

Change in cultural behaviour within the European Union, due to impact of terroristic activities and the Syrian refugee crisis, Case Study: “Brexit”

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Submitted to Eva Aileen Jungwirth-Edelmann MA

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Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

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Abstract

Topic: Change in cultural behaviour within the European Union, due to impact of terroristic activities and the Syrian refugee crisis, Case Study: Brexit

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Content:

In the past years the European Union had to face more issues than ever before with financially struggling member states, the Syrian refugee crisis, constant terroristic attacks and a member state, the United Kingdom leaving the European Union. This thesis aims to provide the reader with insights on the challenges the European had and has to face, to provide the reader with more understanding about the factors which have influenced the United Kingdom to exit the European Union and the future perspective of the European Union and the United Kingdom concerning this decision. Furthermore, the consequences for the United Kingdom and the European Union have been analysed and interpreted whether this decision can be positive for the parties involved. With qualitative research approaches this thesis is investigating newspapers, articles and books concerning the topics listed above. Furthermore, an interview with a financial specialist has been conducted and analysed to gain a deeper understanding of the United Kingdom's decision to exit the European Union. The main findings of this thesis will show that terrorism as well as the Syrian refugee crisis had a significant impact on European member states. Furthermore, the findings will demonstrate how the media in the United Kingdom had an impact on the population's decision to exit the European Union. Finally, the main findings will be interpreted and an outlook for the future development of the European Union and the United Kingdom will be provided.

Supervisor: Eva Aileen Jungwirth-Edelmann MA

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List of Abbreviations

EU – European Union

i.e. – in example

ISIS – Islamic State of Iraq and Syria

UK – United Kingdom

Art. – Article

TFEU – Treaty on the Functioning of the European Union

1. Introduction

1.1 Motivation and cognitive interest

For a long time the researcher has always been interested in the function and purpose of the European Union. In the past years, the European Union had and has to face more complications than ever before, with member states struggling with financial difficulties, like Greece (Lynn, 2011), the ongoing Syrian refugee crisis and their implications (Rabil, 2016) and the constant terroristic attacks (Berend, 2017). The interest lies in how the European Union handles these issues on a super-national level. Apart from this, the United Kingdom's referendum decision to leave the European Union will not only directly affect the future development of the European Union but might also change the whole construct of the European Union (BBC, 2017). It should be stated that a personal interest of the researcher about the changes concerning the European Union and the United Kingdom lead to the motivation and finally to the decision to write this thesis. Since this thesis is aiming to explain and provide a connection for the changing behaviour in terms of elections and general behaviour within the European Union due to the rise of terroristic and refugee activities it can be stated, that the main topic of this thesis is a developing trend in time. The cognitive interest of writing this thesis lies in the pursue of analysing the Syrian refugee crisis, the terroristic attacks on the European Union and the United Kingdom's referendum decision to exit the European Union. From a cognitive perspective, this topic has not been fully researched and explained due to the level of uncertainty of future events and upcoming decisions. Therefore, the researcher has chosen to further the cognitive understanding of this topic.

1.2 Aim and limitations

1.2.1 Primary aim

The primary aim of this thesis is to gain insight and more understanding concerning the United Kingdom's referendum decision to exit the European Union. Its core aim is to examine whether a connection between the ongoing Syrian refugee crisis, the terroristic attacks and the United Kingdom's referendum decision can be made.

1.2.2 Secondary aims

Secondary aims of this thesis can be listed as the following. The first goal of the thesis is to research and explain the basics of human behaviour to get a basic understanding of the topics dealt with. Secondly this thesis will investigate the origin and impact of the Syrian refugee crisis and its influence on the European Union. Next, the impact of terrorism on the European Union will be focused and finally, a case study concerning the United Kingdom's referendum decision will be conducted to gain more insight and understanding about this decision.

1.2.3 Limitations

Since this thesis is dealing with a very current topic (the UK's decision to exit the EU) the researcher had to rely on information provided mostly in newspapers. The researcher has chosen sources exclusively which are considered to be not influenced by politics. It can occur, that the researcher has to cut a topic due to its falsification based on newly provided information or adjust the information provided in this thesis. Finally, it has to be stated that the outline which this thesis is providing the reader with about the possible future impact on the European Union can not be granted correctness in the future since the final decision about the exact procedures of the UK leaving the EU have not been made yet.

1.3 Research questions and Hypothesis

Since the general aim of this thesis is to provide the reader with insight and understanding concerning the United Kingdom's decision to exit the European Union, below the research question and the hypothesis are listed

1.3.1 Research questions

- To what extend did external sources connected with Human behaviour like the Syrian refugee crisis had an impact on the United Kingdom's referendum decision to exit the European Union?

- To what extent did external sources connected with Human behaviour like terrorism had an impact on the United Kingdom's referendum decision to exit the European Union?
- How significant was the influence of advocates and the media on the United Kingdom's decision to exit the European Union?
- Will there be any changes for the United Kingdom especially the city of London after the UK has left the EU?

1.3.2 Hypothesis

The decision of the United Kingdom's population was not solely based on internal issues of the country but was also influenced by external sources like media, advocates of the referendum, the European migration and refugee crisis and the terroristic attacks on Europe and can neither be positive for the United Kingdom, nor the European Union.

1.4 Overview of the thesis

After the prior introduction, the **second chapter** of this thesis deals with the topic of human behaviour. In the first sub-chapter the thesis is going to define human behaviour and will explain fundamentals within this scientific area. Furthermore, a short comparison of the election behaviour of European member states connected with the Syrian refugee crisis in the past and the present will be provided. In the following sub-chapters of chapter two this thesis will analyse the ongoing Syrian refugee crisis, by defining the origin of the crisis, the route refugees use to travel to Europe and finally, the impact of this crisis on the European Union and the challenges the European Union has to face. Finalizing chapter two, the thesis is going to examine terroristic activities within the European Union by defining terroristic activity, terroristic groups, and their impact.

The **third chapter** is going to deal with the case study of the thesis concerning the United Kingdom's referendum decision to exit the European Union. It will define the referendum, list influencers of the referendum and if a connection can be established, will try to link recent terroristic activity and refugee activity to the outcome of the

United Kingdom's referendum decision. Furthermore, this thesis is going to cover the immediate impact on the United Kingdom after the referendum decision. Finally, the financial interview which has been conducted will be evaluated and future impact of this decision will be assessed.

In the **fourth chapter** this thesis will provide the methodology used for this thesis. Starting with data analysis of the collected data concerning election behaviour, terroristic activity, refugee activity and the evaluation of the conducted data analysis. The second part of the Methodology chapter is going to outline the research methods used to conduct the case-study interview in terms of evaluation and analysing.

The **fifth and sixth chapter** of this thesis are going to deal with the summary and interpretation and the conclusion. In the summary and interpretation, the thesis is aiming to evaluate the statements and opinions provided within the case-study interview and compare those with the literature review conducted during the second chapter to add additional information or to provide a literature's point of view towards a statement. The sixth and final chapter of this thesis contains the conclusion where the thesis is going to fusion the literature review and the case study, conclude all findings, answer the research question and finally falsify or validate the hypothesis.

2 Human Behaviour

This chapter is going to examine the basics of Human behaviour to provide the reader with a general understanding of the function of Human behaviour. It is critical to understand basics of human behaviour to comprehend this thesis approach towards topics such as the Syrian refugee crisis and terroristic activity in the European Union.

2.1 Definition of human behaviour

When defining human behaviour (Skinner, 1953) two main dimensions are taken into consideration to describe it.

- Firstly, **external influence** should be considered. This describes everything which influences or changes human behaviour, and is out of the control of a human being (i.e. nature, society, health...) (Skinner, 1953).
- Secondly **internal dimensions** have an influence on human behaviour. According to (Skinner, 1953) internal dimensions are much more difficult to be measured and described in comparison to external influences, because human thought processes are complex to quantify.

Although the dimensions of “inner causes” (Skinner, 1953, p. 27) are much more related with factors like “psychic inner causes” (Skinner, 1953, p. 29) and “conceptual inner causes” (Skinner, 1953, p. 31) it can be stated that for the purpose of this thesis it is most important to understand that human behaviour can be defined by influences of external and internal dimensions on human thinking (Skinner, 1953). According to (Tolbert & Mossberger, 2006) trust in the general system and the government is also a very important factor when defining human behaviour and if not fulfilled to the population of a country can also cause change within behaviour.

2.1.1 Causes of change within behaviour

For human behaviour to change, individuals must behave in a different way than before due to external and internal factors and their new way of behaviour has to be influenced by a third individual (Skinner, 1953). Although change in human behaviour might be difficult to explain Skinner wrote: “It is often argued that this is different from individual behaviour and there are “social situations” and “social forces” which cannot be described in the language of natural science. A special discipline called “social science” is said to be required because of this apparent break in the community of nature. There are, of course, many facts-concerning governments, wars, migrations, economic conditions, cultural practices, and so on – which would never present themselves for study if people did not gather together and behave in groups.” (Skinner, 1953, p. 297).

Another very important factor, to understand basics and possible change in human behaviour, is “Maslow’s Hierarchy of Needs” (McLeod, 2017). The pyramid shown in the figure below, deals with people’s needs from very basic needs positioned at the bottom of the pyramid to more advanced ones located at the top (McLeod, 2017).

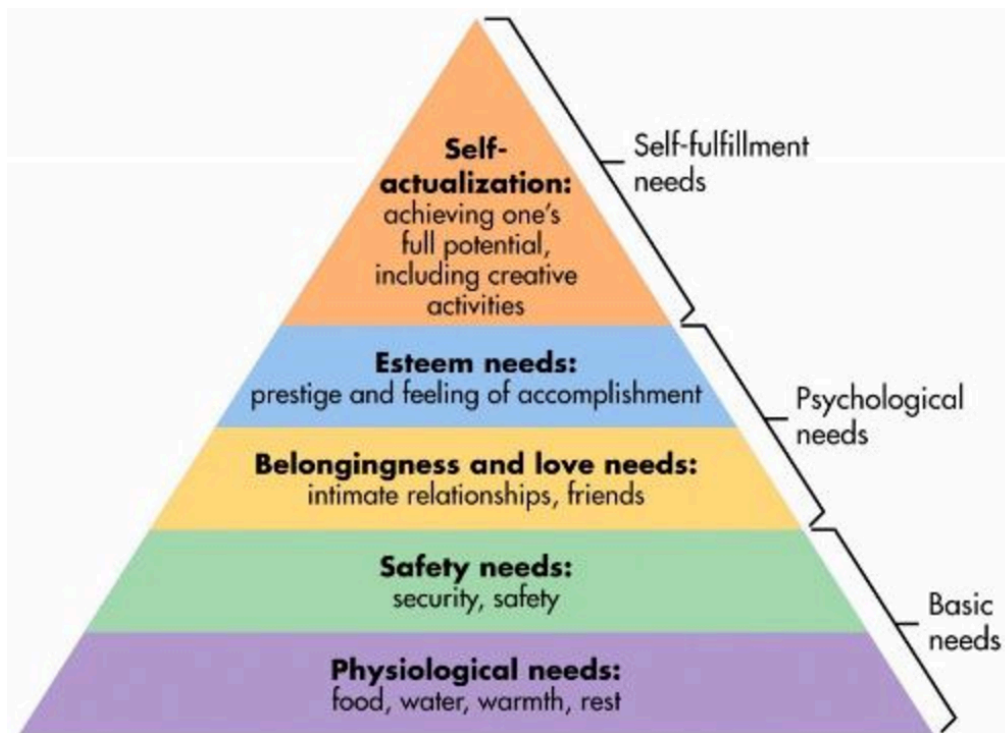


Figure 1: Maslow's Hierarchy of Needs

Source: (McLeod, 2017)

Finally, it should be stated that if a need from this pyramid is taken away from an individual, a change in behaviour of this individual can be observed. If a need from a lower layer of this pyramid is taken away from an individual the more significant the change in his/her behaviour will be. (McLeod, 2017). For example: a person will behave different if one of his "esteem needs" (McLeod, 2017) has been taken away, compared to if one who's "safety needs" (McLeod, 2017) have been taken away. It can be concluded that every individual in an existing (i.e. living in his/her home country) or a new life situation (i.e. moving to a new location of establishment) will consider his/her needs from the bottom of the pyramid to the top. The lower the layer of this pyramid the need is in which is taken away from an individual the more dramatic the change in behaviour is. (McLeod, 2017)

2.1.2 Electing behaviour in the European Union comparison

The reason for comparing the election behaviour of some European Countries is to observe and highlight a trend which has been developing in the past years. According to (Maiese, 2003) radical change in Human election behaviour can be due to the lack of Human needs. Four European Countries have been chosen in this comparison which have been influenced by the ongoing refugee and migration crisis (BBC, 2017). All four countries in this comparison are located on the route of the refugees and migrants immigrating into the European Union (BBC, 2016). It is very important to point out that this thesis is not aiming to claim that the refugee crisis is the factor which changes the election behaviour of the European population. From every country that has been chosen for this observation a conservative, a socialist and a right-wing party have been selected to have an independent view on this analysis. After the following descriptions of the chosen countries and their parties a table will be created to visualize the changing election trend.

