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social

Study for the Open Society Foundation
Refugees in Hungarian Social Media



Background & Objectives

Study background:

- Open Society Foundation has commissioned Bakamo.Social to conduct a social media intelligence study on Hungarian conversations on the refugee situation.
- The research aims to boost understanding of the impact of government's refugee policy's communication among social media users in Hungary from the beginning of 2015 to the time of commissioning.

Study objectives:

- Analyze and map the social media discussion of Hungarian users on the refugee crisis.
- Capture the main topics and contexts the discussion holds to understand how Hungarians perceive the crisis.
- Explore how government messages influenced the dynamics of the social media conversation in both volume and content.
- The discourse dynamics and main triggers of conversation are identified via Spike analysis of the entire conversation.
- The Impact scan looks at the main campaign messages and quantitatively tracks how they have penetrated social media discussions using identified campaign buzzwords and big data analytical tools.
- The Talk driver analysis looks at the entire social media conversation, identifies the main triggers. The qualitative analysis uncovers the associations social media users connect with government topics.

Hate comes in different flavors



- Hungary's government has spent a lot of energy and resources on communicating with its population on the refugee/migrant crisis. The campaign messages have a clear motivation of entrenching and reinforcing stereotypes.
- This analysis highlights the imprint of the government communication on the social discourse both in volume and in topics.
- It must be clear, that besides the communication there also was reality; more than 200,000 refugees passed through the small country in the last months sparking the interest of social media users. Thus there would have been an organic conversation in any case; the study aims to identify the impact of the government campaign on said conversation.

Hate comes in different flavors



- Prior the migrant crisis there was minimal organic conversation on the topic, discussing only the few incidents of illegal border-crossing reported by local media.
- Early in the year – before the majority of refugees even arrived – the government started communicating anti-immigration messages, banking off the shock left by the attacks at Charlie Hebdo.
- The main government messages – i.e. cultural differences, economic migration – were abstract phrases that social media users engaged with. Authors filled in the campaign slogans with relatable content and their own understandings.
- These officially defined anti-immigration orientations are incorporated into social media users' everyday communication, effectively blocking potentially more inclusive discourses.
- Concrete statements on welfare-seeking migration and un-integratable Roma population reinforced the deeply rooted stereotypical thinking and fueled hate-speech.

Campaign impact



The analysis uncovered that government communication impacts both the volume and the content of social media conversations in the following ways:

1. Social media users interacted with and answered to government communications, causing significant spikes in conversation volume.
2. Main themes of the campaign became an integral part of social media discussions – the conversation threads reflect official statements and policy measures.
3. Several words and phrases used in campaign slogans were grounded into social media messages, incorporated into the language used by authors.

Underlying Questions of the discussion



The debate, just as individual users' points of view can be reduced and mapped by the below four underlying questions:

- What triggered the migrant crisis?
- What are the migrant people like?
- What are possible solutions to the crisis?
- What is Europe's and Hungary's role in this crisis?

The discussion on the questions can be almost split in half: One half of the conversation is directly about migrants. In the other half of the conversation, social media users discuss how the Hungarian Government, the EU and the NGOs, churches and charitable organizations have performed.

Social Media Migrant Perceptions



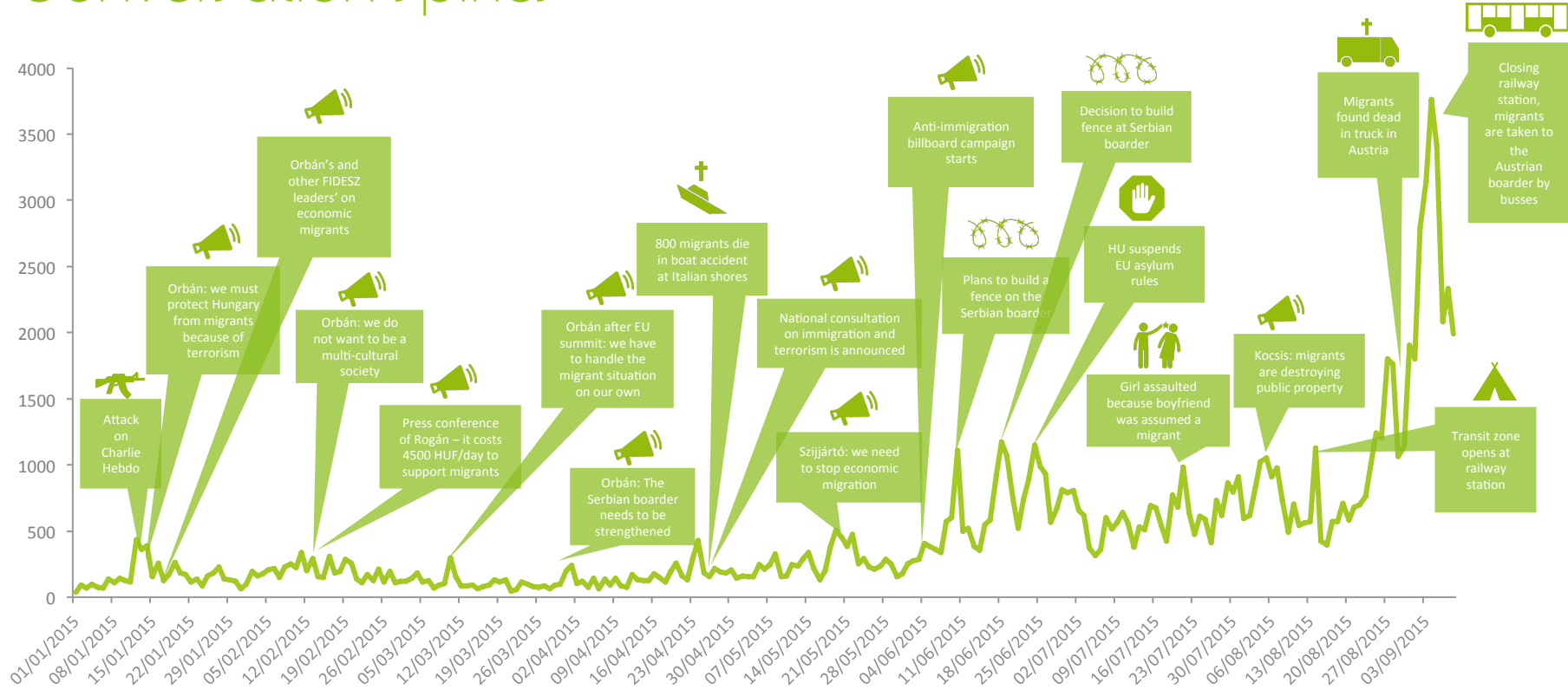
- The majority of Hungarian social media users see migrants as a **threat to Hungary, both its territory and self-identity**.
- Migration, in the Hungarian perception is a zero-sum-game, the opportunity of mutual benefit is not present: It's either them or us.
- Hungarians main expressed fears are:
 1. being overrun by Islam and forced to give up Hungarian identity
 2. losing their livelihood and benefits to immigrants wanting to stay in Hungary
 3. lazy-looking, criminal migrants disrupting their personal peace and safety
 4. strong, young terrorist men threatening the welfare of the country.

Social Media Migrant Perceptions



- Historical comparisons: authors evoke references from centuries past of being the nation that stopped Islam before, to sooth their anxieties and legitimize Hungarian actions towards refugees.
- Bad foreign examples: Due to the lack of Hungarian multi-cultural experiences, Hungarian users make use of negative experiences of other European countries – i.e. thousands of Swedish teenagers were raped by African migrants or migrants destroyed Italian public square. These narratives are used as warnings of the ill fate of multi-cultural societies and are generally unfounded.
- Mediated experiences: The conversation is marked by authors circulating – potentially false – personal stories, photographs or videos, foremost about the horrendous and uncultured behavior of migrants. Most of these are not of their own encounters, but have a strong impact: through these mediated experiences users establish personal connections.

Conversation spikes





Government drives the conversation

Buzz & Spike Analysis

- Social media monitoring technology captured 113,421 mentions that fell into the keyword grid designed to capture conversations on the Hungarian refugee situation from January 1st 2015 to September 8th 2015.
- During the explored timespan the volume of social media conversations **grew exponentially**, which is a rare phenomenon.
- Early in the year a low murmur was registered with a daily average of 30-40 mentions. The buzz became larger as the crisis evolved. At the height of the conversation the average mention number shot up to over 2000 posts daily. **Spikes were caused foremost by reactions to government communication and policy decisions.**

Channel Analysis

- During the first half of the examined period – before the sudden volume increase – the conversation was dominated by mainstream media and topic specific political and economic blogs.
- The people took over: As the refugee crisis escalated there was a shift from the professional, opinion leader voices to the everyday users who started expressing their opinions on the open web.



Government messages resonate

4 main themes found in the anti-immigration messages were studied, to see to what extent the campaign topics infiltrated social media. These themes were:

1. Culture – They must respect our culture
 2. Legality – They must respect our laws
 3. Economy – They can't take away the jobs of Hungarians
 4. Terrorism – They can't threaten the security of Hungary
- The texts of press releases, statements, interviews, campaign messages and the questionnaire of the National consultation on immigration and terrorism were analyzed to identify and isolate the keywords of the 4 themes.
 - Big data analytics tool was used to determine the frequency and entry dates of social media posts containing the buzzwords. These dates were compared to the timeline of official state communication.
 - In addition 5 key buzzwords – were also investigated to look at their semantic impact on the speech of social media users.

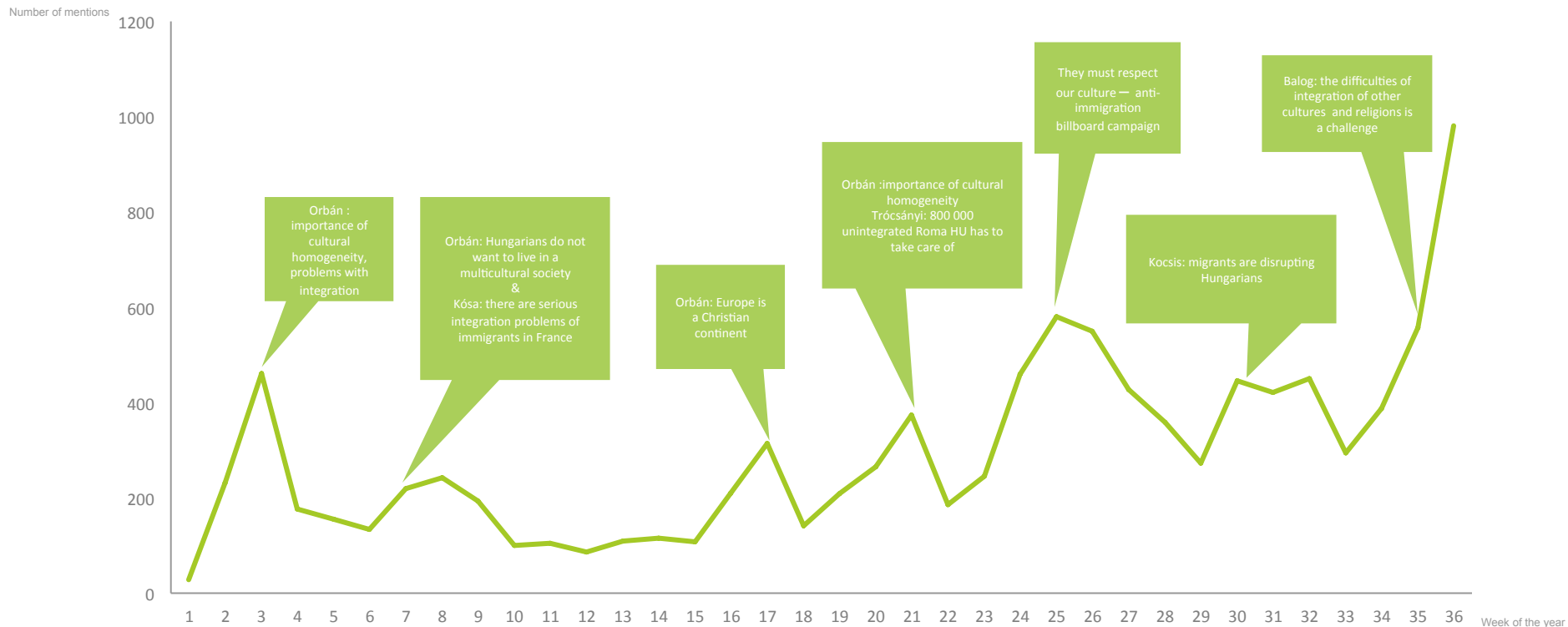
Government messages resonate



- Both methods showed correlation between campaign communication and social media conversations.
- The spikes illustrate how individual official statements and policies generated social media buzz. The government was not only successful in setting the thematic agenda of conversation, but their slogans' keywords infiltrated the phrasing of social media messages.
- In the case of the words "gypsy – cigány" and "welfare-seeking – megélhetési" the user generated content reflected the intended negative sentiment of the phrases and the number of hateful messages grew.

