



Hungarian related media in the Balkans

KEY METRICS

Metrics' Name	Metrics' Definition	Metrics' Meaning
Number of Published Content	The actual number of contents, posts, tweets, etc. analysed in the period. Content having been shared, or published online by an individual (Conversation), or by a media outlet (Content).	Popularity of a certain topic
Engagement	Number of engagements (likes, shares, retweets) per shared content, post, tweet, etc.	Does this topic drive a discourse?
Published Content per Journalist	Average number of published content by a unique user per month.	Level of interest per Journalist. A significantly higher rate for a topic in a country may indicate external interest / influence.
Relative Emotional Involvement	Percentage of contents, comments, etc. coded showing either positive, or negative sentiment.	This metric shows how heated the conversation is.

**The engagement numbers from Northern Macedonia are mostly very low as their news sites do not provide social media metrics.*

KEY OBSERVATIONS



- The readers of Non-Orbán media outlets are more activistic on social media and engage with the content at a higher rate than Orbán media readers. Higher engagement means that Non-Orbán media articles receive more likes and shares on social media platforms. Likes and shares are extremely important on social media as this “carries” the content across profiles.
 - This means that somebody can see these articles even if they are not following a particular news site via a friend sharing or liking that content.
- However, Orbán media outlets produce a lot more content than Non-Orbán ones, they act almost like spam in an attempt to build reach.
- The most popular articles from Orbán media platforms point to the fact that their readers mostly engage with tabloid content on those sites.



- Orbán media publishes more content on Orbán himself, twice as many as the Non-Orbán ones, but he drives more conversations among readers in the Non-Orbán Outlets.
- Orbán media publishes more content/articles than the Non-Orbán ones; however, they attract less likes, shares, and comments.
- Orbán media readers are more emotionally charged.

KEY OBSERVATIONS

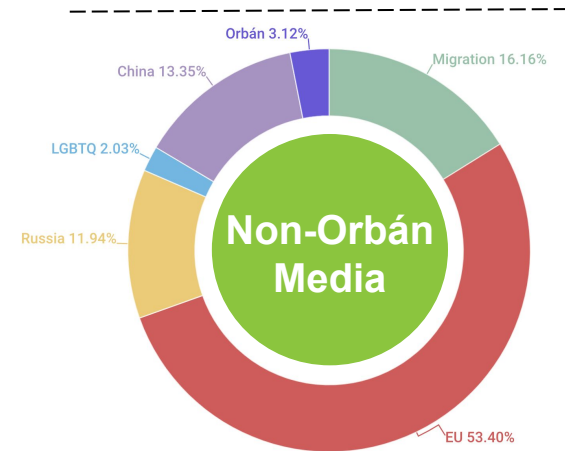
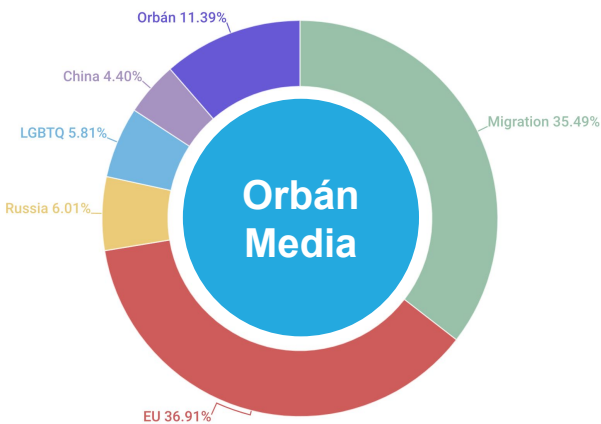


- Orbán media in Northern Macedonia does not have a strong enough foothold yet, as Non-Orbán media publishes a lot more content/articles.
- Orbán media outlets publish a more content per journalist than Non-Orbán outlets just as in Slovenia; their main aim seems to be to build reach.
- The conversations are at the same emotional level, which raises the question of how much does Northern Macedonian mainstream and Orbán owned media differ?



- The Non-Orbán readers feel like they are in minority in Hungary so they go overdrive on social media as they produce a lot more content and their readers are more engaged and emotionally charged.
- Without Orbán nothing seems to happen in Hungarian media, as the overwhelming majority of news content mentions and reflects on him.
- Interestingly Non-Orbán media publishes more content on Russia than the Orbán ones.

Slovenia



	Number of Published Content	Engagement	Generated Content per Journalist	Relative Emotional Involvement
MIGRATION	2500	10.16	5.36	71%
EU	2600	8.27	5.45	64%
RUSSIA	423	5.67	2.45	69%
LGBTQ	409	10.27	2.92	80%
CHINA	310	4.84	2.14	66%
ORBÁN	802	8.23	4.36	57%

	Number of Published Content	Engagement	Generated Content per Journalist	Relative Emotional Involvement
MIGRATION	2300	23.39	2.91	37%
EU	7600	22.41	4.22	28%
RUSSIA	1700	8.76	2.86	32%
LGBTQ	289	13.49	1.90	42%
CHINA	1900	16.58	2.50	28%
ORBÁN	444	111.04	2.05	27%