Hungary:

Is the first country to be observed, with the conservative party called “MSZP” (MSZP, 2017) and the nationalist party called “FIDESZ” (FIDESZ, 2017)

Austria:

The second country to be analysed, with the conservative party called “ÖVP” (ÖVP, 2017), secondly the socialist party called “SPÖ” (SPÖ, 2017) and the right-wing party called “FPÖ” (FPÖ, 2017)

Germany:

The third country to be chosen, with the conservative party called “CDU/CSU” (CDU, 2017), secondly the socialist party called “SPD” (SPD, 2017) and finally the right-wing party called “FDP” (FDP, 2017)

United Kingdom:

The fourth country to be examined, with the conservative party called “CON” (CON, 2017), secondly the socialist party called “LAB” (LAB, 2017) and the right wing party called “UKIP” (UKIP, 2017)

Change in Election Behavior 2002-2015					
	Hungary			Source	
	MSZP	FIDESZ			
Parliamentary Election 2006	43,21%	42,03%		NSD, European Election Database, 2017	
Parliamentary Election 2010	19,30%	52,73%		NSD, European Election Database, 2017	
Parliamentary Election 2014	25,99%	44,54%		Kovacs, 2014	
Austria					
	OEVP	SPOE	FPOE		
Parliamentary Election 2002	42,30%	36,50%	10,00%	SORA, 2017	
Parliamentary Election 2006	34,30%	35,30%	11,00%	SORA, 2017	
Parliamentary Election 2008	26,00%	29,30%	17,50%	SORA, 2017	
Parliamentary Election 2013	24,00%	26,80%	20,50%	SORA, 2017	
Germany					
	CDU/CSU	SPD	FDP		
Parliamentary Election 2002	38,51%	38,52%	7,37%	NSD, European Election Database, 2017	
Parliamentary Election 2005	35,17%	34,25%	9,83%	NSD, European Election Database, 2017	
Parliamentary Election 2009	33,80%	23,03%	14,56%	NSD, European Election Database, 2017	
Parliamentary Election 2013	41,50%	25,70%	4,80%	The Economist, 2013	
United Kingdom					
	CON	LAB	UKIP		
Parliamentary Election 2001	31,70%	40,68%		NSD, European Election Database, 2017	
Parliamentary Election 2005	32,36%	35,19%		NSD, European Election Database, 2017	
Parliamentary Election 2010	36,10%	29,00%	3,10%	NSD, European Election Database, 2017	
Parliamentary Election 2015	36,90%	30,40%	12,60%	BBC, 2017	

Table 1: Election results past/present

From the table above it can be recognized that in almost every country the socialists and sometimes the conservatives lost influence in their countries and either the conservatives or the right-wing parties gained influence. This thesis is not stating that a direct connection between the ongoing refugee crisis, the terroristic attacks and the changing election behaviour can be made, but it can be stated that over time the “big welcome ... has calmed down” (Johnson & Bräuer, 2016) in terms of accepting refugees and migrants immigrating to European countries. According to (Marcinkiewicz, 2016) this phenomenon which can be observed in the comparison above occurs throughout many countries in the European Union. He states that many

inhabitants of member states of the EU are uncertain of the competence of leadership and therefore vote for a change. Also, an important factor is the fear of the refugee crisis and terrorism why a right-voting trend can be observed in the EU according to (Marcinkiewicz, 2016). This missing trust in the government to deal with the refugee situation can be related to human behaviour in terms of a basic security need taken away from the population and therefore a drastic change in election behaviour can be observed (McLeod, 2017). Concluding it can be stated that the overall mistrust concerning the government from the general population can be related to the changing behaviour of inhabitants of a country according to (Tolbert & Mossberger, 2006).

2.2 World Migration

Although this thesis is dealing exclusively with the Syrian and European refugee and migrant crisis, it should be stated that migration does not only occur during a crisis. The term migration describes a person, which is travelling to another country to seek for a better economical position than in his/her home country (UNESCO, 2017). The figure below shows a map of the world migration, where a blue circle indicates a positive immigration to the country and a red circle a negative emigration from this country, with every yellow dot representing 1000 people. (Metrocosm, 2016)

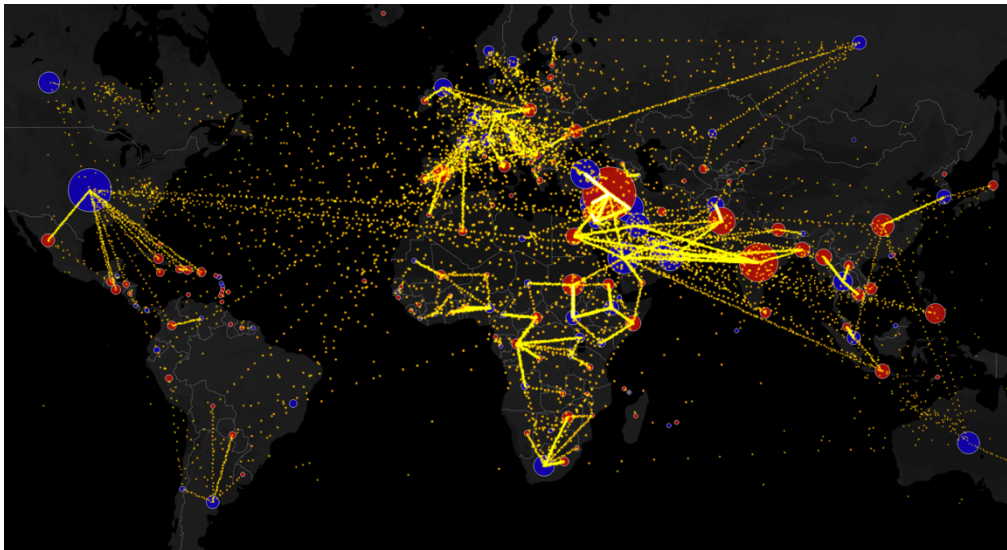


Figure 2: World migration map

Source: (Metrocosm, 2016)

As can be seen above the main points of immigration are: The United States of America, the European Union, South Africa and the Middle East. The main emigration points are: The Middle East, India, Oceania and South America.

2.2.1 Definition of migration activity

When defining migration activity one very important fact should be clarified from the outset that is often confused when analysing a crisis, which this thesis is aiming at. This distinction as quoted by (UNESCO, 2017) explains that “The term “migrant” ... should be understood as covering all cases where the decision to migrate is taken freely by the individual ... **migrant** does not refer to refugees.” There are two concepts when speaking about migration. Namely:

Emigration describes the action of individuals travelling from their home country to a foreign country to position themselves in a better financial or economical situation from a country’s perspective. (The UN Migration Agency, 2017)

Immigration explains again from a country’s position of view individuals arriving from a foreign country to settle in this country to gain a better financial or economical position. (The UN Migration Agency, 2017)

As stated above individuals migrate from a country to another in the hope of finding themselves in a better financial or economical position, countries where people emigrate from might suffer from a loss of workforce, brain drain... (The UN Migration Agency, 2017), whereas other countries benefit from migration by adding workforce to their population, brain gain and various other factors (The UN Migration Agency, 2017). The difference between a refugee and a migrant can also become blurry. Forced migration describes the process where an individual leaves its home country due to prosecution or threat to his/her life and travels to another nation to find safety and security. Although such individuals migrate from a state which is not considered in a war situation, people migrating from this country are not classified as refugees and often seek for asylum or even a refugee status in the immigration nation. In this case, it can become hard for a country's prosecution agencies to distinguish between migrants and refugees. (The UN Migration Agency, 2017)

2.3 Syrian Refugee Crisis

This chapter is going to analyse the Syrian refugee crisis in terms of the definition of a refugee, the difference compared to a migrant situation and the impact it has on the European Union.

2.3.1 Definition of refugee activity

When defining refugee activity one of the most important factors is, that a person has not chosen to become a refugee. A refugee has been forced to flee from his/her home country due to radical reasons, i.e. war, terrorism, racism, religion and other various reasons which create anxiety and uncertainty within a person. Those feelings of a person who becomes a refugee can relate to the Maslow's pyramid of needs where a basic need (security need) is violated and therefore a person behaves in a drastically way by fleeing out of the country (McLeod, 2017). The core activity of a refugee is to flee from his/her home country to a foreign country to seek for safety because of the reasons stated above. (The UN Refugee Agency, 2017)

2.3.2 Origin of the Syrian refugee crisis

According to (Rabil, 2016) the origin of the Syrian refugee crisis which is nowadays impacting many countries amongst the European Union originated in the Syrian Arab Republic when in 2011 a dispute between the general population and the government lead to a civil war. This war turned inhabitants into refugees who left the country (Rabil, 2016). In 2010, the Syrian Arab Republic had a total population of 20,720,602 inhabitants (The World Bank, 2017) and four years later a total number of 4 million refugees awaiting registration from the Syrian Arab Republic have been recorded (Rabil, 2016). The figure below illustrates a breakdown of the Syrian population as of the end of 2015.

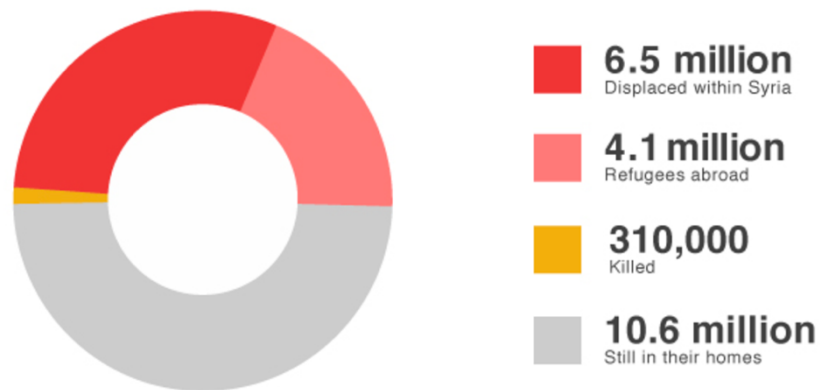


Figure 3: Population of Syria as of end of 2015

Source: (Bixler & Martinez, 2017)

Many Syrian refugees considered adjacent countries in search for security such as the Jordan, Egypt, Turkey Iraq and even Lebanon although Syria occupied the Lebanon for a total of thirty years (Rabil, 2016). A large number of Syrian refugees considered the path to the European Union instead of remaining in their home and aligning countries (Bixler & Martinez, 2017). The following figure shows the distribution of refugees in aligning countries as of March 2015.

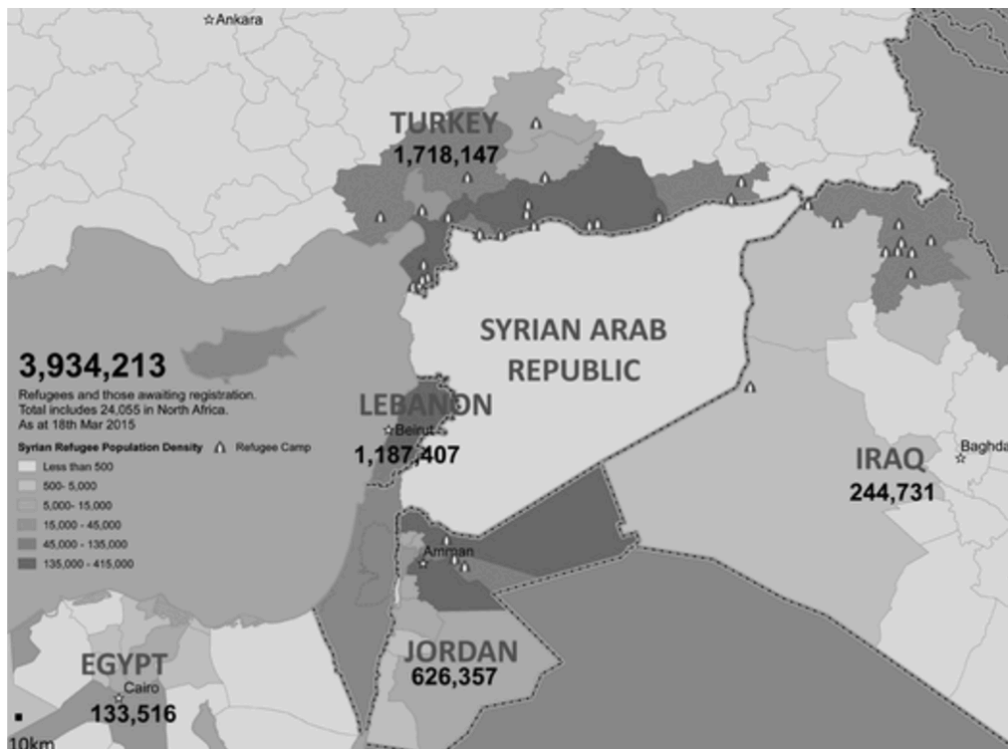


Figure 4: Syrian Refugees in aligning countries 2015

Source: (Rabil, 2016)

2.3.3 Route of the refugees

When approximately 4 million inhabitants of The Syrian Arab Republic became refugees in 2011 many have started to travel north-west towards the European Union where they expected a save haven to seek for new opportunities and a better life (Rabil, 2016). It can be stated that the Syrian refugees take on a dangerous and sometimes deadly route when emigrating from their home country to the European Union. When examining the routes of the refugees a clear separation between three main paths can be distinguished. For this thesis, the so called “Eastern Route” (Greene & Ayish, 2017) is by far the most interesting route considering Syrian refugee activity. Not only is it a direct route from the country of Syria to the European Union but was also the most regular route used by Syrian refugees during the last years (Greene & Ayish, 2017). The figure below visualizes this route.



