

European Union's Crisis and Qualitative Methods

by Charles L. Mitchell

Grambling State University

Prepared for delivery at the 2013 Western Political Science Association Meeting,  
Hollywood, California, March 30, 2013

## European Union's Crisis and Qualitative Methods

European Union has added fifteen member member states since the Treaty of Maastricht in 1993. Now, twenty-seven countries are members of European Union and eight more countries are candidates for union membership. All has not gone well, however, for this regional cooperation plan. Substantial differences related to debt management issues have driven the member states apart from each other. Those nations that have borrowed substantially and found repayment of obligations to be difficult now share fewer values with other member states. Nations that have maintained fiscal soundness have proved reluctant to accept the financial distress of the debtor countries. Concerns within the prosperous countries about continuing moves towards political integration have surfaced. Disparities in debt management practices among the present twenty-seven countries appear to substantially affect future EU developments.

Many of the concerns that influenced the Treaty of Rome in 1957 appear to have disappeared from present discussion about European Union. The six countries that began European Economic Community confronted a vastly different political reality than exists in the present crisis. The alignment among the original six countries was believed capable of securing peace and bring prosperity. The intervening years have seen the world's economy substantially transformed. The information economy, with global emphasis, has replaced the economic realities of 1957. Globalism changed ideas that had previously existed promoting alignment. Now, countries are

motivated to differentiate themselves from neighboring countries in global competition instead of aligning with them. Whether differing demands of globalism and regionalism can be successfully reconciled has become a significant question of the present.

Social science reasons are similarly drastically transformed between the Treaty of Rome and the present European Union crisis. In the late 1950s and 1960s, quantitative methods were the dominant technique for social scientists. An imagination existed that enough empirical studies would enable social scientists to describe the social world reasonably well. Empirical studies required large data sets which were often collected with survey research techniques or experiments. Explanations for political behavior were to be obtained by analyzing quantitative data sets.

Assumptions about political analysis are substantially different now than then. Quantitative methods have yielded and accepted the techniques of qualitative methodology. While quantitative methods are still in use, substantial developments in qualitative methods have changed beliefs about how to most effectively analyze a political situation. Qualitative methods have gained recognition as political science methodology by having substantial ability to successfully explain various phenomena. The conflict between quantitative and qualitative methods has rarely been substantial because the two groups of methodologists have different education and value commitments.

Social science methods are rarely thought to interact with the political situations being explained. Research methods use data to explain the political reality being observed. Rarely, questions are

raised about whether research techniques ever affect the political reality being studied. Political polls in elections are the most familiar example of this in our ordinary experience with politics. Questions are occasionally raised about whether political forecasting with polls affects the election outcomes. In rare instances, political polling may effect who wins elections. When elections are close, voters tend to favor the candidate the polls explain will likely win.

The present crisis in European Union is a difficult crisis for the social scientist to understand. European regional integration has been a nearly sacred objective for over 50 years. Both peace and prosperity have been accomplished with integration. European integration has accomplished sustained levels of prosperity without armed conflict. The achievements of European integration are deemed meaningful for a region previously devastated by two major wars. Issues about how to proceed or whether to withdraw from plans for integration are producing uncertain outcomes. The initial entrants into the EEC are having more difficulty than ever cooperating because borrowing practices in several southern countries are at odds with the economic prosperity in the north. The desirability of subsequent possible EU expansions have become impossible to predict. Later entrants into EEC, notably the United Kingdom, possibly have weaker commitments to regional integration. Concern that economic leadership of EU stay in prosperous northern countries now contends with a substantial EU expansion to the east and south. Democratic decisions in several countries are anticipated and these could affect future plans for European integration and even EU's survival.

This paper evaluates whether qualitative methods are useful in affecting how political scientists

perceive the crisis in European Union. The EU crisis is an excellent opportunity for political science to demonstrate the powerfulness of qualitative methods in reorganizing knowledge about political realities. Qualitative methods gained producing more knowledge about phenomena than quantitative methods. More knowledge results from more careful studies that gain from those directly affected by the research question. Alternatively, qualitative methods improves knowledge with a greater number of studies. The ability to inclusively discuss many contending variables appears the logical advantage of qualitative methods. Statistical procedures and quantitative methods invariably limit the number of variables being researched.

When the social science researcher uses qualitative methods to explain the present EU crisis, the researcher has greater ability to inclusively considers many factors affecting the crisis. Begun from the aftermath of the destructive Second World War, the EEC and successor EU were devised from desperate reasoning about the devastating war. Present crisis in EU is still substantially about whether regional integration has the ability to maintain European peace. The number of variables that bear on that issue are substantial.

Quantitative methods are deeply rooted in positivist beliefs. If the qualitative methodologist follows several procedural steps, he had an implicit guarantee of success with his research. Reluctantly, accomplishing these positivist steps frequently outweighs the pursuit of bona fide validity. The overwhelming approval of quantitative methods was tarnished by researcher's zeal attempting positivism. Researching the present crisis in EU, including peace overtones, approves of the postmodern emphasis on qualitative methods. More is required in understanding the crisis

European Union than pursuing a few variables. The issues of peace and prosperity require a more thorough treatment than ordinarily possible with quantitative methods. Qualitative methods can claim to be inclusive of many more variables and has substantial usefulness explaining the present crisis in EU. Qualitative methods can take present analytic ideas and destroy them in the interest of rediscovering more effective reasoning.

