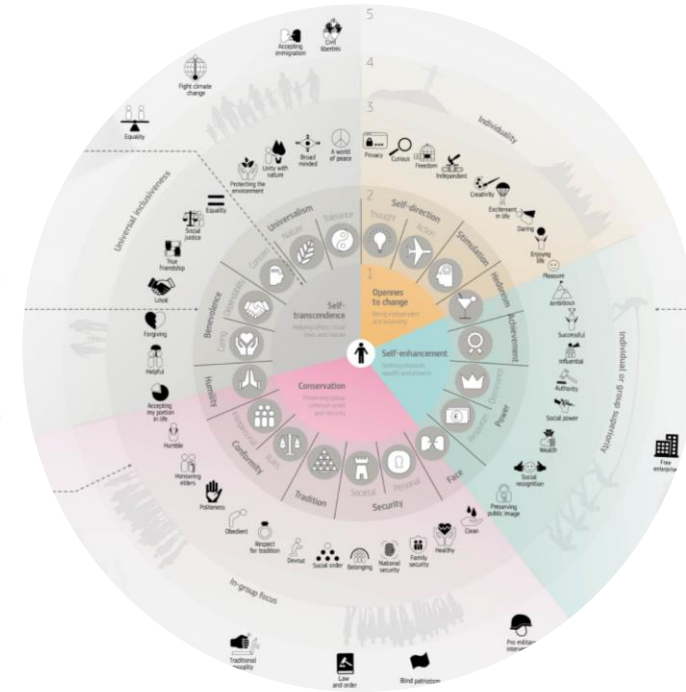
Personal values



Values terminology



Social identities



Big picture

In search of a new way of collaborative policymaking

- Traditional ways of handling conflict:



Less open to arguments of opponents \leftrightarrow More open to arguments of opponents		
Ostrich Strategy: Avoidance	Chameleon Strategy: Coping	Dolphin Strategy: Learning
<ul style="list-style-type: none"> • Denial ("there is no conflict") • Hiding ("nobody will find out") 	<ul style="list-style-type: none"> • Cycling ("let's see how far we get") • Incrementalism ("we're only taking small steps") • Hybridization ("we'll learn to live with ambiguity") • Casuistry ('let's judge on the bases of case similarities') • Firewalls ('let's assign responsibilities to different departments in the organization') • Bias ('let's emphasize certain values') 	<ul style="list-style-type: none"> • Reconciliation ("let's have another look at the innovation to incorporate conflicting values") • Deliberation ("let's have a conversation about <i>why</i> certain values matter to certain stakeholders")

Source: Meijer & De Jong (2020)

- How to get to a more collaborative way? Working on it...

What we are working on...



TOOL TYPE 1. - Heightened understanding, contains:



- Discover one's own values priorities and values blind spots using a survey.
- Use a Fast-track Values Assessment to identify whether a policy is highly value-laden.
- Use a Fast-track Identities Assessment to identify whether a policy is highly identity-laden.
- Include questions on values in citizen polling (e.g. Eurobarometer) to uncover underlying psychological drivers of opinions and attitudes.

TOOL TYPE 2.- Co-creation, contains:



- Use Citizen Engagement and Deliberative Democracy processes to understand values diversity, particular issue frames diversity and break down identity barriers.
- Employ a Values4Policy workshop to learn about and discover how policy problems and proposed solutions can be perceived through different values lenses
- Use Strategic Foresight incorporating values, employing a values explainer and values detector to uncover diverse values-driven scenarios.

TOOL TYPE 3. - Communication



- Communicate using values frames for effective communication, but consider the ethical implications.
- Employ a values text-mining and media-monitoring tool to learn about one's own values in relation to communication habits and about the way citizens express their values around policy topics.

