



COUNTRY DATA-SLOVAKIA



TIPOLOGY OF CONTENT (V01)

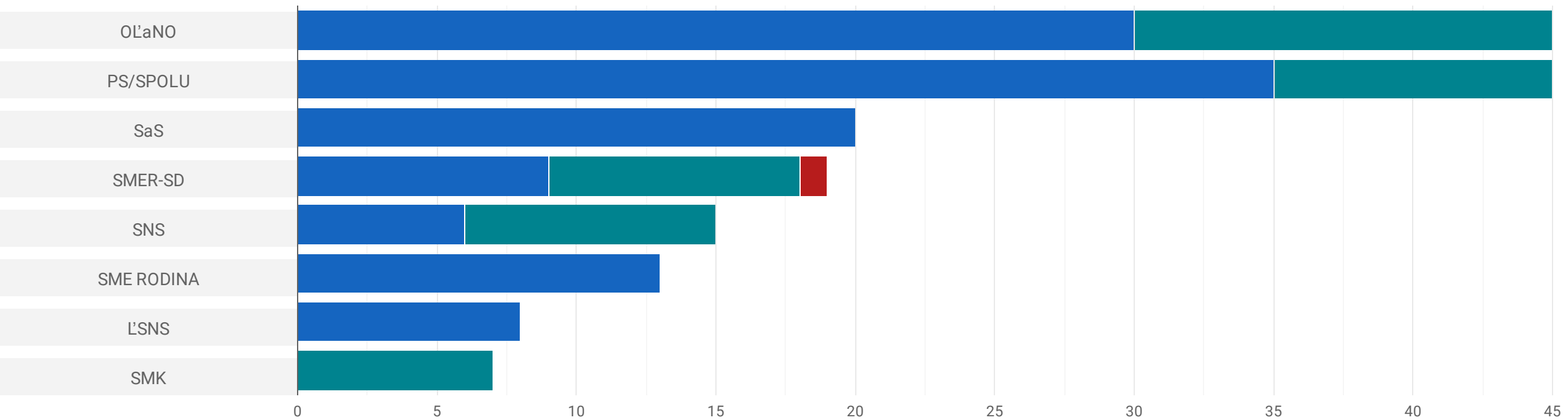
Total contents uploaded

172

Social
121

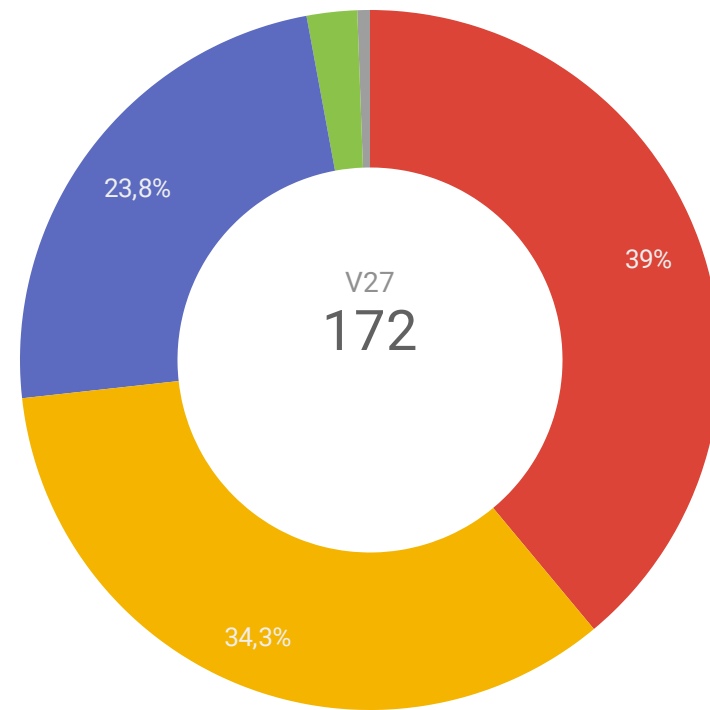
Print
50

Commercial
1

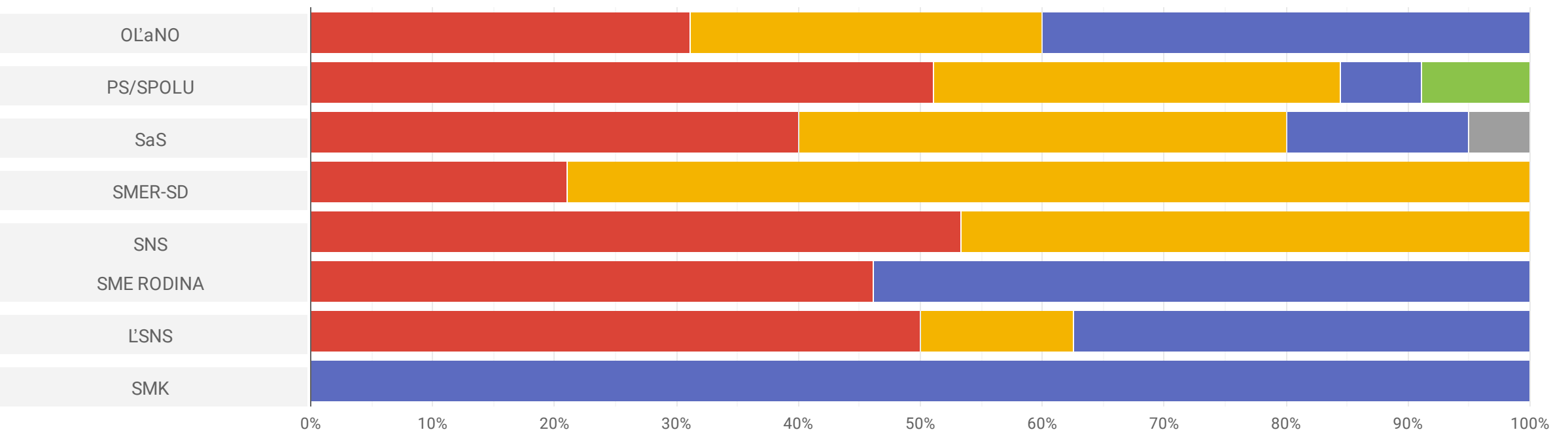


ON WHICH DIMENSION IS THE CONTENT MAINLY FOCUSED? (V27)

