

**Abstract**

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**Facebook Activity of Individual  
Representative Candidates During  
the 2018 Hungarian General  
Elections: Thematic Analysis of  
the Migrant Crisis in Facebook  
Posts**

The mediatization of politics is changing the way political communication works around the globe (Moog & Sluyter-Beltrao In: New Media and Politics by Axford & Huggins, 2001).

In Hungary, the refugee crisis is still one of the most popular political topics, mostly because it is being used for campaign purposes. The issue divides the Hungarian politics the same way as it divides the public life. Since the start of the crisis there were anti-migration billboards and TV commercials, mostly because its use for the campaign of the ruling coalition, the Fidesz-KDNP. This was also observable on social media platforms. In Hungary, since the late 2000's, social media became a new way for politicians to reach their audiences more immediately than ever before.

It is a new and successful campaign method for candidates, therefore the appearance of the campaign topics on the Facebook, Instagram or Twitter profiles of the parliamentary candidates will be important in 2018, especially during the campaign period. The preferred social media platform in Hungary is Facebook, therefore our project will be based mostly on Facebook posts and the content shared by candidates about the refugee crisis.

More concretely my research is finding patterns and relating themes to migration in the posts on the profiles of the individual candidates for representation during the last month of the campaign period in 2018 (March 6th- April 8th).

After the thematically separated data is analyzed, the results will show how and in what way Fidesz-KDNP can use the refugee crisis, as one of their main campaign issues. Concerning the opposition, I study how much the ruling parties can force them to communicate about the topic.