



Monitoring of posts by political parties on Facebook

European Parliament Elections 2019

Preliminary Report
(short version)

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MEMO 98 is an internationally recognized, independent, and non-profit specialist media institution, with 20 year-long experience of conducting media monitoring and research and assisting civil society groups. Using tested and approved methodologies and tools, we provide quality services with tangible results. We are probably best known for our media analysis and monitoring during elections. Having participated in more than 120 election observation missions and about 150 media & election related projects and trainings in more than 50 countries (in particular in former Soviet Union and Balkan countries, but also in Africa, Asia, Middle East, South America and recently Oceania), our experts provide advice and assistance on media & electoral and other democratic arrangements.

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INTRODUCTION

Given the growing impact of social media, the way people consume political information has changed considerable in the past few years. The negative part of this change entails information that is often unverified, decontextualized, and manipulated to affirm or exploit pre-existing biases. There is a growing awareness that underlying societal grievances can be exploited in the media ecosystem by opportunistic actors, either from outside the country or from inside. Previous experience has indicated that these risks can be exacerbated during times of heightened social and political debate, such as elections.

The issue of social media and disinformation has gained increasing attention as a possible threat to the integrity of elections worldwide. It was in this context that we decided to analyze the role of Facebook during the EP elections in the four EU countries (Czech Republic, Hungary, Poland and Slovakia).

Between 1 April and 15 May 2019, MEMO 98, a Slovak non-profit specialist media-monitoring organization, with the assistance of international experts, monitored 48 public Facebook accounts of parties running in the European Parliament elections in the Czech Republic, Hungary, Poland and Slovakia. The main goal of the monitoring was to evaluate the role of Facebook during the elections and its potential impact of the messages disseminated through this social platform on election integrity, and thus public trust and confidence in the process. Moreover, the monitoring tried to evaluate what topics and issues are presented by political parties on their public Facebook accounts in the run up to the elections.

HIGHLIGHTS

- Political parties in their Facebook posts focused more on domestic political scenes than on EU related topics and issues.
- The monitoring did not reveal a disinformation campaign of the similar altitude as during some other recent elections on international scene.
- While some parties actively pursued certain divisive and social-engagement-attractive topics, such as migration, many others ran positively-oriented campaigns that underlined benefits of European integration.
- In the Czech Republic, the campaign was dominated by the topic of the double food standards. In general, it was limited to superficial slogans with emphasis on environment, economical sector, security and agriculture, with no real emphasis on offering concrete solutions. The parties introduced their candidates and informed about campaign events in regions, however, often without further elaboration on the content.
- In Hungary, the political discourse was largely set by the ruling party's focus on migration which clearly dominated the campaign period as the main issue. While posts by Fidesz on Facebook targeted this issue almost exclusively, the opposition parties focused on other domestic and EU-related themes, including corruption, environment, problems with the media bias and government propaganda.
- The EU-related issues dominated the political discourse on Facebook in Poland, with the governing party emphasising protection of the national sovereignty and traditional values, but within the united and strong Europe. By contrast, the opposition was critical of the government on a number of domestic issues and tried to present themselves as a better option to fight for allocation of funds for Poland within the next multiannual framework.
- In Slovakia, parties mostly focused on domestic policy issues but at the same time, posts contained a lot of positive campaigning aimed at promoting ideas of joint Europe and benefits of the EU membership and integration in general. Some opposition parties used FB intensively to campaign for their candidates and also attempted to mobilise voters. There was a strong unified approach to combat against extremism and its political representatives which vocally presented their EU-resentful policy.

FINDINGS

From 1 April till 15 May (the first monitoring period), we analysed 6,046 posts by 47 parties out of a total 105 parties which were running in the EP elections in the Czech Republic, Hungary, Slovakia and Poland.

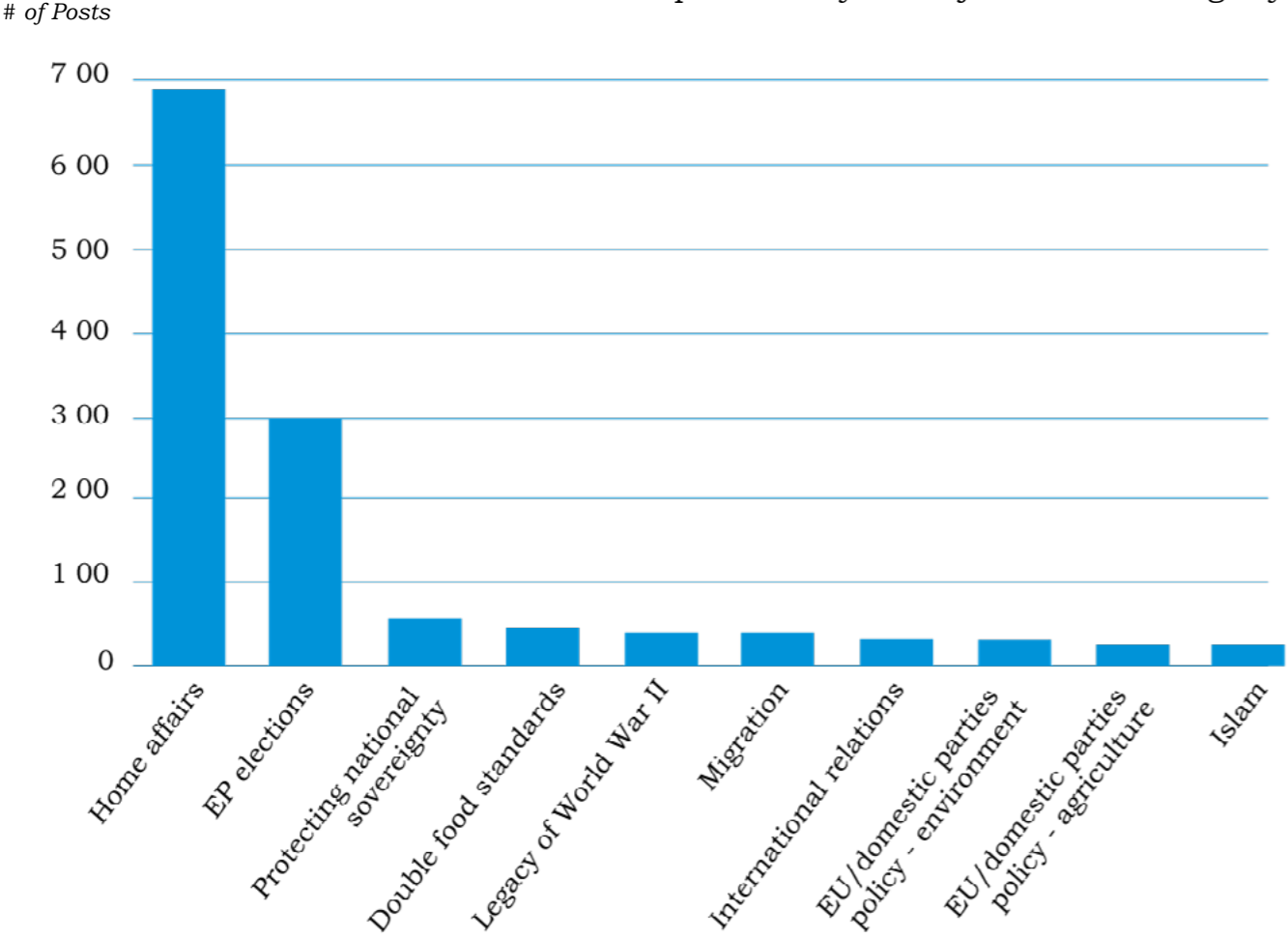
Focusing on the actual posts by political parties, we were able to determine not only what were the main issues of focus by each monitored party, but also which topics/narratives generated the highest level of engagement (comments, shares and reactions). The monitored parties in all four countries devoted the highest number of posts to home affairs (1,579) and EP elections (1,431) respectively. While migration was the fourth

most focused topic amongst the parties in all four countries, it generated a lot of comments, shares and reactions (584,215), confirming that it certainly belongs to highly divisive topics widely discussed on Facebook. It should be noted however that this statistic was affected by the fact that this topic was pushed very actively in Hungary, in particular by the ruling Fidesz party. Of the total number of posts devoted to migration (292) in all four countries, as many as 163 were generated by parties in Hungary (105 by Fidesz and 41 by Jobbik). Almost all these posts by Fidesz and Jobbik were negative about migrants calling for tough anti-migrant measures.

CZECH REPUBLIC

In the Czech Republic, during the monitoring period, Hnutí SPD posted the highest number of posts (361) from among the parties whose official Facebook accounts were monitored. They were followed by KSČM (202), ODS (196) and ČSSD (174). However, the highest number of engagement (comments, shares and reactions) – 118,774 – was achieved by Česká pirátská strana which posted 132 posts during the monitoring period.

