

Abstract

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**Political communication on
Facebook during the Hungarian
General Election Campaign**

In the spring of 2018 a general election will take place in Hungary. An extensive data collection will be conducted on Facebook during the campaign and the presentation will offer a first insight into the Facebook campaign. Different types of actors' Facebook activity will be investigated including SMD candidates, candidates from party lists, parties, opinion leaders, media outlets and non-official political pages (N ~ 800). Some of these actors are widely studied in the literature (politicians, parties), but others received less (media outlets, opinion leaders) or no (non-official political pages) attention at all so far. This study will explore how politicians and other political actors use Facebook during the campaign, what kind of messages are able to spread widely on Facebook and the role Facebook plays during the campaign. It will strongly focus on users' reactivity to political posts and by using text mining methods it will closely investigate to what extent politicians' communication fits to citizens' communication and what kind of messages can get viral.