

Narratives Around Migration in Public Social Media

**FRIEDRICH
EBERT
STIFTUNG**

Social Listening Study


bakamo
INSIGHTS WITHOUT ASKING



**Is there a unified European discourse
around migration?**

**What are the positive or progressive narratives
that emerge in everyday's people's
conversations?**

**28 Country
Reports**

Pan-EU Report

**Online
Heatmap**

A group of four diverse people (two men and two women) are standing in a grassy park area, smiling and holding up large, colorful speech bubbles. The bubbles are blue, pink, teal, and orange. The background shows a clear sky and some buildings in the distance.

**Keywords:
“migration”
& “migrant”**

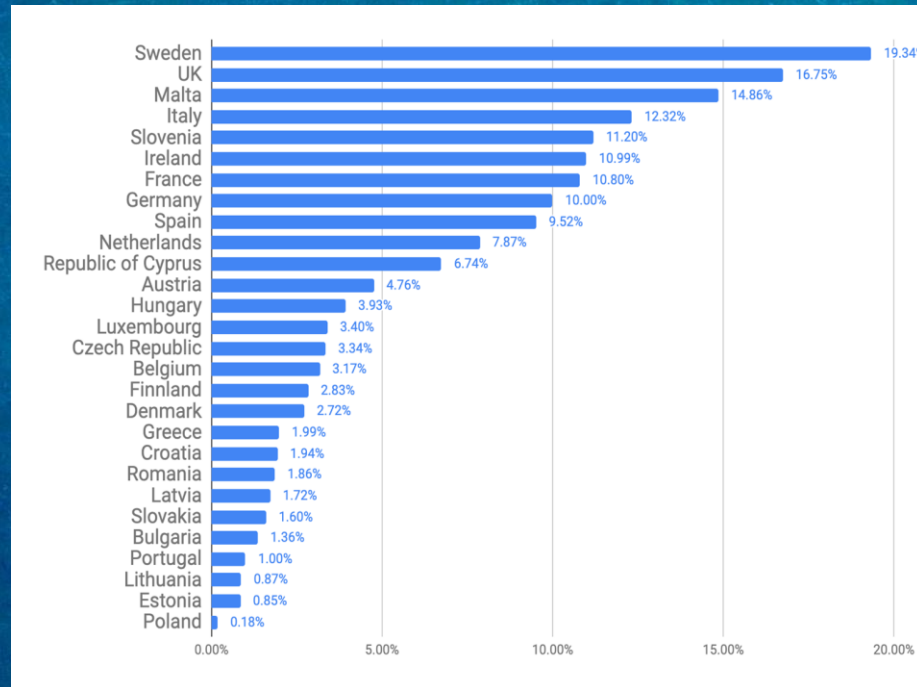
**45M posts
over 12
months**

**10,000+
sample per
country**

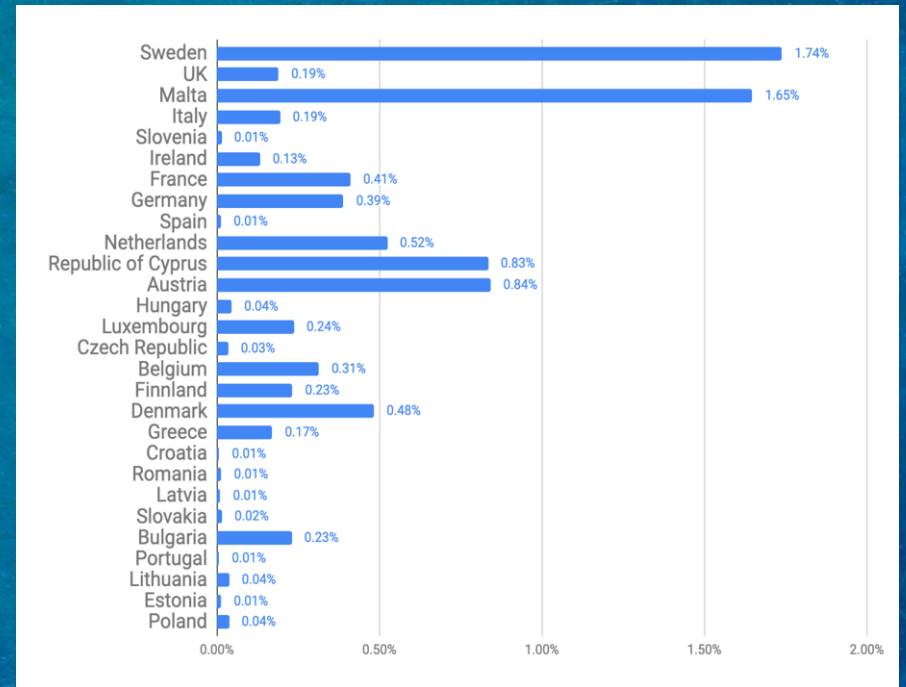
**100+
native
analysts**

Buzz size does not correlate with the number of refugees*

Conversation size compared to population (2017)



Number of refugees compared to population (2015)



Economy

"We just can't afford these people anymore!"

Demography

"Can migration soothe the demographic crisis?"

Humanitarianism

"Refugees deserve help – especially if they stay in their own country"