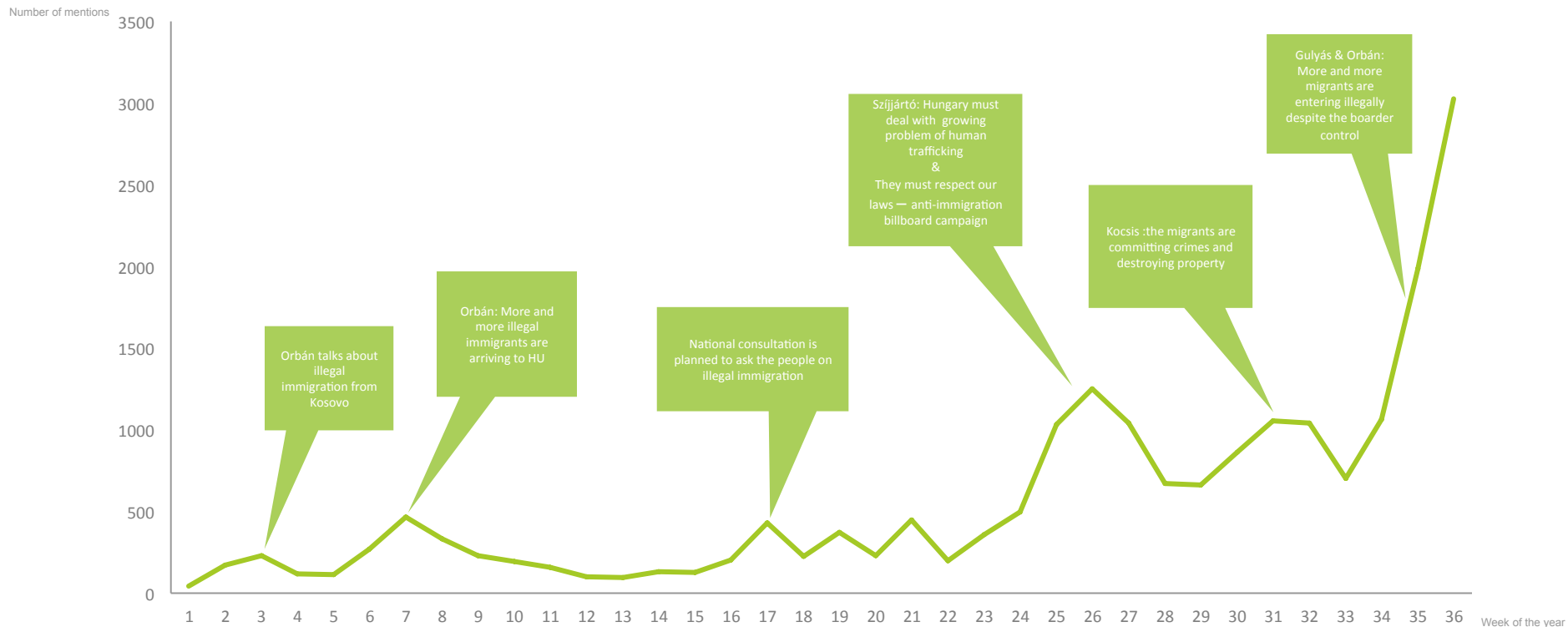


Government messages resonate – Culture



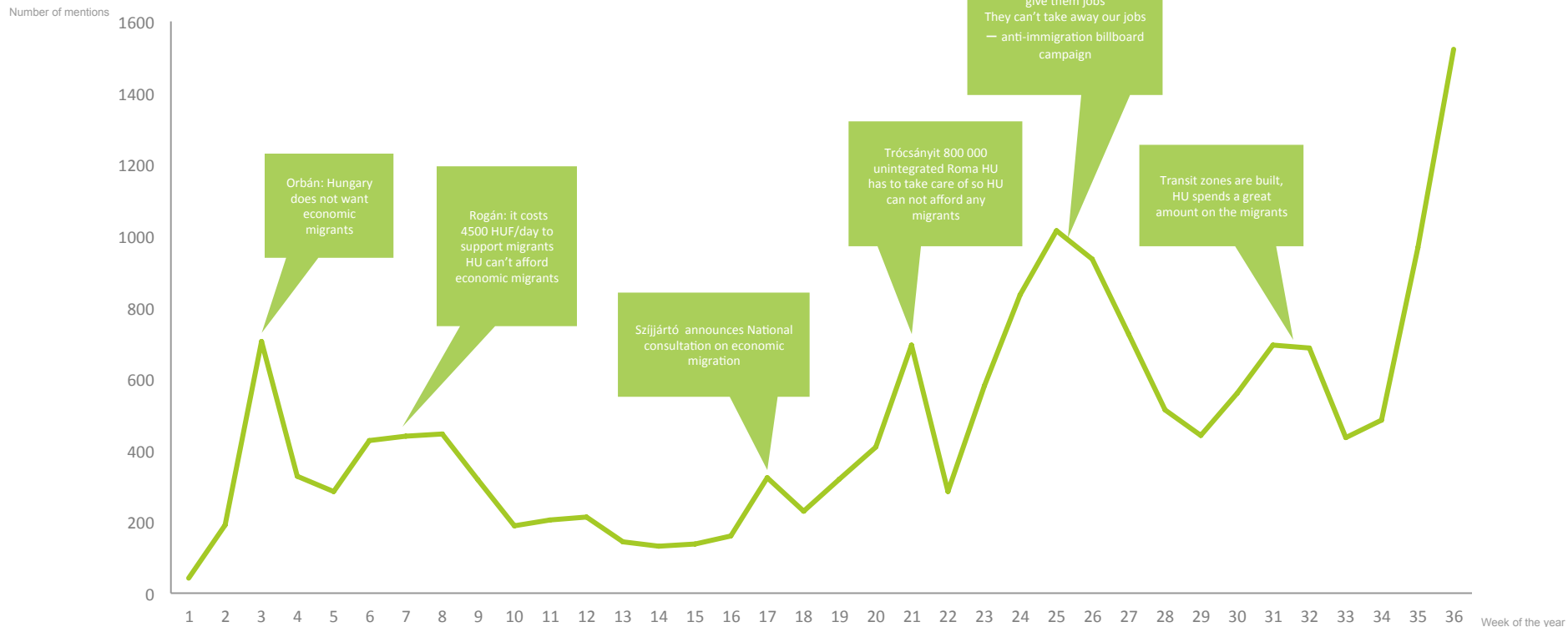


Government messages resonate – Legality

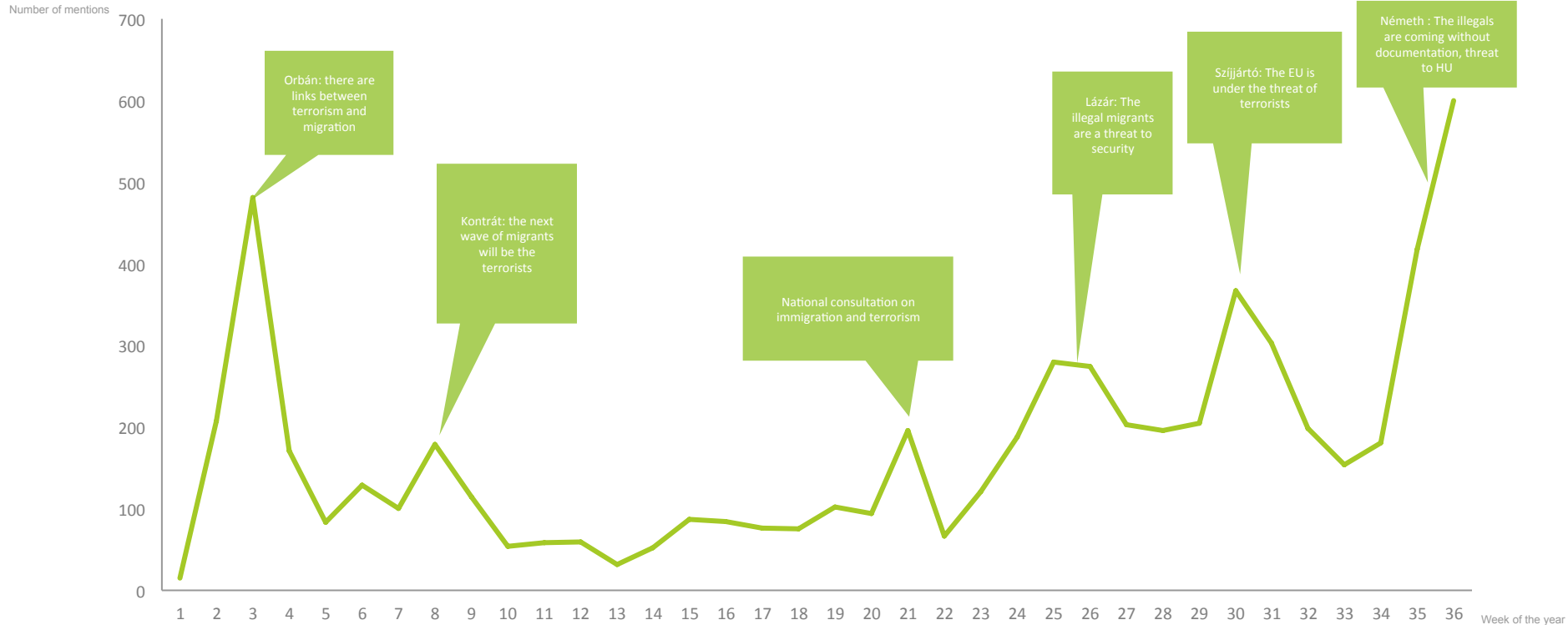




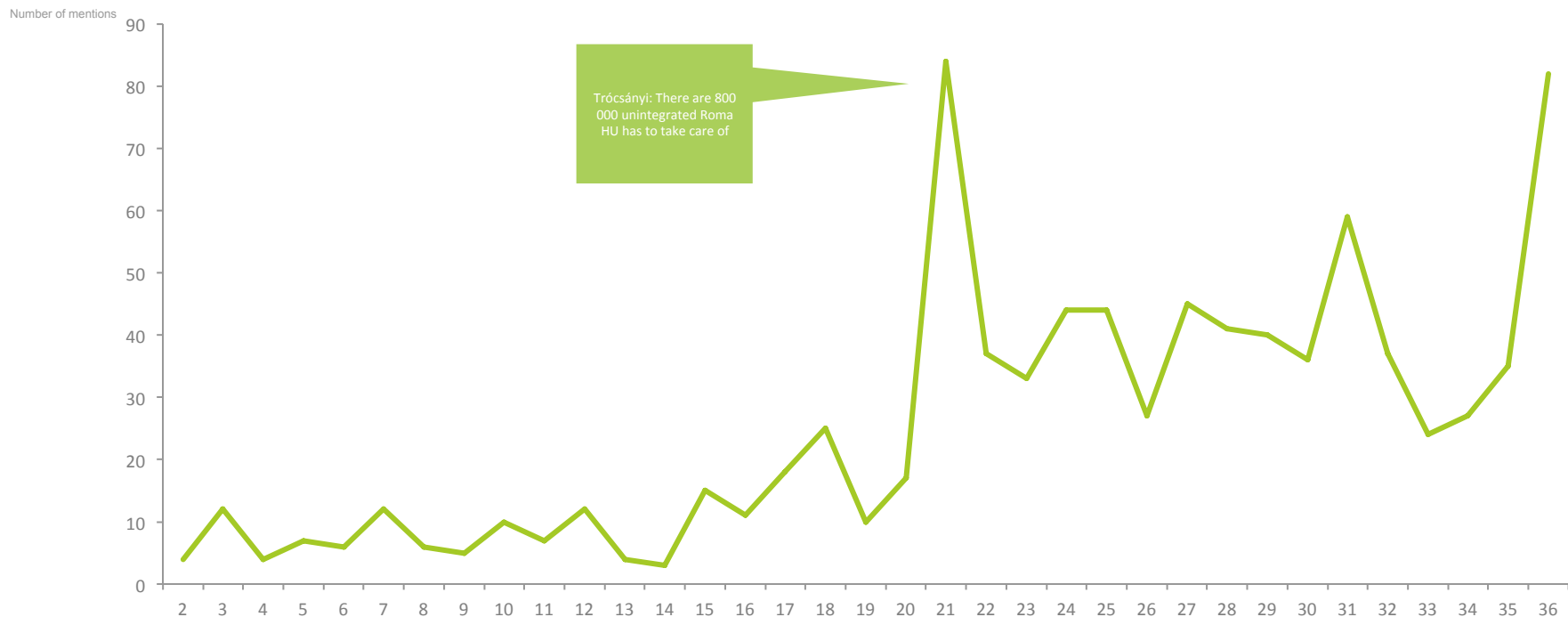
Government messages resonate – Economic