All social science reasoning must be based on data. The quantitative methodologist always uses a data set. The data chosen by qualitative methodologist can vary substantial. Qualitative methods have been astoundingly inclusive with regard to what is considered data. Qualitative method's claim to improve analysis of political phenomenon derives substantially from differing ideas about data. Many more possibilities for data are allowed by the qualitative methodologist. While the quantitativist is left reasoning from numerical data sets, the qualitativist is substantially more flexible in his options options in choosing data. Choosing data to explain the crisis in European Union well exemplifies. The qualitative methodologist evaluates data asking if his analysis can adds to what is already known about the research question.

Validity, always an important social science objective, is a purported advantage of qualitative methods. Statistical analysis of data sets is accused of frequently failing because the researcher's preconceived ideas dominate numerical database building process. Numerical data and statistical analysis fail validity tests because the process is excessively researcher dominated. With qualitative data, the social scientist strives to see beyond his own original ideas about the research question. Greater validity occurs as the researcher accepts data that improves his perceptiveness. A

substantial amount of enthusiasm for the research activity can be generated by an advantageous choice of qualitative data. Well chosen qualitative data has the ability to enliven the research process and inspire efforts that produce commendable research validity.

### **The Research Subject - Crisis in European Union**

When the European Economic Community (EEC) was created by the Treaty of Rome in 1957, the six original countries sought to create a stable economic order that would promote prosperity. The EEC was seen then as innovation for continuing peace in Europe. The Six - France, Germany, Italy, Belgium, Netherlands, and Luxembourg - were deciding improving alignment would produce gains. The wastefulness of divisive issues including tariffs were not to reoccur. EEC members had decided to make their economies cooperate productively. Former animosities could be suppressed by making economic cooperation the objective. The Six could work together to attain the prosperity that all desired.

In 1973, the first EEC expansion added the United Kingdom, Ireland, and Denmark to the original six countries. During the 1980s, Spain, Portugal, and Greece were admitted to the EEC. In 1993, the Maastricht Treaty officially changed the EEC's name to the European Community.

Subsequently, in 1995, Austria, Finland, and Sweden were admitted to the European Community.

The 2004 Expansion added Poland, the three Baltic states (Estonia, Latvia and Lithuania), the Czech Republic, Slovakia, Slovenia, Hungary, Cyprus, and Malta. The most recent expansion occur in 2007 when Bulgaria and Romania were admitted to European Community. The 2009 Treaty of Lisbon transformed the European Community into the European Union.

## Figure One European Enlargement



Source: Civitas

Croatia is scheduled to accede to membership in the EU in 2013. There are five recognized candidates negotiating with EU for membership--Iceland, Macedonia, Montenegro, Serbia, and Turkey. The governments of Norway and Switzerland have considered EU membership, but voters in those countries have rejected the idea. Beyond that, Heather Grabbe of the Centre for European Reform summarizes the situation, "Belarus is too authoritarian, Moldova too poor, Ukraine too



large and Russia too scary for the EU to contemplate offering membership any time soon.”

(Economist, 29 April 2004)

The current crisis in EU is ostensibly about repayment of loans from the less prosperous countries of the South, Spain Italy and Greece, to the prosperous northern countries notably Germany. The issues are substantially more complex than this, however. The global economic crisis 2008/2009 caused beliefs in the Maastricht Treaty of 1993 to falter. The Maastricht structure was discovered to "lack economic government able to tackle economic downturns." Further, there was no bailout clause in Maastricht that allowed response to the crisis. The market state system upon which Treaty was based has contributed "significantly to the development of current account imbalances in the member states." (Busch et al. 2000, p 3) These issues have contributed to conditions that have caused substantial imagination about collapse of EU.

After 2008, developing economic conditions after 2008 reinforced differences between the economies of various European nations. Countries that joined the EEC early, Spain and Ireland, found that EU subsidies helped lift them "from rags to riches." Now, countries wanting to join EU are mostly poor. The "generosity of the EU's wealthier paymasters is already under great strain." The possibilities of new EU members has lost attractiveness as the subsidy system "would reach the breaking point if more impoverished countries joined on the same terms as past entrants."

(Economist, 2004)

When the EEC began the objective was increased regional cooperation. Alignment of regional

economies was seen as how to accomplish sustained prosperity. For decades after 1957, the objective of regional cooperation brought together the economies of the EEC. Regionalism appeared an invincible answer for sound economics. Beginning in the mid-1990s a contender for regionalism's influence emerged. Globalism became an option in economic projections. As ICT interconnected the world with increasingly frequent electronic communications, the economic value of making technology work increased. The knowledge to make technology succeed now came from anywhere on the globe. Regionalism dominance of economic futurity ideas began to fade. By 2013, national economies had to balance their efforts between regional cooperation and global initiatives.