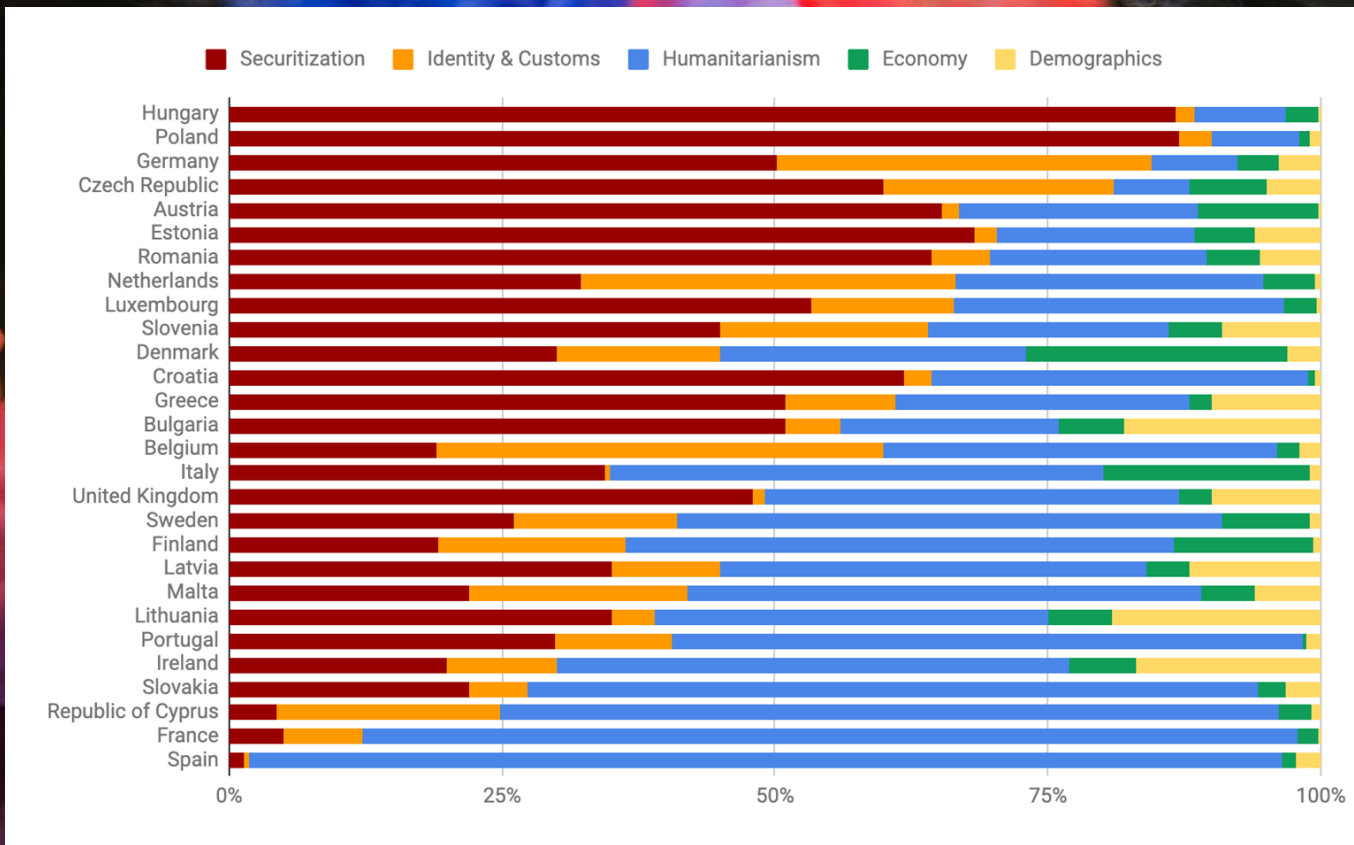
Identity

"Soon enough we'll all be living under Sharia law"