Figure 5: Eastern refugee route

Source: (Greene & Ayish, 2017)

The second route of refugees to reach the European Union is called the “Central Route” (Greene & Ayish, 2017). Although this route has no direct connection to the country of Syria it is of importance for this thesis, because as stated above many refugees from Syria and other countries left their home country to aligning countries before emerging to the European Union (Rabil, 2016). Furthermore, it can be stated that the “Central Route” (Greene & Ayish, 2017) is by far the most dangerous route a refugee might take due to the fact that the whole Mediterranean Sea has to be crossed to reach the EU. From 2011 until 2015 a vast number of refugees lost their lives in the pursuit of reaching the European Union. (The UN Refugee Agency, 2017). The Figure below shows the so called “Central Route” (Greene & Ayish, 2017) of the refugee activity.

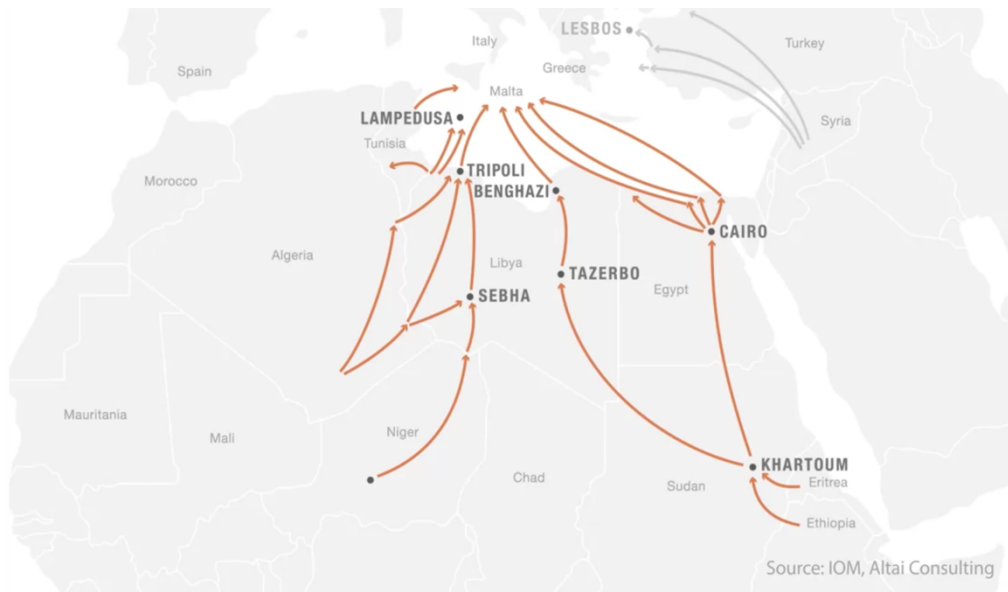


Figure 6: Central refugee route

Source: (Greene & Ayish, 2017)

The third and final route of refugees travelling to the European Union is called the “Western Route” (Greene & Ayish, 2017). Although it is compared to the two other main routes stated above not a frequently used route by refugees, it is a very important route to understand that the ongoing refugee crisis does not only include refugees from Syria, but also refugees and migrants from “poor sub-Saharan African countries” (Greene & Ayish, 2017) who make their way to the European Union by travelling on this route. A figure of the “Western Route” (Greene & Ayish, 2017) is shown below.

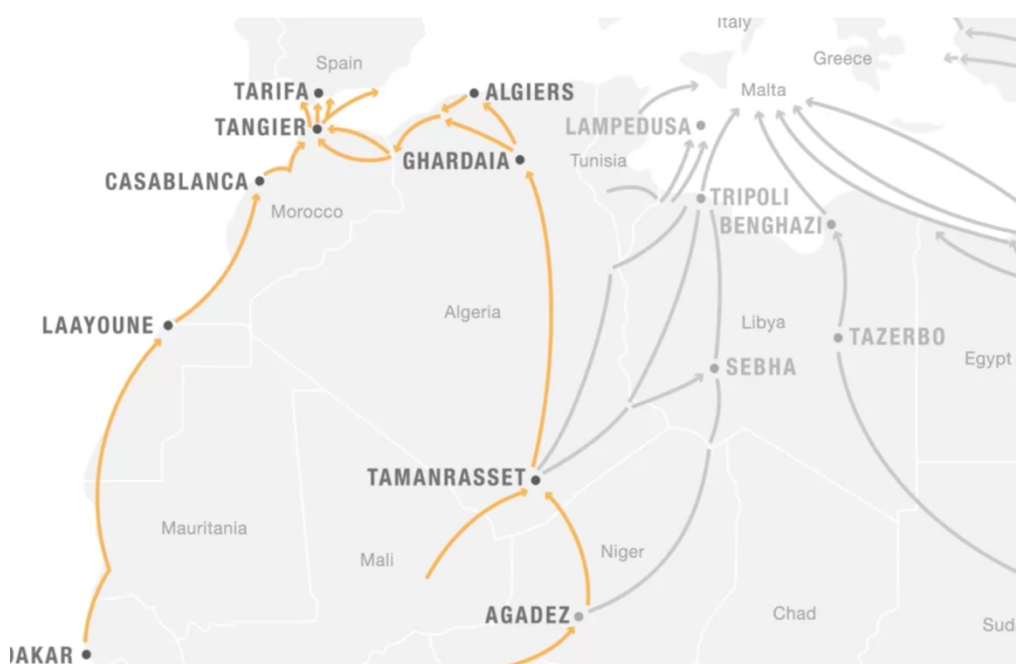


Figure 7: Western refugee route

Source: (Greene & Ayish, 2017)

To conclude it can be identified that regardless of the route a refugee chooses to reach the European Union, it is a dangerous journey which often terminates in prosecution by European federal agencies or even death. Only a few manage it to establish a fresh start in the European Union by filing for Asylum or receiving refugee status. (The UN Refugee Agency, 2017). Continuing, a very important factor to understand the challenges the European Union had as still has to deal with is, that not all of the people entering the European Union simultaneously to the ongoing refugee crisis are refugees but also migrants from African countries and countries along the refugee route in general. (The UN Refugee Agency, 2017)

2.3.4 Impact and challenge for the European Union

When the first wave of refugees arrived in the European Union in 2014 “28 Member States of the EU gave 95 per cent of the Syrians protection in the first instance, the highest percentage of any nationality, according to Eurostat” (The UN Refugee Agency, 2017). According to Eurostat, this gently welcoming of the refugees should not last for a long period of time. “In the first six months of 2015, 137,000 refugees

and migrants arrived in Europe by sea ... compares to 75,000 in the same period in 2014, marking an 83 per cent increase over 2014" (The UN Refugee Agency, 2017). From researching it can be stated, that most of the refugees and migrants were aiming to reach Germany as their desired destination in the European Union (BBC, 2017). With most refugees entering the European Union via Turkey, the European Union finds itself in a difficult position to negotiate with a non-member state. Although negotiations have taken place a common satisfactory solution seems to be difficult. Turkey is forcing the European Union to speed up their entry process into the European Union to keep migrants in their country (BBC, 2017). "The EU has pledged that, and is offering a visa-free travel for Turkish citizens in the Schengen passport-free zone." (BBC, 2017). Another problem for the European Union are smugglers, which transport refugees and migrants from Turkey to Greece via the Aegean Sea (BBC, 2017). In the case of Greece, a country which is just recovering from a major financial crisis (Lynn, 2011), it faces problems covering its borders properly. When the border covering situation in Greece escalated, the European Union "accuse Athens of deliberately waving through migrants who ought to be registered as soon as they enter the EU" (BBC, 2017). Furthermore, the European Union has even considered to fund Greece to deal with the refugee crisis (BBC, 2017). It can be stated that nearly every country along the route of the refugees had troubles handling the large number of refugees and migrants (Macedonia, Hungary and Austria...) (BBC, 2017). At the beginning of 2016 Germany was struggling with the number of refugees and migrants emerging through Europe into their country. "Our country is about to be overwhelmed" (The Economist, 2016). Overall it can be stated that for member states of the European Union it is very difficult to separate between refugees of a war region who are in certain need of help and economic migrants emerging into the European Union to be in a better financial position (The Economist, 2016).

Major challenges for the European Union:

- Handling the large number of refugees and migrants
- Differentiating between refugees and migrants
- Keeping track of the number of refugees and migrants in European member states
- Providing food and shelter for the refugees and migrants

2.4 Terroristic activity within the European Union

This sub chapter is going to examine the terroristic activity in the European Union. It is very important to state that refugees must not relate to terroristic groups as stated by various news papers (Grierson, 2016). Although countries like The United States deny refugees from Syria entry into their country, a connection to a terroristic group can not be established and is only suspected (Perez, 2017). Therefore, a clear distinction between a refugee and a terrorist has to be made.

2.4.1 Definition of terroristic activity

When it comes to defining terroristic activity, a reliable definition cannot be provided because a formal definition does not exist. (Schmid, 2011). Although famous statements describe terrorism as the following: “Increasingly, questions are being raised about the problem of the definition of a terrorist. Let us be wise and focused about this: terrorism is terrorism. ... What looks and smells like terrorism is terrorism” (Schmid, 2011). Although there is a vast amount of definitions for terrorism some core characteristics can be agreed upon. A terroristic group usually does not follow the rules of war or combat. The main goal is to spread anxiety and unpredictable behaviour when an attack is executed by a group (Schmid, 2011). A terroristic group is “often indiscriminate nature, its typical focus on civilian and non-combatant targets of violence, its sometime provocative ... the disruption of public order and the putting in danger of public security, the creation of a climate of fear to influence audiences wider than the direct victims, ... (armed versus unarmed; weak versus strong)” (Schmid, 2011). Furthermore, it can be stated that in many cases of a terroristic act a fanatic behaviour of terrorists can be overserved. In numerous cases the motives of the individuals are hardly to be explained as can be seen in the case of the Norwegian attacks in 2011 (Mala & Goodman, 2011; McAuley, 2016).

Another very important distinction which has to be made is that not all terroristic acts are planned and executed by a terroristic group. According to (Bergen, 2016) home-grown terrorism can be described as individuals or small groups executing a terroristic attack without a direct connection to a known terroristic group. Rather, are these individuals born and raised in their home country and inspired and driven by the feeling of belonging to a specific terroristic group and therefore execute the attack in

their own country without knowledge of the terroristic group. Such individuals are very hard to monitor for law enforcement agencies, because they normally do not establish a direct communication with the terroristic group nor did the terroristic group gave the order to execute the terroristic act. (Bergen, 2016).

The types of terrorism are listed in the table below:

State sponsored terrorism	Describes terroristic acts ordered or executed by a government
Dissent terrorism	Are terroristic groups acting against their government
Terrorists and the Left and Right	Describe terroristic groups which follow a political ideology
Religious terrorism	Define terroristic groups which follow a religious motive for their actions
Criminal terrorism	Describe terroristic groups which pursue criminal activities to maximize profit

Table 2: Types of Terrorism

Source: (Eastern Kentucky University, 2017)

2.4.2 Description of terroristic groups connected with Europe

When investigating terroristic groups connected with the European Union in the past years, although various attacks might have been conducted by smaller groups or even individuals, it becomes clear that the deadliest and most influential attacks have been executed by the Islamic State of Iraq and Syria (Lister, et al., 2017). Although the group has existed before, since 2014 it has declared itself Caliphate and since then executed and inspired more than 140 terroristic attacks in 29 countries (Lister, et al., 2017). A Caliphate can be best describes as an Islamic state, which is “led by a caliph, who is a

political and religious leader who is a successor (caliph) to the Islamic prophet Muhammed.” (Chandler, 2014) The figure below visualizes terroristic attacks executed and inspired by the ISIS since 2014.

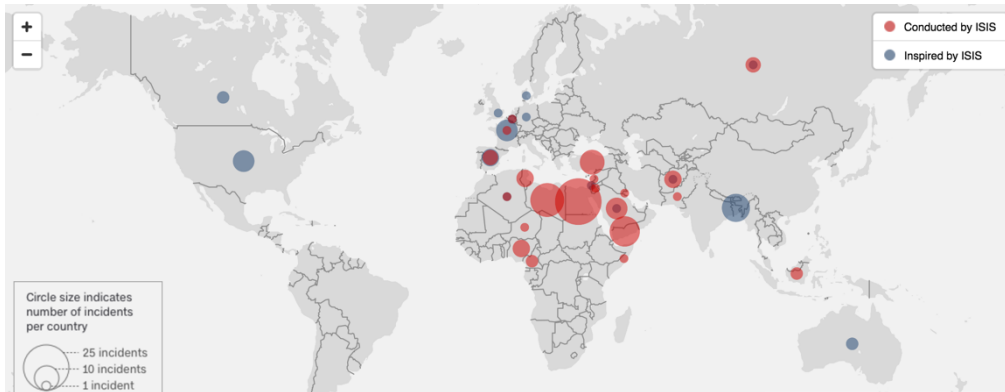


Figure 8: ISIS executed and inspired attacks since 2014

Source: (Lister, et al., 2017)

2.4.3 Terroristic group activity in the European Union in the past years

When investigating terroristic group activities in the EU in the past years it becomes clear that the majority of major attacks have been executed by the ISIS. It should be clarified that in every of the following examples the ISIS has taken responsibility for the attack or stated that one of their members has executed the attack. This fact is very important to understand in order not to confuse these terroristic attacks with home-grown terrorism as explained above.