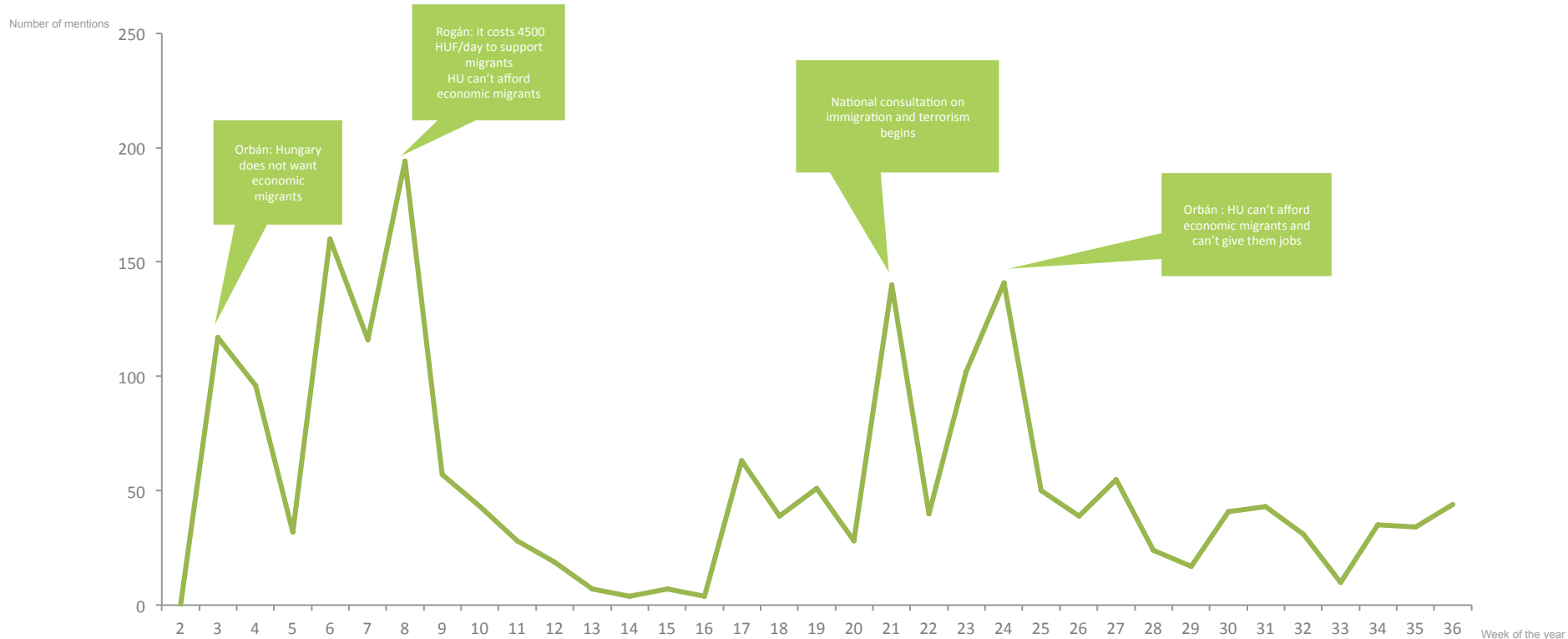
Government messages resonate – Terrorism



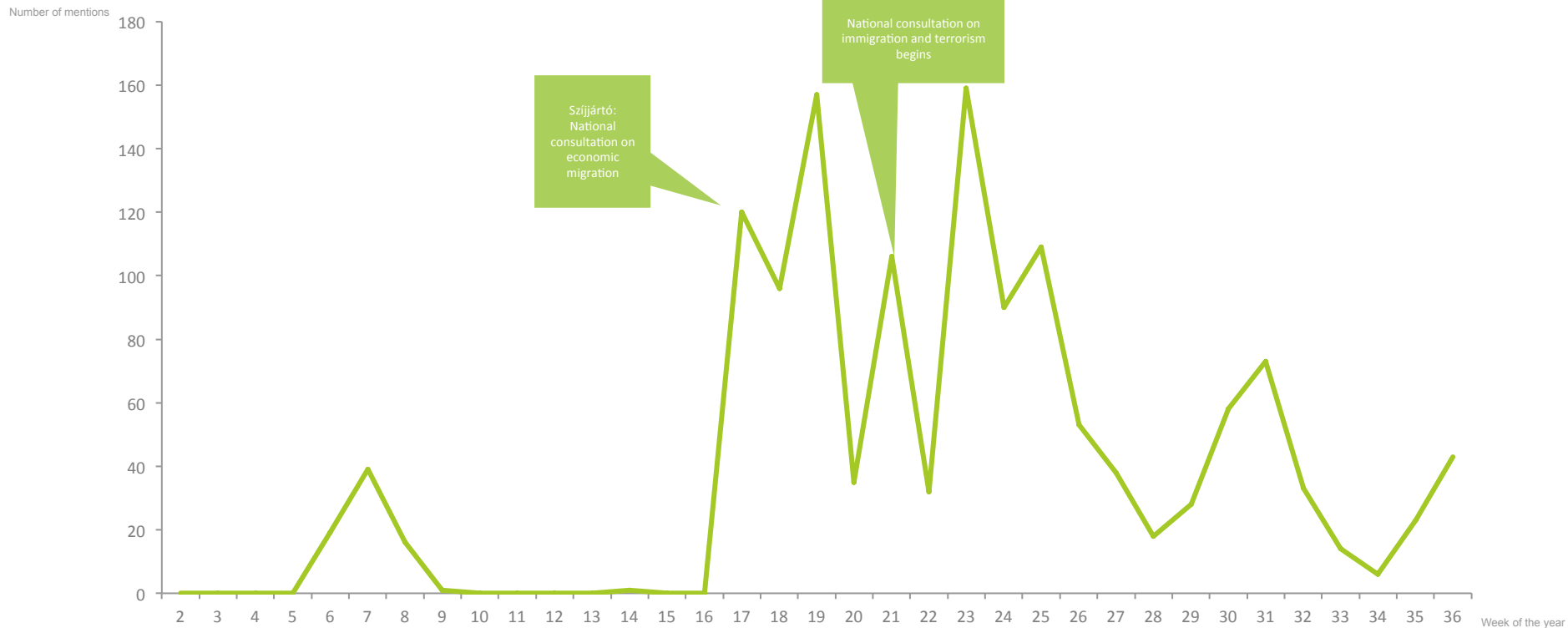
Buzzword penetration – Gypsy – Cigány



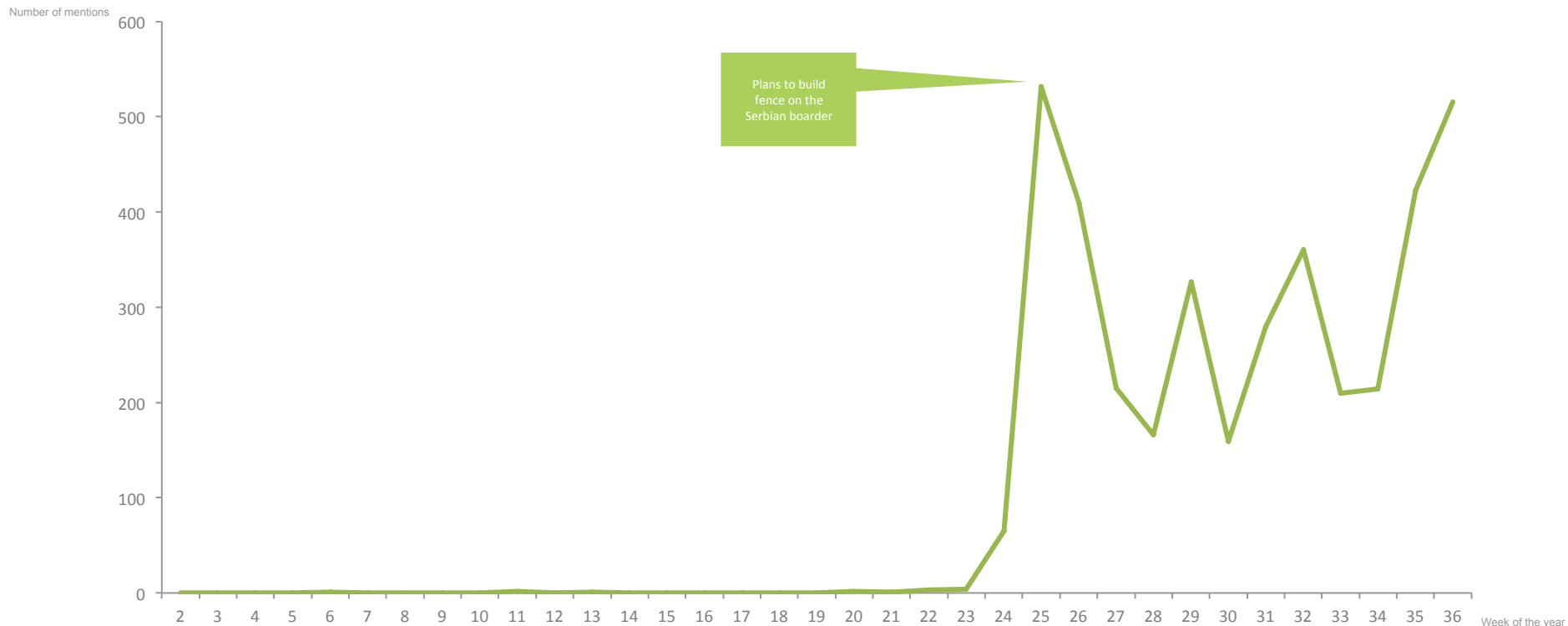
Buzzword penetration – Welfare-seeking – Megélhetési