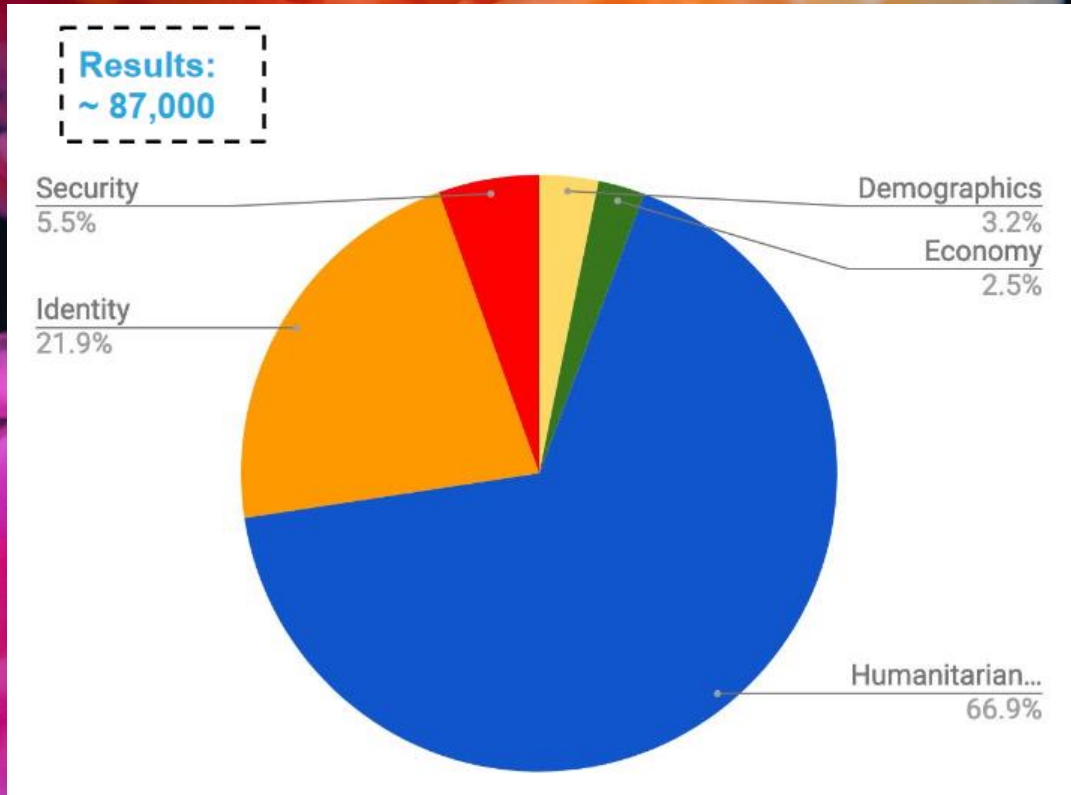
Security

"These people will rape my daughter"