legend ■ National ■ European ■ National/European ■ Extra EU ■ None

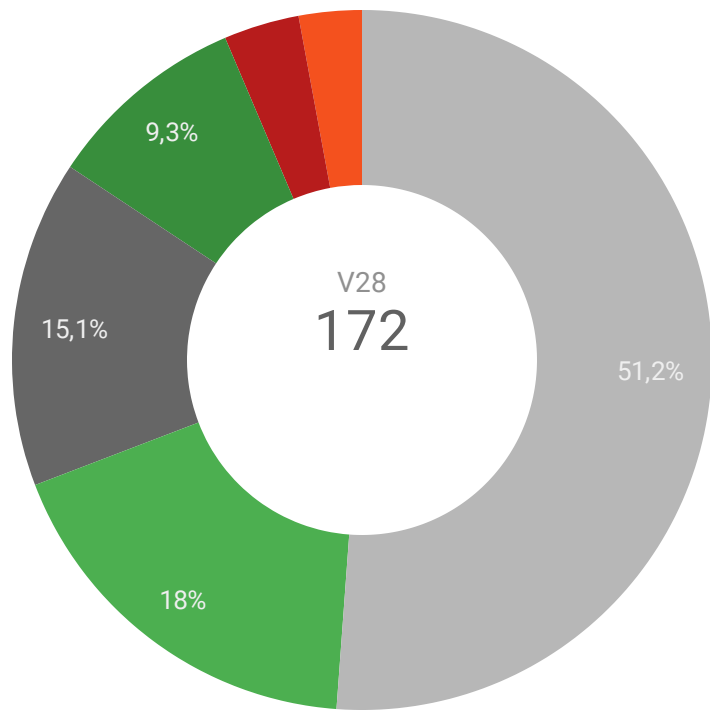


V27
172

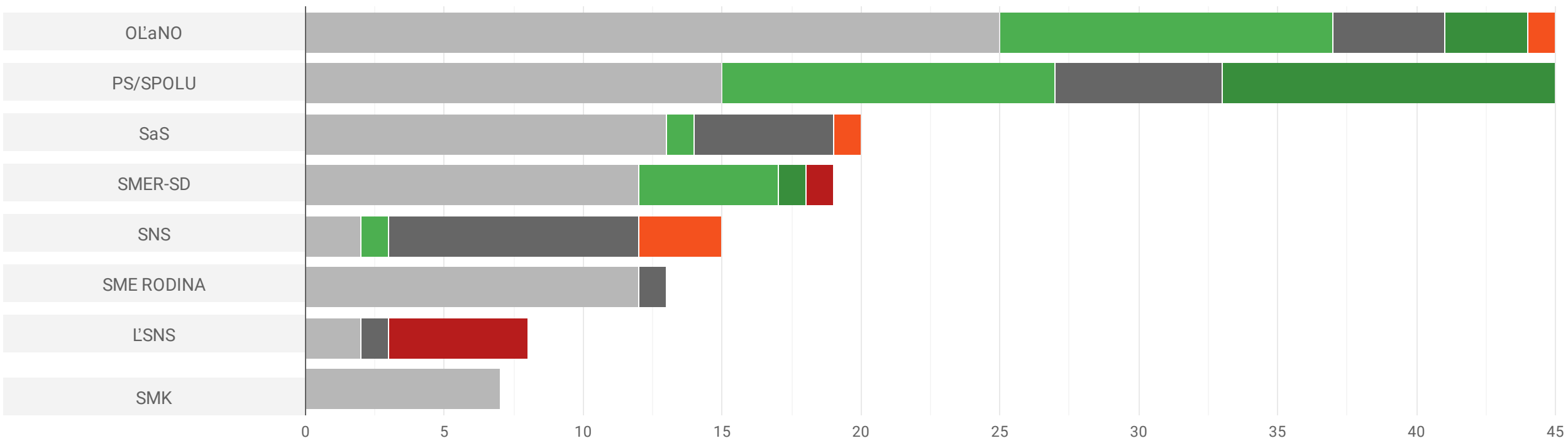


HOW IS THE EUROPE REPRESENTED? (V28)

legend ■ Strongly positive ■ Positive ■ Neutral ■ Negative ■ Strongly negative ■ Not represented



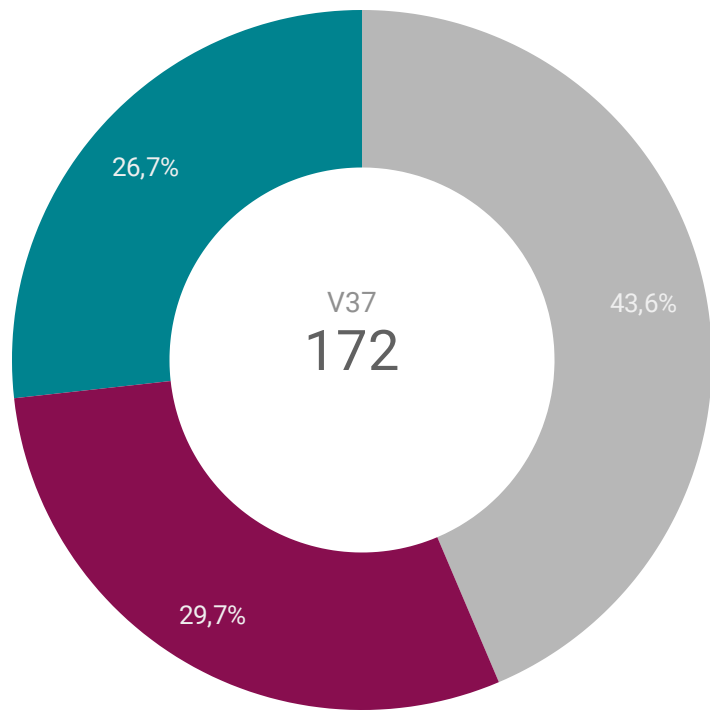
In the major part (one half) of all the posts Europe was represented as neutral. That is mainly because political parties did not focus on the EU (or Europe), but only mentioned it in their posts. That was the case when political parties focused on national topics and Europe was not represented neither positively nor negatively (OLaNO party – Ordinary People and Independent Personalities). SaS party – Freedom and Solidarity or coalition PS / Spolu – Progressive Slovakia / Together often mentioned competences of the EU institutions and explained their role, but their posts were rather oriented towards particular national policies. As expected, the most negative attitudes towards the EU and Europe were expressed by far – right L'SNS party - People's Party Our Slovakia that have strong anti – EU attitudes. In the past, the party organized petition for leaving the EU. On the other hand, the most positive attitude towards the EU and Europe had coalition PS / Spolu – Progressive Slovakia / Together that express the EU as opportunity and well-being for people. Europe was not represented in the posts that focused on national issues, as was mainly the case of SNS – Slovak National Party.



THE MESSAGE OF THE CONTENT IS MAINLY (V37)

legend

Emotional Rational Neutral/Other



Emotional posts prevailed in three parties in case of national or European topics. Sme rodina party – We are family and far right ĽSNS party - People's Party Our Slovakia focused especially on the topic of (illegal) immigration which has been a popular political issue in Slovakia since the EU migration crises in 2015. Emotional posts were connected to negative campaign against politicians or government (OLaNO party – Ordinary People and Independent Personalities). However, OLaNO and coalition PS / Spolu – Progressive Slovakia / Together often expressed also positive emotions towards the EU issues or campaign. The least emotional posts were present in SaS party – Freedom and Solidarity and SNS – Slovak National Party. These parties focused on particular national or European policies. On the other hand, the rational posts presented the party or their candidates as those who are reliable and well – oriented in particular policy. Parties tried to focus on data, arguments, competence and especially experience in politics or policy field of the candidate.