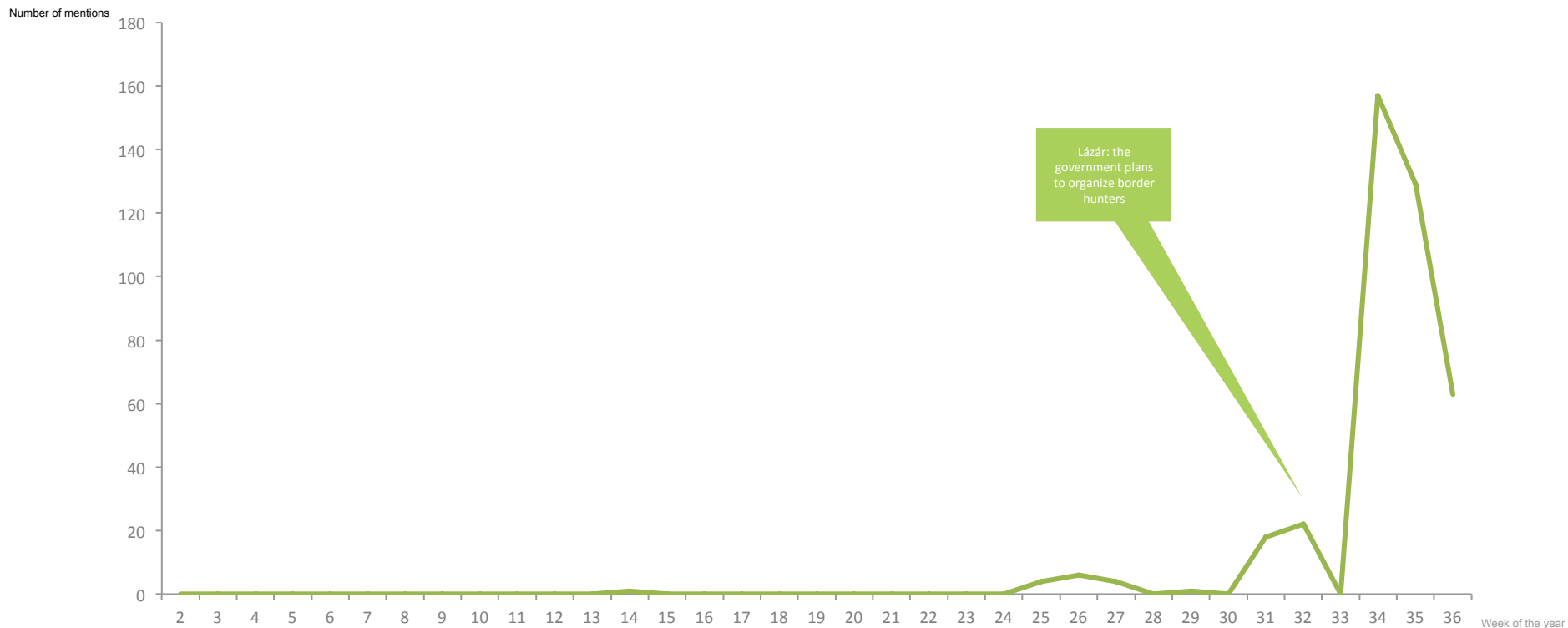
Buzzword penetration – National consultation – Nemzeti konzultáció



Buzzword penetration – Border seal – Határzár



Buzzword penetration – Border hunter– Határvadász





Key Insights from Talk Driver Analysis

- Official **government communication sets the agenda of social media conversations**. Users adapt the narrative supplied by the government and fill the abstract messages with tangible content.
- The conversation is **polarized**, social media users' conversation on migration reflect the deeply rooted political orientations. There is little common ground between messages from supporters of the government and opposition voices.



Key Insights from Talk Driver Analysis

- The conversation has two distinct threads: users either talk **about migrants**, or how different institutions **handle the migration crisis**.
- A high proportion of social media users have negative views on migrants, these evoked by four distinct group of fears:
 1. migrants are culturally different from Hungarians and will never fit in
 2. migrants are Muslim terrorists, who pose a threat to Hungary's national security
 3. migrants are criminals, who do not respect Hungary's laws
 4. migrants want the wealth of Europe
- Authors use social media platforms to debate how different entities manage the migration situation. While the majority of voices are critical towards the European Union and religious organizations – expressing disappointment, a broader spectrum of emotions appear when the role of government policies and politicians are discussed.



Talk Driver Analysis

The analysis identified seven distinct, yet interrelated, talk drivers. The talk drivers form two categories:

1. Discussions on the migrants, their behavior

Security – Fear from radicals and terrorism.

Cultural differences – Fear of the unfamiliar customs and religion.

Rule of law – Fear from criminal activity associated with illegal migrants.

Economic impact – Fear for personal livelihood and employment.

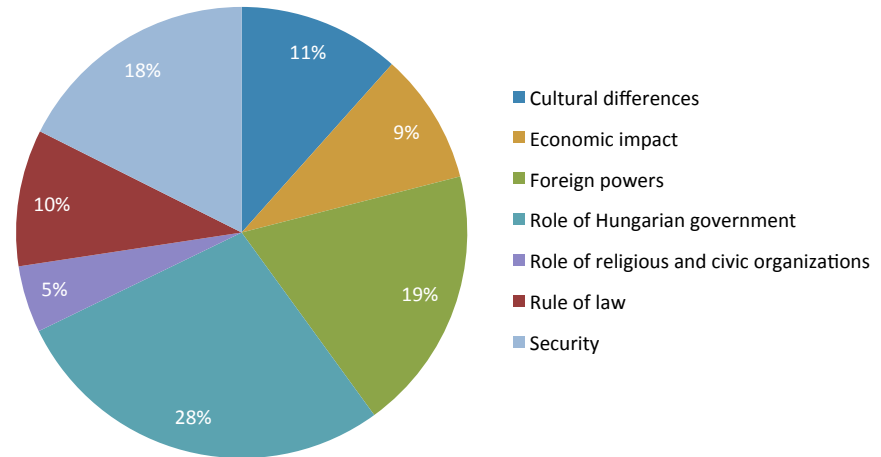
2. Conversation on how the migration crisis is handled

Role of Hungarian government – The welcome of policy measures.

Foreign powers – Fear from being controlled by other states and losing autonomous decision making.

Role of religious and civic organizations – Views on how the non-governmental entities should handle the situation.

Talk driver distribution



Cultural differences: 'they must respect our culture'



Government communication:

Hungary rejects multi-culturalism.

Mass migration poses a threat to the Christian roots of Europe and Hungary.

Integration of immigrants is impossible.



Social media conversations:

Users compare migrants to an idealized view of Hungarian and European way of life. Most arrive at the conclusion that due to the perceived cultural differences, integration is not possible.

A frequently voiced concern is that the arrival of a vast number of Islamic migrants will jeopardize Christian - Hungarian heritage: Hungarians will be forced to adopt the migrants way of life.

Users illustrate their objections and fears versus multi-cultural societies and "creeping Islam" by discussing examples from other European nations.

Cultural differences: 'they must respect our culture'

Judeo-Christian origins

The conversation is characterized by a fierce debates if the migrants are a threat to the religious traditions of Hungary. Agitated and aggressive posts exclaim the idea of Islam having a rapidly growing threatening the thousand years old European heritage.

European and Hungarian values

Users anticipate that the migrants will not respect centuries old European and Hungarian values. These concepts are often repeated, but remain by and large abstract.

Customs and ways of living

Users fear migrants' customs and habits. They think migrants will never adapt – or might not even want to - to their new surroundings. Eventually they will force their ways on their vulnerable Hungarian people.

Ethnic comparisons

As proof points to the challenges of migrant integration, users sound their disappointment with the assimilation of the Roma population, who have been here for hundreds of years, into Hungarian culture. The contempt users feel towards Roma is projected on the migrants. In conversations users equate the two groups and even borrow the word gypsy to refer to migrants.

Cultural differences: driven by fears



Judeo-Christian origins

- **Islamization** – In a few generations, Christianity will be replaced by Islam as Europe's dominant religion.
- **Mosques at every corner** – Churches will be replaced by mosques, they will be everywhere as so many people will need a place to pray.
- **Forced conversion** – Hungarians and Europeans will be forced to adopt Islamic faith.

Customs and ways of living

- **Children and reproduction** – Muslim immigrants produce many children and will outnumber the declining indigenous European population. The children will not attend school, but will loiter around and cause trouble.
- **Language barriers** – Migrants will never learn the language making integration impossible.
- **Inequality in the family** – Women of the family are treated as property and forced to cover themselves.
- **Personal space** – Migrants are accused of being unclean and not respecting their surroundings and neighborhoods.

European and Hungarian values

- **Implementation of Sharia** – Based on their fear of being outnumbered, users assume that immigrants will force Sharia law upon Europeans.
- **Male dominance** – Women will lose their social equality and will be forced to live under the surveillance of Islamic men.
- **Freedom of opinion** – Freedom of speech will be lost and content not in line will be punished, as it happened with Charlie Hebdo.
- **Intolerance** – Islam is seen as intolerant culture and Europeans will suffer the consequences.

Ethnic comparisons

- **Migrants = Gypsies** – Based on general intolerance users equate migrants to Hungarian Roma, who still cause a number of problems, even though they have been living here for centuries.
- **Migrants = Africans** – To many users all migrants are simply "Africans", which to them means an inferior race.

User quotes – threats to Judeo-Christianity



Judeo-Christian origins

Islamization

„Na, tulajdonképpen ez az igazi veszély. Nem a bevándorlás önmagában, hanem hogy előbb-utóbb az iszlám vallás lesz túlsúlyban Európában is, ha ez így folytatódik.”

“See that is the real threat. Not migration in itself, but that sooner or later islam religion will be dominant in Europe if things go on as they are now”

Mosques everywhere

„szerintem egyikünket sem fog pap temetni mert nem lesz templom... csak mecset”

“Non of us will be buried by priests because there will be no churches...just mosques”

Forced conversion

„és te mit szólna majd amikor az unokádnak Allahot lesz kötelező éltetni???”

“And what will you say when your grandchildren will be forced to worship Allah???”

User quotes – threats to Hungarian lifestyle



Customs and ways of living

Children and reproduction

„40 millió fekete-afrikai meg arab várja, hogy mielőbb átjöhessen Európába. Át is fognak hamarosan... Nézd meg a fehér európaiak szaporodási rátáját Nyugat-Európában és hasonlítsd össze a nyugat-európai afrikai és arab bevándorlók szaporodási rátájával. Utána egy kis trendszámítás 50 évre előre és láthatod, hogy a nyugat-európai civilizációnak annyi.”