Paris

On the 13th of November 2015 the ISIS attacked Paris, the capital of France. Terrorists armed with machine guns and explosives attacked several locations in the capital city, such as cafes, restaurants, bars and a theatre. They have also focused another target outside the inner city, a soccer stadium where the French national team was playing against the German national team. It is said that during these attacks at least 128 persons have been killed by gunfire and explosives. During a police raid the attackers

have been killed, some of them wearing explosive belts. (Almasy, Meilhan, & Bittermann, 2015)

Brussels

On the 22nd of March 2016 terrorists of the ISIS attacked the capital of Belgium, Brussels. The target of the Belgium terror attacks was the Brussels airport and a metro station located in the capital where terrorists committed suicide bombings. In total a number of three suicide bombers have been reported executing the terroristic act. During this attack 32 persons from various countries across the world have been killed (BBC, 2016) (McLaughlin, van Heerden, & Said-Moorhouse, 2017)

Nice

On the 14th of July, the terroristic group ISIS again attacked France, this time it concerned Nice, a city located on the southern coast. During a gathering of locals for a firework the terrorist, later related to the ISIS drove a truck through the crowded promenade of the city, shooting and road killing many inhabitants of the city. During this attack, approximately 84 persons were killed due to the shooting or killed by the vehicle the terrorist was driving. The police stopped the terroristic attack by shooting dead the terrorist. (Ellis & Almasy, 2016) (BBC, 2016)

Berlin

The last example provided by this thesis of terroristic attacks took place on the 19th of December in 2016 in Berlin, Germany. A terrorist connected with the ISIS executed a terroristic attack using a truck to run over several persons at the Berlin Christmas market. By this attack 12 people have been killed and more than 49 were injured. Again, the terrorist was stopped by the police gunning him down after this attack (BBC, 2016) (Simon, Ellis, & Pleitgen, 2016)

To provide a better overview, the table below is highlighting and summarizing the terroristic attacks in the recent years in the European Union.

Location	Date	Terroristic Group	Style of attack	Victims	Source
Paris, France	13.11.2017	ISIS	Shooting & Bombing	At least 128 killed	(Almasy, Meilhan, & Bittermann, 2015)
Brussels Belgium	22.03.2016	ISIS	Suicide Bombing	32 killed	(BBC, 2016) (McLaughlin, van Heerden, & Said-Moorhouse, 2017)
Nice, France	14.07.2016	ISIS	Shooting & Vehicle attack	At least 84 killed	(BBC, 2016) (Ellis & Almasy, 2016)
Berlin, Germany	19.12.2016	ISIS	Vehicle attack	12 killed 49 injured	(BBC, 2016) (Simon, Ellis, & Pleitgen, 2016)

Table 3: Terroristic group activity summarization

2.4.4 Aftermath and impact of terroristic activities on the EU

In the beginning of 2016 various countries across the European Union began to develop strategies to keep refugees out of their country (Berend, 2017). At first it seemed that countries are beginning to close borders to regulate the number refugees immigrating into their country (The Economist, 2016). According to (Berend, 2017) the consequence was “nine countries built walls and fences and closed their borders tight. Other countries follow... Two of them, Hungary and Slovakia, had filed a lawsuit against the EU’s quota system decision at the European Court of Justice” (Berend, 2017, p. 143). The quota system can be described as the number of refugees a country has to accept enforced by the European Union. This number varies depending on the number of citizens in the specific country and the country’s wealth (McAuley, 2016). When continuing further research, it should be stated that the Syrian refugee crisis and the migration from countries along the route of the refugees (BBC, 2016) might not have been the only reason countries in Europe are following such a strict immigration strategy. It is suspected that some terrorists immigrated along with refugees into the European Union to execute terroristic attacks at their final destinations (Gaouette, Koran, Laure, & Ward, 2016). It can be stated that although some countries might be overwhelmed with the number of refugees immigrating into their country, some countries used the refugee crisis as a scapegoat to close their borders because of the fear of terrorists immigrating into their countries. As quoted by Berend: “They arrived in the Union just as Islamist terror attacks were taking place in Spain, Britain and France, and Belgium, which sparked the rise of anti-immigration, anti-Muslim, and even anti-European integration political forces within the EU.” (Berend, 2017, pp. 150-151).

3 Case Study - Brexit

3.1 Definition of the referendum

This chapter is going to conduct a case study concerning the United Kingdom's referendum decision to leave the European Union. A referendum can be described as asking the general population of a country to vote for or against an important decision concerning this country. On June 23rd, 2016, the United Kingdom held a vote to the general population, asking them to vote whether to remain in the European Union or to leave (Hunt & Wheeler, 2017). This case study is examining the motivation of the UK government to start the referendum, the impacts on the UK shortly after the referendum decision and to give an outline about the possible future impacts. Furthermore, it tries to investigate if and in which way the Syrian refugee crisis and the terroristic attacks on the European Union had an impact on this referendum decision. (BBC, 2017). It was a close decision when in the end leave won by 51.9% over remain with 48.1%. (Hunt & Wheeler, 2017). The figure below shows a distribution of how the population of the United Kingdom voted with yellow representing to remain within the EU and blue to leave.

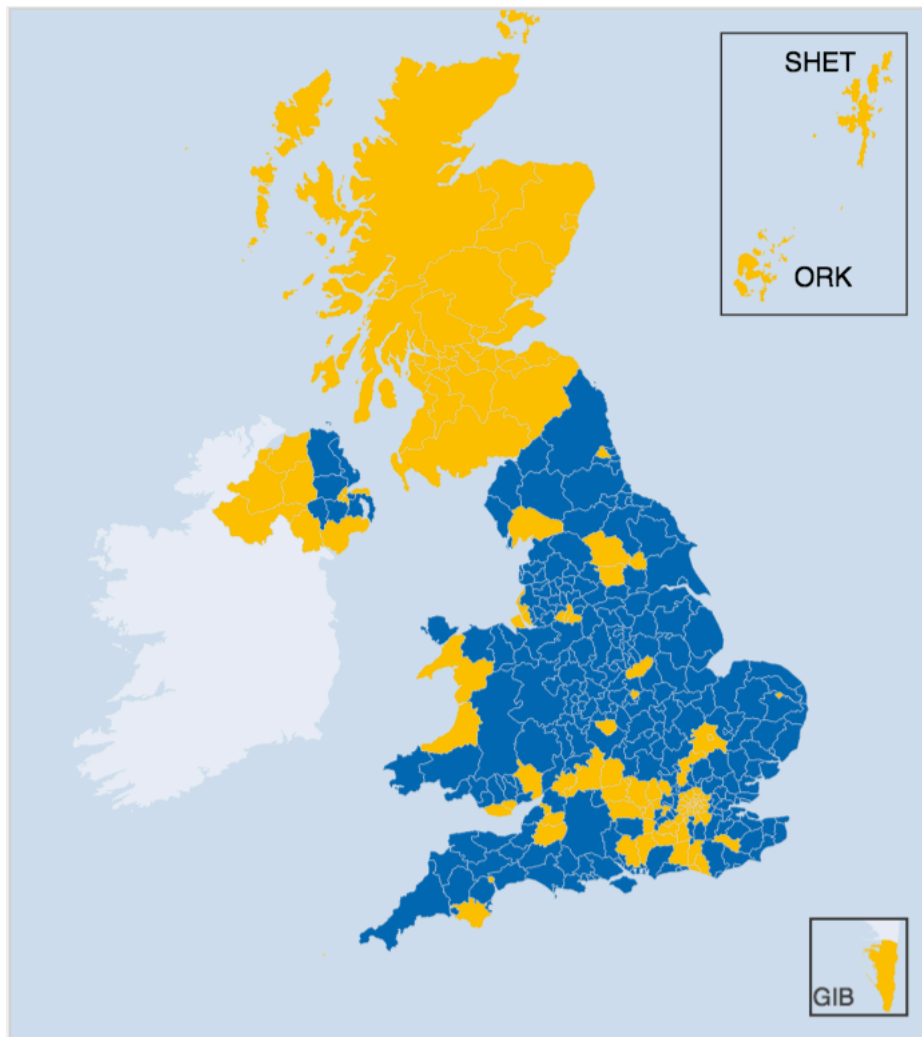


Figure 9: Vote distribution UK referendum decision

Source: (Hunt & Wheeler, 2017)

Regarding this figure, it can be clearly seen that the vote distribution was significantly different within large cities like London and rural areas like Cornwall (Hunt & Wheeler, 2017) an important factor which this thesis is going to deal with in the following sub-chapters. Also, it is very important to state that Scotland voted against leaving with a clear majority. Another important topic this thesis will cover is the goals of negotiation the United Kingdom has after invoking article 50 (BBC, 2017). Article 50 can be described as a part of the treaty of Lisbon on the European Union from 2009 being and additional clause if a member state of the European Union wishes to exit the EU.

This clause describes legislation and measurement if such a case occurred (Hunt & Wheeler, 2017).

3.2 Influencers of the referendum

The United Kingdom's referendum decision to leave the EU is nowadays often connected with the name Theresa May because as the new Prime Minister she was the person signing clause 50th which invoked the start of the UK leaving the EU (BBC, 2017). But the main influence on the referendum decision came from advocates of the "leave campaign" (Hunt & Wheeler, 2017). The following individuals who are described in this thesis are considered those having the most influence on this referendum decision.

Dominic Cummings

Dominic Cumming was considered the campaign director of the leave campaign. He influenced the leave campaign by aggressively changing the campaign title from "Vote Leave, Get Change" to "Vote Leave, Take Control" (Colvile, 2016). But most importantly he and the Vote Leave team developed a software during the campaigning process which could collect a vast amount of data from social media such as Twitter and Facebook and establish a map with people likely to vote for exit and people likely to vote for remaining in the EU. Therefore, they have been able to promote their campaign to the target audience in an extremely effective way. It is said that such a procedure has never been carried out during a voting campaign (Künssberg, 2016).

Boris Johnson

Is considered one of the main influencers to leave the European Union. He was a key actor during the leave campaign motivated since the 1990s where he first as a reporter, who doubted the construct of the European Union in general and stated that this conglomerate is to be feared (Colvile, 2016). As the mayor of the City of London he specifically pointed out the disadvantages to the population of the United Kingdom when remaining in the European Union. Furthermore, he was successful in splitting

the cities and regions in terms of their attitude to referendum decision according to (MacLeay, 2017). Boris Johnson retrieved his position as mayor of London shortly after the leave campaign won the elections. (MacLeay, 2017) described this fact with the surprise of winning and the lack of control which forced Boris Johnson to resign.

David Cameron

David Cameron was considered one of the main adversaries concerning the referendum decision. His strategy to counteract the leave campaign was to point out the financial dangers to the population when leaving the European Union (Wheeler, 2016). He turned down his position as Prime Minister of the United Kingdom in July 2016, shortly after the remain campaign lost and was replaced by the Home Secretary Theresa May (Wheeler, 2016) (Stamp, 2016).

Theresa May

Theresa May the home secretary of the United Kingdom took over the place of David Cameron in 2016 as the second female Prime Minister of the United Kingdom. In this turbulent time, she is regarded as the most suitable Prime Minister to successfully guide the UK out of the EU. Although she was originally an adversary of the UK leaving the EU, her main goal nowadays is to guarantee a most beneficial exit of the UK from the EU (Stamp, 2016).

3.2.1 Demographics of the referendum decision

Besides the individuals listed above which had a significant influence on the UK's decision to exit the European Union (Colvile, 2016) basic demographic statistics of the general population should be taken into consideration to fully understand how the inhabitants of the UK voted. The demographic attributes will be split up into 3 main dimensions Education, Age and Nationality and will be analysed.

Education

As researched by (Rosenbaum, 2017) the most significant factor which has influenced voters of the referendum was education. "The level of education had a higher correlation with the voting pattern than any other major demographic measure from the census" (Rosenbaum, 2017). According to (Rosenbaum, 2017) it can be said that

the fewer education an inhabitant of the United Kingdom possessed the more likely he/she was to vote for leaving the European Union. The figure below shows a detailed visualization of the research.