The effects of austerity in European Union can be understood with the European Social Model. The European Commission first began using the European Social Model in the late 1980s to remind politically the EU was about not only deepening economic integration but was equally about social integration. Six policy objectives have been included in the European Social Model. 1.) a macro economic policy aimed at full employment; 2.) a wage policy for wage increases follow productive growth and a European minimum wage is implemented; 3.) a social security system that realizes a high level protection and pension, health care, family policy, and unemployment benefits; 4.) giving employees a high degree of codetermination; 5.) maintaining a strong public sector; 6.) incorporating a social progress clause in the EU Treaty giving basic social rights priority over market freedoms. Busch, Hermann, Hinrichs, and Schulten indicate that an assessment of the present EU crisis needs be mindful of the European Social Model. (Busch et al., p. 5)

The global economic crisis of 2008/2009 has substantially affected accomplishing European Social Model objectives. Some significant cuts in programs has occurred in Southern Europe. Spain, Portugal, Italy, and Greece have all accepted cutbacks in their social objectives. Various possible outcomes for the present EU crisis are evaluated with the European Social Model. (Busch et al., pp. 7-8)

Drastic conditions of unemployment in southern Europe round out factors influencing the present European Union crisis. The highest rates of unemployment in the EU in 2012 were in Spain with approximately 24% unemployed. In Greece, the unemployment figure was 22%. Conditions were worse for young people below 25 years of age in these two countries. The unemployment rate for this group was over 50%. Among Greek women under 25 there was a 60% unemployment rate. These unemployment figures appear so entrenched that "many are now talking about a lost generation." (Busch et al., p. 9.)

Busch, Hermann, Hinrichs, and Schulten present three possible scenarios explaining how the European Union crisis could resolve. First, these experts suggest a muddling through scenario. If this occurs, policy will avoid short-term collapse "by reassuring the financial markets, primarily through the intervention of the EEC bank, although without abandoning austerity with regard to the real economy." This model for managing crisis would produce a long period of austerity of around five years, and would likely be "disastrous for the European Social Model."

Second, the collapse of the Eurozone could occur. This scenario "is not scare mongering, but it development prospect's likelihood has increased month by month since spring 2012." The EU lacks the ability to make bold moves to revive prosperity. Europe may be moving deeper into recession. While there has been a precarious recovery in the United States, the current downturn in Europe could possibly surpass 2008/2009 in some ways. Economic and political risks of the Greek and Spanish situation are ominous. Political risks exist in Germany where "a broad majority of the population rejects any more support for the southern states." The Economic and Monetary Union could collapse. This outcome would mean the end of the European Social Model.

The third possible occurrence is that the EU will abandon austerity policies and make good the deficiencies of the Maastricht Treaty. A new constitutional convention could reform the EU Treaties. Reforms could include a European strategy for qualitative growth producing more employment; common European debt management; wide coordination of wage, social and tax policies; and a supranational European economic government. (Busch et al., pp. 28-30)

### **Researching the *Entschuldigen Sie* Politics of European Union**

Issues about researching crisis in European Union are complex. Many variables have been explained affecting likely developments as European Union attempts to extend the significant economic and political gains made since the Treaty of Rome. This paper is as much about methodology as about European politics; therefore, the social science research method devised for this subject necessarily is cognizant of several current methodological perspectives. As the paper's title suggests, qualitative methods are deemed useful in attempting to improve knowledge about

the crisis in European Union.

The data to accomplish the social science presented in this analysis is taken from the analytics of a YouTube channel maintained by the paper's author. YouTube allows a person to upload various video content to the Internet. The content so placed online is described as a YouTube channel. Persons can chose to subscribe to channels if they like. Specific content uploaded to YouTube is indexed and can be located through keyword searches. YouTube accesses originate predominately from keyword searches. Those persons following YouTube channels are few, ordinarily. YouTube does excellently analyzing who accesses once uploaded videos. The number of accesses are maintained as data. YouTube analytics similarly maintains from where accesses originate. Several other useful distinctions among accessors are additionally maintained and available in YouTube analytics.

The content available online that creates these analytics is related to the *entschuldigen sie* politics of European Union. The phrase “*entschuldigen sie*” means “excuse me” in German. When one terms European politics as *entschuldigen sie* politics, one is focusing upon the subsidy payments issue from the more prosperous countries to the less affluent countries within European Union. The suggestion is that the Germans are paying the poor countries asking them excuse us for ta successful economy and other reasons. The UK could be said to feel apologetic for being prosperous and perhaps for the country's remnants of feudalism. France might be explained to support subsidies because the nation-state has long maintained an opulent country. That is to say, the French simply feel guilty because of their superb culturalism and want to help out. The Dutch