“40 million black-aficans and arabs are waiting to come over to Europe as soon as possible. And they will soon...look at the white Europeans reproduction rate in Western Europe and compare it with the reproduction rate of africans and arabs in Western Europe. A little trend analysis and 50 years later you can see that it is over for Western European civilization”

Language barriers

„Kurvára először a nyelvet kell megtanulniuk...Ne arabul beszéljen, hanem magyarul, ha ide jön, és itt akar élni. Én magyar vagyok, megtartom ősi hagyományainkat, anyanyelvünk!”

“They should learn the fucking language first...shouldnt speak arabic if they come here and want to live here. I am Hungarian and i keep our ancient customs, our mothertounge ”

User quotes – threats to Hungarian lifestyle



Customs and ways of living

Inequality in the family

„Én eldöntöttem, ha a feleségemre, csak egy sanda pillantást is vet egy ilyen, vagy úgy gondolja itt is lehet a nőikkel azt amit odahaza, hát rövid úton vissza küldöm a természet körforgásába.”

“I have decided that if one of these even looks at my wife or thinks that they can do to women what they do at home, then well I will quickly send him back to the circle of life”

Personal space

“Na, most mész a picsába! Én éltem közöttük (mellettük) több mint egy évig, nekem te ne magyarázz. Ezek (sic) olyanok mint az állatok, mocskosak, patkányok közt, házon belül is nyitott csatornák közt (hogy értsd, a szar szabadon folydogál az épületen belül, majd egyszer csak kiesik a házból a szabadba) élnek.”

“Now you go to fucking hell! I lived with (next to them) for over a year so do not argue with me. These are like animals, they are filthy, and live amongst the rats and open sewers (just so you understand: shit flows freely in the building until it just falls out onto the street.”

User quotes – threats to Hungarian values



European and Hungarian values

Implementation of Sharia

„ az EU beengedje ezt a muszlim tömeget ami majd 1-2 generáció múlva nekiáll a nyugati civilizációt felszámolni. Erre ott vannak példának a nyugat európai országokban gettósodott negyedek amikben a saria a mérvadó törvény és nem a befogadó államé.”

“The EU lets in hords of muslims who in 1-2 generations start to dissemble western civilization. There are for example ghetto-like parts in western europe where the Sharia rules are followed and not the official state laws”

Male dominance

„ Először csak ajánlott lesz a csador, később már jobban teszi minden nő, ha hordja, különben kap az arcára és végül már törvény is lesz róla.”

“First the chador will only be recommended, then women will better wear them, or they will get one in the face and finally it will be a law.”

User quotes – threats to Hungarian values

European and Hungarian values

Freedom of opinion, equality and tolerance

„A saría olyan alapelveken nyugszik, melyek a Koránban, valamint egyéb iszlám vallási/ politikai szövegekben találhatóak. Egyetlen közös alapelv sincs a magyar törvények és a saría között.

A saría törvénye szerint:

- nincs vallásszabadság;
- nincs szólásszabadság;
- nincs szabad véleményalkotás;
- nincs művészi szabadság;
- nincs sajtószabadság;
- nincs egyenlőség”

The Sharia is based on principles found in the Koran or other islamic religious or political writings. There are no common principles between Hungarian laws and Sharia. According to Sharia laws:

- *No freedom of religion*
- *No free speech*
- *No freedom of opinion*
- *No artistic freedom*
- *No free press*
- *No equality...”*



User quotes – threat to ethnic homogeneity



Ethnic comparisons

Migrants = Gypsies = Africans

„A cigányt nem rasszista szempont miatt lehet egy lapon emlegetni az afrikai gyűttmentekkel, hanem parazitológiai alapon. Cigányaink 85 %-a alkalmatlan bármilyen produktív munkavégzésre, mert a közmunka statisztikafényező alibicucc. Ebben tökéletes hasonmásaik az afrikaiak.”

“Comparing gypsies to African invaders is not based on racism but based on parasitism. 85% of gypsies are incapable of any productive work, and public work programs are only alibies making shinier statistics. Africans are their perfect counterparts.”

Economic impact: 'they can't take our jobs and livelihood'



Government communication:

A clear distinction has to be made between asylum seekers and economic migrants. Hungary must protect itself against economic migration and secure job opportunities for Hungarians.

The welfare system is not equipped to support migrants, because Hungary has an 800 000 Roma population to take care of.



Social media conversations:

There are heated debates on why migrants choose to come West and settle in Europe. Users echo government messages about economic migrants, questioning their intentions: Are they genuine refugees escaping from war or merely looking for better economic prospects? Conversation centers around two contradictory aspects: the funds it takes of the EU and the Hungarian state to support refugees, and the refugees' unwillingness to be productive and join the workforce.

Economic impact: 'they can't take our jobs and livelihood'

Go West

Users contemplate the motivation of the migrants. As the migrants are headed into Western Europe, many question the authenticity of their refugee motivation, if they it solely for economic gain and not because of civil war.

We have our own poor

Reinforced by government arguments, users claim that Hungary cannot take in refugees because the state does not have the budget to support them. They argue that first Hungary has to take care of its own unemployed, homeless, children living in poverty and the Roma – only then can tax money be allocated to support 'illegals'.

Hungarian jobs for Hungarians only

Using the backdrop of high unemployment and a large part of society living off public work programs, users are very responsive to messages of migrants taking away their means. Users share personal stories and foreign examples of how natives are losing out.

Lazy leechers of the system

More radical comments state that economic migrants come to the West not to find legal employment to sustain themselves, but to take advantage of the generous European social welfare system. Users envision lines of migrants waiting for unemployment and child benefits.

Economic impact: driven by fears



Go West

- **Lifestyle not war** – The motivation driving migration is not safety from war or persecution but mere economic gain.
- **Only EU is good enough** – If they were really refugees they would stay in Turkey or go to Arabic countries where there is no war, but that is not good enough for them, they seek the riches of the West.
- **Only the richest countries will do** – They don't even stop in poorer European countries (Bulgaria, Romania) but head towards rich nations such as Germany, France and GB.

Hungarian jobs for Hungarians

- **Those are our jobs** – The migrants have no right to come to Hungary and take away few jobs Hungarians have.
- **Come and do the jobs we can offer legally** – If there are jobs for migrants to do, they should come to Hungary legally.

We have our own poor

- **Our gypsies need us** – Supporting the 800.000 gypsies (government communication) puts already enough strain on Hungarians to even consider financing the refugees.
- **We should take care of our homeless** – Both the state and civil support should go to homeless people instead of immigrants. Users ask why the migrants should get food, shelter and housing before Hungarians who are in need.
- **Save the children** – The Hungarian government should not support able migrant men, when there are a large number of destitute Hungarian children that need help.

Lazy leechers of the system

- **Just like the Gypsies** – Ethnic comparisons are made focusing on the perceived "laziness" and inability to work.
- **Just look at Germany** – Comparisons with other countries are evoked to support arguments that if migrants are let in they will feed off the support-system.
- **We get the rejects** – The qualified and educated migrants will head to the West to fulfill their economic desires and Hungary will be left with the unskilled, unwilling part.

User quotes – not true refugees



Go West

Lifestyle not war

„A politikai menekült a legközelebbi biztonságos országig menekül, akik hozzánk jönnek ma, azok mind megélhetésiek! Húzzanak innen a piczába mind!”

“Real political refugees go to the first safe country, who are coming here today are all economics! They should all go to fucking hell!”

Only EU is good enough

„Nekem ne mondja senki, hogy egy szíriai menekült Törökországban még nem, Bulgáriában még nem, Szerbiában még nem, de azután már egészen biztonságban érzi az életét. Lószart!”

“Don’t tell me that a Syrian refugee does not feel safe in Turkey, in Bulgaria or even Serbia, but only after that they do not fear for their lives! Horseshit!...”

Only the richest countries will do

„Eleve azon balhéznék Európa-szerte, hogy melyik fejlett országba is akarnak menni, mindegyik abba, amelyikről a csempész a legjobbakat állította, hogy a legtöbb segélyt adják, meg a legtöbb babusgatást.”

“First of all they are making a fuss all over Europe about what rich country they want to go to, all of them to the one that the trafficker said was the best, gives the most aid and the most babying”

User quotes – threats to our employment



Hungarian jobs for Hungarians

Those are our jobs

„Eltársak! A világ 7 milliárd emberének több mint fele nyomorban él. Ha csak töredéke a 3,5 milliárdnak útra kel Európába és jó néhányat is befogadtok, nekik munkahely is kellene. Hányan jelentkeznétek, hogy átadjátok jelenlegi állásotokat a rászoruló bevándorlóknak?”

“Comrades! Half of the 7 billion people live in poverty. If even a fraction of the 3,5 billion starts up to Europe and you take in a good few, they will need jobs. How many of you would volunteer to give up your jobs to the poor migrants?”

Come and do the jobs we can offer legally

„Persze vannak migránsok akik évek óta itt élnek országunkban családjuk van és nagyon jól megférünk egymás mellett. DE akik most jönnek nem dolgozni akarnak...Ha itt szeretnének dolgozni, ne a kertek alatt sunnyogjanak ide!”

“Of course there are migrants who live in the country for years and have families and we get along fine. BUT those who are coming do not want to work...if they want our work they shouldn't creep here through the gardens!”

User quotes – first take care of our own



We have our own poor

Our gypsies need us

„Magyarország már meg van áldva 9 százezernyi régebbi nem napbarnított bevándorlók leszármazottjaival, akiket szolgamódon eltart.’
“Hungary is already blessed with ninehundredthousand descendants of tanned migrants who arrived earlier, who we support like slaves, unwillingly”

We should take care of our homeless

„Több ezren élnek itthon a létminimum alatt! Nekik kéne a segítség elsősorban! Mivel érdemel többet egy idegen állampolgár mint a saját állampolgárunk? Ki magyarázza meg az aluljárók tetején ülő hajléktalan magyaroknak, hogy bocsi ... nektek nem segítünk”
“There are thousands living in poverty right here at home! We should be helping them! Why does a foreigner deserve more than our own citizens? Who will explain to the homeless sitting on the top of underpasses, that sorry...we dont help you...”

Save the children

„Kérdés, Menekültek segítésére van pénz, gyereketetésre nincsen?”
“Question: We have money to help migrants, but not for hungry children?”

User quotes – threat of lazy rejects



Lazy leechers of the system

Just like the Gypsies

„Itt szívják majd a vérünket mint a cigók”

“They will suck our blood like the gypsies”

Just look at Germany

„Hányan dolgoznak szerinted Dániában, Svédországban, meg a többi helyen? És hányan élnek a bőkezű állami segélyekből?”

“How many of them do you think actually work in Denmark, Sweden and the rest of the places? And how many do you think live off of generous aids?”

We get the rejects

„ Németország előzetes szűrés alapján befogadja a krémet (nyelvet beszélő, képzett embereket, akiket tud használni) a többi selejt meg szét lesz osztva.”

“Germany will hand pick the creme of the crop (those who speak languages, are educated, those they can use) and the rest of the rejects will be handed down here”

Rule of law: 'they must obey our laws'



Government communication:

Every asylum seeker must enter Hungary legally, after proper registration and identification. Those migrants who are in Hungary must obey the country's laws. Illegal boarder crossing is a criminal activity that must be punished, and the illegal migrants must be sent back.



Social media conversations:

Migrants' behavior deemed illegal evoke strong feelings of frustration and distrust towards them. Commenters see the migrants as uncooperative to and disrespectful of Hungarian laws.

