

Kostiantyn Yanchenko (2022): Interviews with the Ukrainians who voted for Volodymyr Zelensky in both rounds of the 2019 presidential election and watched at least the first season of the “Servant of the People” before 2019, v. 1.0, Discuss Data.

All materials below are translated into English from Ukrainian and Russian

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INTERVIEW PROTOCOL

1. Greetings and Ice-breakers (e.g., how are you doing today? Have you ever been interviewed for a research project? What's your current occupation?).

2. Screening Questions (double-check name, age, city of residence, whether voted for Zelensky at both election rounds in 2019, whether watched at least the first season of "Servant of the People" before 2019).

3. Formalities (double-check whether the consent form has been submitted; ask whether there are any remaining questions; ask for permission to start recording).

4. Structure. Every interview follows the structure shown in the *Interview Guide* (see pp. 5–6 of this document. Questions without indentation on the left are the main questions. Left indented questions are follow-ups. Clarifying and situational questions asked during the conversations are not displayed in the *Interview Guide*.

5. Stimuli materials. To facilitate conversation on specific interview topics, two video clips were used as stimuli material:

Shown before the first interview block: Sluga Naroda. (2016, October 12). *Слуга Народа 2 – первый официальный трейлер. Скоро на всех экранах страны.* [*Servant of the People 2 – the first official trailer. Soon on all screens of the country.*] [Video file]. YouTube. <https://www.youtube.com/watch?v=gXzmQE5BjY0>

Shown before the second interview block: Euronews. (2019, April 4). *Зеленский вызывает Порошенко на дебаты.* [*Zelensky calls Poroshenko to debate*]. [Video file]. YouTube. <https://www.youtube.com/watch?v=XryhSLgAfp0>

6. Completion of the interview. At the end of the interview, participants were asked whether they would like to add something. Then, they were thanked for participation.

CONSENT FORM

Dear participant!

Welcome to “Presidential Elections through the Eyes of Voters”, a research project that examines how Ukrainians make political decisions. Please, read the summary of the research project and consent form carefully before participating, and check the “Agree” box if you understand all the conditions and voluntarily agree to participate.

Overview of the Study

Volodymyr Zelensky has been the president of Ukraine for two and a half years now. In 2019, he managed to confidently win the presidential elections and to create a mono-majority in the parliament. It is sometimes assumed that one of the factors behind Zelensky's success was the series “Servant of the People.” However, so far, no thorough research has been carried out on the public opinion of Ukrainians who watched that series and then voted for Volodymyr Zelensky. The goal of our project is to fill this gap. To accomplish this, we are conducting twenty-five in-depth interviews with viewers of the series and Zelensky's voters from five regions of Ukraine. These conversations will help us to better understand how Ukrainians make political decisions.

Consent Form

- I voluntarily agree to take part in this study.
- I understand that I can withdraw from the study at any time without giving a reason.
- I understand that I can revoke permission to use data from my interview, in which case the material will be deleted.
- I am familiar with the purpose of the research and have had the opportunity to ask questions about the research.
- I understand that participation includes an online interview via Zoom video platform of up to one and a half hours. If I agree to participate, I undertake to provide optimal conditions for communication on my part, namely: high-speed Internet, high-quality audio and video connection, a laptop or desktop computer, privacy during a conversation (for example, a separate room at home or in the office).

- I am aware that remuneration for participation in this research project is 200 UAH or the equivalent of this sum in a voucher of your choice (e.g., mobile phone top-up, supermarket certificate, etc.).
- I consent to the audio and video recording of my interview.
- I understand that all information I provide for this study will be treated confidentially.
- I understand that my identity will remain anonymous in any report of this study. This will be accomplished by changing or deleting my name and removing any interview details that might reveal my identity or the identities of the people I will be mentioning.
- I understand that anonymized excerpts from my interviews may be cited in academic articles, dissertations, academic presentations, and other sources off- and online.
- I understand that if I inform the interviewer that I or someone else is at risk of harm, the interviewer will be forced to report this to the appropriate authorities.
- I understand that audio and video recordings of the interview will be archived within one year after publication of the study. Only the Study Coordinator will have access to the data.
- I understand that I have the right to access the information I have provided at any time while it is in storage as stated above.
- I understand that I may contact the Study Coordinator for further information and clarification or to file a complaint.

Study Coordinator:

Name of the coordinator

Affiliation of the coordinator

Address of the coordinator

Email address of the coordinator

Telephone number of the coordinator

If you understand the terms of participation and voluntarily agree to participate in the study, check the “I Agree” box. After that, you will receive an electronic copy of this consent form.

☐ Agree

INTERVIEW GUIDE (Short Version)

Warm-Up Question

Please, tell me when and under which circumstances you first watched *Servant of the People*.

Block 1. Servant of the People and its contribution to the formation of populist hyperreality

What were your initial impressions of the series?

What kind of thoughts and emotions did it evoke?

Was the series similar to what you know from the real life? In which respects?

Please, tell me how you see President Holoborodko.

As a politician? As a personality?

What do you like about him?

What do you dislike about him?

In your opinion, did the series influence your desire to vote for Zelensky?

What makes you think so?

If you think it did influence your decision, how exactly? In what ways?

Block 2. Sourcing political information in the conditions of hyperreal election campaign

Please, tell me what sources did you use to get information about Zelensky as a presidential candidate?

Was there always enough information?

Which episodes from Zelensky's election campaign do you remember the most?

Do you remember coming across information about Zelensky's political program and his plans for the presidency?

During the election campaign, Zelensky often appeared on television as an actor in various programs. In those programs, he joked about politics and spoke on political topics. On the eve of the election, the third season of the “Servant of the People” was released. How did you differentiate between the images of Zelensky-actor, Zelensky-politician and Holoborodko?

How important for you was to maintain this differentiation? Why?

Was it easy or difficult for you? Why?

Block 3. Leaving the narrative world: Holoborodko vs Zelensky as Ukrainian presidents

Please, tell me how you see President Zelensky.

As a politician? As a personality?

What do you like about him?

What do you dislike about him?

If Holoborodko and Zelensky took part in the real election, who would you vote for and why?

In your opinion, what do Holoborodko and Zelensky have in common?

What distinguishes them?

Who of them do you think is a better president?

Why do you think so?

During his presidency, is Zelensky approaching the image of Holoborodko or moving away from it?

How does this manifest itself?

Do you see it as a positive or a negative trend? Why?

A conclusive question

When the election results were announced, and it became clear that Zelensky had won, what did you feel?

**ATTITUDE OF RESPONDENTS TOWARDS PRESIDENT ZELENSKY
AT THE TIME OF THE INTERVIEW**

Predominantly positive attitude: Int1-F22-V, Int2-M24-C, Int3-M21-C, Int4-M22-L, Int5-M23-L, Int8-M27-C, Int10-M40-V, Int11-F36-L, Int12-F21-V, Int13-F30-K, Int15-F40-V, Int16-F38-O, Int21-M22-O, Int23-M40-L, Int24-M26-V.

Ambiguous attitude: Int6-M22-O, Int7-F38-K, Int14-F38-L, Int22-M39-K

Predominantly negative attitude: Int9-M33-K, Int17-F39-K, Int18-F22-O, Int19-F38-O, Int20-F33-C, Int25-F25-C