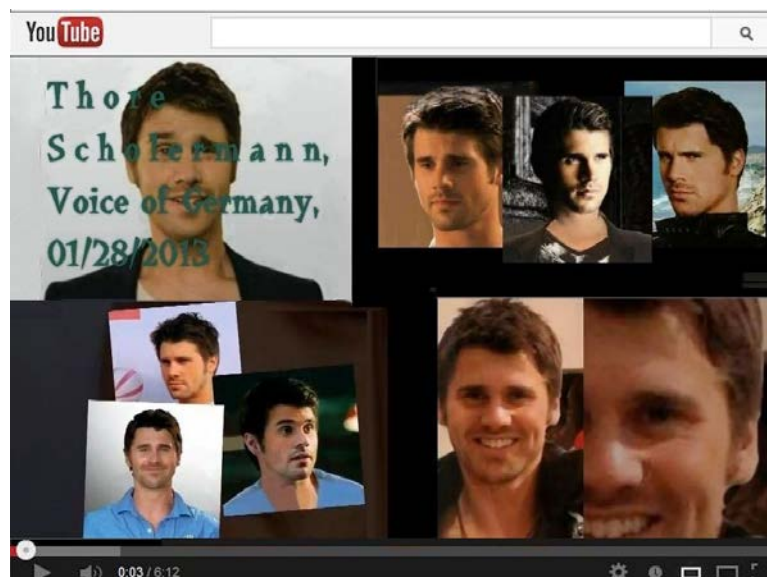
who have long claimed well-established globalism similarly could seek to give to the less advantaged nations. The Nordic simply are embarrassed by prosperity and would like to seek forgiveness as they help out countries. These have countries have opted for *entschuldigen sie* politics because they believe the future is less secure if the digital divide splits Europe.

European culturalism has produced a television personality who possibly symbolizes the spirit of *entschuldigen sie* politics. Thore Schölermann, in fall 2012, hosted a German talent search program, *Voice of Germany*. The name Schölermann is pronounced with similarity to the phrase “*entschuldigen sie*.” The sound similarity between Schölermann and “*entschuldigen sie*” is enough to create an association between the two ideas. Thore Schölermann has become familiar on the German television as he sometimes cohosts a video magazine program from Munich, *Taff*. This program presents life style news that the program’s hosts discuss as presently trending. Schölermann has appeared as a celebrity contestant on the German quiz program *Ich Liebe Deutschland*. He has appeared on Total TV's celebrity sports diving competition program, *TV Total Diving*. Schölermann is most famous, however, as his gay character, Christian Mann, on the soap opera *Verbotene Liebe*. German television is using this personality to encourage various audiences to reason with *entschuldigen sie* politics. One could ask how consciously Schölermann is educating Germans about EU issues.

Narrative slide shows comprised of Schölermann pictures were placed on a YouTube channel maintained by this paper's author. Slide shows are videos of many graphics images displayed sequentially with different presentation and transition effects accompanied by music. Slide shows

are narrative as they present personality development. Keyword searches on YouTube locates these videos. When accessors watch these videos, they leave data about themselves and their access of the videos. YouTube access data, so gathered, is an important data source upon which the conclusions reached in this paper are based.

**Figure One**  
**A YouTube Slideshow**  
**about the Actor Thore Schölermann**



From a methodological perspective using these slide show as narratives allows constructing narrative and analyzing narrative in society with some quantitative data gathering. Properly, this methodology for studying the crisis in European Union is termed a hybrid methodology combining qualitative and quantitative techniques. The dominant methodological idea is qualitative, though. Slide shows about Schölermann are narrative. This paper's use of slide show combines interpretive techniques with some numerical data gathering. The results argue persuasively that qualitative methods can accomplish a substantial amount of reasoning gain about the research subject.

Narrative is a popular qualitative technique methods capable of effectively improving knowledge about the EU crisis. Authentic improvements in perception of the research subject are possible with narrative. Successful qualitative methods requires the research move well beyond his own original ideas about the phenomenon. Narrative improves the researcher's hearing of those more knowledgeable than himself about the subject being researched. Narrative can deconstruct troublesome preconceived ideas. New explanations with greater validity can emerge from research with narrative.

### *Narrative*

Qualitative methods uses narrative in several ways. Holstein and Gubrium identify three different ways narrative is useful to the qualitative methodologist: 1.) analyzing stories; 2.) analyzing storytelling; and 3.) analyzing stories in society. (Holstein and Gubrium, pp. 4-5) The research that creates the data for this paper creates a narrative in slide show format, make the narrative available to the public on YouTube, and then interprets the analytic statistics YouTube creates. This technique succeeds in acquiring a valuable perspective on the phenomena being studied.

The *entschuldigen sie* politics of European Union can be well researched with narrative slide shows about Thore Schölermann. Schölermann's personality status throughout Europe is substantial because of the amount of television he has done in the last several years. There have been billboards and a substantial number of personal appearances promoting his role in Verbotene Liebe story. Schölermann is a unique personality because his personal following is divided



between the ordinary television audience and a substantial following drawn exclusively from Internet. Schölermann is thus two personalities, a television personality and a global Internet character. Being both a regional personality and the global personality, Schölermann creates data useful in analyzing regionalism and globalism.

### *Social Action Research*

A second qualitative methods technique is involved in the research techniques being described here. Slide shows about Thore Schölermann on YouTube are a form of social action research. Following the social issues level of a personality from German television creates a sense of involvement with the social issues influencing Europe. Internet allows a strange amount of interactive involvement with the current issues shaping Europe. Doing this sort of research one always gets an involvement similar to the emotions expressed in the famous video with the personality singing Numa Numa in front of his WebCam. This type of emotional involvement creates a cyber equivalent of social action research.

