

Summary

Reflecting Europeanisation

Monitoring trends in European public opinion in cross-national comparative surveys as a methodological challenge

This book considers the methodological challenges of studying Europeans' attitudes towards the European Union and European integration process, measured over 20 years within four prominent pan-European multi-wave transnational comparative surveys, i.e., Eurobarometer, the European Social Survey, the European Values Studies and the International Social Survey Program. The primary goal is to present the main challenges stemming from the diversity of research issues and the different objectives of individual projects, as well as those stemming from the specific ways in which questions are formulated, the different measurement methodologies and survey procedures, and the variable quality of the surveys. The first chapter presents the abundance of survey projects carried out on the European continent since the mid-1970s. The second chapter analyses the variation in the wording of questions about European integration and the impact of this wording on the survey results. The third chapter presents the variation in sampling and fieldwork procedures implemented in four projects. The final chapter analyses the quality of over 1,400 national surveys, which allowed the impact of different fieldwork procedures on survey process quality to be assessed. The conclusion recommends taking into account project-specific field sample implementation in the analysis of data from transnational comparative surveys.