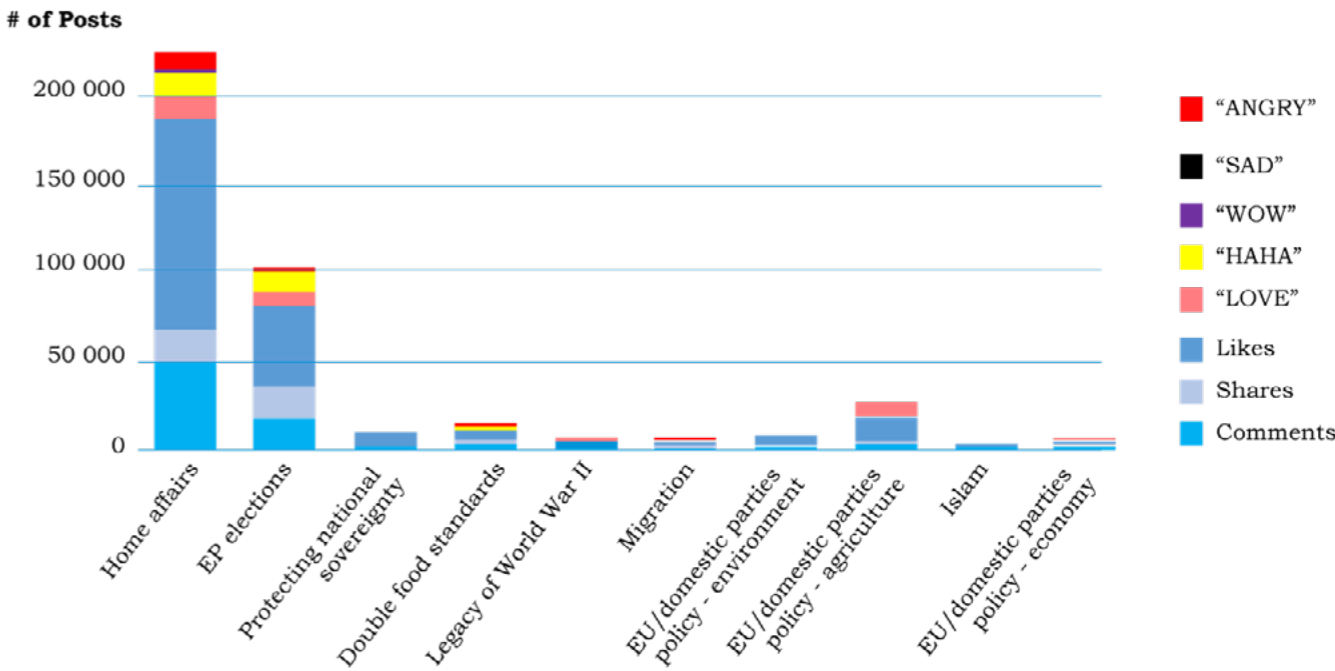
launched, the Czech Commissioner Věra Jourová had failed to push through a regulation which would guarantee the same food standards in the whole economic area. To understand the Czech obsession with customers' rights regarding food production, it is important to keep in mind that Czech media has been focusing on export of meat products from Poland for a long-time raising question about its quality. It is also important to keep in mind that the topic is often emphasized by Andrej Babiš who allegedly



Czech Republic, social media monitoring, narratives by # of posts¹

The Czech campaign preceding European Election in 2019 was clearly dominated by the topic of the double food standards, which has been resented by all parties – from the right-wing liberals, the extreme right-wing SPD to the leftists including Communists. The topic pervaded the elections as only a few weeks before the campaign was

still controls Agrofert which is a company with a big share at the Czech food market. The fact that the campaign was repeatedly overshadowed by home affairs (including big protests against the appointment of a new minister of justice in time when Prime Minister Babiš is investigated for frauds with the EU funds) has also been a



Narratives by Engagement

significant feature of the pre-election period. For this reason, the opposition parties (mainly ODS, TOP09, KDU-ČSL, Starostové a nezávislí) dedicated sometimes close to a half of their Facebook feed to home affairs. Similar to the Senate elections which took place just a few weeks ago, the significant increase in parental allowance and old age pensions proposed by the government were keeping the opposition busy.

In general, the election campaign in the run up to the EP elections was limited to shallow declarations, slogans and empty phrases dropping (the combination of emphasis on environment, economical sector, security and agriculture was the most common one). The parties were mostly letting their followers know who their candidates are, highlighting their achievements. Pictures from campaigns in regions were widely shared without further elaboration on how the meeting with citizens or the debates progressed. To rightly assess the strategies of the parties during the campaign, it is important to contextualize it with a very low voter turnout which was only little more than 18% in 2014.

When it comes to the evaluation of the overall structure of the respective parties' Facebook feed, we cannot speak about one pattern. While the approach of ČSSD,

KSČM, liberal right-wing parties and Pirates was similar (when it comes to the number of posts which oscillates around 200), ANO and SPD significantly deviated from the expectations. The inactivity of ANO on Facebook can be explained by its bold dominance on the Czech political scene – the party is expected to win the election anyway, thus, it does not have to stretch the effort much. It mainly focused on the home agenda.

The case of nationalist SPD is different. The central figure of the party – its leader Tomio Okamura – either personally contributed to Facebook or directly commissioned the posts. The number of them exceeded all the other parties by far (around 360 posts). By contrast to the content of posts by other Czech parties which were generally measured when it comes to language, the SPD's posts included xenophobic and often racist statements. SPD was the only party which used immigration more intensively as a topic in the campaign.

Following are three posts by the Czech parties which attracted the biggest amount of comments, shares and reactions (hereinafter engagement). The first one was posted by Starostové a nezávislí and has a clear pro-European position criticizing Brexit. The text under the video reads:

We have such an abuse here (Brexit)...



check out our election clip. If you like it, share it. The engagement was 17,767 (comments, shares and reactions).

The second one was posted by Česká pirátska strana in which they focus on the problems with double food standards which, as mentioned above, was one of the main topics of focus during the campaign.

Do you want to grow food and other useful crops, or grow fuel? Pirates are clear. We are

tions. We are going to put together a reform of the common agricultural policy towards the establishment of sustainable management of soils, diversification of cultivated crops and biodiversity protection as a

What about you, what future do you want? Decide in May in the elections to the European Parliament! The engagement was 16,106.

The third post with the highest level of engagement was produced again by Česká pirátska strana in which they focus on environmental issues, more specifically criticizing air pollution and supporting products made of recycled materials.

We didn't want to support air pollution, so we have instant benches all over the Czech Republic. The engagement was 7,196.



growing food and not rapeseed which devastates Czech soil and groundwater. In Europe, we will promote capping subsidies for big agribusiness. Saved funds should be available to small farmers. We will support sustainable agriculture and improve soil quality, animal welfare and biodiversity. We will promote the subsidies to be conditional on an effective approach to the landscape and promote rural development, not giant corpora-



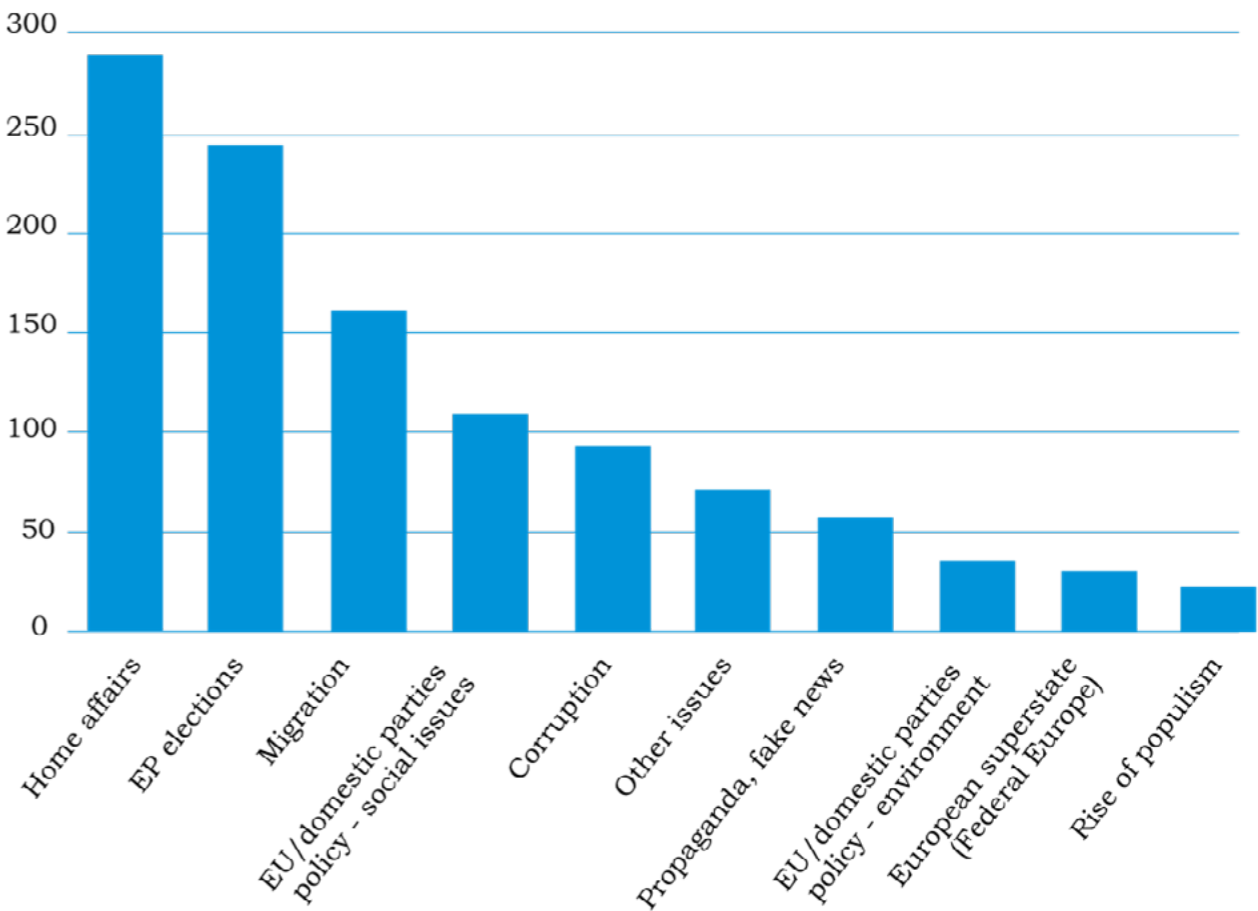
HUNGARY

Magyar Szocialista Párt (MSZP – Hungarian Socialist Party) published 285 posts between 1 April and 15 May which was more than any other party in Hungary. They were followed Párbeszéd Magyarországért (264), Demokratikus Koalíció (248) and Fidesz (217). However, the highest number of engagement (comments, shares and reactions) – 1,024,363 - was achieved by the ruling Fidesz party².