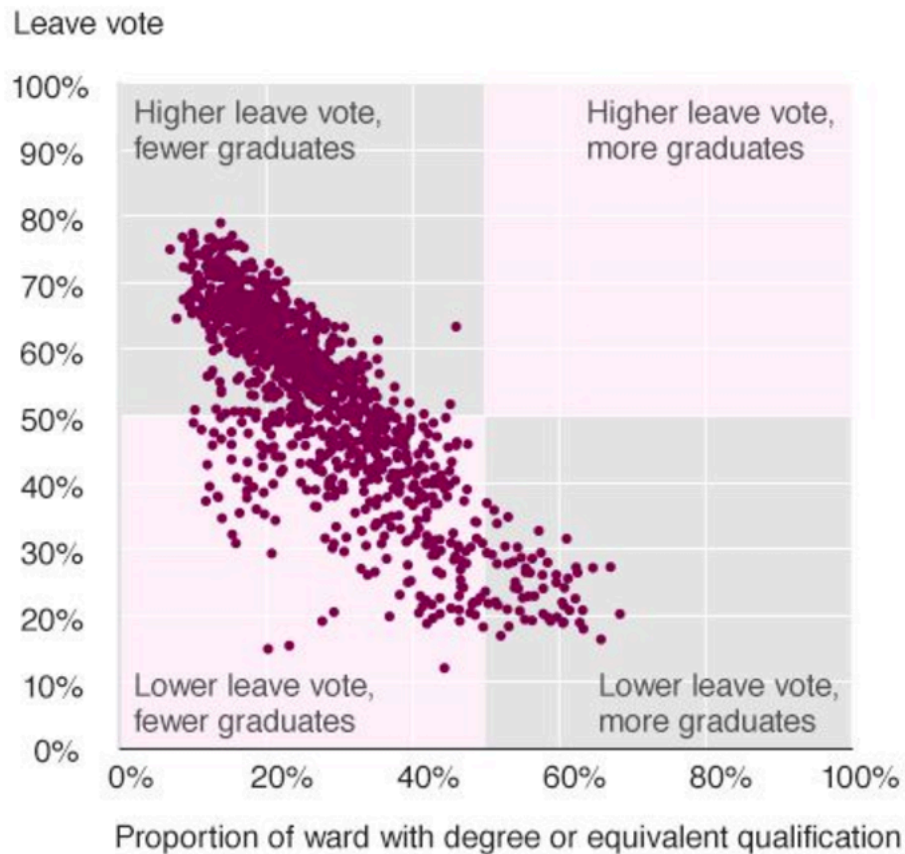


Figure 10: Voter demographic attribute: Education

Source: (Rosenbaum, 2017)

The figure above indicates the percentage of leave votes per ward with respect to the percentage of inhabitants with a degree within a ward (Rosenbaum, 2017). From the figure above it can be seen that the more people without a degree living in a ward the more likely the ward was to vote for leaving the European Union (Rosenbaum, 2017).

Age

According to (Rosenbaum, 2017) age combined with education had a significant impact on how the population of the United Kingdom voted. The figure below visualized the influence of age concerning the voting behaviour.

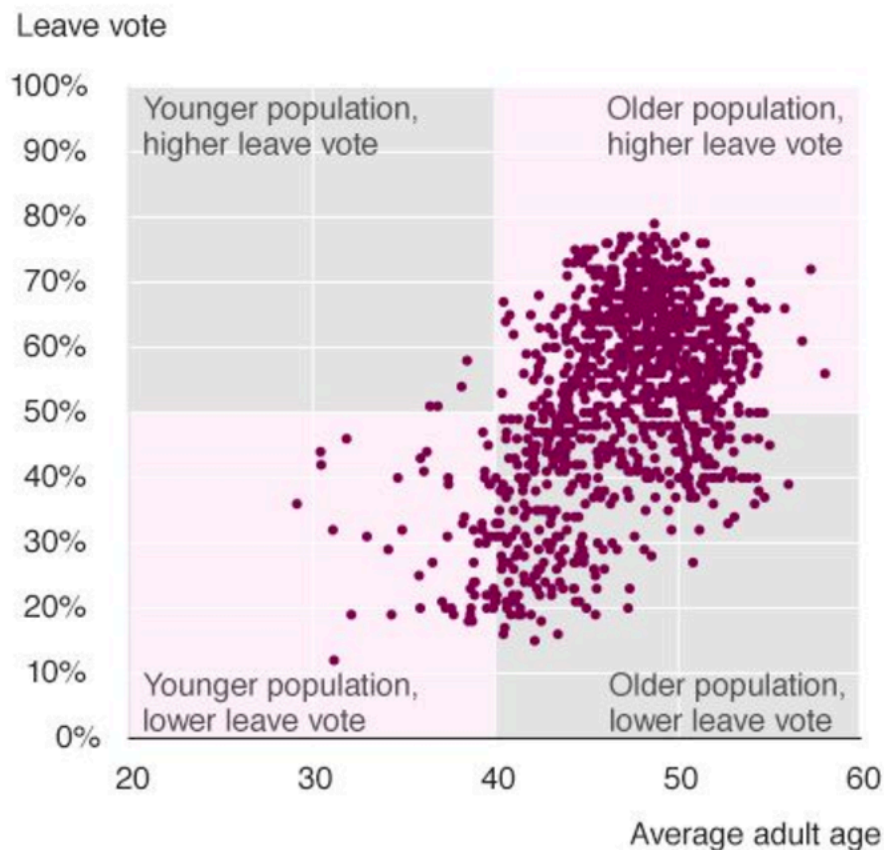


Figure 11: Voter demographic attribute: Age

Source: (Rosenbaum, 2017)

The figure above represents the percentage of leave votes with respect to the voters age with every dot representing one out of nine wards across the United Kingdom (Rosenbaum, 2017). From the figure above it can be observed as explained by (Rosenbaum, 2017) that people between 45 and 55 in the United Kingdom were more likely to vote leave than people under 40.

Nationality

The third influencing factor concerning the referendum decision was nationality. According to (BBC, 2016) and (Rosenbaum, 2017) nationality was a minor influencer of the referendum compared to age and education but it should be stated that the more a person identified his/herself as English, the more like this person was to vote leaving the EU (Rosenbaum, 2017) (BBC, 2016).

Below a summarization figure of the three attributes listed above can be found.

Of the 30 areas with the...

most elderly people,
27 voted Leave

fewest graduates,
28 voted Leave

most people
identifying as English,
all 30 voted Leave

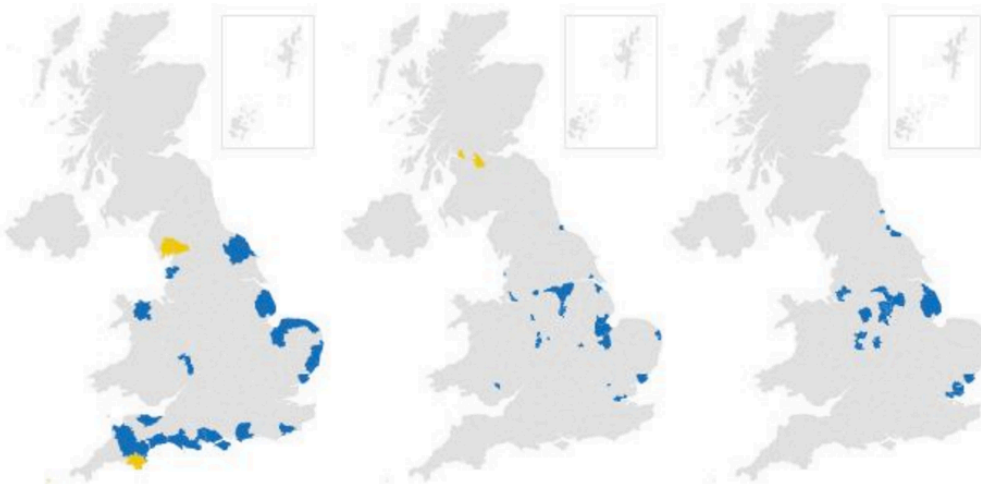


Figure 12: voter's demographic attributes summary

Source: (BBC, 2016)

3.3 Possible relation with terrorism and refugee activities

Although no clear relation can be established, as discussed earlier, terrorism in Europe had an influence on the general population. Therefore, it is believed that terrorism had an influence on the UK population voting for leaving the EU when the leave party

took advantage of terroristic news from across the world and stated that such events could also occur in the European Union when staying (Robertson, 2016). Again, this thesis is not establishing a connection here with the UK leaving the EU due to the fear of terrorism but it should be stated that there has been an influence to a certain degree.

On the contrary it can be claimed that the Syrian refugee crisis had a direct influence on the vote of the UK population (MacLeay, 2017). Rory stated the refugee crisis had a “major impact” on the referendum decision. In his opinion the media in the UK turned the refugee crisis into a nonsense promotion of a terrible situation in Syria and that the UK will be soon overwhelmed by refugees if there are no restrictions. Furthermore, the media were also promoting that the EU is failing to counteract the refugee crisis (MacLeay, 2017).

3.4 Immediate impact

Shortly after the decision of the population of the UK to exit the European Union many adversaries and advocates of the referendum resigned their political positions such as Boris Johnson and David Cameron (MacLeay, 2017) (Wheeler, 2016). According to (MacLeay, 2017) this phenomenon can be described with the people in political positions being surprised of winning or loosing and lacking or loosing control in the country and therefore resigning their positions.

Theresa May replaced David Cameron as a Prime Minister of the UK as stated above and is now to lead the United Kingdom through the negotiations to leave the European Union after signing article 50 (Dewan & Jones, 2017).

The currency of the United Kingdom (Pound Sterling) had a significant loss after the decision of the population was presented in the media in June 2016. A loss of approximately 10 per cent was documented in the days after the decision has gone public (BBC, 2017). The figure below visualizes the drop of the Great Britain Pound (Pound Sterling) with respect to the United States dollar (GBP/USD).

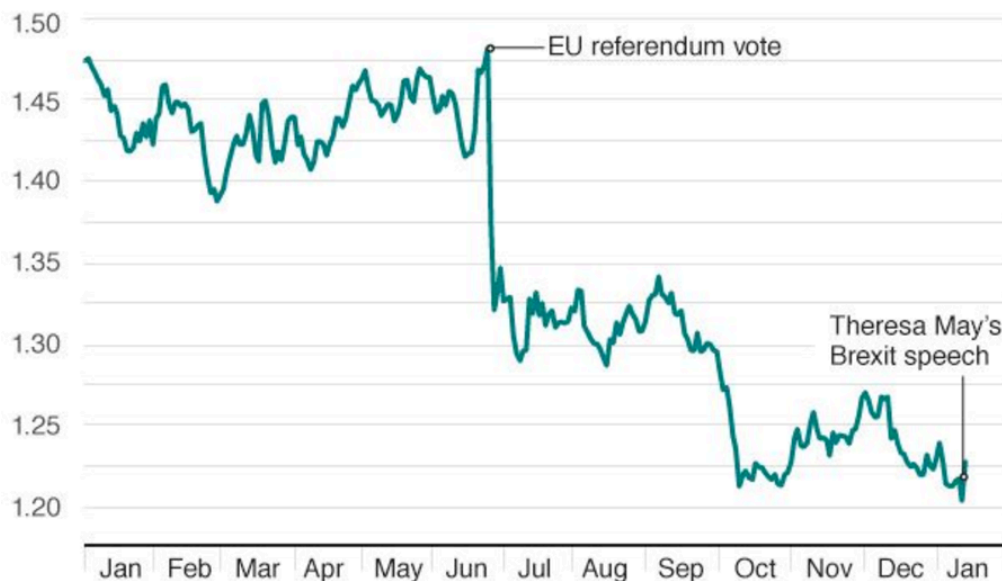


Figure 13: GBP/USD in 2016

Source: (BBC, 2017)

According to (MacLeay, 2017) some goods and companies in the United Kingdom have gained value but he also mentioned that this effect may be a short term phenomenon that the world is experiencing and the long-term effects will be determined by the negotiations with the EU.

3.5 Possible future impact

On March 29th, 2017, the permanent representative of the United Kingdom to the European Union delivered a letter from Theresa May the Prime Minister of the United Kingdom to the President of the European Union which contained the formal invoking of article 50 on the treaty on the European Union. (Dewan & Jones, 2017). As described above Article 50 can be understood as a European Member State desiring to exit the European Union. This sub-chapter is going to deal with the question how the future of the European Union and the United Kingdom might look like. To give a most precise answer to this uncertain question this thesis is analysing this issues in three sub-sections.

The United Kingdom as a divided country

As shown in figure 9 the vote distribution of the UK referendum decision literally split the country into two halves. With Scotland clearly voting to remain in the European Union and Great Britain except the city of London and its surrounding clearly voting to leave the EU (Hunt & Wheeler, 2017). Because the Scottish population had clearly voted against leaving the EU, heavy demonstrations after the outcome of the referendum forced the Scottish government to act. It filed a bill for another independent vote whether to remain one nation with Great Britain or to become independently and join the EU on its own (The Economist, 2017). In the past significant voting differences between Scotland and Great Britain have been observed but the most significant diversification came with the Brexit decision. None of Scotland's 32 electoral regions voted to exit the EU. With such a significant difference, experts believe that an independent Scotland might be a possible scenario in the near future (Little, 2017). Similar demonstrations could be observed in city of London after this decision (BBC, 2016).

Negotiations as a key factor

Since the official invoke of article 50 on 29th of March 2017 the United Kingdom and the European have been given two years to sort out the details of the UK leaving the EU until the 29th of March 2019 (Dewan & Jones, 2017). Experts state that those negotiations might me hard to be done within two years' time since every member state and the two houses of parliament must agree to the outcomes. If both, the UK and the EU agree on extended negotiations extra time may be taken for these procedures (Kottasova, 2017).

Four Freedoms

Listed and shortly explained below are the four freedoms of European member states as described by the Treaty on the Functioning of the European Union (TFEU) which are a key factor for the UK for the negotiations concerning Brexit decision. (BBC, 2017)

- **Free movement of workers and establishment** (Art. 45 to 55 TFEU)
Protects EU citizens, who desire to pursue an activity as an employee in another member state. Furthermore, it grants the right to enter another member state, to establish a residence in another member state, to look for a job in another member state and reside there without the need of a work permit. Direct discrimination is only permitted on the grounds of public policy, public security and public health (Official Journal of the European Union, 2008).
- **Free movement of capital** (Art. 63 to 66 TFEU)
Protects the free movement of capital and payments within the European Union. Protects the payment of investments and the payments of imported goods. This freedom is applied for the Euro Zone (19 out of 28 member states) (Official Journal of the European Union, 2008).
- **Free movement of goods** (Art. 28 to 37 TFEU)
Declares that quantitative restrictions on import and export between member states shall be prohibited except for the purpose of public morality, public policy and public security. (Official Journal of the European Union, 2008)
- **Freedom to provide services** (Art.56 to 62 TFEU)
Protects a citizen or a company to provide and receive services within the European Union. Again, the precluding reasons are public policy, public security and public health (Official Journal of the European Union, 2008).