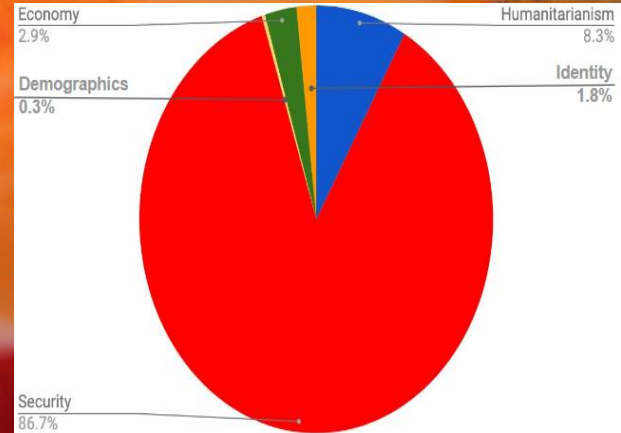
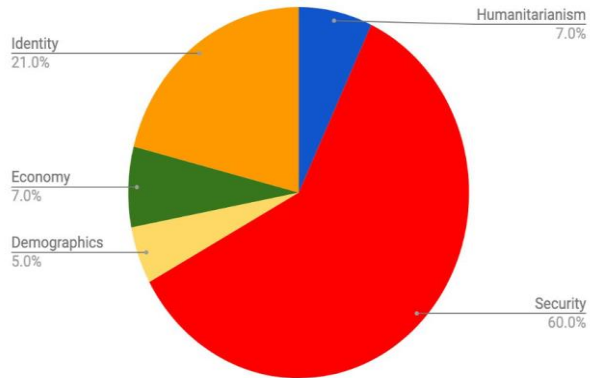
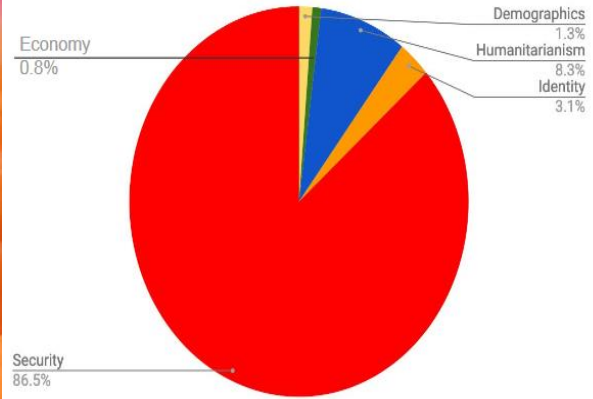
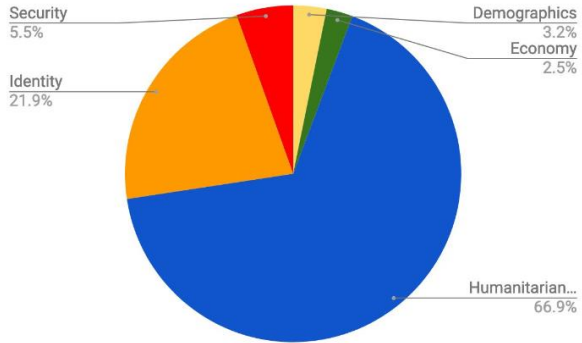
Narrative Sizes



