

Abstract

Tamás Szekeres

**Facebook Activity of Individual
Representative Candidates During
the 2018 Hungarian General
Elections: The Research Methods**

The role of the media in modern politics is unquestionable. Political communication is strongly influenced by the fact that politics has gone through a remarkable mediatization (Moog & Sluyter-Beltrao In: *New Media and Politics* by Axford & Huggins, 2001). As part of this mediatization, social media is also changing the way of political communication as political candidates try to reach potential voters.

This phenomenon works the same way in Hungary. Facebook is the most used social media side by Hungarian people (Social Media Report 2016), that is why Hungarian politicians concentrated their online activity on Facebook in the campaign of the 2018 Hungarian General Elections. The four of us started this project for researching this activity in social media.

We made a thematic analysis of Facebook posts made by the individual candidates of the 106 Hungarian single-member constituencies. Thematic analysis is a method for identifying, analysing and reporting patterns (themes) within data (Braun & Clarke: *Using thematic analysis in psychology*, 2006.). The research targeted three main topics: the migrant crisis, concerning George Soros and the European Union with United Nations. During the analysis we investigated the three topics by three types of candidates: from the ruling party, from the right-wing opposition and from the left-wing opposition.

The method is based on transcribing the collected data and analyzing it in a qualitative

way: generating codes and maps for the topics and investigating them by their usage of the candidates on Facebook.