Social action has been explained as "expanded performative participation, a re-visioning of ingrained social arrangements relating to authority and violence, class and power, as well as freedom of speech and social change." This type of activity calls into question "the voices and action of those situated within the context of globalization." (Madison, p. 253) Usually social action situations or participatory action research, as the activity is alternatively called, are

**Figure Two**  
**Numa Numa sung by Gary Brolsma,**  
**a YouTube Video Accessed over**  
**50 Million Times between 2004 and 2013**



situations where people learn by doing through involvement in social activities with a social purpose. The Numa Numa song that became famous on Internet and acquired over 50 million accesses as of March 2013 clearly evidences a person's active involvement with something. In this case the person singing Numa Numa is substantially involved with the Internet and the globalism experience that his computer allows. Working with explaining a German television personality with slide shows has some of the same knowledge creation qualities. While following happenings with Internet is possibly shallower than the street performance that Soyini Madison writes about, still some active learning experiences are undeniably happening. (Madison, pp. 243–255)

*The Narrative Authority of a Subaltern*

As a methodology for better understanding the crisis in European Union, reasoning with a German

television personality has overtones of utilizing the narrative authority of a subaltern. Qualitative methods recognizes that people in less than top positions have what is called narrative authority. By virtue of having a position beneath the leaders of ideas and trends, the person with subalternity is appreciated to have abilities to explain what is happening with comprehensibility that often rivals even best experts. Product salesmanship can rely upon recommendations from people who have humble positions because the consumers accept these people know products of value. (Beverly, pp. 257 – 270) Schölermann has the following he does to some extent because his subaltern position as an actor in soap operas, on quiz programs, and various other minor television capacities give him credibility when he explains European issues.

Narrative is powerful qualitative methods technique. Analyzing how narrative interacts with society has potential as a technique for appreciating European Union's crisis. Qualitative methods gains in approximating social action involvement by constructing Schölermann image slide shows which immerse the researcher in European Union issues. Choosing to gain knowledge about Europe's crisis from the perspective of the subaltern is productive in cognitive terms. The narrative authority of subalterns is valuable in breaking down some preconceived ideas about European politics. The subaltern sells new ideas about European Union in a manner analogous to how many advertisers merchandise their products. The narrative authority of the subaltern allows adjusting one's perception about the political situation being analyzed.

### *The Social Construction of Knowledge*

The slideshow technique has the significant advantage of creating a tremendous amount of data.

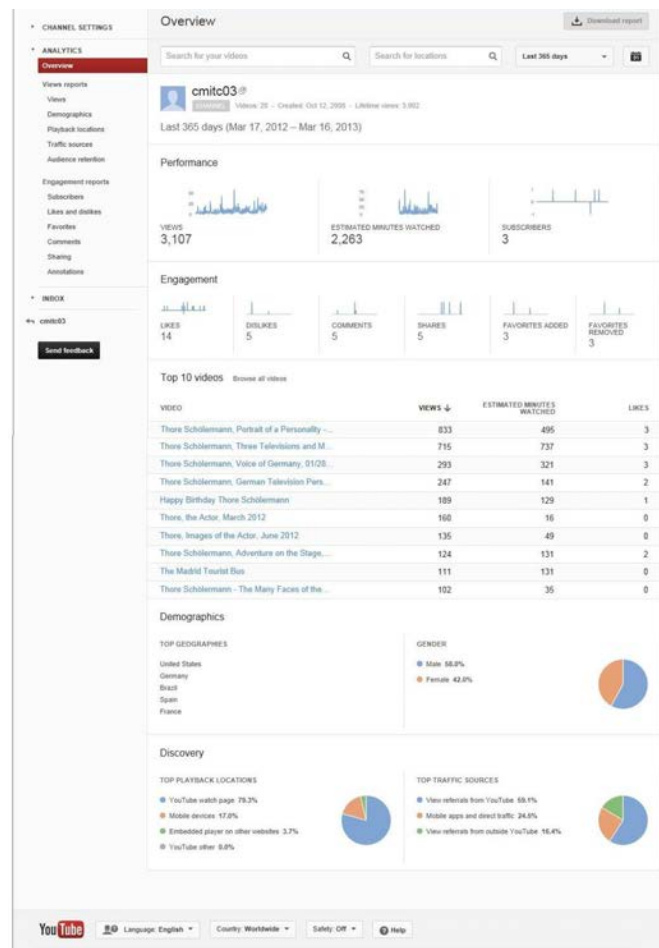
The second advantage is the combining of qualitative techniques with quantitative methods techniques. The development of qualitative methods has according to Uwe Flick included "old trench fights against quantitative research." (Flick, p. 24) Over decades qualitative methodologies gained acceptance as their postmodern reasoning persuasively accomplished the social construction of knowledge. Combining qualitative and quantitative techniques with the use of slide shows exemplifies why social construction of knowledge recognized by the postmodernists eventually gained the respectability qualitative methods now holds.

Two reasons can be identified for the quantitative researcher failing the social creation of knowledge. First, the researcher was not adequately involved with listening to those directly involved with the subject he was researching. The creation of presentation data can be excessively researcher dominated. Second, knowledge building did not adequately happen because the social communication in presentation was inadequate. Data analysis is often dry and disinterested. If the audience does not become adequately interested in the communication, quantitative methods frequently fail. The postmodernists recognize that without social process meaningful knowledge building can not occur. One person, the researcher, cannot elucidate himself and accomplish meaningful social science.

