IFK Religious Conflicts and Coping Strategies

Project 7: The Swiss Burqa Debate



UNIVERSITÄT BERN

Political Instrumentalization of the Islam? Framing the Burqa as a Threat to National Values and Security in Switzerland and its Consequences Dr. Dorothee Arlt, Dr. Beatrice Eugster, Dr. Franzisca Schmidt, Prof. Dr. Marc Bühlmann & PD Dr. Elham Manea

The Swiss burqa debate – a religious conflict?

Sources of information about the Swiss burga debate

- Personal experiences through direct contact
- Interpersonal communication
- Mediated experiences → Media Representations



Consequences of media representations on Swiss population and Muslims living in Switzerland

Research Interests

- How do the media represent the Swiss burqa debate? Who are the leading actors? Which frames are used?
- To what extend do the media construct images of (religious, political, cultural and value-based) conflicts related to the Swiss burqa debate?
- How do these media representations affect perceptions, attitudes, emotions, and behaviors of ...
 - ... the Swiss majority population?
 - ... the Muslim minority living in Switzerland?

Methods

 Combination of manual and automated content analysis of media coverage on the Swiss burga debate Combination of quantitative online survey with Swiss population and qualitative focus groups with Muslims living in Switzerland