Values text-mining and media-monitoring

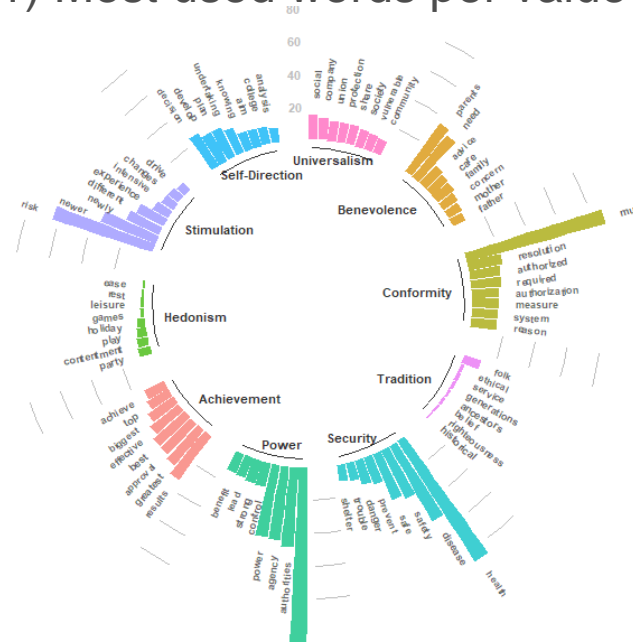


Using text documents:

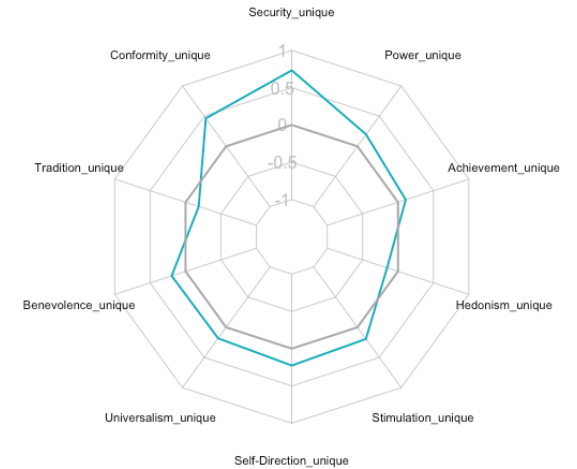
- Speeches
- Social media
- News (European Media Monitor)

- For Values
 - multilingual dictionary
 - AI developed with 70 values experts
- + sentiment, emotion, misinfo, persuasion technique classifiers

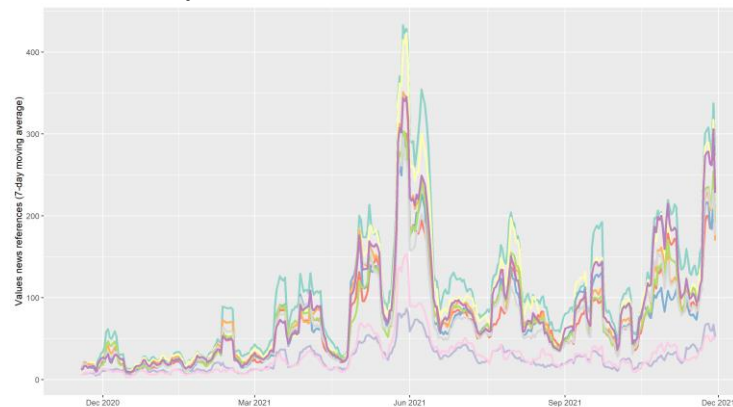
1) Most used words per value



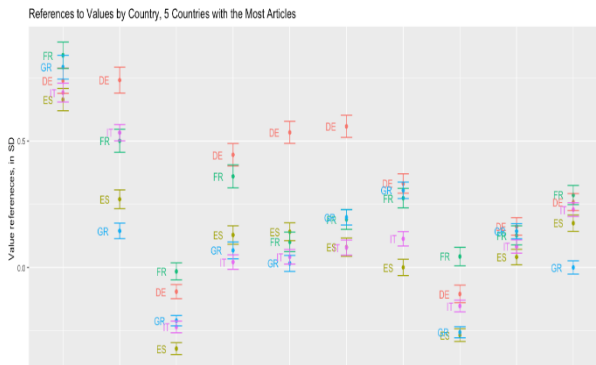
2) Comparison to baseline texts



3) Evolution over time



4) Country comparisons



ValuesML

- Large scale multi-country collaboration for developing a gold standard values annotation text:
 - 70 experts
 - 9 languages
 - 2,648 texts
 - 74,231 sentences
- Ground-truth for understanding people.



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Thank you



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