Slideshow creation is a valuable constructionist experience useful in reasoning with the European politics issues. Creating a narrative and then observing how the narrative interacts with society accomplishes social creation of knowledge. The YouTube analytics excellently portray narrative's interaction with society. In the process of creating slide show narratives, one gains insights in a

manner similar to that which occurs in social action research. A year so ago before a change in his IT ideas, the author was a Facebook friend of Schölermann. Following his developing

**Figure Three**  
**An Overview of YouTube Analytics**



television career with social media gave me something analogous to the experiences researchers gain from protest and other types of social activism.

*The Deconstruction of Knowledge*

One issue that qualitative methods experts do not always resolve is whether qualitative methods

are intended for exploratory studies. When the researcher first begins researching a subject, he needfully devises first steps in the knowledge acquisition process. Schutt recommends qualitative research for "exploratory research questions, with a commitment to inductive reasoning." Schutt continues, "Only after many observations do qualitative researchers try to develop general principles to account for their observations." (Schutt, p. 282) Other experts are not as sure that qualitative techniques are restricted to exploratory research. Czarniawska expresses this sentiment in comments about narrative, "Therefore a student of social life, no matter which domain, needs to become interested in narrative as a form of social life, a form of knowledge, and a form of communication." (Czarniawska, p. 13) Czarniawska's discussion of deconstructing social science theory similarly questions if qualitative methods are undervalued by those who emphasize exploratory studies. "Change and transformation of insights" have potential for significant increments in knowledge. (Czarniawska, p. 112) Qualitative methods' accomplishment can be a shift in emphasis in the analysis of data. Reworking existing ideas about social reality is excellent analysis and can have significant results. Deconstruction reminds that qualitative methods places the emphasis on results in research activities. As Flick explains, the important contribution of qualitative methods is sensitizing the important concepts improving perception and knowledge of the phenomena. (Flick, p. 12 and pp. 100-101.)

### **The Results--Likely Scenarios for the European Union Crisis**

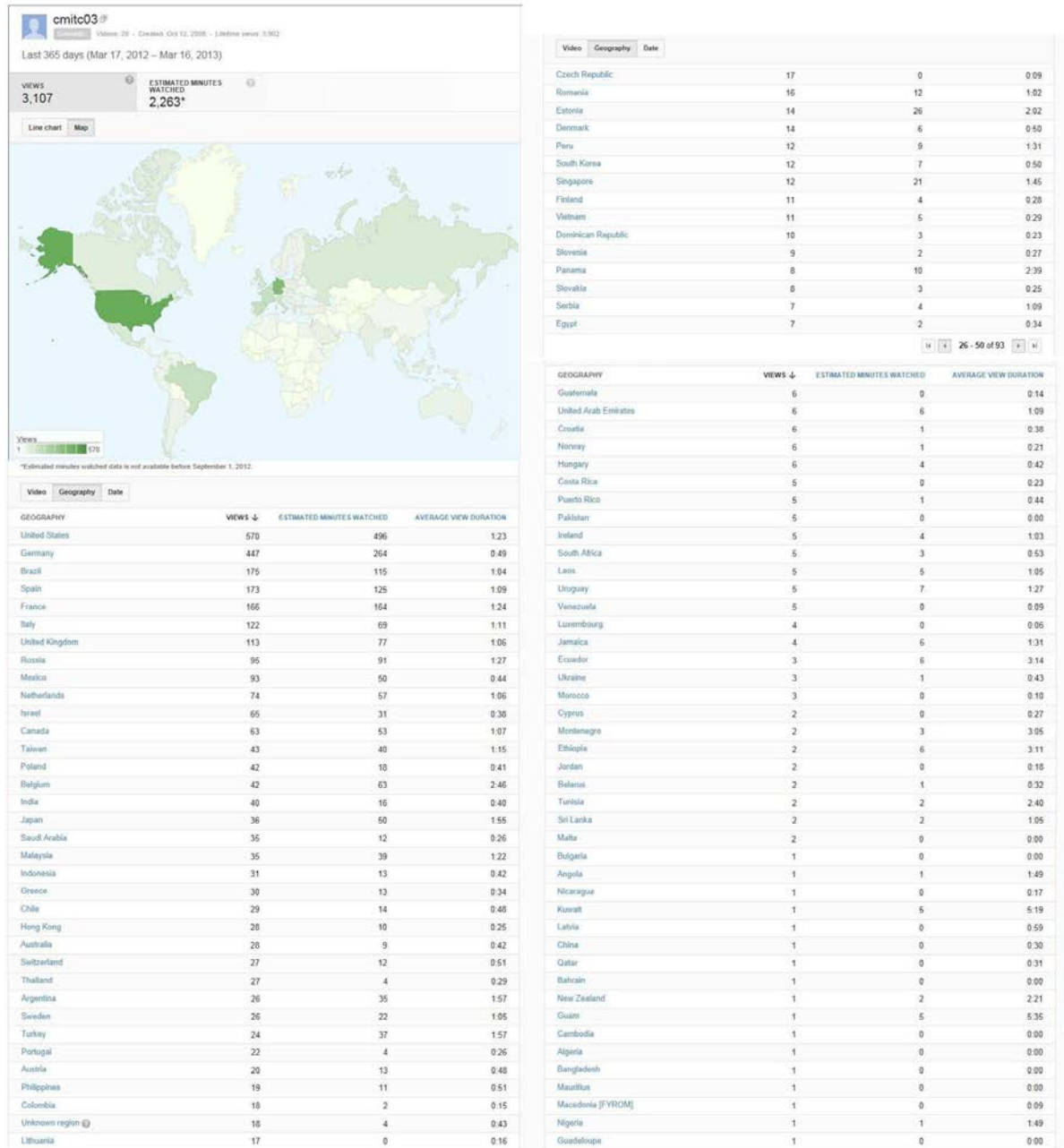
Busch, Hermann, Hinrichs, and Schulten suggested three scenarios explaining possible futures for European Union, as discussed. The methodological technique presented here for analyzing the crisis in European Union has been termed "deconstructionist." The ability of qualitative methods