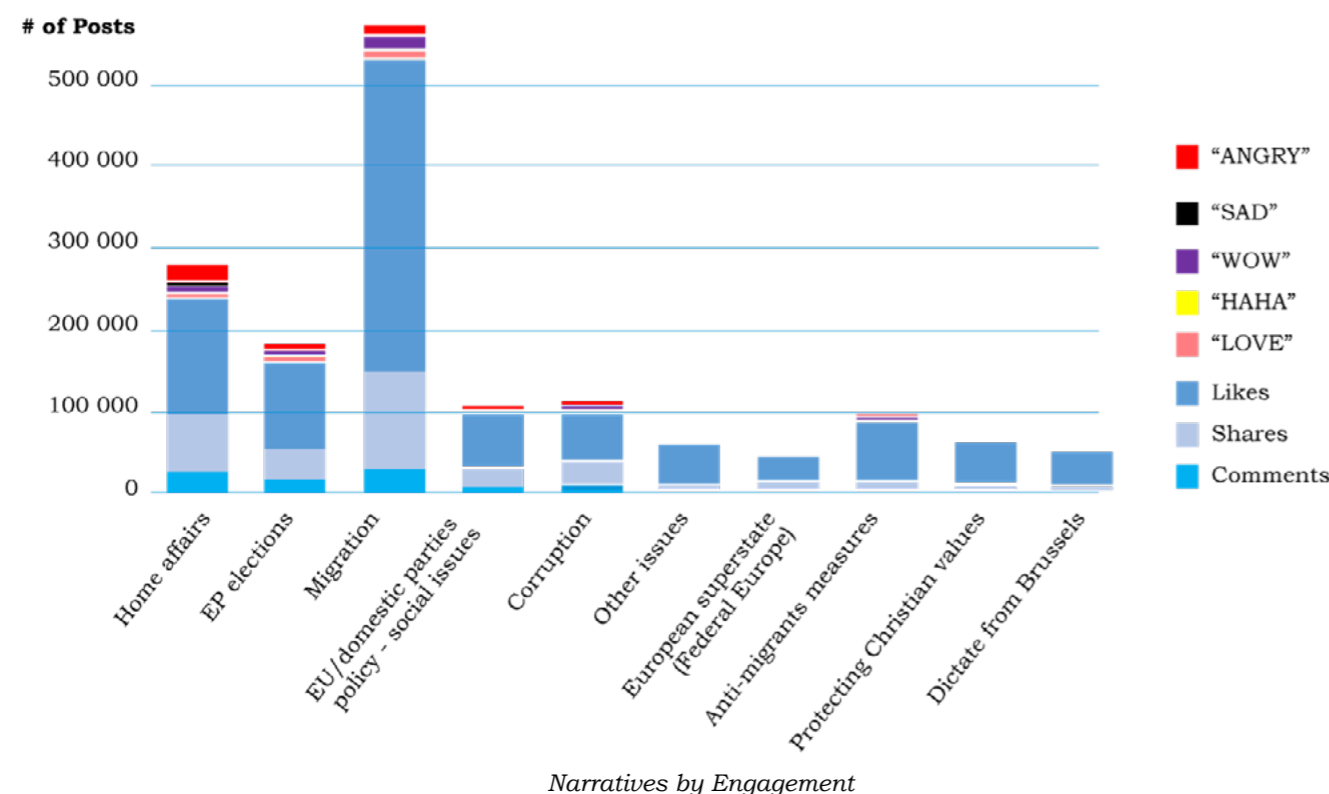
When monitoring topics and narratives, we focused on Fidesz, Magyar Szocialista Párt (MSZP – Hungarian Socialist Party), Demokratikus Koalíció (DK – Democratic Coalition), Jobbik, Lehet Más a Politika (LMP – Politics Can Be Different), Momentum Mozgalom (Momentum – Momentum Movement).

According to Fidesz, the Hungarian political field is divided into advocates and opponents of immigration, the former being represented by the government and the Fidesz/KDNP, the latter by the opposition. Accordingly, we can see that also the Facebook communication of the campaign was divided into two parts, either in terms of topics or ways of communication. The most striking thing was that when it came to Fidesz and their use of Facebook, not only did they deal with one topic, but they did it with a single tool. In contrast, the FB pages of opposition parties are more complex, the main campaign themes, the campaign process and their reactions to the current domestic issues also appear.

of Posts



Hungary, social media monitoring, narratives by # of posts



When it comes to posts which received highest level of engagement, it is important to mention that Fidesz had as many as 14 posts among the top 20 posts which received the biggest number of shares, comments and reactions in all four countries. The biggest number of shares, comments and reactions was given to a post published by Fidesz on 28 April in which an opposition MP from MSZP was asked in a TV interview why Fidesz party was so popular to which she replied that there were many

rats in Hungary. She later denied that she had Fidesz supporters in mind and she also apologised. However, Fidesz used this to their advantage, ordering an opinion poll by the Nézőpont Intézet, which found that 68% of non-Fidesz voters condemn Mrs. Bangó's description of Fidesz supporters as rats. Fidesz also prepared a campaign video using the Bangó quotation and also initiated a nationwide campaign about the outrageous reference to Fidesz rats (which was also used in the Facebook post). The engagement



was 36,810 (9,274 comments, 6905 shares and 20,631 reactions)

The post says: *Ildikó Bangóné Borbély of MSZP called all Fidesz supporters' rats. Remember this on May 26th when we vote!*

The post which gathered the second biggest engagement (32,700) was the one published by Fidesz on 5 May titled "God bless Hungarian mothers"

The third biggest number of comments, reactions and shares (30,392) was given to another post by Fidesz published on 5 April 2019 in which the party asked their supporters to sign up to their program. It said: "We ask the Hungarian people to sign the program and go to vote on May 26! Send Viktor Orbán's program to stop immigration!"



God bless Hungarian mothers

TÁMOGASSUK ORBÁN VIKTOR PROGRAMJÁT, ÁLLÍTSUK MEG A BEVÁNDORLÁST!

- A migráció kezelését el kell venni a brüsszeli bürokratáktól és vissza kell adni a nemzeti kormányoknak!**
- Egyetlen ország se legyen kötelezhető migránsok befogadására akarata ellenére!**
- Senkit ne engedjenek be Európába érvényes igazolvány, dokumentumok nélkül!**
- Szüntessék meg a migránskártyákat és a migránsvízumot!**
- Brüsszel ne adjon több pénzt Soros György bevándorlást segítő szervezeteinek, ehelyett térítsék meg a határvédelem költségeit!**
- Európában senkit ne érhessen hátrányos megkülönböztetés azért, mert kereszténynek vallja magát!**
- Bevándorlást ellenző vezetők legyenek az uniós intézmények élén!**

KÜLD D TOVÁBB!

FIDESZ

Even Viktor Orbán's official visit to the United States on 13 May 2019 generated a lot of attention on Facebook – with the post published on the same day, as many as 24,165 comments, shares and reactions were generated. The post quotes President Donald Trump saying:

Viktor Orbán did a good job of keeping his country safe, said Donald Trump, President of the United States, at a joint press conference with Viktor Orbán in Washington.

On the other side of the political spectrum, MSZP published a post on 11 May 2019 saying that “Viktor Orbán was a coward to sit down with the European Socialist top candidate Frans Timmermans. Share it to everyone to find out: we don't ask the liar

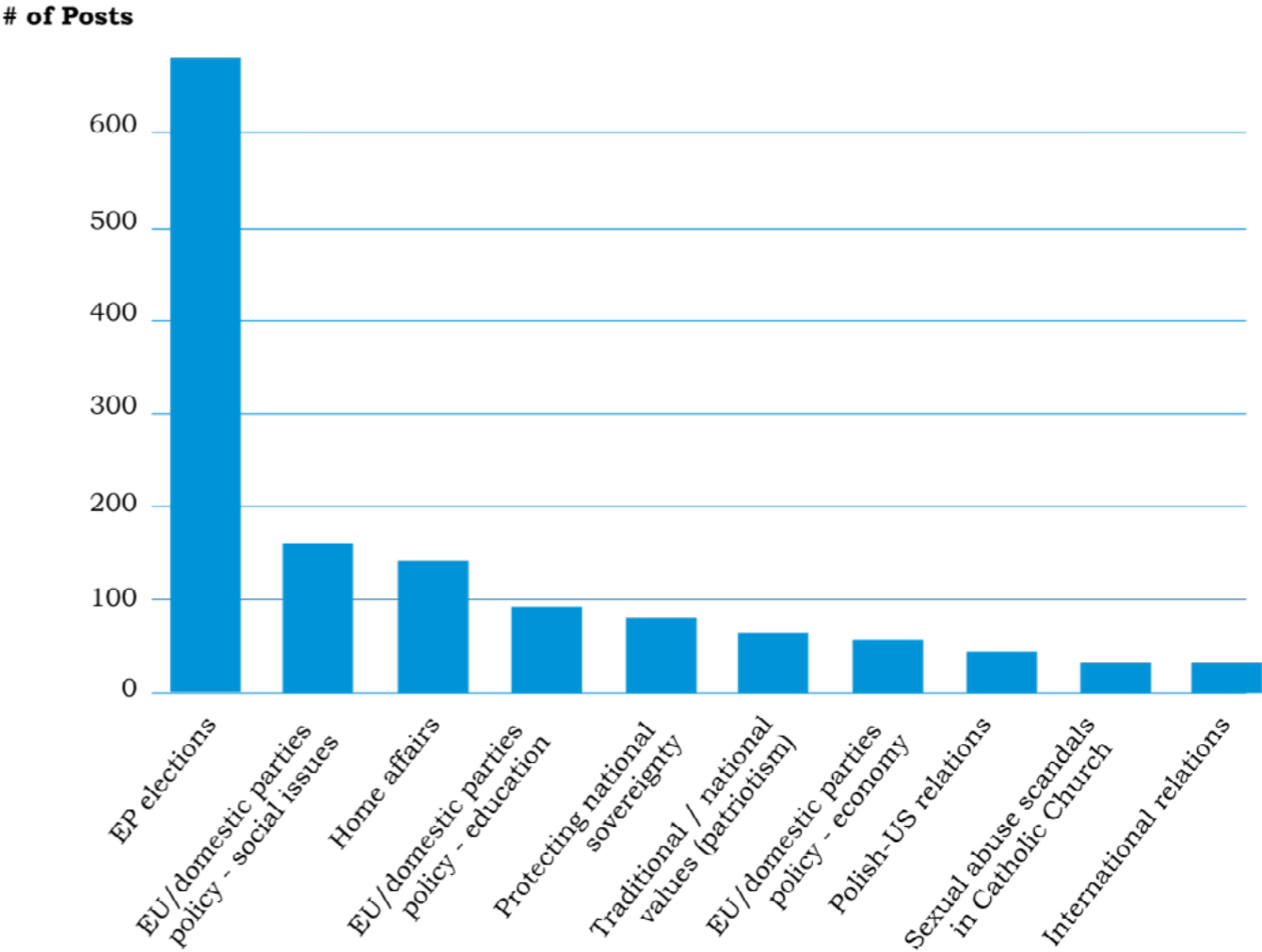


prime minister!” The post engagement was 18,306 (1665 comments, 6376 shares and 10,265 reactions)