The key negotiation issues for the UK as stated by (BBC, 2017) are free provision of services and free movement of workers. Since the UK is an economy driven by the service sector one key issue concerning the negotiations is the continuing provision of services within the European Union (BBC, 2017). Furthermore, a critical point for the United Kingdom is the free movement of workers since many multinational companies operate from the UK with many subsidiaries in the EU, they must be able to move employees as incident less as possible to stay competitive (Kottasova, 2017). Another very important factor as stated by (MacLeay, 2017) is that Eastern European

immigrants fulfilling important jobs in the United Kingdom which might not be the case after the final Brexit decision and for the UK government it might not be easy to replace such jobs.

London as a financial center

The largest problem the City of London is facing nowadays is the factor of uncertainty. With the unclear outcome of the Brexit negotiations London as a financial center of the West is unable to properly adapt to the situation (MacLeay, 2017). Many large companies such as UBS (Bank) and Lloyds of London (Insurance Company) are preparing for a hard Brexit strategy. It is expected that the new form of agreements between the European Union and the United Kingdom will be handled by the World Trade Organization instead of the EU (Kottasova, 2017). Furthermore, due to the level of uncertainty, companies are already planning to open subsidiaries in member states of the EU which are not likely to leave the European Union in the future to provide their services to European customers. (Kottasova, 2017). According to (MacLeay, 2017) the London market will suffer but in his opinion a significant change to the London business market will not occur in the future due to the acceptance and the cultural proximity the City of London has built in the past. But as stated above it can be observed that companies already preparing themselves for the worst-case scenario (Kottasova, 2017) because again as stated by (MacLeay, 2017) large companies in London cannot deal with this uncertainty and are not able to wait two years for the results of the Brexit negotiations and start to adapt afterwards.

Although it would be very important for the UK to not have extra tariffs on goods and services in the future and still be able to employ individuals from the EU, experts state that the United Kingdom cannot have the same benefits when leaving the European Union because if so other member states might follow this example (Kottasova, 2017).

4 Methodology

4.1 Aim

4.1.1 Primary aim

The primary aim of this thesis is to gain insight into the United Kingdom's referendum decision to leave the European Union which was held on June 23rd, 2016 (Hunt & Wheeler, 2017). Furthermore, to gain insight what motivated the population to vote like they did, if there has been a connection with the ongoing Syrian refugee crisis and terroristic attacks on the European Union, and to analyse current and future impact of this decision.

4.1.2 Secondary aims

Secondary aims of this thesis are to examine the current world migration. It aims to outline the difference between a refugee and an economical migrant. Next the thesis is trying to explain main aspects of Human behaviour, and further describe the causes of change within Human behaviour. Another secondary aim of this thesis is to examine the Syrian refugee crisis which arose in 2011 (Mullen, 2015). Before analysing the primary aim this thesis is going to explain terroristic activities, their connection to the European Union and to deal with the aftermaths and impacts they have on the European Union and the general population.

4.2 Research design

When looking at the basics of research design three main types can be identified: **exploratory research**, which can be counted towards qualitative research, **descriptive research**, which belongs to quantitative research and **causal research** also connected with quantitative research. (Hair, Wolfinvarger Celsi, Oritinau, & Bush, 2013, pp. 76-78).

4.2.1 Limitations

The Limitations for this thesis can be described as the following.

Limitation of the researcher

It has to be stated that the researcher of this thesis has been born and raised in a Western European country and has not been confronted with war and terrorism in a direct way. Therefore, his view towards the Syrian refugee crisis and the terrorism in Europe might be a distanced and naïve one. The researcher has tried to compensate this with extensive literature research concerning this topic but nevertheless will never be able to fully understand the mind set of a refugee nor a terrorist. During the writing process of this thesis the researcher has focused more on the researched facts about those topics rather than analysing the emotional side.

Superficial provision of data (Human behaviour)

When conducting research concerning the nature of Human behaviour it should be stated that this thesis is not aiming to provide a deep insight into this topic. It is mentioned to give the reader a basic understanding of the fundamentals of Human behaviour to approach topics like the Syrian refugee crisis, and the terrorism in Europe in a better way.

Political influence of data (Syrian refugee crisis)

It must be stated that the Syrian refugee crisis which arose in 2011 is an issue that is challenging the members of the European Union until the present day in terms of dealing with the flow of refugees and economic migrants into the EU (Rabil, 2016). Therefore, few literature is available concerning this topic. To compensate this the thesis relied primarily upon newspapers when investigating this topic. Due to the matter that many newspapers are influenced by political views and opinions the researcher tried to chose newspapers which are considered to have little to non-political influence.

Political influence of data (Terrorism in Europe)

Like the Syrian refugee crisis, the problem of few academic literature occurs when conducting research concerning terroristic attacks on the European Union. Therefore, again the researcher tried to choose non-politically influenced newspapers for his research.

Correctness and validity of data (United Kingdom referendum decision)

Probably the most significant limitation should be stated when it comes to the case study of this thesis. Like previous limitations the UK referendum decision is an ongoing process in its earliest stages with Theresa May formally signing clause 50th on the 29th of March 2017 announcing officially for the first time to the European Union that the United Kingdom wishes to exit (Dewan & Jones, 2017). The difference compared other limitations is that this thesis is aiming to provide an accurate prediction of the long-term effects of the UK's decision to exit the EU. It should be stated that the researcher has chosen to set the deadline for researches on the UK referendum decision to this date (29th March 2017) due to a limitation in time until this thesis must be submitted to the university. Therefore, it might occur that from this day on there might be new information or decisions which heavily influence or even falsify the predictions provided within this thesis. Nevertheless, at this point in time the researcher is trying to provide the best prediction for the future with the given information.

4.2.2 Research approach

Before defining a research design for this thesis, the main approaches to research design are examined to provide the reader with an overview of the existing options and to verify the decision of the methods the researcher has chosen.

It should be stated that this thesis has chosen a qualitative research approach and therefore only the basics of quantitative methods have been explained and only qualitative methods which are connected to the purpose of writing this thesis have been explained in detail.

Quantitative research:

In quantitative research the main goal of a thesis is to define variables and establish a theory connected with the topic to be researched. During the writing process of a thesis it is the researchers goal of “testing objective theories by examining the relationship among variables” (Creswell, 2014, p. 4) it also has to be stated that usually in quantitative research the researcher is making use of numbers and closed-ended questions in order to describe the topic of analysis (Creswell, 2014).

Qualitative research:

When compared with quantitative research the qualitative approach aims to explain a topic with words rather than numbers (Creswell, 2014). In addition, the qualitative research approach normally aims to examine “the meaning individuals or groups ascribe to a social or human problem” (Creswell, 2014, p. 4). Furthermore, the researcher aims to gain data from various sources which provide an insight into a certain topic and build a general view with the information gathered and to analyse the topic with open-ended questions rather than closed-ended (Creswell, 2014). To conclude, a qualitative research approach is also required if the research and/or available data on a topic is not sufficient to conduct a quantitative research, a quantitative research would not be useful. At the end of a thesis the researcher makes assumptions on how to interpret the information gathered during the writing process (Creswell, 2014).

Mixed methods research:

The mixed methods approach towards a research topic basically combines both quantitative and qualitative methods in a research study. The aim of the researcher is to explain an already researched topic to the reader, but to provide more understanding of the theme a mixed method approach has been chosen because in the researchers’ opinion quantitative or qualitative methods solely would not produce a complete understanding or the researcher desires to provide a deeper insight of the topic. This, in many cases can only be achieved when both methods are combined (Creswell, 2014).

4.2.3 Four worldviews

Postpositivism:

“Postpositivist hold a deterministic philosophy in which causes (probably) determine facts of outcomes (Creswell, 2014, p. 7). Therefore, from a postpositivist view beliefs that causes influence the outcome and also pursues the idea of narrowing down causes to smaller scale (Creswell, 2014).

Constructivism:

“Social constructivists believe that individuals seek understanding of the world in which they live and work” (Creswell, 2014, p. 8). In addition, the researcher is not aiming to narrow down ideas but to look for complexity within the ideas and beliefs of individuals and explain those on a larger scale basis (Creswell, 2014).

Transformative:

“transformative worldview holds that research inquiry needs to be intertwined with politics and a political change agenda to confront social oppression at whatever levels it occurs” (Creswell, 2014, p. 9). The research aims to explain certain factors which might have a dramatic influence to change the world in which individuals and the researcher are living in (Creswell, 2014).

Pragmatism:

Pragmatism is used when conducting a mixed methods approach. It does not follow patterns of philosophy. The researcher is given free hand on the choice of which methods to use and when to use them. In addition, the pragmatic view counts as correct only what is proven or believed to be true at a specific moment in time. It can be stated that for the researcher when choosing a mixed methods approach and a pragmatic world view, no limitations apply to the researcher in terms of collecting data and analysing (Creswell, 2014).

4.2.4 Thesis approach

The researcher has chosen a qualitative research approach for the topics to be dealt within this thesis. The main reason this decision has been made is, that a simple comparison of numbers would not be useful when dealing with topics like Human behaviour, migration, refugee activity, terroristic activity and a case study, but rather to gain insight through books, articles and newspapers. Nor is the researcher able to conduct a useful, neither possible experiment connected with the topics in this thesis. The researcher has discovered a lack of previous research in terms of the theory concerned that the United Kingdom's referendum decision has been influenced by the factors stated above. Therefore, as stated by (Creswell, 2014) a qualitative research approach fits best if the researcher desires to gain insight into the case study with various sources and conduct open-ended questions and interpretations. Furthermore, it can be stated that the "Characteristics of a qualitative research problem are: (a) the concept is "immature" due to a conspicuous lack of theory and previous research; ... (c) a need exists to explore and describe the phenomena and the develop theory" (Creswell, 2014, p. 110). This thesis follows a constructivist world view because as stated by (Creswell, 2014) it is the researcher's desire to explore and understand the processes in the world he lives in.

In the following sub-chapters the qualitative research approach will be examined in more detail and in the conclusion of every sub-chapter an explanation will be provided which, design, theory or method the researcher has chosen for this thesis and will also explain, based on which factors the researcher has chosen to consider this system.

4.2.5 Qualitative designs

Narrative research

In narrative research the researcher aims to collect stories and opinions from individuals which are later gathered and implemented into the thesis as a new story based on the information collected by the researcher. It can occur that at the end of the thesis the researcher implies a comparison between the individuals and him/herself into the thesis (Creswell, 2014)

Phenomenological research

Can be described as a research design where philosophy and psychology are strongly involved. The researcher will usually conduct an interview with individuals and during the writing of the thesis the researcher will describe a phenomenon with the opinions and information gathered from individuals (Creswell, 2014).

Grounded theory

The grounded theory can be described as a form of sociology, where the researcher develops an abstract theory of a certain topic and tries to analyse this case with the help of observing interaction between individuals. In this research, it is common for the researcher to conduct an interview (Creswell, 2014).

Ethnography

According to (Creswell, 2014) Ethnography is a research design derived from anthropology and sociology. The researcher aims to explain certain shapes of human behaviour within a group and furthermore, the researcher is observing the behaviour and also sometimes conducting interviews.

Case study

When a case study is conducted during the research of a thesis the researcher aims to gain in-depth knowledge about a certain case, event or important activity of a sole individual or a group of individuals. It is important that the researcher surveys the case to be observed in a certain time period and then conduct his studies according to this time frame (Creswell, 2014).

According to (Creswell, 2014) and (Hair, Wolfinvarger Celsi, Oritinau, & Bush, 2013) this thesis has chosen to use an Ethnographic research design. Since the thesis is aiming to explain the change in behaviour in Human behaviour, the Syrian refugee crisis, the terroristic activity and impact on the European Union and finally the possible influence on the United Kingdom's referendum decision to exit the European Union this research design is most appropriate. Furthermore, this thesis has chosen to conduct a case study combined with a face-to-face, semi-structured interview to gain in-depth knowledge about the UK referendum decision to exit the European Union.

4.2.6 Qualitative theory use

According to (Creswell, 2014) the use of theory of qualitative research design can be described as the following. At an early stage of the thesis the researcher aims to gather information about the topic. This can be achieved through interviews and observations. Next the researcher tries to establish an open-ended question and throughout the writing process of the thesis checking the validity of these open-ended questions. When finalizing a thesis, it is the researcher's goal to suggest broad patterns, generalizations or conclusions to best summarize the topic evaluated during the working process.

This thesis decided to follow this structure during the working process. It aims to collect data about the Syrian refugee crisis and terroristic impact on the European Union. The open-ended question is going to deal with the query if the Syrian refugee crisis and the terroristic activity had an impact on the United Kingdom's referendum decision and if so in which way this decision was influenced. Finally, this thesis aims to provide a broad pattern of the possibilities likely to occur in the future concerning the European Union and the United Kingdom, especially London as the financial center of Europe.

4.2.7 Qualitative methods

This sub-chapter is going to provide the reader with information on the qualitative method the researcher has chosen. From the eight characteristics of qualitative research methods presented in (Creswell, 2014), the researcher has chosen the approach of the "Researcher as key instrument" (Creswell, 2014, p. 185). This characteristic of qualitative research emphasises on the fact that the researcher acts as an observer of behaviour and written documents of a specific case. It is likely that the researcher conducts interviews during his research but does not "rely on questionnaires or instruments developed by other researchers." (Creswell, 2014, p. 185).

