

**Abstract**

**Dóra Boldizsár**

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**Facebook Activity of Individual  
Representative Candidates During  
the 2018 Hungarian General  
Elections: Thematic Analysis of  
Facebook Posts about the European  
Union and the United Nations**

Nowadays, our everyday communication takes place mainly on the online sphere, thanks to the continuously developing technological achievements. It affects the political communication, too, because the politicians also use online platforms to campaign during the general elections, and to increase their supporting and voting base. In Hungary the most of the social media users choose Facebook, therefore it is the most popular social media network.

Our project is based on thematic analysis of Facebook posts shared by individual candidates (6 candidates per constituency) from the 106 Hungarian single-member constituencies during the campaign period of the Hungarian General Elections in 2018. My research focuses on topics related to the European Union and the United Nations, which show up in the selected politicians' Facebook posts during the campaign period. The themes of these organizations have always divided the political parties, mainly that how deeply would they allow the EU and the UN to intermeddle into the nation's affairs.

It is an actual campaign topic recently, because the governing parties denied the adaptation of the refugee quota created by the European Union in the middle of the

migration crisis. They criticize the EU and the UN for encroaching into a sovereign state's security policy.

My expectation about the research is, that the results will manifest how can the governing Fidesz-KDNP coalition utilize the topics of these organizations and force the opposition to communicate about this subject. Our main task is to explore the differences of the communication between the governing and oppositional parties.