POLAND

In Poland, the party which published the highest number of posts during the monitoring period was Kukiz 15, followed by SLD (Sojusz Lewicy Demokratycznej) and Wiosna Biedronia. The highest number of engagement (comments, shares and reactions) – 265,271 – was achieved by Platforma Obywatelska.

dowe (PSL) (52)
Coalitions: Koalicja Europejska (16)
Out-of-parliament opposition: SLD (262), Wiosna (214), Polska Fair Play (40), Razem (72)
Opposition - nationalist and right wing: Ruch Narodowy (145), Młodzież Wszechpolska (98)



Poland, social media monitoring, narratives by # of posts

Scope of monitoring:

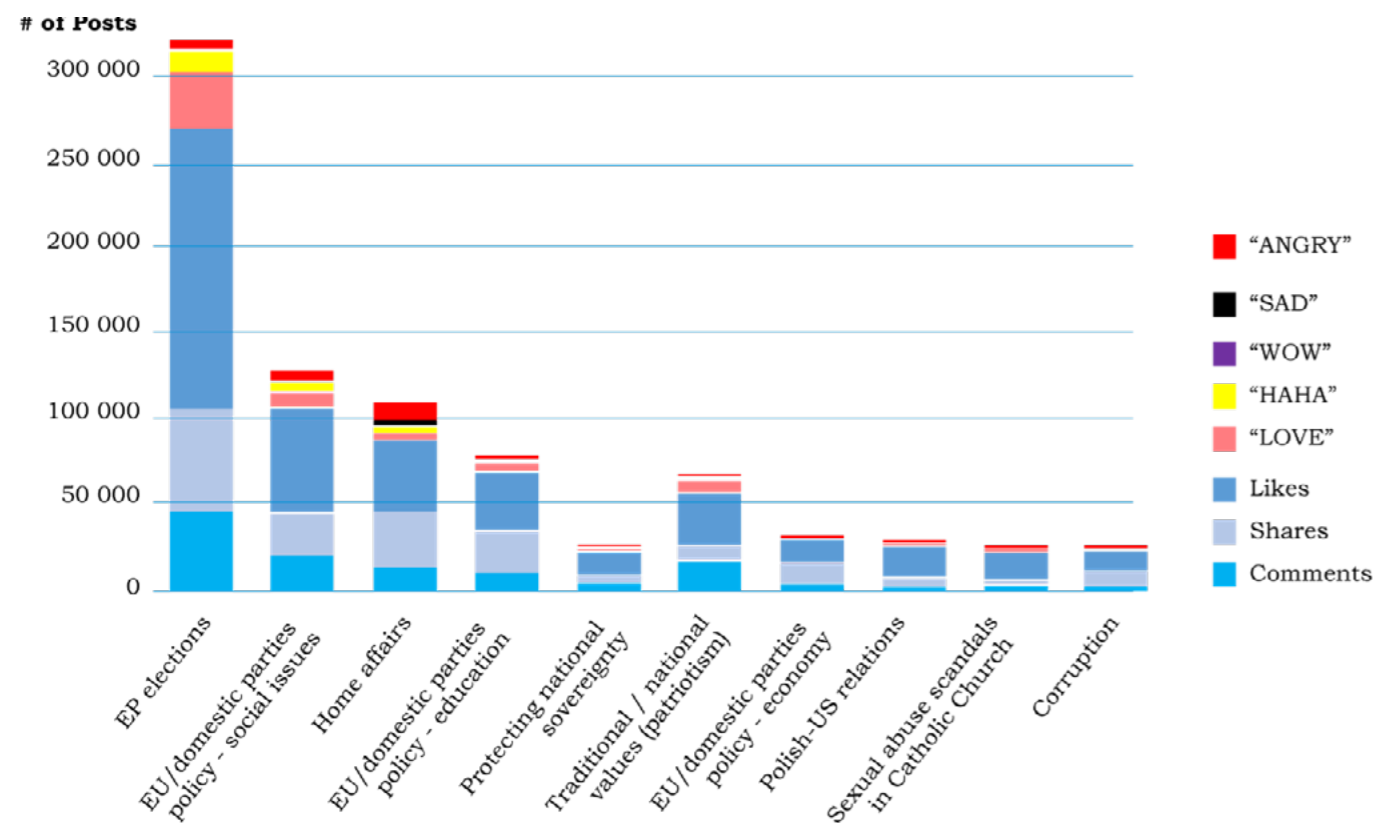
FB channels of 12 Polish parties were monitored during the period of April 1 - May 15. These parties may be grouped as follows (numbers in brackets indicate quantities of posts):

Government and supply and confidence support: PiS (204) and Kukiz'15 (297)

Parliamentary opposition: Platforma (182), Nowoczesna (55), Polskie Stronnictwo Lu-

General findings:

Each party had appeal to its own group (which is a natural thing). In this respect Polska Fair Play, SLD, Wiosna, and Razem could be characterized as left parties (albeit appealing to different groups in the electorate); Ruch and Młodzież belonged to a classic nationalist right wing type of parties; Nowoczesna took liberal niche, while Platforma Obywatelska (the biggest opposition



Narratives by Engagement

party), PSL (agrarian party), and PiS (ruling conservative party) have in many respects shared a set of conservative values despite varying at intensity of these values application in their everyday campaigning. Kukiz'15 is a typical anti-establishment party which generally votes with PiS despite being in formal opposition. In EP election, Kukiz associated itself with the Italian M5S and Croatian Zivi Zid (Live Shield) calling for a more direct democracy.

When it comes to the posts which received the highest number of comments, shares and reactions, these were posted by Platforma Obywatelska and PSL.

The post with the highest engagement was posted by Platforma Obywatelska on 7 May and it concerned an early-morning raid by police in the flat of an activist Ewa Podleśna who posted images of Mary and Jesus with rainbow halo as to attract attention to LGBTQI groups problems. Police shortly detained her and TVP and other state-leaning media made it a key story those days widely promoting statements of officials that “such profanation should not be permitted in Poland” The level of engagement was 18,453.

The post reads:

Scandalous use of police for a dirty political struggle and religious crusade



Detention of a citizen at 6 a.m. by the police for posting the image of Mary and Jesus with a rainbow halo compromises Minister Brudziński. Are these the standards worthy of Iranian ayatollahs which (this government) wants to promote in the EU

The whole world is talking about yet further excesses of the PiS-led government. It is time to give Poles a modern and a religiously neutral state back and return good reputation of Poland with its allies

Our Office of Civic Intervention offers a free legal help and advice to Ewa Podleśna detained and persecuted (in this way). Nobody would be persecuted for such things in a normal (modern) state.

The post which received the second highest number of comments, shares and reactions (12,027) was posted by the opposition PSL party. It criticises PiS which is on one hand trying to position itself as a party of “a small average person” as opposed to “elitists in the previous government”. One of key lines of attack by the opposition were salaries of PiS officials as well as bonuses they paid themselves stressing that “while you who voted for PiS to make 600 EUR monthly, Karczewski (in this case) would make more than 5,000 EUR per month. The previous scandal with bonuses led to downfall of Beata Szydło’s government in 2017. She was replaced by the acting Mateusz Morawiecki cabinet.

In the actual post, there is Stanisław Karczewski, the Senate Speaker, with the upper part citing him saying that “One should work for an idea. I am working for an idea”. The lower part of the post says that while being the Speaker of Senate, he was paid 534,387 zlotys [an average of 127,000

„Powinno się pracować dla idei. Ja pracuję dla idei.”

- Stanisław KARCZEWSKI
MARSZAŁEK SENATU



534 387 zł
przyłulił dla idei
z Senatu RP
w latach
2016/17



EUR] in 2016/2017. Karczewski said these words when he was confronted with a question why wouldn’t PiS vote to increase teachers’ salaries. He responded that “teachers should be working for an idea. I am”. This narrative was immediately picked by TVP.

The third post to receive the highest level of engagement (11,024) was posted again by Platforma Obywatelska referring to a big strike which took place right before school graduation exams which called for a wave of hate towards teachers on TVP that claimed that “teachers are working for money and not for an idea and they are ruining futures of the children”. The government proposed to increase the amount of working hours but

The previous government always prioritized better salaries for Poles. In 2008 we immediately set ourselves for real salary increases for teachers. We will do the same (this time) after winning the (October) election.