Most of the users do not want Hungary to accept refugees, but if they are here they must respect the rules of the country. Stories of criminal or aggressive migrant behavior are shared in social media and tend to reference far-right media sources and personal experiences.

Rule of law: 'they must obey our laws'

Illegal boarder crossing

The conversation is characterized by angry comments on migrants crossing the boarders illegally. Users view illegal crossing as a serious crime and attribute violent and malicious intentions.

Human trafficking

Users discuss how the migrants fuel human trafficking by paying high amounts of money to Hungarians to help them cross the borders.

Users place blame on Hungarian Roma, who help migrants in cooperation with the police.

Violent crimes

Users bring up international (mostly Swedish and Dutch) incidents and statistics to prove that non- integratable migrants commit serious (mostly sexual) crimes. Moreover, migrants are said to commit more crimes than any other social groups.

Everyday misdemeanors

As opposed to serious crimes abroad, it is smaller misdemeanors, such as littering committed by migrants, that are used prove the migrants unwillingness to cooperate with local authorities.

Rule of law: driven by fears



Illegal boarder crossing

- **Not respecting the boarder and process** – Entering into the country illegally in itself infuriates users. Since migrants enter without any due process and documentation, users fear that once in the country they will continue their illegal enterprise.
- **No papers = criminal motives** – Frustrated posts talk about migrants burning all their documents, while fleeing from their countries. Users see this lack of proper identification as a proof that the migrants come to Europe with destructive motives.
- **Hungarians refugees upheld the immigration laws** – To debase comparisons to Hungarian refugees of 1956, users claim Hungarians entered Austria legally and respected the refugee laws and became productive members of Western societies, as opposed to the illegal migrants of today.

Violent crimes

- **Rape** – Users fears of migrants raping and assaulting women are supported by articles and statistics from foreign countries. Commenters attribute the high number of sexual crimes committed by immigrants to their uninhibited nature and their lack of respect towards women.
- **Murder and assault** – Posts talking about violent acts contain statistics and are based on events abroad.
- **Violence against public property** – Videos circulate on the open web about how migrants destroyed property and rioted in Italy and Sweden. These countries are made referenced as examples and visions of what would happen in Hungary if the migrants stay.
- **Violence against police** – Pictures of migrants rioting and beating up police officers are shared and their attitudes attributed to their violent nature.

Human trafficking

- **Paying traffickers** – Users discuss rich migrants paying traffickers to get them across the borders illegally.
- **Bringing criminals to Hungary** – Because of the high demand for human trafficking, Serbian, Syrian and other criminals enter Hungary to conduct their illegal business.
- **Fueling gypsy-crime** – Users accuse the Roma of being involved in the trafficking of migrants.

Everyday misdemeanors

- **Stealing** – Migrants steal. The thefts committed by migrants is understood via the stereotypes available of gypsies.
- **Littering** – Social media conversations see littering as a serious offence and discuss it as if this capital crime is Hungarians would never commit.
- **Loitering and disrupting the peace of the public** – Driven mostly by the distribution of individual experiences via social media users discuss how public places are being taken over and destroyed by the migrants.
- **Shitting in public** – One of the most often mentioned crimes. Users attribute this behavior to lack of civilization and culture.

User quotes – they are illegal!



Illegal boarder crossing

Not respecting the boarder and process

„Aki tiltott határátkelést hajt végre, mindegy, milyen indokkal teszi, azonnal őrizetbe kell venni”

“Who crosses the boarder illegally, it does not matter way should be arrested immediately.”

No papers = criminal motives

„A papírjaikat azért dobálják el, mert a terv az, hogy azt kell hazudni, háborús övezetből jönnek. Ha azonban ez igaz lenne, nem szórnák el a papírjaikat.”

“They throw away their papers because according to the plan they have to lie and say they come from war zones. But if this was actually true they would not scatter away their papers.”

User quotes – they are illegal!



Illegal boarder crossing

Hungarians refugees upheld the immigration laws

„Sokan előszeretettel hivatkoznak az 56-os emigráns magyarokra, akiket Ausztria befogadott. Ennél rosszabb párhuzamot keresve sem lehet találni. Az 56-os magyarok ugyanis menekültként viselkedtek, nem pedig illegális határsértőkként. Keresték a kapcsolatot a hatóságokkal, igyekeztek menekült státuszt szerezni, hónapokig zárt táborokban tébláboltak igen sanyarú körülmények között, míg több hónapnyi várakozás után sikerült igazolni magukat, és munkát szerezni vagy továbbállni. Nem hőzöngtek, nem dobálták ki a párizsis szendvicset a kukába, nem követelték a jogukat. Hálásak voltak a befogadó nemzetnek, amely oltalmat nyújtott nekik a legnehezebb időkben. Valami hasonlót várnánk el a mi „menekültjeinktől” is.”

“Many people like to reference to the 1956 Hungarian emigrants, who were admitted to Austria. You could not find a worse parallel if you wanted. The Hungarians, 56 actually acted as refugees and not illegals. They sought contact with the authorities, they tried to gain refugee status, were locked for months in camps with very dire circumstances, and after several months of waiting could prove themselves and get a job or move on. No make a fuss, did not thrown out of bologna sandwiches in the trash and did not demand their rights. They were grateful of their host nation, that granted them protection in the most difficult times. Something similar to what we would expect from the „refugees” as well.”

User quotes – threat of trafficking



Human trafficking

Paying traffickers

„pénzkötegekkel a zsebükben fizetika csempészeket”

“They pay the traffickers with wads of cash from their pockets”

Bringing criminals to Hungary

„itt állomásoznak a szerb embercsempészek Budapesten”

“Serbian traffickers have stationed themselves in Budapest”

Fueling gypsy-crime

„A csempészek 95% cigány olvasd el a kuruc cikkét fotókkal!! összejátsoznak a zsarukkal. Iszonytaos pénz van benne sokan el se tudják képzelni mennyi.”

“95% of the traffickers are gypsies, you should read the article on kuruc with the pictures!!! They do it together with the cops. It is big-big money, you cant even imagine how much”

User quotes – threat of violence



Violent crimes

Rape

„Muzulmán nemierőszak-járvány Svédországban”

“Muslim rape-epidemic in Sweden”

Murder and assault

„ akát itthon, akár Nyugat-európában pont a példának hozott közösségek jelentenek kiemelt bűnügyi kockázatot. Persze ezt PC okokból nem lehet statisztikailag kimutatni, de ül le beszélgetni egy Osztrák, Német, Belga, Angol, Olasz, Francia, stb. rendőrrel.”

“these are the communities that mean the greatest crime risk. Of course you cant prove this with statistics because that would be un-PC but just sit down and have a talk with an Austrian, German, Belgian, British, Italian or French etc cop and they will tell you.”

Violence against public places

„Nézd ezt az olasz videót: [Így verik szét Dél-Olaszországot az afrikai bevándorlók \(VIDEÓ\)](#)”

“look at this Italian video of migrants destroying southern Italy: [Így verik szét Dél-Olaszországot az afrikai bevándorlók \(VIDEÓ\)](#)”

Violence against police

„debrecenben is rátámadtak a rendőrökre és szétverték a környéket...autót borítottak fel és kukákat gyújtottak”

“they attacked the police officers in Debrecen and destroyed the whole neighborhood...they pushed cars over and lit trash bins on fire”

User quotes – threat to comfort

Everyday misdemeanors

Stealing

„Mindent szétlopnak és rongálnak a téren”

“They steal everything and damage the square”

Littering

„ Aki tömeg közlekedéssel jár a Nyugati ,Keleti pályaudvar környékén az láthatja, hogy milyen mocskot hagynak maguk után”

“ Anyone who takes public transportation near Nyugati and Keleti railway station can see the rubbish they leave after themselves”

Loitering and disrupting the peace of the public

„Nem érdekel, hogy milyen a helyzet azokban az országokban, az érdekel, hogy itthon lassan eljutunk oda, hogy az anyám félve megy dolgozni, mert olyan alakok vannak a Keleti környékén. Nőrokonom naponta a II. János Pál téren kénytelen munkába menni, ő sem arról beszél, hogy milyen kedves és tiszta népek ezek.”

“I really don't care what the situation in those countries is, what i care about is that here at home we are slowly coming to a point when my mother is scared to go to work because such people are around Keleti. A woman relative of mine has to go across II. János Pál square to get to work and she doesn't say what nice and clean folk they are.”

Shitting in public

„Szarnak hugyoznak a temetőben, fejfák, kereszték teregetnek.”

“They shit and piss in the cemetery, dry their laundry on the headstones and crosses.”



Security: 'we must ensure the safety of Hungarians'



Government communication:

Hungary must protect itself against international terrorism that is threatening the European continent. There is a danger that migrants associated with terrorist organizations cross the Hungarian boarder illegally. There is a danger that mass migration may lead to epidemic outbreaks.



Social media conversations:

Users associate Islam with terrorism and the brutal behavior ISIS. Users worry about their own safety, the safety of Hungary and Europe. One the one hand, they fear that the migrants will perform terrorist attacks and purposefully causing harm. On the other hand authors are terrified by migrants carrying infections and diseases and unintentionally causing an epidemic crisis.

Security: 'we must ensure the safety of Hungarians'

Terrorism

Mentions talk about a premeditated and organized movement of Islamic people controlled by ISIS and express fear of terrorist acts in Europe. Users talk about a planned invasion with the aim of conquering the world. As proof of the migrants malicious intents users talk about how it is only young, health ,fight-ready' men who come to Europe.

Infections and diseases

Posts show fear of diseases carried by migrants, which worry was fueled by governments communication, zooming in on a few isolated incidents. As a solution the more radical users suggest quarantining camps and screening all refugees for illnesses. False reports on epidemic outbreaks amongst migrants have circulated in social media.

Security: driven by fears



Terrorism

- **Muslims = terrorists** – The most extreme voices state that all Muslim men are terrorists. They reference foreign terror attacks such as the Boston marathon or Charlie Hebdo.
- **Muslims = ISIS** – By allowing in a large number of Muslim refugees users say that it is impossible to screen out the followers of ISIS.
- **Plans for world domination** – Users fear the infiltrating ISIS agents who will not only plan and organize attacks in the name of Allah, but start recruiting the European youth for their cause.

Infections and diseases

- **Ebola** – Users fear that though the Ebola epidemic has been contained in Africa, carriers may have brought the disease to Europe.
- **AIDS and HIV** – Conversations focus on posters' fears of the uncontrollable disease and how it will spread if African migrants come to our continent.
- **Scarlet fever** – A few isolated incidents reported were magnified in social media, users blaming the migrants and the authorities.

User quotes – threat of terror



Terrorism

Muslims = terrorists

„Én köztük dolgozok. Teljes mértékben kihasználnak minket és azt hogy túlerőben vannak. A fele nemis menekült csak a nyugat pénzén akar élősködni ,vagy terrorista. Ennyi.”

“I work among them. They totally use us and the fact that they are in majority. Half of them are not even refugees, they just want to leech the wests money or is a terrorist. Thats it.”

Muslims = ISIS

„Jönnek majd még ide az iszlamisták mint anno a törökök, csak most nyugatról. És az új Dobó Istvánnak picit nehezebb dolga lesz, az európai ISIS-t nemigen lehet majd legyőzni várfalról leöntözgetett szurokkal és húslevessel.”

“The islamists will come here like the Turkish did, just now from the west. And the New István Dobó will have a hard time, because the European ISIS can’t be beaten by pouring tar and soup down the castle wall.”

Plans for world domination

„Az egész világot akarja a kalifátus.”