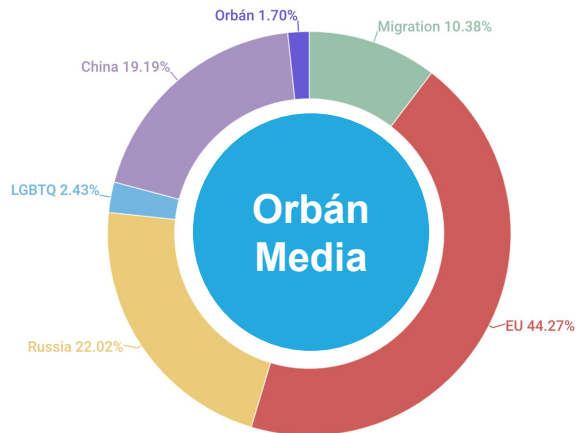
North Macedonia



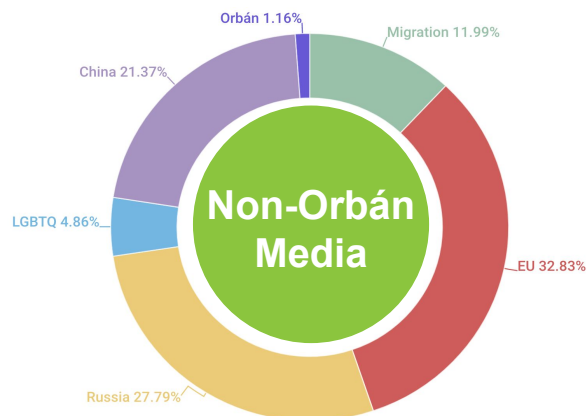
	Number of Published Content	Engagement*	Generated Content per Journalist	Relative Emotional Involvement
MIGRATION	469	N/A	6.51	24%
EU	2000	N/A	21.28	37%
RUSSIA	995	N/A	13.09	34%
LGBTQ	110	N/A	2.97	48%
CHINA	867	N/A	13.98	35%
ORBÁN	77	N/A	3.08	33%

	Number of Published Content	Engagement*	Generated Content per Journalist	Relative Emotional Involvement
MIGRATION	6900	N/A	4.93	34%
EU	18900	N/A	6.52	36%
RUSSIA	16000	N/A	6.15	39%
LGBTQ	2800	N/A	2.33	40%
CHINA	12300	N/A	4.73	38%
ORBÁN	668	N/A	2.06	35%

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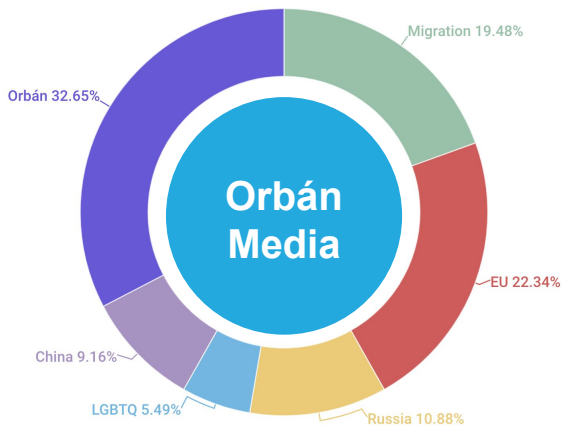


- MIGRATION**
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Hungary



MIGRATION

EU

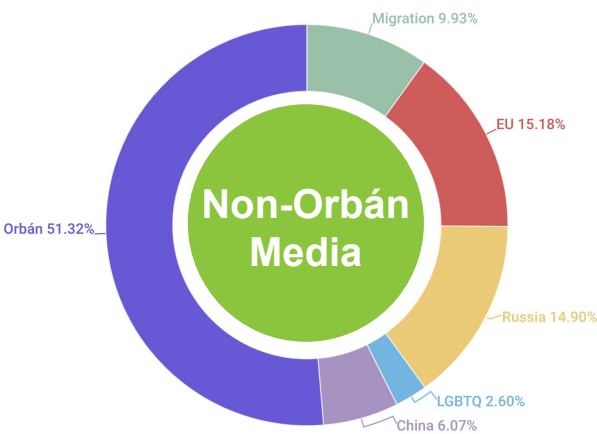
RUSSIA

LGBTQ

CHINA

ORBÁN

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MIGRATION	3400	2.47	4.50	54%
EU	3900	2.00	4.37	53%
RUSSIA	1900	1.42	3.68	48%
LGBTQ	958	2.71	2.62	76%
CHINA	1600	0.69	3.65	31%
ORBÁN	5700	2.89	5.76	63%



MIGRATION

EU

RUSSIA

LGBTQ

CHINA

ORBÁN

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MIGRATION	3600	17.61	3.00	75%
EU	5500	41.64	4.23	75%
RUSSIA	5400	7.17	4.50	74%
LGBTQ	942	71.55	2.03	82%
CHINA	2200	20.68	2.39	38%
ORBÁN	18600	40.01	8.86	23%

MIGRATION

Covered period: 18th June - 17th September

Slovenia



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North Macedonia



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Hungary



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