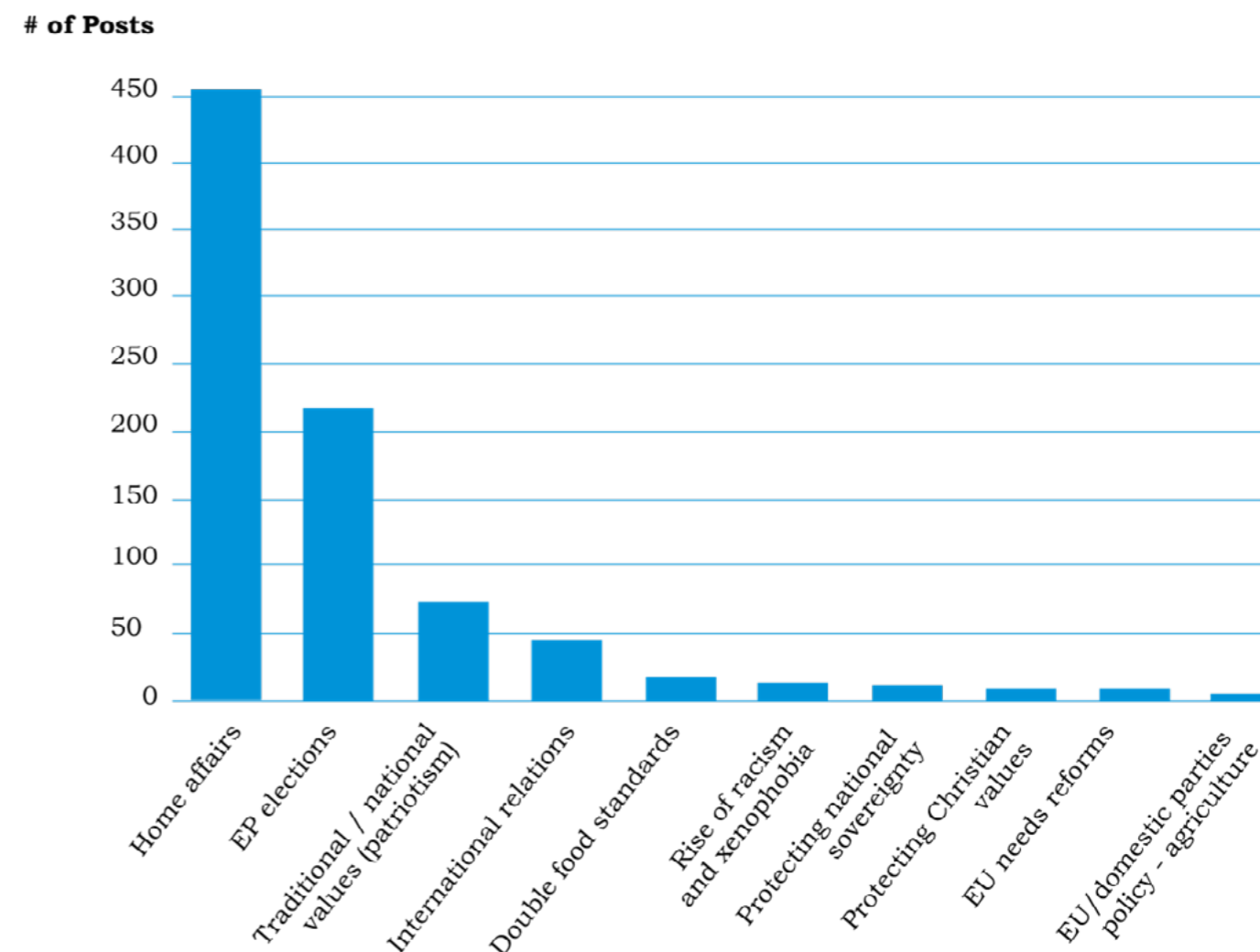
The picture juxtaposes statement by the Education Minister Anna Zalewska that “*teachers have never enjoyed such increases in salaries as now*” (left part). The right side claims that the previous government increased salaries of teachers by 34 per cent over 2008-2011 while the incumbent government managed only 11.65 over 2016-2019.



In Slovakia, during the monitoring period, OĽaNO posted the highest number of posts (156) from among the parties whose official Facebook accounts were monitored. They were followed by Most-Híd (114), SaS (107) and SNS (102). However, the highest number of engagement (comments, shares and reactions) – 101,100 – was achieved by SNS.

all on the domestic political events (price/quality of food, anniversary of liberation of Slovakia during WWII, pensions, parents' allowance, state symbols protection) than the EP campaign per se.

By contrast, parties such as SaS, PS, SPOLU, KÚ and OLaNO used FB more intensively. They presented their candidates in short videos, and there was more infor-

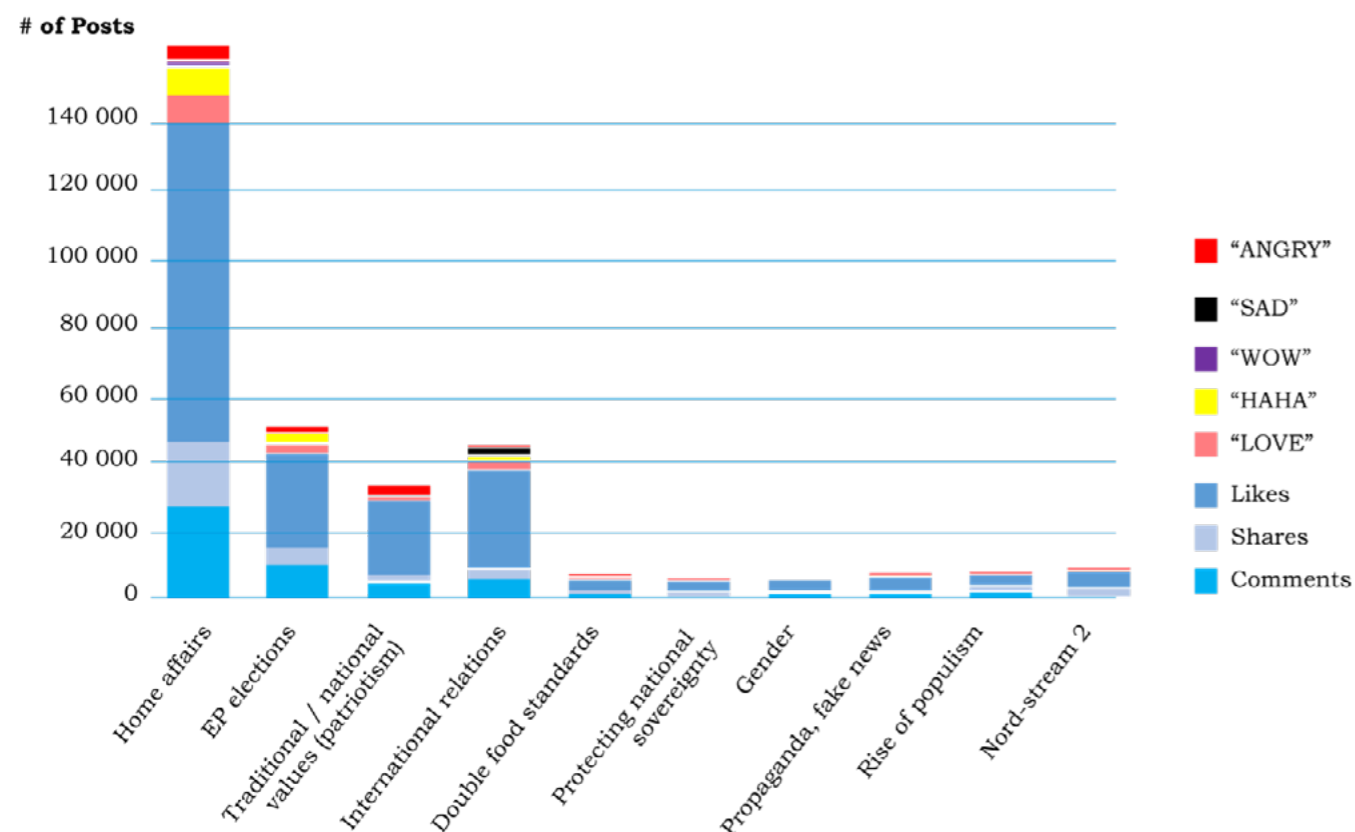


Slovakia, social media monitoring, narratives by # of posts

The monitoring team, inter alia, analysed to what extent do political parties and candidates used social media for campaigning. Many posts comprised of a poster form, where only a candidate's name and the date of elections were stated with the prerogative to search for more information being with a voter. Parties like SMER-SD, ĽSNS, SNS, Strana Zelených, SMK concentrated above

mation on candidates' activities with more detailed explanations and objectives of their candidacies.

Some political parties chose the form of comparisons in principles and activities, quite often from a morally superior position (better vs worse). Hateful or inflammatory posts were not published – quite the opposite, a number of political parties challenged



Narratives by Engagement

the existence and activities of the extremists/fascists. The monitoring did not reveal any voter education but the SaS party conducted Live Chat on their FB page, where a single candidate was invited, and online discussion was held based on online visitors' questions. PS and SPOLU made a lot of videos to inform about EU – advantages of EU, what can EU contribute to Slovakia and its citizens.

The SNS party and its chairman Andrej Danko devoted lot of FB activity to his official visit to the commemoration of the WWII end; stressing uniqueness of his presence in Russia as well as his personal meetings/talks with the top officials, including president Putin („this day will never be forgotten“ in his own words). While Andrej Danko presented the trip as a unique chance to build up strong economic ties with Russia, some

parties (OLaNO) criticized it. Political parties in general did not attack each other, rather there was a strong unified approach to combat against extremism and its political representatives (namely LSNS).

LSNS presented Brussels in its campaign video, in which it featured it as almost entirely non-European city. However, the video contained many factual mistakes and PS/Spolu reacted. Moreover, there were reactions from citizens/activists as well as from a popular stand-up comedian Ján Gordulič – who all tried to debunk claims of the Kotleba's party.



In general, established parties conducted the campaign in a more traditional manner with many of their posts focusing on domestic issues rather than on EU related issues (for example, SMER – SD, SNS, Most, KD). By contrast, parties PS and SPOLU considered the EP elections as priority and mobilized their voters via Facebook posts to get out and vote.

When it comes to posts which received the highest number of comments, shares and reactions, it was the Smer-SD party which on 5 April published a post portraying a response by Prime Minister Pellegrini to a question asked by the Czech member of the European Parliament Tomáš Zdechovský (EPP) in connection with the murder of the Slovak business man Vlado Rybár alleging that he was killed in connection with his lucrative piece of land near Bratislava. In his sharp response, the Slovak PM Pellegrini was highly critical saying



The second highest number of engagement (7,347) was received by a post published by the SNS party on 9 May 2019 showing a picture of the SNS chairman and Speaker of the Slovak Parliament during a meeting with President Putin.