“The caliphate wants the entire world”

User quotes – threat of sickness



Infections and diseases

Ebola

„Akinék nincs papírja és fekete, azt nyugodtan karanténba lehetne zárni, mert nem biztos, hogy nem Ebolával országából érkezett-e.”

“If they are black and have no papers, they should be quarantined, because it is not sure they don't come from a country with Ebola”

AIDS and HIV

„Na meg hastífusz, AIDS, hepatitiszek minden mennyiségben, rüh, férgesség, ésatöbbi. Még harminc millióért se ültetnék egyet se a kocsimba. Emlékszem, mikre okítottak bennünket a belügyben vagy negyven éve, hogy ezekben a relációkban mire is kell vigyázni egy fehérnek. Nem aludtam jól napokig.”

“And typhoid fever, AIDS, hepatitis galore, scabies, worminess, etc. I wouldn't let one in my car for 30 thousand euros even. I remember they taught us things at the Interior some forty years ago, what relations you should be careful of if one is white. I have not slept well for days.”

Scarlet fever

„És vajon kik hurcolják be ezeket a régen elfelejtett betegségeket. Pl az én gyerekem skarlátos volt... Majd érdekes kérdést tettek fel. A kérdés pedig a következő volt: mostanában találkozott-e menekültekkel? A válaszom igen volt.”

“And I wonder who brings these long forgotten illnesses. Like my kid had scarlet fever...they asked me an interesting question. The question was the following: have you had contact with any migrants recently? My answer was yes.”

Foreign powers: 'Hungarians must stand up for themselves'



Government communication:

Hungary has the right to defend its borders with all means necessary to insure the safety of the nation.

Inaction and the recklessness of the EU politics led to the migration crisis.

The overdue solutions proposed by the EU are contradictory to the interests of the Hungarian people and should not be forced upon them.



Social media conversation:

While culturally Hungarians social media users see themselves as part of the European heritage and legacy, this changes when everyday politics and power-struggles are discussed.

Users make clear distinctions between Hungary and the EU. Blame is placed on foreign entities for triggering the migrant crisis and many users see the EU as barrier rather than as a solution. They do not want Hungary to obey that organization.

Foreign powers: 'Hungarians must stand up for themselves'

Who is to blame?

Conversation centers around foreign forces blamed for the migrant crisis. Some users accuse Arabic countries, the US, the EU for letting the situation escalate, while others see the conflict being deliberately generated by nations conspiring.

The ineffectiveness of the EU

Hungarian commenters are particularly upset with the EU, whose inaction left Hungary alone to deal with the problem. The EU is a pointless organization, unable or unwilling to cooperate with the handling and solution of the crisis. Brussels is an over-burgeoning bureaucratic organization unable to act.

Hungarian sovereignty

A large group of users sees the EU as an overbearing organization that pressures Hungary into solutions that are not in Hungary's interest. They feel that Hungary not only has to protect itself against the migrants but the ill will of the Union too. They support the government's attempts at finding their own solutions and see the prime minister as a symbol of Hungarian sovereignty.

Foreign powers: 'Hungarians must stand up for themselves'

Who is to blame?

- **ISIS** – For those who think of the migrants as genuine refugees see the origin of the problem in the war in Syria and the broader Middle-East conflict.
- **US** – The root of the conflict lies the US meddling in the Middle East. Moreover, US business interests are to blame.
- **Israel** – Others see the migrant crisis as a symptom of a Zionists plan to weaken the European position.

The ineffectiveness of the EU

- **Bureaucracy and nothing else** – Users see Brussels as an entity that can't provide solutions. The lack of effectiveness and delays make the situation just worse.
- **The EU deliberately does not handle the crisis** – Not only is the EU a pointless organization but it deliberately does not contribute to a solution and offloads the responsibility (execution and cost) onto Hungary.

Hungarian sovereignty

- **EU vs. Hungary** – The Union forces its will onto the Hungarians, but in return does not accept the Hungarian way of solving the problems.
- **Violation of sovereignty** – The EU violates the sovereignty of Hungary as a nation state, when it does not take into consideration the **will** and well-being of Hungarian citizens, who have expressed clearly that they do not wish to have migrants staying in the state.
- **Sanctions** – When the EU suggests sanctions against Hungary for defending itself against the migrant invasion furious users demand retribution and the most radical voices urge the government to leave the Union.

User quotes – who caused this?



Who is to blame?

ISIS

„Basszátok meg, ti nem menekülnétek az ISIS elől?”
“Fuck you, you would flee from ISIS, wouldn’t you”

US

„Nem kellett volna az USA-nak "szétbaszni" Iraq-ot, (meg megannyi más nemzetet) no meg az ISIS támogatásáról ne is beszéljünk! Ha a nyugat nem szítja a konfliktust keleten, nem lenne ez az egész "krízis””
“The US should not have fucked up Iraq (and so many other nations) and of course not to mention supporting ISIS! If the west hadn't raised conflict in the east we would not have this whole "crisis””

Israel

„a cionisták csalódtak hogy nem jött össze egy iránelleni támadás, és hogy az usa közvéleménye őckodik háborúskodni.. ezért létrehozták az isis-t ami kissé kiszabadalt az ellenőrzésük alól,.. de jól jön nekik mert kell egy ürügy és elleségkép.. ahogy a népvándorlással is a saját malmukra hajtják az eu-t.... az idióta eu-t meg könnyen dominálhatja amíg az el van foglalta a saját bajaival”
“the zionists are disappointed that the attack against Iran did not happen, and the americans public did not want to go to war...so they created isis that they now can't control...but this is good for them because now they have cause and an enemy...with this migration they gain an ally with the eu... that they can easily dominate while it is busy with its own problems”

User quotes – the EU is useless!



The ineffectiveness of the EU

Bureaucracy and nothing else

„Gyakorlatilag az unió megbukott. A héten körbehugyozta a territóriumát Franciaország,Svájc,Ausztria,Németország.Ennyi. A többi periféria,amit még adminisztratív eszközökkel ugráltat.”

“The union failed practically, This week France, Switzerland, Austria, Germany pissed around their territories and thats it. The rest of the periphery is being commanded by administration.”

The EU deliberately does not handle the crisis

„es az eu csak nezi bazmeg. Mi meg csináljuk. Aztan meg lehet kire fogni az egeszet, ezért nem csunálnak semmit. Ki kellene mar lepnunk.”

“and the eu just fucking watched. And we actually do things. And then they will have someone to blame, thats why they are not doing shit. We should just leave.”

User quotes – let Hungary act!



Hungarian sovereignty

EU vs. Hungary

„Pár napja írták (2015.05.13), hogy Magyarországnak 307 menekültet kellene befogadni, mára már "picit" emelkedett ez a szám. 2015.05.28-án 1100 menekült befogadásáról van szó. Kíváncsi leszek mekkora lesz a következő szám. Vajon lineáris, vagy exponenciális a növekedés.”

“A few days ago (2015.05.13) they wrote that HU has to take in 307 refugees, today this number is a "bit" higher. On 2015.05.28 we are talking about 1100 refugees. I wonder what the next number will be" Will it be linear or exponential growth?"

Violation of sovereignty

„döntöttünk nem akarjuk őket, ha az eu kötelez őket sem akarjuk”

„we have decided we do not want them, if the eu forces us we do not want them either.”

Sanctions

„nem lesz bünti ha megoldjuk nekik a niggerkérdést. Ha meg mégis max kilépünk azt csa.”

„they will not punish us if we solve the nigger situation. If they do we just leave and thats it.”



Role of Hungarian government

– opinions and expectations



Government communication:

Government measures are to insure the safety and well-being of the Hungarian people. The reigning government has the right to decide what is best for the population.

The acts of the government reflect the decisions and will of the people.



Social media conversation:

As most debates in Hungarian social media, the evaluation of the migration situation and the role of the government is divided based on political affiliation.

Those who support the politics of ruling party FIDESZ echo the governmental messages phrase by phrase, while those critical of the current regime question the messages and the propose different solutions.

Role of Hungarian government – opinions and expectations

Support

Supporters of the solutions proposed and executed by the government share their satisfaction. They not only agree with the actions, but also see Orbán as the savior of Hungarians and the state's sovereignty. A commonly expressed argument is that the prime minister saw the danger ahead of time and offered solutions before anyone else did.

Rejection

Those who are not fans of the current regime reject all administration efforts connected with the migrant situation. They argue that the policy actions taken by Orbán isolate us from the EU. The danger does not originate from the arriving migrants, but from the detachment from the West. To support their opinions users share and quote anti-Orbán articles published in mainstream Western dailies.

Not tough enough

Another opponent group of the government policy are those who see the actions as too delicate: not tough enough to solve the crisis. The solutions proposed range from sending migrants back to exterminating them. A large proportion of the latter posts is deleted by moderators.

Role of Hungarian government – opinions and expectations

Support

- **We need to protect ourselves if nobody else will** – Users disillusioned by the inaction of the EU voice their satisfaction with the Orbán government's measures and express proudness that our prime minister had the courage to do what others have not.
- **Visionary genius** – Many praise Orbán's thought-leadership and policies and advocate him as the only European leader who recognized the menace in advance.
- **Potent leader** – Orbán and his government is seen as the only state leadership who actually tried to take control and find a solution. Some users see Orbán as the most competent politician in the EU.

Rejection

- **Isolates Hungary** – Anti-government sentiment posts claim that the measures taken such as the sealing of the boarder isolates Hungary in the EU region and we will lose our allies for not aligning our politics with the Dublin agreement.
- **Is authoritarian, undemocratic** – The government's steps are viewed as being contradictory with the European norms Hungary should adhere to.
- **Inhumane** – These opinions focus on the inhumane treatment and the harsh conditions in which the migrants are enduring. The conversation is driven by sharing personal stories and photos evoking compassion.

Not tough enough

- **Military action** – Some express their concerns that the governments actions are too soft. Military action should be taken.
- **Voluntary guards** – Because the government actions are insufficiently aggressive some want to take actions into their own hands. They say they'll patrol the boarders and punish the migrants themselves.
- **Kill them all** – The most radical option to solve the problem is the extermination of the migrants. Users argue that Europe should do what the Nazis did to the Jews in WW II.

User quotes – we stand by the government!



Support

We need to protect ourselves if nobody else will

„Magunkat akarjuk megvédeni a ránk törőkkel szemben!!!!... Orbán Viktor, Magyarország miniszterelnöke, nagyon helyesen, nemzeti hatáskörbe fogja vonni a bennünket érintő bevándorló-kérdést.”

“We want to protect ourselves from those coming against us!!!!... Orbán Viktor, HU’s prime minister is very right to take migration matters into that affect us into our own hands”

Visionary genius

„Ők leginkább most azért haragszanak, mert bejött, amit Ovi papolt az áradatról (nem szeretem őtet, de most jól látta)”

“They are angry now because what OVI (Orbán) has been saying about the invasion turned out to be true (I may not love him, but he was right this time”

Potent leader

„Azoktól már megszabadultunk, nem tudják őket ránk lőcsölni. Ez már ujjgyakorlat a kormánynak.”

“we have gotten rid of those, they cant pour them on us again. This will be simple sailing for the government”

User quotes – the government is not the Hungarian people!



Rejection

Isolates Hungary

„Még Fico is arról beszél, hogy Magyarország elszigetelődik”

“Even Fico is talking about how Hungary is isolating itself”

Is authoritarian, undemocratic

„Én nem akarok kerítést, mások sem. Úgyis csak a pénz ellopásáról szól...valakinek biztos van egy kerítésépítő cége 😊”

“I dont want a wall and others dont either. The whole thing is about stealing the money anyways...I am sure someone has a fence-building company 😊”

Inhumane

„a keletiben tarthatatlanok az állapotok, aki nem sír azon amit a gyerekekkel művelnek az nem is ember...”

