

Simon Lübke:

An indefinable standard of realness? The role and impact of authenticity in politics

Abstract:

The concept of authenticity has become increasingly popular in politics, playing a key role in contemporary election campaigns. Politicians from different parties are perceived as authentic, and this is often cited as a key reason for their success. But what does authenticity in politics actually mean, and how can it be defined and measured? What strategies do politicians use on social media to present themselves as authentic? When do we perceive individual politicians as particularly authentic, and why might populist politicians have an advantage in this regard? This talk addresses these questions from the perspective of political communication research and presents recent empirical findings on the role and impact of political authenticity.