The post reflected on Danko's quote after the meeting which reads: "I was surprised at the end. I could have talked to President Putin. It's a day I won't forget. I thanked him on behalf of the Slovak Republic for the liberation of Slovakia and wished him well,"- said Andrej Danko after the meeting."



The post which received the third highest engagement (4,649) was an advertisement by the Progresívne Slovensko party which reads:

"In the EU, after 15 years, we are not as good as others. Someone keeps us from fulfilling our potential. Due to second-class

politicians we do not have Austrian food quality, German salaries, Scandinavian hospitals and schools. People in Slovakia deserve first-class politicians. We are the only pro-European force. On May 25, let us choose a truly European Slovakia."

that he would not allow anyone to tarnish Slovakia's reputation abroad. The post titled "I will not allow purposeful damage to Slovakia's reputation abroad" received the highest number of engagement (9,032).

politicians we do not have Austrian food quality, German salaries, Scandinavian hospitals and schools. People in Slovakia deserve first-class politicians. We are the only pro-European force. On May 25, let us choose a truly European Slovakia."

METHODOLOGY

The issue of social media and disinformation has gained increasing attention as a possible threat to the integrity of elections worldwide. Given the increasing potential impact of social media platforms during elections, we decided to analyze the role of Facebook during the EP elections in the four EU countries. More specifically, we analysed the official Facebook pages of the main political parties running in the elections in the Czech Republic, Hungary, Poland and Slovakia. Taking into consideration the popularity ratings and status of the parties contesting the EP elections (parliamentary and non-parliamentary) as well as our capacity, we decided to focus on major 46 political parties. According to the Global Digital reports published by We Are Social Ltd. in 2018, Facebook was among the most popular and widely used social media platforms in all four countries which is the reason why it was the subject of the analysis³.

In the first phase of the process, we used a tool called Netvizz⁴ to extract data from the public Facebook accounts of the chosen political parties which we consequently exported into Microsoft excel. This enabled us to collect information on the type of post, post link, post message, picture, the time of posting, number of likes, comments, reactions, shares and other forms of engagement. Consequently, we further analysed the actual content of the posts and coded it according to a list of narratives (see the list below) taking into consideration various aspects ranging from more global and cross-regional topics and issues (such as migration, Islam or Brexit) to more local issues specific for each country (home affairs).

The monitoring also focused on narratives which were used by Russia in some previous elections (Germany, Sweden) to undermine citizens' trust in their democratic institutions. We were interested to see if such narratives were used by any political parties running in the elections to spread disinformation and confusion. In the long-

term context, our intention was to focus on the social drivers, and thus the frustrations that are permeating into ever-wider national, European and international sphere and are implicitly reflected in some of the narratives. In general, we wanted to evaluate the level of destructive involvement and its potential impact on the integrity of the elections process.

The main reason for including these additional criteria was to get a sense on what kind of content is published by political parties on Facebook and to evaluate to what extent is this information useful for voters so they can make more informed choices at the ballot box.. From a more general perspective, we analysed to what extent do parties and candidates use Facebook for campaigning and mobilization of voters and voter education.

We also looked at potential signs of dangerous speech and inflammatory language (used in the posts) as well as attempts aimed at discreditation of opponents. Finally, we also tried to determine if Facebook posts were focusing on important public policy issues or they only tried to grab attention by focusing on scandals, conspiracies and myths.

Using previous media-monitoring projects, we have identified 69 narratives and topics, including domestic and European ones. Moreover, we included some narratives used by Russia previously - during elections (Germany 2017 and Sweden 2018) as well as during its coverage of the war in Ukraine. Our intention was to focus on the social drivers, and thus the frustrations that have been permeating into ever-wider national, European and international sphere and are implicitly reflected in the narratives.

Monitored narratives:

- | | | | |
|----|---|----|---|
| 1 | <i>Migration</i> | 37 | Protests of alternative political movements in Europe |
| 2 | <i>Islam</i> | 38 | EP elections manipulations |
| 3 | <i>LGBTI rights</i> | | |
| 4 | <i>Gender</i> | 39 | EU-exit theories |
| 5 | <i>Brexit</i> | 40 | Dictate from Brussels |
| 6 | <i>Russian-EU relations</i> | 41 | Double standards by the West |
| 7 | <i>Russian-US relations</i> | | |
| 8 | <i>Western media</i> | 42 | Corruption |
| 9 | <i>Humanitarian aid</i> | 43 | Soros and his influence |
| 10 | <i>Decadent Western values</i> | 44 | NGO activities |
| | | 45 | Russian real politics |
| 11 | <i>Russian economy</i> | 46 | Traditional values of Russia |
| 12 | <i>Anti-migrants' measures</i> | | |
| 13 | <i>Nostalgia for Soviet Union</i> | 47 | Rise of racism and xenophobia |
| | | | |
| 14 | <i>Nord-stream 2</i> | 48 | World War III possibility |
| 15 | <i>Minsk peace agreements</i> | 49 | Protecting Christian values |
| 16 | <i>Same sex marriage</i> | | |
| 17 | <i>International relations</i> | 50 | Protecting national sovereignty |
| 18 | <i>The rise of anti-Semitism in Europe</i> | | |
| | | 51 | Home affairs |
| 19 | Russian patriotism | 52 | EU/domestic parties' policy - Agriculture |
| 20 | A western plot against Russia | 53 | EU/domestic parties' policy - Environment |
| | | 54 | Double food standards |
| 21 | Russia-waged war in Ukraine | 55 | Traditional/national values (patriotism) |
| 22 | Rise of fascism in Europe | 56 | EU as useless organization (corruption, bureaucracy, etc.) |
| | | 57 | Anti-German sentiments |
| 23 | EP elections | 58 | EU/domestic parties' policy - Economy |
| 24 | The crisis of liberalism and global capitalism | 59 | EU/domestic parties' policy - Social issues |
| 25 | Cultural cooperation between Russia and others | 60 | EU/domestic parties' policy - Security (incl. cyber security) |
| 26 | Legacy of World War II | 61 | Polish-US relations |
| 27 | Russian gas supplies to Ukraine | 62 | Sexual abuse scandals in Catholic Church |
| | | 63 | EU/domestic parties' policy - Digitalization |
| 28 | Anti-terrorist measures | 64 | Propaganda, fake news |
| 29 | Deployment of NATO troops in Eastern Europe and Baltic States | 65 | EU/domestic parties' policy - Education |
| 30 | Crisis of democracy | 66 | Rise of populism |
| 31 | EU needs reforms | 67 | Pacifism/International disarmament |
| 32 | Sanctions against Russia | | |
| | | | |
| 33 | Protests in Russia | | |
| 34 | President Trump (incl. US administration) | | |
| 35 | Russian disinformation efforts during EP elections | | |
| 36 | Eastern Partnership Initiative | | |

List of Facebook accounts

CZECH REPUBLIC (10 parties)

ANO 2011
Type: Public page
Created: 25.10.2011
Number of Administrators: 15
Likes: 104,000
Followers: 98,000
Frequency of use: 13 posts (0.29 post/day)
<https://www.facebook.com/anobudelip/>

Česká pirátská strana
Type: Public page
Created: 27.7.2009
Number of Administrators: 33
Likes: 135,000
Followers: 139,000
Frequency of use: 133 posts (2.96 posts/day)
<https://www.facebook.com/ceska.piratska.strana/>

Česká strana sociálně demokratická (ČSSD)
Type: Public page
Created: 21.4.2010
Number of Administrators: 14
Likes: 27,000
Followers: 27,000
Frequency of use: 175 posts (3.89 posts/day)
<https://www.facebook.com/cssdcz/>

Zelení - Strana zelených
Type: Public page
Created: 23.12.2008
Number of Administrators: 7
Likes: 29,000
Followers: 29,000
Frequency of use: 36 posts (0.8 post/day)
<https://www.facebook.com/stranazelenych/>

Komunistická strana Čech a Moravy (KSČM)
Type: Public page
Created: 3.9.2013
Number of Administrators: 5
Likes: 11,000

Followers: 12,000
Frequency of use: 203 posts (4.51 posts/day)
<https://www.facebook.com/komunistickastranacechamoravy/>

Křesťanská a demokratická unie - Československá strana lidová (KDU-ČSL)
Type: Public page
Created: 20.8.2009
Number of Administrators: 14
Likes: 25,000
Followers: 25,000
Frequency of use: 118 posts (2.62 posts/day)
<https://www.facebook.com/kducs/>

Občanská demokratická strana (ODS)
Type: Public page
Created: 20.10.2008
Number of Administrators: 15
Likes: 59,000
Followers: 57,000
Frequency of use: 197 posts (4.38 posts/day)
<https://www.facebook.com/ods.cz/>

TOP 09
Type: Public page
Created: 6.6.2009
Number of Administrators: 25
Likes: 119,000
Followers: 110,000
Frequency of use: 158 posts (3.51 posts/day)
<https://www.facebook.com/top09cz/>

Svoboda a přímá demokracie - Tomio Okamura (SPD)
Type: Public page
Created: 29.11.2010
Number of Administrators: 6
Likes: 258,000
Followers: 248,000
Frequency of use: 362 posts (8.04 posts/day)
<https://www.facebook.com/hnutispd/>

Starostové a Nezávislí
Type: Public page
Created: 5.3.2010
Number of Administrators: 14
Likes: 22,000
Followers: 23,000
Frequency of use: 162 posts (3.6 posts/day)
<https://www.facebook.com/starostove/>

HUNGARY (12 parties)

Fidesz Magyar Polgári Szövetség
Type: Public page
Created: 18 February 2008
Number of Administrators: 7
Likes: 281,423
Subscribers: 276,000
Frequency of use: 217 posts (4.82 posts per day)
<https://www.facebook.com/FideszHU/>

Kereszténydemokrata Néppárt (KNDP)

