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Exclusively Exclusive, or Includes Some Inclusive? Sentiment Analysis of Facebook Posts About Immigration of Media Outlets and Politicians in Hungary and Germany Between 2014 and 2022

Increasing negativity in the discourse and attitudes about immigration was revealed by numerous empirical research, especially since the 2015 migration crisis. While Hungary is always mentioned as a country of extreme anti-immigration, Germany can be regarded as a counter example in several aspects. First, leading politicians took greatly different attitudes and communication: Viktor Orbán's exclusionary politics towards immigrants and refugees was a complete opposite to Angela Merkel's "Willkommenspolitik" in 2015. Second, whereas Hungarian media outlets and politicians represent a negative picture about immigration overwhelmingly, more inclusive aspects appear in the German discourse. This comparative study focuses on the dynamics and prevalence of more positive or inclusive immigration frames, and examines Facebook posts of media outlets and leading politicians in Hungary and Germany between 2014 and 2022. This time frame is sufficient to outline trends before and after the 2015 migration crisis, to have an overview about the coronavirus pandemic, when the immigration discourse was obviously less intensive, and to include the first year of Russia's war in Ukraine, which meant a new wave of refugees and immigrants in Europe. Sentiment analysis will evaluate the texts of Facebook posts on a negative-positive scale, and every Facebook post will receive a score respectively. As a result, changes in positivity (inclusiveness) and negativity (exclusiveness) can be detected across time, media outlets and politicians, comparing the two countries. The analysis will reveal, (1) whether the anti-immigration dominance in Hungarian media and political communication is really that extreme compared to social media trends in Germany, (2) when do inclusive frames appear and how long do they sustain across countries, and (3) whether media outlets or leading politicians hit a more positive tone in immigration related Facebook posts.