4.2.8 Qualitative data analysis

This section is going to deal with, how the qualitative data collected during the research has been analysed. When conducting research on the topics discussed in this thesis due to the fact that most of the themes deal with an ongoing process the researcher gathered his information from books, articles, newspapers and an interview. A vast number of sources have been found during the research process. To create significant and useful data the researcher has conducted a data reduction to neutral newspapers when using online sources and avoided social media and newspapers which may be significantly politically influenced (Hair, Wolfinvarger Celsi, Oritinau, & Bush, 2013). Furthermore, the researcher has used tables and figures to visualize the data for the reader. This can be summarized as the second of three steps concerning data analysis according to (Hair, Wolfinvarger Celsi, Oritinau, & Bush, 2013) called data display. Finally, the researcher has drawn a conclusion of the topic by providing theories of the impact on the United Kingdom's referendum decision and provided a possible view on the impacts for the European Union and has also tried to provide valid theories concerning this topic based on the information available at this moment in time (Hair, Wolfinvarger Celsi, Oritinau, & Bush, 2013).

4.2.9 Interview analysis

In-depth interview

According to (Hair, Wolfinvarger Celsi, Oritinau, & Bush, 2013) in-depth interviews can be called "depth" or "one-on-one" interviews, but the main characteristic of an in-depth interview is that the researcher is aiming to gain deeper knowledge about a specific topic. A beginning question which the interviewer asks is responded by the interviewee and additional questions about the topic by the interviewer lead the conversation deeper into the matter and aim to extract information not provided in the first response of the interviewee (Hair, Wolfinvarger Celsi, Oritinau, & Bush, 2013). For this thesis, the researcher has chosen to follow the characteristics of an in-depth interview since he aimed to gain deeper insight on the topics asked in the interview.

4.3 Unit of analysis

According to (Yin, 2013) a unit of analysis is always connected with a case study. This thesis has chosen the United Kingdom's referendum decision to leave the European Union and the interview conducted concerning this topic as a unit of analysis. It will try to examine how the unit of analysis has been influenced by the Syrian refugee crisis and terrorism.

4.4 Interview

During the construction of this thesis the researcher has conducted an in-depth, qualitative research interview with Rory MacLeay who is working at Jardine Lloyd Thompson Group plc. in London, United Kingdom (which is an insurance broking company), to gain insight and understanding about the United Kingdom's referendum decision to exit the European Union. (Hunt & Wheeler, 2017). The main aim of the researcher was to gain more understanding and a deeper insight of this decision, so the researcher chose to conduct in-depth "semistructured life world interview, in part inspired by phenomenology" (Brinkmann & Kvale, 2015, p. 18). The term phenomenology can be described as the following: "phenomenology is a term that points to an interest in understanding social phenomena from the actors' own perspectives and describing the world as experienced by the subject, with the assumption that the important reality is what people perceive it to be." (Brinkmann & Kvale, 2015, p. 30). After defining the style of the research interview the researcher has also made sure that after the interview more or less worthless information has not been gathered due to a lack of preparation (Brinkmann & Kvale, 2015). Therefore, to tackle this problem all six interview questions are listed below and analysed in terms of what knowledge this thesis aimed to achieve.

Question 1:

To what extent do you think, advocates of the referendum had an impact on the populations decision to exit the European Union?

The aim of this question was to examine how a British business man experienced first hand the actions of political actors during this decision and if he had a feeling of politicians having an influence on the general population concerning this decision. Furthermore, if such an influence had occurred it was the researches perception to find out to what level the population had been influenced to vote as they did.

Question 2:

How do you explain or emphasize about some advocates of this referendum retrieving their positions in politics shortly after the decision was made?

This question tries to analyse why some advocates of the referendum i.e. Liam Fox, Boris Johnson and Nigel Farage resigned shortly after the official vote concluded (Castle, 2016). Not only is this question examining why these actions have been made, but what the core motivation of these politicians was to act like they did.

Question 3:

Do you think the ongoing refugee crisis in the European Union had an impact to this referendum decision?

It should be mentioned that this question of the interview was the core and most important question, since it tries to establish a connection between the ongoing European refugee and migration crisis and the United Kingdom's referendum decision to leave the European Union. The aim of this question was to gain insight whether the interviewee believes a connection exists. If a positive answer is given it must also be stated that this will not be a formal definition that such a connection exists, but a proof that at least some individuals in the United Kingdom belief there is.

Question 4:

Can you give a short outline of how you and your employees and your surrounding felt about the referendum?

The fourth question of the interview aims to explain how the individual feeling of a person working in the financial district of London handled the decision. It has been asked to examine how the situation in the work environment of a company in the financial district might have changed after the decision and how such companies deal with this issue.

Question 5:

Did your company or the companies in the London business district in general felt the immediate impact of the referendum decision?

To explain this question, it should be said that this question has a financial nature exclusively. The goal of the question is to find out if the company Jardine Lloyd Thompson Group plc. felt an impact of the referendum decision in terms of financial loss or troubles with trust-relationships with their customers. Finally, it has been asked to explore other companies in the financial district in terms of the same factors and if co-working amongst companies has been influenced.

Question 6:

Do you think, that this referendum decision might have an impact on the London business market (trading point of Europe) in terms of missing business or even moving to a country within the European Union after the United Kingdom has exit the European Union with a potential “hard Brexit” (BBC, 2017) decision, and if so, could you give an outline or prediction what in your opinion is the most likely scenario to happen in the future?

The final question of this interview is meant to be an open-ended question, because no verified statements can be derived from this question, but predictions. First the researcher is interested if the interviewee beliefs that the London business market could suffer or even extinct from this decision in a long-term perspective. Secondly, it aims to examine whether a “hard Brexit” (BBC, 2017) decision strategy might have

greater impact on the United Kingdom. In addition, an outline has been asked from the interviewee to gain more insight of future scenarios in terms of the financial center of Europe remaining in the United Kingdom or moving to a capital located within the European Union due to changes in trade agreements. Finally, this question tries to gain insight on what steps the United Kingdom might be already taking or planning to do in the future to counteract the difficulties the referendum decision might bare.

To conclude it must be stated that “there is no universal form or code for transcription of research interviews, there are some standard choices to be made.” (Creswell, 2014, p. 207). This thesis has chosen to follow a verbatim form of transcribing rather than a word-by-word transcript to make it more accessible (Creswell, 2014).

5 Summary and interpretation of the interview

This summary is focusing on the interview questions in terms of summarizing Rory's opinion and interpreting the questions with comparison to media and research sources.

Question 1:	Answer:
<p>"To what extent do you think advocates of the referendum had an impact on the populations decision to exit the European Union?"</p>	<ul style="list-style-type: none"> • key advocates such as Boris Johnson had a major impact on the UK's population in terms of pointing out the disadvantages when staying in the European Union. • He also compared these aggressive advertising with populist elements found in the United States.

From the stated above it can be interpreted that through the climate of Brexit and the Syrian refugee crisis inhabitants of the UK could be influenced by advocates of the referendum. One can also say that populist elements mentioned by (MacLeay, 2017) have not been used by campaigners in the UK before this leave campaign.

It can be stated when conducting research that persons such as Boris Johnson acting as the spokesman of the campaign had a significant impact on the population's vote decision (Colvile, 2016). But it should be stated that the main impact on this campaign's influence on the population has to be credited to persons acting behind the public appearance such as Dominic Cummings with giving the campaign a more aggressive slogan and more importantly developing a program which allowed the party to precisely target the audience to be convinced to vote for leave. (Künssberg, 2016) (Colvile, 2016). It can be interpreted that with this software, the leave campaign was able to target an audience which was not convinced to take a side in this vote. To summarize it can be said that spokespersons like Boris Johnson had a large impact on

the population in the public but the persons in the background made the success of the campaign possible.

Another question must be asked is, why the opposing parties have not reacted to these tactics and actions. In general, it can be stated that they had no knowledge about the procedures the Vote Leave campaign was using and in addition to this according to (MacLeay, 2017) it was the conviction that the event of the population voting to leave could never become reality. According to (BBC, 2016) this statement by (MacLeay, 2017) can be verified as remain campaigners wondering about the strength of the opposite campaign.

<p>Question 2:</p> <p>“How do you explain or emphasise about some advocates of this referendum retrieving their positions in politics shortly after the decision was made?”</p>	<p>Answer:</p> <ul style="list-style-type: none"> • key actors of the leave campaign resigned their position due to the surprise of winning and the lack of control within the country.
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It can be inferred that advocates of this referendum have acted out of their own interest to exit the European Union and lacked influence and control within the country and therefore some resigned their positions. Another factor is that populists blamed David Cameron for not negotiating a beneficial deal with the European Union if the case of the UK leaving occurred.

When looking at the research sources this statement can be confirmed. (BBC, 2016) stated that Boris Johnson was accusing the government of the United Kingdom to not have a proper plan how to deal with the populations decision in case of the Leave campaign succeeding and not act in the UK’s interests. It can be said that even Boris Johnson was surprised to win this election and on the one hand was afraid to take on responsibility for his actions and secondly, lacked power and control within the

country to successfully lead the City of London and Great Britain through the Brexit negotiations. The question arising when dealing with this statement is: why did the government was not prepared for a win of the Leave campaign. Although no official statement was made that the government was surprised and unprepared for this situation when looking at the research material the following can be said. Due to the reason that there have been no official announced plans before the referendum vote about what to do when Leave wins the statement of (MacLeay, 2017) can be verified. It can be stated that the government was convinced that an exit scenario would be so unlikely to happen that they have not made any plans for an exit strategy. Every plan until today about the future of the United Kingdom and the European Union in terms of important points concerning the negotiations was made after the final count of the Brexit vote. So, it can be summarized that the UK government was not expecting the Leave campaign to win this vote nor did they plan in advance (Thompson & Kottasova, 2017) (BBC, 2017).

<p>Question 3:</p> <p>“Do you think the ongoing refugee crisis in the European Union had an impact on this decision?”</p>	<p>Answer:</p> <ul style="list-style-type: none"> • The crisis had a major impact, heavily fuelled by hysteria in the British media of Syrian refugees flooding into Europe. • Ironically of course, the sad crisis in Syria was certainly not caused by the EU, and is totally unconnected to Brexit! • The importance of jobs taken by Eastern European immigrants to the British economy, and the potential impact if they were no longer allowed to work in UK post referendum, was not widely reported.
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From the answer above it can be understood that the United Kingdom was afraid of the quota system introduced by the European Union (Berend, 2017). The UK wanted to create their own laws concerning this topic and therefore was influenced by the Syrian refugee crisis. Concerning jobs conducted by Eastern European migrants one

can state that the UK might be afraid of losing important employees after the Brexit decision and stricter guidelines concerning labour laws.

(MacLeay, 2017) emphasised that the media in the United Kingdom was promoting a nonsense campaign regarding this topic. He stated that the main goal was to create a horrible image of the situation in Syria and to convert that image to the European Union and the United Kingdom which in his opinion is complete nonsense, since the origin of the refugee crisis stays in no connection to the EU nor the UK but arose in the country of Syria. (MacLeay, 2017) (Mullen, 2015). This image the media in the United Kingdom was promoting was invented by aggressive advertising of the leave campaign. Furthermore, he stated that media in the UK created an image of refugees and immigrants flooding into the EU and the UK and therefore created anxiety. Finally, he stated that immigrants from Eastern European countries do important jobs in the UK (MacLeay, 2017). Financial leaders such as Rory might be worried at this moment in time, jobs conducted by Eastern Europeans have to be conducted by English nationals which raise a company's spending due to higher wages English nationals demand compared to Eastern European workers.

The question arising with this issue is why did the population believe this image of the press and why was the press motivated to influence the general population the way they did? The United Kingdom media probably looked at the European situation with member states along the route of the refugees struggling with handling the vast number of immigrants and refugees (BBC, 2017). The United Kingdom being one of the countries which accepted very few refugees probably was afraid to be overwhelmed with the incoming number of people. Therefore, the press promoted the most terrible situation to the population of the United Kingdom (BBC, 2016) (BBC, 2017). Furthermore it can be observed that in some cases the United Kingdom had a different opinion than the European Union concerning decisions about migration and refugee activities and therefore inhabitants were easily convinced to vote for creating their own laws.

<p>Question 4:</p> <p>“Can you give a short outline of how you and your employees and your surrounding felt about the referendum?”</p>	<p>Answer:</p> <ul style="list-style-type: none"> • the majority of his employees and his surrounding were completely surprised by the populations decision
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From the answer above, it can be deduced that the financial district in the City of London clearly voted to remain in the European Union due to the level of surprise which arose shortly after this decision. It can also be said that the level of education as stated before in this thesis clearly had an influence concerning how a person decided in this decision.

With the city of London clearly voting to remain in the European Union it was an event which nobody was expecting. For the employees, it was clear that an exit concerning the European Union can not be beneficial for them. Rory mentioned that due to this surprising effect companies within the London business district were completely unprepared for the upcoming situation. (MacLeay, 2017)

The question arising concerning this issue is, why nobody has thought of the possibility of the leave campaign winning (BBC, 2016). It can be stated that the advocates of the remain campaign were clearly underestimating the programme and the techniques leave campaign where pursuing (BBC, 2016). Although the British Parliament is backing the Brexit decision when investigating the literature, it becomes clear that almost all plans for the procedure off Brexit have been made after the population decided to leave the European Union (Masters & Clarke, 2017) (BBC, 2017). Therefore, this statement by (MacLeay, 2017) can be validated that companies in the financial district of London are hardly able to adapt to this situation nor are they able to plan for the final decisions on the United Kingdom’s referendum outcome in the future due to uncertainty (Thompson & Kottasova, 2017).