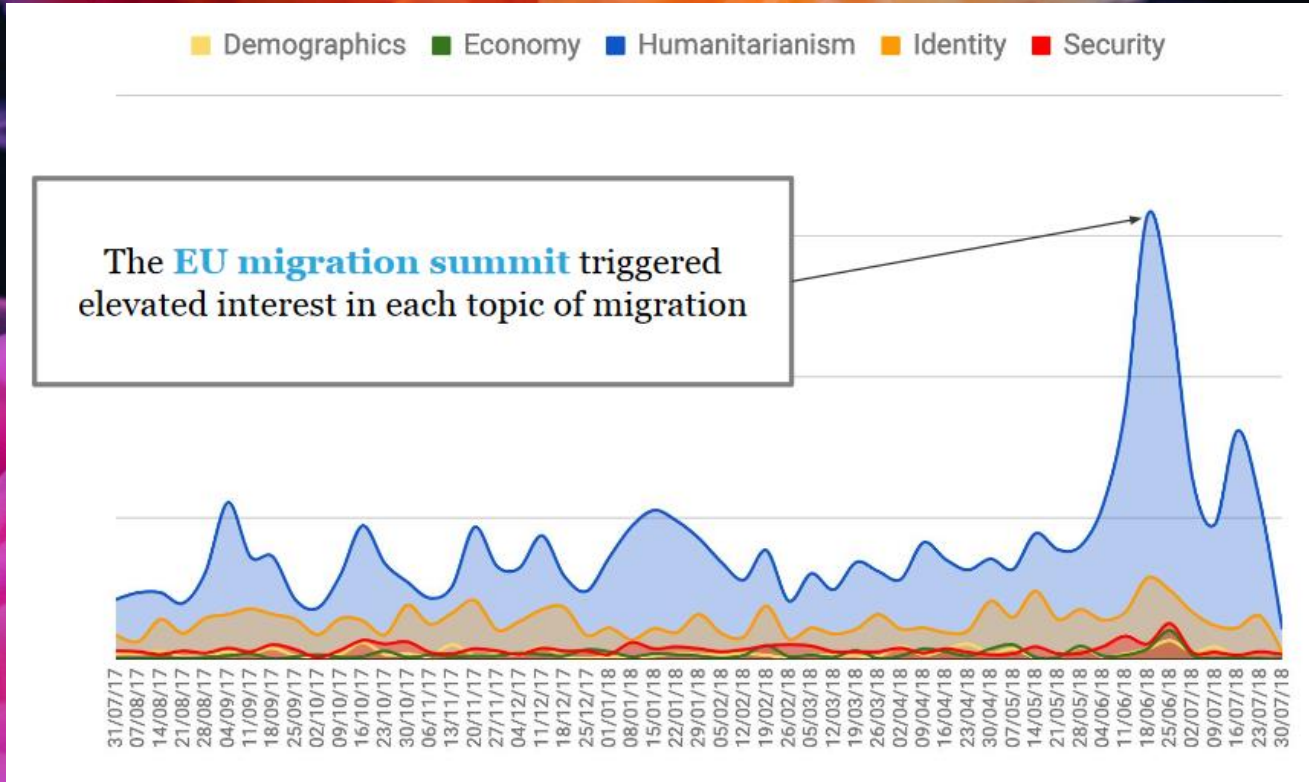
Slovakia: Compassion vs. the Rise of the Far-right



Results:
~ 87,000



Slovakia: Following the European trend





Most Influential Authors | SK

Top Online News Sites Trigger Most Attention

Online news sites provide the platform for the majority of public social media conversations in Slovakia.

Leading news sites trigger the highest engagement, while on an individual basis, blog posts of politicians or authors also trigger considerable interest.

Most Influential Sites in the Overall Conversation	
tyzden.sk	Online news site
infovojna.sk	Anti-EU, pro-Orbán news sites
nicholsonova.blog.sme.sk	Personal blog of a liberal politician (SaS) / journalist
postoj.sk	Conservative-Christian news sites
gumurin.blog.pravda.sk	Blog of science fiction author/journalist
svet.sme.sk	Major online news site
zasvatenyzivot.sk	Christian news site
domov.sme.sk	Major online news site
komentare.sme.sk	Major online news site
hlavnespravy.sk	Conservative news site



security

identity

Personal safety

Economic safety

**Cultural-communal
safety**



Migration-related Political Communication in the Post-Fact Era

1. Take ownership

2. Focus on local problems

3. Address the anxieties

4. Expose the anti-immigrant narrative

A photograph of three people, two women and one man, looking at their smartphones. The woman in the center is smiling and holding a black smartphone. The woman on the left is holding a white smartphone. The man on the right is holding a black smartphone. They are standing in front of a window with a dark frame. The text is overlaid on the bottom half of the image.

[www.bakamosocial.com/
2018-eu-migration-study](http://www.bakamosocial.com/2018-eu-migration-study)