Type: Public page
Created: 1 January 2011
Number of Administrators: unknown
Likes: 100,616
Followers: 101,417
Frequency of use: 171 posts (3,8 posts per day)
<https://www.facebook.com/pestmegyeikdnp/>

Magyar Szocialista Párt (MSZP)
Type: Public page
Created: 19 September 2010
Number of Administrators: 14
Likes: 207,941
Subscribers: 201,000
Frequency of use: 285 posts (6.33 posts per day)
<https://www.facebook.com/mszpfb/>

Demokratikus Koalíció (DK)
Type: Public page
Created: 28 October 2011
Number of Administrators: 24
Likes: 127,234
Subscribers: 124,000
Frequency of use: 248 posts (5.51 posts per day)
<https://www.facebook.com/dk365/>

Lehet Más a Politika
Type: Public page
Created: 27 January 2009
Number of Administrators: 6
Likes: 79,267
Subscribers: 75,919
Frequency of use: 122 posts (2,71 posts per day)
<https://www.facebook.com/lehetmas/>

Jobbik Magyarországért Mozgalom
Type: Public page
Created: 20 January 2010

Number of Administrators: 10
Likes: 511,987
Subscribers: 498,000
Frequency of use: 214 posts (4,75 posts per day)
<https://www.facebook.com/JobbikMagyarorszagertMozgalom/>

Párbeszéd Magyarországért
Type: Public page
Created: 20 November 2012
Number of Administrators: 12
Likes: 122,477
Subscribers: 120,000
Frequency of use: 264 posts (5,86 posts per day)
<https://www.facebook.com/parbeszedmagyarorszagert/>

Mi Hazánk Mozgalom
Type: Public page
Created: 19 May 2018
Number of Administrators: 32
Likes: 59,938
Subscribers: 61,462
Frequency of use: 117 posts (2,6 posts per day)
<https://www.facebook.com/mihazank/>

Magyar Kétfarkú Kutya Párt (MKKP)
Type: Public page
Created: 20 May 2018
Number of Administrators: 19
Likes: 301,528
Subscribers: 300,000
Frequency of use: 147 posts (3,26 posts per day)
<https://www.facebook.com/justanotherwordpresspage/>

Momentum Mozgalom
Type: Public page
Created: 28 July 2015
Number of Administrators: 61
Likes: 99,212
Subscribers: 104,000
Frequency of use: 144 posts (3,2 posts per day)
<https://www.facebook.com/momentum.mozgalom/>

Magyar Munkáspárt
Type: Public page
Created: 2 August 2013
Number of Administrators: 7
Likes: 135,443
Subscribers: 134,000
Frequency of use: 109 posts (2,42 posts per day)
<https://www.facebook.com/m.munkaspart/>

Egységes Magyar Nemzeti Néppárt (EMNN)
Type: Public page
Created: 1 April 2019
Number of Administrators: unknown
Likes: 135
Subscribers: 139
Frequency of use: 21 posts (0,46 posts per day)
<https://www.facebook.com/Egys%C3%A9ges-Magyar-Nemzeti-N%C3%A9pp%C3%A1rt-EMNP-418858898688344/>

POLAND (12 parties)

Prawo i Sprawiedliwosc (PiS)
Type: Public page
Created: 14 October 2009
Number of Administrators: 7
Likes: 216,764
Subscribers: 218,000
Frequency of use: 204 posts (4,53 posts per day)
<https://www.facebook.com/pisorgpl/>

Platforma Obywatelska
Type: Public page
Created: 13 July 2009
Number of Administrators: 16
Likes: 178,323
Subscribers: 179,000
Frequency of use: 182 posts (4,04 posts per day)
<https://www.facebook.com/PlatformaObywatelska/>

Koalicja Obywatelska
Type: Public page
Created: 10 July 2018
Number of Administrators: unknown
Likes: 1,553
Subscribers: 1,640
Frequency of use:
<https://www.facebook.com/Koalicja-Obywatelska-531102127292760/>

Polskie Stronnictwo Ludowe (PSL)
Type: Public page
Created: 10 July 2018
Number of Administrators: unknown
Likes: 1548
Subscribers: 1635
Frequency of use: 52 posts (1,15 posts per day)
<https://www.facebook.com/nowePSL/>

Sojusz Lewicy Demokratycznej (SLD)
Type: Public page

Created: 2 February 2011
Number of Administrators: 6
Likes: 65,822
Subscribers: 65,443
Frequency of use: 262 posts (5,82 posts per day)
<https://www.facebook.com/SLDLewicaRazem/>

Kukiz 15
Type: Public page
Created: 4 February 2015
Number of Administrators: 15
Likes: 295,327
Subscribers: 291,000
Frequency of use: 297 posts (6,6 posts per day)
<https://www.facebook.com/KUKIZ15/>

Partia Razem
Type: Public page
Created: 17 March 2015
Number of Administrators: 28
Likes: 115,412
Subscribers: 117,000
Frequency of use: 71 posts (1,57 posts per day)
<https://www.facebook.com/partiarazem/>

Nowoczesna
Type: Public page
Created: 12 April 2015
Number of Administrators: 10
Likes: 98,196
Subscribers: 97,439
Frequency of use: 55 posts (1,22 posts per day)
<https://www.facebook.com/Nowoczesna.oficjalnie/>

Młodzież Wszechpolska
Type: Public page
Created: 31 July 2017
Number of Administrators: 25
Likes: 25,929
Subscribers: 26,815
Frequency of use: 98 posts (2,17 posts per day)
<https://www.facebook.com/Wszechpolacy1922/>

Ruch Narodowy
Type: Public page
Created: 7 December 2016
Number of Administrators: 18
Likes: 28,538
Subscribers: 29,706
Frequency of use: 145 posts (3,22 posts per day)

<https://www.facebook.com/RuchNarodowy/>

Wiosna Roberta Biedronia
Type: Public page
Created: 20 January 2019
Number of Administrators: 23
Likes: 73,694
Subscribers: 76,693
Frequency of use: 214 posts (4,75 posts per day)
<https://www.facebook.com/wiosnabiedronia/>

Polska Fair Play
Type: Public page
Created: 10 March
Number of Administrators: 19
Likes: 26,105
Subscribers: 27,215
Frequency of use: 40 posts (0,88 posts per day)
<https://www.facebook.com/PolskaFairPlay/>

SLOVAKIA (13 parties)

SMER - sociálna demokracia
Type: Public page
Created: 24.3.2010
Number of Administrators: 7
Likes: 45,000
Followers: 44,000
Frequency of use: 51 posts (1.13 post/days)
<https://www.facebook.com/smersd/>

Kotleba – Ľudová strana Naše Slovensko (area of Banská Bystrica a Brezno)
Type: Public page
Created: 30.11.2015 (...v BB) | 16.6.2016 (...v NR SR)
Number of Administrators: 2 | 5
Likes: 5,000 | 14,000
Followers: 5,000 | 15,000
Frequency of use: 23 posts (0.51 post/day) – 60 posts (1.33 post/day)
<https://www.facebook.com/lSNSbb/>
https://www.facebook.com/lSnaseslovensko/?_tn_=%2Cd%2CP-R&eid=ARANJqIKiXrSSTd2FbttJX8XniI5NvKJAX2Duq_KeFs09bwcsryE2n6qlsgQ_2QvbScpXNOOixO5He

Slovenská národná strana
Type: Public page
Created: 20.5.2010
Number of Administrators: 12 (11/SK, 1/HU)
Likes: 74,000

Followers: 73,000
Frequency of use: 102 posts (2.27 posts/day)
<https://www.facebook.com/stranasns/>

SME RODINA – Boris Kollár

Type: Public page
Created: 12.11.2015
Number of Administrators: 15
Likes: 83,000
Followers: 83,000
Frequency of use: 94 posts (2.09 posts/day)
<https://www.facebook.com/HnutieSmeRodina/>

OBYČAJNÍ ĽUDIA a nezávislé osobnosti

Type: Public page
Created: 12.1.2012
Number of Administrators: 20
Likes: 115,000
Followers: 120,000
Frequency of use: 156 posts (3.47 posts/day)
<https://www.facebook.com/obycajni.ludia.a.nezavisle.osobnosti/>

Kresťanskodemokratické hnutie

Type: Public page
Created: 25.10.2009
Number of Administrators: 4
Likes: 13,000
Followers: 13,000
Frequency of use: 69 posts (1.53 post/day)
<https://www.facebook.com/krestanskidemokrati/>

Strana zelených Slovenska

Type: Public page
Created: 3.5.2010
Number of Administrators: 9
Likes: 10,000
Followers: 10,000
Frequency of use: 5 posts (0.11 post/day)
<https://www.facebook.com/Strana-zelen%C3%BDch-Slovenska-118941138134201/>

MOST-HÍD

Type: Public page
Created: 10.3.2010
Number of Administrators: 9 (8/SK, 1/HU)
Likes: 12,000
Followers: 12,000
Frequency of use: 114 posts (2.53 posts/day)
<https://www.facebook.com/MostHid/>

Strana maďarskej komunity – Magyar Közösség Pártja (SMK-MKP)

Type: Public page

Created: 17.10.2012
Number of Administrators: No information
Likes: less than 1,000 (261)
Followers: less than 1,000 (264)
Frequency of use: 11 posts (0.24 post/day)
<https://www.facebook.com/Magyar-K%C3%B6z%C3%B6ss%C3%A9g-P%C3%A1rt-ja-Taksony-Strana-Ma%C4%8Farskej-Komunit%C3%A1-286360844810932/>

Sloboda a Solidarita (SaS)

Type: Public page
Created: 7.4.2019
Number of Administrators: 12
Likes: 125,000
Followers: 117,000
Frequency of use: 107 posts (2.38 posts/day)
<https://www.facebook.com/stranasas/>

Kresťanská únia

Type: Public page
Created: 21.2.2019
Number of Administrators: 7
Likes: 4,000
Followers: 4,000
Frequency of use: 87 posts (1.93 post/day)
<https://www.facebook.com/KrestanskaUniaOfficial/>