<p>Question 5:</p> <p>“Did your company or the companies in the London business district in general felt the immediate impact of the referendum decision?”</p>	<p>Answer:</p> <ul style="list-style-type: none"> • London and the financial district was living in a bubble during the referendum, and the result came as a tremendous surprise. In London itself, about 60% voted to remain, and this increased to approximately 80%.
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From the stated above it can be construed that people working in the financial center are currently very optimistic concerning the situation of companies located in the financial district. It can also be stated that a win-win situation after the final Brexit decision in two years is unlikely to occur.

London’s stock market has increased in value shortly after the referendum decision, since the Great Britain Pound has lost value with respect to the Euro and United States Dollar. Therefore, companies reporting in Pounds had a higher value at this point in time. (MacLeay, 2017) also, emphasised that this might be a short-term effect the London market is experiencing at the moment and that the long-term effect is very difficult to predict due to the high level of uncertainty within companies.

It should be stated that companies in the financial district of London mostly must rely on the outcome of the final decision of the EU and the UK after the exit. For many large companies, this is an unacceptable factor since they must remain competitive towards their competitors (BBC, 2017). This is the reason why large companies in the London business district already developing worst-case scenario plans even before the negotiations have begun. It can be seen that companies want to be prepared for the worst case.

<p>Question 6:</p> <p>“Do you think, that this referendum decision might have an impact on the London business market as a trading point of Europe in terms of missing business or even moving to a country in the European Union after the United Kingdom has left the EU with a potential “hard Brexit” as quoted by Theresa May?”</p>	<p>Answer:</p> <ul style="list-style-type: none"> • Inevitably yes! London is already losing business, but it is unlikely that London will lose its status as the leading European financial centre to another European city. • London contains well developed skills, culture and infrastructure in the financial services arena, which cannot be easily and quickly replicated elsewhere in Europe. In addition, English remains the world language for financial and legal issues, and this is unlikely to change in the near future. The decision by UK to exit the EU will certainly have a profound effect on London, but the city has always been adaptable and nimble (which is one of its core strengths), and will surely be able to rise to this challenge.
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From the response above it can be inferred that even for a financial expert like Rory it is very difficult to predict future events due to the high level of uncertainty. It can be said that companies already preparing for the worst-case scenario by setting up subsidiaries within European member states which are highly unlikely to leave the EU in the future (Kottasova, 2017). Furthermore, it can be stated that if the EU treats the UK like a country which has not been a member state, the trade agreements will be most likely handled by the World Trade Organisation (Kottasova, 2017).

(MacLeay, 2017) stated the London market will suffer from this decision in the long run. He believes although the London market is losing business that the core activities will remain within the City of London due the skills, the cultural proximity and the acceptance the city of London has built up over the past years. He emphasised that such skills are hard to move to another place due to the inflexibility of European cities. Finally, he stated that although this is a major decision for London as a financial center

of the West, that the city is highly adaptable and will cope with those changes in the future (MacLeay, 2017).

The main issue arising with this statement is: what happens when the British government pursues a “hard Brexit” strategy as announced several times in the past by Therese May? (BBC, 2017)

First, it should be stated as explained by (Kottasova, 2017) that if the United Kingdom pursues a clear cut between their country and the European Union a large compensation will have to be paid by the UK to the EU for leaving. Furthermore, the future of the financial services provided by the UK to the EU will be determined by the outcomes of the negotiations taking place in the following two years. For the United Kingdom, it would be very important to keep privileges such as the free movement of services and workers, but experts of the EU state that a country leaving the EU cannot have the same advantages as a country being a member state (Thompson & Kottasova, 2017). Another very interesting fact is that many companies located in the London business district are already preparing for the worst-case scenario (a “hard Brexit” strategy) with plans to establish subsidiaries in a member state of the EU to continue to provide their services in the EU (Thompson & Kottasova, 2017). This behaviour can be best explained by the statement of (MacLeay, 2017) with large companies being unable to wait for two until the final outcomes to adapt to the upcoming situation. When finalizing the summary it becomes clear that it is the United Kingdom’s largest interest in the upcoming two years to have as few change as possible concerning the provision of services in the EU but the European Union has to treat the UK as a non-member state and cannot provide the United Kingdom with all benefits otherwise it could be the case that other member states will follow the example of the United Kingdom (Kottasova, 2017) (Thompson & Kottasova, 2017) (BBC, 2017).

6 Conclusion

The primary aim of this thesis was to gain insight and knowledge concerning the influences on the United Kingdom's referendum decision to leave the European Union. Secondary aims were to analyse the influence and impact of topics such as the Syrian refugee crisis, terroristic activity in Europe and the case study of the United Kingdom.

Concerning the **first** research question: To what extent did external sources connected with Human behaviour like the Syrian refugee crisis had an impact on the United Kingdom's referendum decision to exit the European Union?

It can be stated that due to the general findings member states of the European Union struggled and still struggle to the present day with handling the number of refugees immigrating into their countries (Johnson & Bräuer, 2016). Not only the immigration of refugees into the European Union is an issue to be dealt with, but also the trust among member states concerning the handling of refugees is a topic (BBC, 2017). Furthermore, a right shift in election behaviour can be observed in the EU and according to (Marcinkiewicz, 2016) due to the lack of trust in the government and the fear of refugees and terrorism. This situation can also be observed in the United Kingdom where according to (MacLeay, 2017) the media generated an image of fear and anxiety concerning the Syrian refugee crisis. Although (MacLeay, 2017) stated that the Syrian refugee crisis in the first place did not have anything to do with the referendum decision through the influence of the media it became a critical point concerning this decision.

To sum up one can state the Syrian refugee crisis had an impact on the United Kingdom's referendum decision and the European Union in general with governments distancing itself from accepting refugees and the media in many countries creating a terrible situation and predicting situations which have occurred in Syria to be soon expected within the EU. (Johnson & Bräuer, 2016) (MacLeay, 2017).

Regarding the **second** research question: To what extent did external sources connected with Human behaviour like terrorism had an impact on the United Kingdom's referendum decision to exit the European Union?

It can be concluded that the terroristic attacks had a significant impact on member states of the European Union. With member states developing strategies to keep refugees out of their countries due to suspected terrorists immigrating along with refugees (Gaouette, Koran, Laure, & Ward, 2016) and following a stricter immigration policy the effect can not be neglected (Berend, 2017). Concerning the United Kingdom's media and their strategy to show the population the effects of the refugee situation in the European Union it can be suggested that this strategy is also connected with terroristic activities (Berend, 2017).

Concerning the **third** research question: How significant was the influence of advocates and the media on the United Kingdom's decision to exit the European Union?

It can be summarized that according to (MacLeay, 2017) that both the media and the advocates of the referendum had a significant influence on the population's decision to exit. With influencers such as Dominic Cummings who made the success of the "leave campaign" possible (Colvile, 2016) (Künssberg, 2016) Boris Johnson directly pointing out disadvantages when remaining in the European Union (MacLeay, 2017) and the media creating anxiety concerning the Syrian refugee crisis the influence is beyond doubt.

Regarding the **fourth** and final research question: Will there be any changes for the United Kingdom especially the city of London after the UK has left the EU?

When concluding the general findings about the possible future of the United Kingdom it can be stated that one of the most important points for the UK after the decision to exit are the upcoming negotiations with the European Union (BBC, 2017) (BBC, 2017). Concerning the city of London as a financial center of the West the four freedoms of member states of the EU are especially important (Official Journal of the European Union, 2008), since London's financial strength lies predominantly in the service sector (BBC, 2017). Therefore, if these services can no longer be provided tariff free by the city of London to the European Union a significant change and an adapting

process must take place for London to remain competitive in the market (Kottasova, 2017).

The final part of this conclusion will deal with the **Hypothesis**: The decision of the United Kingdom's population was not solely based on internal issues of the country but was also influenced by external sources like media, advocates of the referendum, the European migration and refugee crisis and the terroristic attack on Europe and can neither be positive for the United Kingdom, nor the European Union.

To provide a meaningful answer this hypothesis must be split up into two aspects:

When investigating the general findings of this thesis it can be stated that external factors such as the Syrian refugee crisis, terrorism in Europe and the advocates of the referendum definitely had an influence on the United Kingdom's population decision to exit the European Union (BBC, 2017) (Johnson & Bräuer, 2016) (Marcinkiewicz, 2016).

The thesis can validate this statement by the hypothesis.

Concerning the declaration that this decision can neither be good for the UK nor the EU it should be stated that it can not be validated at this moment in time. It will depend on the outcome of the negotiations between the EU and the UK within the next two years (BBC, 2017). For the UK, it is a critical point to up-keep the four freedoms provided to European member states by the EU to continue their financial services without the need to establish subsidiaries in an EU member state (Kottasova, 2017). But on the other hand, as stated by (Kottasova, 2017) a country exiting the EU can not have the same privileges as a member state. Finally, it should be stated that at this moment in time a win-win situation is not likely to happen. On the one hand the United Kingdom desires to have the same privileges as if still a member state. On the other hand, the European Union must be extremely strict concerning the negotiations with the United Kingdom because it is very likely if the United Kingdom has the same advantages as a member state, other European member states might follow the example of the United Kingdom.

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Appendices

Interview transcript

A financial insight on the United Kingdom's referendum decision

Interview date: 30th of January 2017

A – Interviewer (Markus Neubrand)

B – Interviewee (Rory MacLeay)

Question 1

A: To what extent do you think advocates of the referendum had an impact on the populations decision to exit the European Union?

B: High profile UK figures, such as, and in particular, Boris Johnson, had a great impact on the population of the United Kingdom by conducting a largely negative and often disingenuous campaign (e.g. comments about savings for the National Health Service) about Europe. This was comparable to some of the campaigning in the US general election later that year.

A: Can you point out which disadvantages Boris Johnson was aiming at and how he had an impact?

B: Boris Johnson was successfully able to demonstrate the adverse effects of European influence on British sovereignty, especially to the more elderly generation, and urban populations, who felt their jobs were threatened by immigration.

Question 2

A: How do you explain or emphasise about some advocates of this referendum retrieving their positions in politics shortly after the decision was made?

B: It appears that the Brexit campaigners held little prospect of actually winning the referendum, and were essentially unprepared when the result came through, and when David Cameron, the Prime Minister, immediately resigned. Boris Johnson, and the leading “Brexiters”, were wrong-footed, and were unable to sustain a meaningful leadership challenge of the Conservative party.

A: So you think that solely the persons themselves were surprised and had a lack of control?

B: That was definitely the case: both the “Remainers” and the “Brexiters” did not anticipate the result (the polls leading up to the referendum also predicted a Remain win), which led to a very confused state when the result was announced.

Question 3

A: Do you think the ongoing refugee crisis in the European Union had an impact on this decision?

B: The crisis had a major impact, heavily fuelled by hysteria in the British media of Syrian refugees flooding into Europe. Ironically of course, the sad crisis in Syria was certainly not caused by the EU, and is totally unconnected to Brexit! The importance of jobs taken by Eastern European immigrants to the British economy, and the potential impact if they were no longer allowed to work in UK post referendum, was not widely reported.

Question 4

A: Can you give a short outline of how you and your employees and your surrounding felt about the referendum

B: London and the financial district was living in a bubble during the referendum, and the result came as a tremendous surprise. In London itself, about 60% voted to remain, and this increased to approximately 80%.

A: What kind of effects do you predict for the city of London?

B: This is extremely difficult to predict, as negotiations with EU, following the invocation of Clause 50, have not really begun, and probably will not do so in earnest until the upcoming British, French and German elections have been decided. However, the London financial services industry will inevitably suffer whilst uncertainty continues to exist (in theory it will take 2 years for the negotiations to be completed), and financial services operations 'hedge' themselves by moving some operations into EU domiciled countries.

Question 5

A: Did your company or the companies in the London business district in general felt the immediate impact of the referendum decision?

B: In general, it can be said that the London stock market has increased in value since the Brexit announcement, and there is no short term adverse effect. This is partly explained by the immediate drop in value of the £ against the € and \$ (about 17%), which has a positive impact on UK companies reporting in £, but this will also have an inflationary impact on goods imported into UK. In the long run, it is very hard to predict the future economic impact, due to the high level of uncertainty.

Question 6

A: Do you think, that this referendum decision might have an impact on the London business market as a trading point of Europe in terms of missing business or even moving to a country in the European Union after the United Kingdom has left the EU with a potential "hard Brexit" as quoted by Theresa May?

B: Inevitably yes! London is already losing business, but it is unlikely that London will lose its status as the leading European financial centre to another European city.

A: Could you explain your suggestion why the financial center is going to stay in London?

B: London contains well developed skills, culture and infrastructure in the financial services arena, which cannot be easily and quickly replicated elsewhere in Europe. In addition, English remains the world language for financial and legal issues, and this is unlikely to change in the near future. The decision by UK to exit the EU will certainly

have a profound effect on London, but the city has always been adaptable and nimble (which is one of its core strengths), and will surely be able to rise to this challenge.