to break out of the preconceived ideas researchers bring to the research question. Narrative slide shows about Thore Schölermann's development prove useful in understanding the *entschuldigensie* politics of European Union in 2013

One of Busch, Hermann, Heinrich, and Schulten's scenarios has German voters rejecting more support for the southern countries in EU. Schölermann slideshows and Numa Numa Internet enthusiasm encourage the researcher to explain the German role in EU politics with somewhat different emphasis. The data produced by YouTube analytics, presenting the narrative's interaction with society, contains some unanticipated results. Surprisingly, interest in Schölermann is global. The data presented in Table Four evidences YouTube interest in Schölermann in 93 countries in a one year between March 2012 and March 2013. From this data, one modifies Busch, Hermann, Heinrich, and Schulten's idea to include a realization that the German political equation includes anticipation of German global success. Questionably, the success of the German economy is attributable to German success accomplishing a global differentiation of the country's ideas and products. The YouTube data could be used to conclude that German voters may prove reluctant to tamper with their global success formula by rejecting EU.

The muddling through scenario that Busch, Hermann, Heinrich, and Schulten explain is amplified by using Schölermann narratives. Schölermann appears on the *Voice of Germany* talent program, *TAFF* topical news program, the *Ich Liebe Deutschland* quiz program, the *Direct Diving*

**Figure Four**  
**Global Interest in Thore Schölermann Slideshows**



*Television* sports program, and the *Verboten Liebe* soap opera. In the last few years, Schölermann has made himself a familiar household commodity within Germany. At the age of twenty-eight, Schölermann is already one of Germany's better-known personalities.



Schölermann's slide shows are useful constructionism as they allow an imagination of how muddling through could continue EU's useful existence. A new generation of Germans are growing up with the familiar personality of Schölermann and are possibly learning lessons about a German formula for economic success based on global gains and support for the EU. The political learning being promoted in Germany can be followed through Schölermann slide shows as a process that may produce citizens capable of muddling through and saving the European Union.

The realization that regional cooperation now is occurring together with global economics is not, however, without some pessimism about the immediate future of EU. The other countries of the EU, besides Germany, must play along with the *entschuldigen sie* politics projected to reconcile differences between countries with economic disparities. Impressive gains made by EU, including the European Social Model, undeniably require a continual apology from the richer countries to those weaker in economic circumstances. While the overall equation including gains from the EU and globalism may produce meaningful prosperity in the northern countries, clearly resources need be transferred South in order to keep the entire regional system producing gains. The complexity of the EU formula raises some doubts about whether required objectives can be accomplished.

The data supports the importance of globalism. Schölermann is a global Internet personality who is influential in differentiating the German product. As an influence on EU, globalism has been discussed as complementary to regional cooperation. The exact trajectory of globalism is somewhat uncertain, however. The recession of 2008/2009 questions the powerfulness of

globalism. The interconnection of countries proves to be more complex than was imagined when the Treaty of Maastricht was devised in 1993. This treaty was produced in a year immediately preceding substantial developments in globalism. The Internet browser was invented in 1994 transforming a dull monochromatic Internet into a colorful, graphics oriented global sensation. After the browser's introduction, global connections multiplied at an astounding rate. The world became interconnected with frequent interactions among diverse countries. The transformation the browser accomplished was not anticipated when the Treaty of Maastricht was concluded.

Two possible implications of not anticipating globalism when the Treaty of Maastricht was concluded are imaginable. First, the rapid rise of globalism could influence which country is the critical country in future EU crises. Netherlands, where the city Maastricht, is located may not realize gains now despite centuries of globalism. The treaty has possibly frozen Dutch globalism in the year 1993. Dutch voters are uncertain about endorsing the *entschuldigen sie* politics of EU as they may be losing centuries of global leadership. The treaty did not contain any provisions for economic programs that could revitalize a troubled economy.