“the situation in keleti is horrendous, if you dont cry at what those children have to suffer you are not human...”

User quotes – we need more action!



Not tough enough

Military action

„Belehajtják a jobboldalt egy olyan csapdába, ahonnan nehéz lesz megszabadítani Európát, amit csak fegyveres erővel lehet megvédeni.”

“They are driving the right wing into a trap from which it will be hard to save Europe. It can only be defended by using the military.”

Voluntary guards

„Most kell harcoljunk elfogni őket! Holnapután már késő, mert akkor már nem hagynak élni!

Ne érezzék jól magukat itt! Tessék zaklatni őket.”

“We have to fight now, catch them! The day after tomorrow will be too late, because they will not let us live. They should feel miserable hear! Harass them!!!”

Kill them all

„A ki nem válogatott milliók számára pedig valami Végső Megoldást kellene kidolgozni.

Korábban is voltak már ilyen célra táborok, akkoriban kicsit nehézkesen ment a feldolgozás, de azóta fejlődött a technika”

*“For the unselected millions some **Final Solution** should be worked out.*

*There were **camps** for this earlier, but back then the processing was a bit slow, but **technology has evolved** since then”*



Role of religious and civic organizations – opinions and expectations



Government communication:

States that the refugee situation should be handled by the state and the state only. Official communication was critical towards organizations that took it upon themselves to aid the asylum seekers, saying that their involvement only fuels confusion and illegal activity.



Social media conversation:

Social media users aligned themselves with the messages according to their political affiliations, both sides having strong convictions. Members of civil organizations are loud in criticizing the inaction of the government. Others say that the good intentions of the activist are misguided and disruptive.

Role of religious and civic organizations

– opinions and expectations

Should adopt an active role

Discussions on the positive effects of civil and religious help are intertwined with critiques of how the government has been (mis)handling the situation. These conversations are stories that appeal to the compassion of the readers emphasizing the horrific conditions refugees endure.

Should stay out of the government's business

The pro-government users say that civil activity is disruptive, because it is uncoordinated and unsupervised. They say that civil interference leads to chaos and does not even serve the interests of the migrants and that compassion and charity should benefit Hungarians and not illegals.

Role of religious and civic organizations

– opinions and expectations

Should play an active role

- **Civilians are doing the government's job** – Users disillusioned by the inaction and inhumane behavior of the Hungarian government see civil organizations as the only entities providing the necessary support for the refugees. These posts show their support for organizations such as Migration Aid and MigSol and propagate that citizens should engage as much as possible with the refugees.
- **Churches should step up** – Many are disappointed by the lack of charitable activity of the churches. They state that this is an act of cowardice. Users are particularly critical of the Catholic church. They argue that at least the church should follow the guidance of Pope Francis, who proclaimed that it is a sin to leave refugees in need.

Should stay out of the government's business

- **Disrupts the professionals work** – Echoing government sentiment users criticize civilian activity and civic organizations for helping the migrants because they interfere with the official policies.
- **Makes the illegals want to stay** – The most extreme posts voice concerns that if the migrants are "fed and well kept" they will want to stay in Hungary and not move on.
- **Should help Hungarians in need** – Organizations should focus their energy on the Hungarian destitute and not illegals.

User quotes – everyone needs to pitch in!



Should play an active role

Civilians are doing the government's job

„NEM BIZTOSÍTJÁK AZ ELLÁTÁST!!!! HA A CIVILEK NEM SEGÍTENÉNEK, SOKAN 2-3 NAPIG SEM JUTNÁNAK ÉTELHEZ, IVÓVÍZHEZ.”

“THEY DON'T PROVIDE FOR THEM!!!! IF CIVILIANS DID NOT HELP MANY WOULD GO 2-3 DAYS WITHOUT FOOD OR DRINKINGWATER”

Churches should step up

„Hol segített? Egy darabot nem láttam, pedig figyeltem.”

“Where did they help? I didn't see on, and I was looking for them”

User quotes – help Hungarians not illegal!



Should stay out of the government's business

Disrupts the professionals work

„összevissza mászkálnak a civilek, nem jó ez így. A rendőrség meg nem tudja tenni a dolgát!!”

“these civilians are crawling all over the place, it is not good like this. And the cops can not do their jobs”

Makes the illegals want to stay

„segítünk nekik aztán itt maradnak a nyakunkon”

“we help them and they will stay and live off us”

Should help Hungarians in need

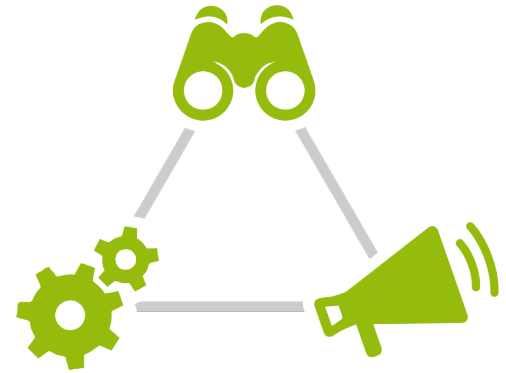
„Humanitarius? Mi van a magyarok iranti humanitariusaggal? Ez a "Migration Aid" meg sem említi hogy Magyarországon hány szegény, idős, gyermek, beteg, hajléktalan, stb. Azoknak nem kell ingyen étel, fedél, felújított helyek, ingyen utazási lehetőség . . . semmi! A törvényes magyar állampolgár dolgozzon meg a saját hazájában! ????”

“Humanitarian? And what about humanism towards Hungarians? This "Migration Aid" doesn't even mention how many destitute, old, children, sick, homeless there are in Hungary. Those don't need free food, shelter and free travel...nothing! A legal Hungarian citizen should drop dead in his own country????”

Impact Keywords Array

Function	Keywords
Culture	<i>Kultúránk, kultúra, kultúrájú, kultúrájuk, kultúránkat, kulturális, szokás, szokások, szokásokat, szokásaink, szokásaik, szokásuk, szokásaikat, keresztény, integráció, integrációs, integrációt, integrációjukat, iszlám, muzulmán, muzulmánok, iszlámot, iszlámok, afrikai, afrikaiak, beilleszkedés, beilleszkedni, beilleszkednek, beilleszkedik, ázsiai, másság</i>
Economy	<i>Megélhetési, gazdasági, munkahelyteremtés, munkahelyteremtést, munka, munkát, munkája, munkáját, munkájukat, munkanélküliség, munkanélküliséget, munkanélküliségnek, megélhetés, megélhetését, megélhetést, eltart, eltartani, cigány, cigányt, cigánynak, támogatás, támogatást, felzárkóztatás, felzárkóztatást, segély, segélyt, erőforrás, erőforrást, megélhetés, megélhetést, megélhetését, megélhetésnek, megélhetésüknek, megélhetéséből, megélhetésében, megélhetésből, megélhetésre,, megélhetésről, megélhetésiről, megélhetéseik, megélhetésiről, megélhetésinknek, munkánkat, támogatás, támogatásuk, támogatásukat, eltart, eltartjuk, eltartani, eltartásuk, eltartásukat</i>
Terror	<i>Terror, terrorizmus, terrorizmust, terrorista, terroristák, terroristát, terroristákat, terrorveszély, terrorcselekmény, iszlamista, kockázat, terrorszervezet, terrorszervezetek, terrorszervezetet, terrorszervezeteket, TEK, ISIS, ISIS-t, merénylő, merénylők, merénylőt, merénylőket, öngyilkosmerénylő, öngyilkosmerénylők, öngyilkosmerénylőt, öngyilkosmerénylőket, biztonság, biztonságot, biztonságát, biztonságunkat, biztonsági</i>
Legality	<i>Törvény, törvények, törvényt, törvényeink, törvényeinket, sértő, törvényszegés, törvényszegést, törvénysértés, törvényszegések, törvényszegéseket, törvénysértést, törvénysértések, illegális, bűncselekmény, bűncselekményt, bűncselekmények, bűncselekményeket, BTK, büntető, elkövető, elkövetők, lop, lopni, lopott, loptak, szemét, szemetelés, szemetelők, bűnöző, rongál, rongálás, törvénytelen, törvényenkívüli, törvényen kívüli</i>
Campaign buzzwords	<i>cigány, megélhetési, nemzeti konzultáció, határzár, határvadász</i>

Methodology & Research Flow



The analysis investigates the conversation on the refugee situation in social media in Hungary.

Steps of analysis:

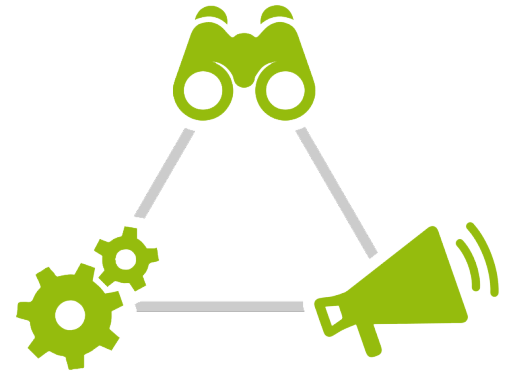
Phase 1:

- a. Creating keyword array for a specified query on **migration** using synonyms and misspelled versions of relevant words and phrases.
- b. The keyword grid was optimized capture as many as possible conversation on the topic, without pollution the data with irrelevant mentions or spam.

Phase 2: Collection of all data, from all sources based on the described query for the time period between 1.1.2015 and 8.09.2015. The study used Radian6 technology, due to its historic data paging capability. 113,421 mentions were captured in total.

Phase 3: Naïve reading was conducted to identify category perception aspects in the social media discourse, by native-speaking listening team supervised by the assigned research director. The team read over 25,000 mentions to ascertain the expressed orientations.

The method of research



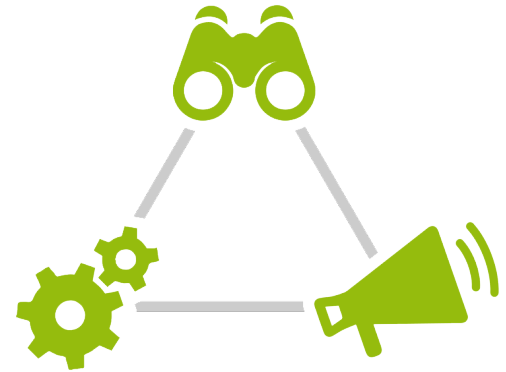
Phase 4: A prepared randomly selected sample of the data containing mentions was given to five native readers for methodological reading to identify all contexts, threads, angles, words and phrases, concepts, needs, and reasons, which emerge in the text.

Phase 5: The topic clouds created were turned into seven talk drivers underlying the category perception aspects.

Phase 6: Coders read and manually filtered the database to identify mentions that were not sales materials. Multi-level coding was conducted on these 500 mentions. Coding was done by three native trained and supervised coders.

Phase 7: Qualitative coder debriefing sessions to extract additional understanding from the coding process and the selection of typical consumer language examples.

The method of research



Phase 8: Data analysis of entire data set allowed for the generation of trend, distribution widgets. Processing of the coded data sample allowed for the creation of the topic overlays.

Phase 9: Spike analysis was conducted with native analysts to establish the underlying triggers of the communication spikes. Impact analysis was conducted using specific keywords and Radian6 technology to uncover discourse penetration.

Phase 10: Statistical and discourse analysis methods on the sample were used to investigate and describe the talk drivers and yield in-depth qualitative insights.