Koalícia Progresívne Slovensko (PS) a SPOLU – občianska demokracia

Type: Public pages
Created: 7 November 2016 | 14 March 2016
Number of Administrators: 10 (9/SK, 1/not available) | 30 (26/SK, 3/CZ, 1/RU)
Likes: 28,000 | 27,000
Followers: 30,000 | 27,000
Frequency of use: 60 (1.33 post/day) | 75 posts (1.67 post/day)
<https://www.facebook.com/ProgresivneSlovensko/>
<https://www.facebook.com/stranaspolu/>

ANNEX

Monitoring period: 1 April – 15 May 2019

Summary of social engagement: Sum (comments & shares & reactions)
Comments & shares

type	(All)					
Country	Media	Values Sum of Post	Sum of engagement_fb	Sum of comments_count_fb	Sum of Comments per post	Sum of shares_count_fb
CZ	Hnutí SPD	361	52 457	9 947	27,6	8 898
	KSČM	202	20 450	5 581	27,6	2 256
	ODS	196	79 298	19 377	98,9	6 167
	ČSDD	174	57 362	16 464	94,6	6 145
	Starosta vě a nezavisili	161	43 242	5 846	36,3	7 529
	TOP 09 PS	157	68 919	12 431	79,2	7 243
	Česká pirátská strana	132	118 774	22 459	170,1	8 438
	KDU ČSL	117	19 034	4 698	40,2	1 557
	Strana zelených	40	3 715	425	10,6	523
	ANO	12	5 677	1 801	150,1	165
	CZ Total	1552	468 928	99 029	63,8	48 921
HU	Magyar Szocialista Párt	285	11 9410	13 044	45,8	33 833
	Párt eszd Magyarországt	264	13 1188	10 589	40,1	25 254
	Demokratikus Koalíció	248	29 4750	27 221	109,8	81 003
	Fidesz	217	1 024 363	59 098	272,3	168 423
	Jobbik Magyarországtér Mozgalom	214	25 5323	27 789	129,9	62 466
	Magyar Kétfarkú Kutya Párt	147	27 0419	9 842	67,0	28 880
	Momentum Mozgalom	144	63 172	4 984	34,6	9 110
	Lehet Más a Politika	122	15 217	2 476	20,3	2 548
	Mi Hazánk Mozgalom	117	67 873	5 619	48,0	11 927
	Magyar Munkáspárt	109	11 226	1 986	18,2	3 950
	Egyeséges Magyar Nemzeti Néppárt	21	265	54	2,6	59
	KDNP	21	79	1	0,0	8
	HU Total	1909	2 253 285	162 703	85,2	427 461
PL	Kukiz 15	297	184 060	19 837	66,7	36 939
	Sojus z Lowicy Demokratycznej	262	49 724	3 613	13,8	11 528
	Włosna Biedronia	215	112 715	12 508	58,3	9 839
	Prawo i Sprawiedliwosc	204	196 759	49 886	244,2	25 947
	Platforma Obywatelska	182	265 271	41 878	229,9	73 978
	Ruch Narodowy	145	19 019	814	5,6	3 369
	Młodzież Wschodpolska	98	29 780	3 096	31,8	4 972
	Razem	71	63 441	6 039	86,1	9 074
	Nowoczesna	56	20 634	2 427	44,0	6 776
	Polskie Stronnictwo Ludowe	52	31 508	1 372	26,6	21 191
	Polska Fair Play	40	8 720	963	27,3	1 117
	Koalicja Europejska	16	904	54	3,4	69
	PL Total	1636	982 535	142 487	87,1	204 799
SK	OĽaNO	156	70 746	11 336	72,7	9 202
	Most Ĥid	114	5 974	1 396	12,2	629
	SaS	107	18 374	4 620	43,2	1 675
	SNS	102	101 100	19 179	188,0	6 735
	Sm e rodina	94	41 242	5 036	53,6	6 839
	Kresťanská ůnia	87	9 748	352	4,0	1 698
	Sp olli	75	21 419	4 588	61,2	1 673
	KDH	69	4 685	390	5,7	545
	PS	60	31 372	7 028	117,1	1 741
	SMER-SD	51	54 504	7 728	151,5	7 922
	ĽSNS	23	2 651	158	6,9	635
	SMK	11	41	1	0,1	15
	SK Total	949	361 856	61 812	65,1	39 309
Grand Total		6046	4 066 604	466 031	77,1	720 490

Summary of social engagement: Reactions (like, love, haha, wow, sad, angry)

type	(All)										
Country	Media	Values Sum of Post	Sum of reactions_count	Sum of reactions	Sum of likes_count_fb	Sum of reas_LOVE	Sum of reas_HAHA	Sum of reas_WOW	Sum of reas_SAD	Sum of reas_ANGRY	
CZ	Hnutí SPD	361	33 632	93,1	23 163	2 211	1 982	286	394	5 576	
	KSČM	202	12 633	62,4	9 670	1 578	436	360	145	424	
	ODS	196	53 754	274,3	40 623	2 966	7 101	172	207	2 685	
	ČSDD	174	34 753	199,7	23 733	1 557	5 472	292	234	3 465	
	Starosta celí a nezavisilí	161	29 867	185,5	21 373	2 436	4 929	165	189	775	
	TOP09-PS	157	49 245	313,7	38 443	3 124	4 521	176	600	2 381	
	Česká pirátská strana	132	87 877	665,7	57 793	19 296	7 030	668	626	2 464	
	KDU-ČSL	117	12 779	109,2	8 635	918	1 830	226	336	834	
	Strana zelených	40	2 767	68,2	2 102	109	180	15	36	135	
	ANO	12	3 711	309,3	2 836	402	312	52	12	97	
	CZ Total	1552	320 978	206,8	228 471	34 687	33 799	2 412	2 779	18 836	
HU	Magyar Szocialista Párt	285	72 533	254,5	54 021	1 821	1 287	4 486	2 325	8 593	
	Párt eszd Magyarországt	264	95 345	361,2	75 391	2 571	2 058	2 757	2 441	10 127	
	Demokratikus Koalíció	248	186 526	752,1	158 508	9 362	1 160	2 320	3 434	11 747	
	Fidesz	217	706 842	3 672,1	729 280	21 021	3 459	25 420	2 950	14 712	
	Jobbik Magyarországtér Mozgalom	214	165 068	771,3	127 395	2 937	2 529	7 601	5 546	19 060	
	Magyar Kétfarkú Kutya Párt	147	231 697	1 576,2	160 524	13 149	2 460	50 117	2 753	2 694	
	Momentum Mozgalom	144	49 078	340,8	37 972	3 183	999	1 486	1 411	4 027	
	Lehet Más a Politika	122	10 193	83,5	7 052	120	226	1 198	579	1 018	
	Mi Hazánk Mozgalom	117	50 327	430,1	44 541	1 612	438	2 142	258	1 336	
	Magyar Munkáspárt	109	5 290	48,5	4 131	128	106	766	35	124	
	Egyeséges Magyar Nemzeti Néppárt	21	152	7,2	104	5	1	19	5	18	
	KDNP	21	70	3,3	62	4	0	0	4	0	
	HU Total	1909	1 863 121	871,2	1 396 976	55 953	14 723	98 312	21 741	73 456	
PL	Kukiz 15	297	127 284	427,6	109 489	8 237	4 760	864	631	3 303	
	Sojus z Lowicy Demokratycznej	262	34 583	132,0	28 006	3 715	227	107	2 098	510	
	Włosna Biedronia	215	10 368	421,4	66 197	18 635	2 386	576	376	2 098	
	Prawo i Sprawedliwosc	204	120 926	591,5	90 417	19 748	6 104	294	1 379	2 967	
	Platforma Obywatelska	182	149 415	818,1	108 409	16 452	9 922	978	2 479	18 581	
	Ruch Narodowy	145	14 836	102,2	12 782	1 598	72	73	41	270	
	Młodzież Wschodpolska	98	21 712	222,9	16 092	2 870	884	251	1 001	614	
	Razem	71	48 328	684,9	37 727	7 096	674	634	733	1 304	
	Nowoczesna	56	11 431	208,6	7 611	1 013	432	161	251	1 783	
	Polskie Stronnictwo Ludowe	52	8 945	173,2	7 073	670	340	85	99	678	
	Polska Fair Play	40	6 640	186,7	5 568	578	79	39	140	236	
	Koalicja Europejska	16	781	50,0	621	357	2	0	0	1	
	PL Total	1636	635 249	388,3	482 986	81 049	25 882	4 062	9 225	32 045	
SK	OĽaNO	156	50 208	321,8	40 266	2 940	3 586	865	550	2 021	
	Most Ĥid	114	3 949	34,6	2 821	73	510	52	52	441	
	SaS	107	12 079	112,9	9 409	602	1 198	180	363	329	
	SNS	102	75 186	737,1	59 325	5 099	4 128	655	2 306	3 663	
	Sm e rodina	94	29 367	312,4	25 340	1 968	662	318	57	873	
	Kresťanská ůnia	87	7 698	88,5	6 779	512	40	50	228	80	
	Sp olli	75	15 158	202,1	12 438	883	1 156	171	79	431	
	KDH	69	3 750	54,3	3 210	143	254	29	47	67	
	PS	60	22 603	376,7	17 448	2 002	1 876	282	285	710	
	SMER-SD	51	38 854	761,8	33 189	3 097	1 481	282	280	545	
	ĽSNS	23	1 858	80,8	1 432	281	31	18	7	89	
	SMK	11	25	2,3	23	0	0	0	2	0	
	SK Total	949	260 735	274,7	211 687	17 600	14 931	2 382	4 286	9 249	
Grand Total	6046	2 880 083	476,4	2 322 120	189 249	89 329	10 7768	38 031	133 586		

Endnotes

1 Data sources can be found in the Annex.

2 In Hungary, the monitoring engagement included all selected parties (12) and monitoring of topics and narratives focused on six most popular of them.

3 For more information and statistics of social media use in all four countries, see also the Global Digital report 2018 available at <https://digitalreport.wearesocial.com/>

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