Second, the pressures globalism is creating on regional cooperation among EU countries may prove significant enough to eventually cause the member states to exit regional cooperation in favor of global gains. Maastricht may have been a mistake because the economic organization that was established lacked the ability to accomplish positive economic goals. Lacking an ability to initiate positive economic policy, EU countries increasingly are influenced to accept positive economic leadership from outside the EU. This globalism trend could difficultly increase the rate

at which globalism's influence exceeds regional influence. The morphogenesis possibilities from technology on this issue are great. Global pressures on regionalism may develop at an accelerating rate analogous to IT rapid rate of change.

The European Social Model is difficultly damaged at the present time. The high rates of unemployment among young people in Spain and Greece are devastating realities for planners who sought to minimize social differences among EU countries. Globalism could precipitate the demise of the European Social Model. In recent years, politics, for example elections, that were formerly national concerns have gained a substantial amount of transnational influence. Failures in the European Social Model may prove difficult to conceal and more difficult to remedy.

Globalism appears to encourage developments following natural patterns of cooperation. Whether social issues within EU can hold up to this test is difficult to discern.

Both Norway and Switzerland have had elections where voters rejected membership in the EU. Other countries could conceivably leave the EU without the entire organization being permanently affected. Without the major powers in the organization, cooperation is likely to prove unproductive. The technique for analyzing narrative presented in this paper supports that exit by the major powers is unlikely. The Thore Schölermann slide shows convince that major efforts are taking place to educate about the politics of *entschuldigen sie*. This approach imagines that the people can be educated about the validity of a formula explaining substantial gains from globalism requires a refusal to abandon regional cooperation. The dedication found in Europe in 2012-2013 for popular education about the reasons for EU is substantial. Success can be

anticipated in creating popular sentiment for regional cooperation that is consistent with anticipated gains from globalism.

The most likely scenario that can be discerned from the Thore Schölermann slide show data is that EU will succeed in muddling through the present crisis. Although issues are difficult and some present member countries may leave EU, the major European powers will succeed in reconciling the need for continuing regional cooperation in order to realize the most substantial possible gains from globalism. The European Social Model likely will not be fully revived for decades. Enough relative gains will be realized, however, to at least maintain the concepts behind the model. The difficulties in providing positive economic programs to remedy recession conditions are impossible to resolve. Either cooperation with global economic realities or reform of the EU itself could produce the positive economic response necessary to counteract effects of adverse economic conditions.

A substantial amount of political sophistication is required to imagine EU successfully resolving the present crisis. Germany's leadership in the politics of *entschuldigen sie* is already substantial as evidenced by the educational direction of present German television. Globalism can be understood through education and the significant potential gains from EU can be popularly realized. The data presented in this paper allows a conclusion that the substantial beginnings already made in political education have possibilities for remedying the present crisis. The required condition is that the people perceive gaining from globalism to be dependent on sustaining their beginnings in regionalism.

## Bibliography

John Beverly. "Testimonio, Subalternity, and Narrative Authority." in Denzin and Lincoln (eds.) *Strategies of Qualitative Inquiry*. Los Angeles: Sage, 2008., pp.257-270.

Klaus Busch. Chrisoph Hermann, Karl Hinrichs, and Thorstein Schulten, *Euro Crisis, Austerity Policy and the European Social Model, How Crisis Policies in Southern Europe Threaten the EU's Social Dimension*. Berlin: Friedrich-Ebert-Stiftung, February 2013.

Stephen Brown. Reuters US Edition (1 March 2013). "Italian president says Germany must give EU recovery a boost". The Economist. <http://www.reuters.com/article/2013/03/01/us-italy-germany-napolitano-idUSBRE9200IK20130301> Retrieved 1 March 2013.

Andy Bruce. Reuters US Edition (21 February 2013). "Chasm opening between weak French and strong German economies". The Economist. <http://www.reuters.com/article/2013/02/21/us-pmi-services-eurozone-idUSBRE91K0DU20130221> Retrieved 1 March 2013.

Barbara Czarniawska. *Narratives in Social Science Research*. Thousand Oaks, California: Sage, 2004.

Civitas, (2011) Institute for the Study of Civil Society, Member States and En largement, <http://www.civitas.org.uk/eufacts/ms.html>, accessed April 16, 2011

Economist (29 April 2004). "Ever-Expanding Union?". The Economist. [http://www.economist.com/node/2628212?Story\\_id=2628212](http://www.economist.com/node/2628212?Story_id=2628212) Retrieved 1 March 2013.

Uwe Flick. *An Introduction to Qualitative Research*. Los Angeles: Sage. 2009.

James A. Holstein and Jaber F. Gubrium. *Varieties of Narrative Analysis*. Thousand Oaks, Ca.: Sage, 2012.

Soyini Madison. "Critical Ethnography as Street Performance, Reflections on Home, Race, Murder, and Justice." in Denzin and Lincoln (eds.) *Strategies of Qualitative Inquiry*. Los Angeles: Sage, 2008., pp.243-255.

Russel Schutt. *Investigating the Social World, The Process and Practice of Research*. Los Angeles: Sage, 2012

Joe Weisenthal. (26 February 2013). " Why Europe Just Got Its First 'Rebellion' Of The Crisis Era". Business Insider. <http://au.finance.yahoo.com/news/why-europe-finally-got-first-101901812.html> Retrieved 1 March 2013.