



DISINFORMATION NARRATIVES ON INSTAGRAM AND TIKTOK

REPORT MADE BY



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INTRODUCTION

Most of what we know about internet use and social media consumption is based on data and analysis from the English-speaking countries / online communities / advertising markets.

This is even truer about the trends identified in Gen Z. There is comparatively much less information about other European countries, especially those with no language of wider circulation. And indeed the patterns of media consumption (and disinformation) seem to differ to some extent across borders; see the data below.

However: The members of Gen Z may be more alike across borders/cultures than the average internet user, in the sense, they are probably more globalized and have more in common in terms of internet use, cultural preferences, browsing habits, and media literacy, irrespective of the country in which they live.

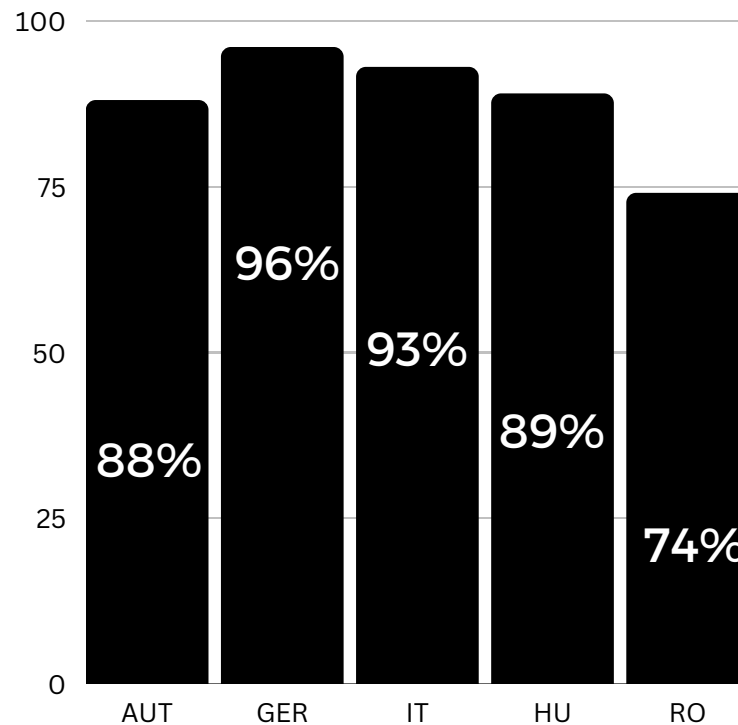
Still: The “generation effect” (how successive age cohorts differ) may be reduced over time by the “lifecycle effect”: when people grow old they start to behave more like the previous generations, and less like their own very young selves. So internet use, media consumption, and permeability to manipulation may change in GenZ too when they (i) enter the job market; (ii) marry; (iii) have children. There is a possibility that they will partially revert to the media consumption habits which are prevalent in their national cultures.

Moreover: GenZ (born in the late 1990s to early 2010s) is by definition heterogeneous, including teenagers in high school but also young professionals who might be married and stable jobs. Moreover, there may be a difference between social natives (12-24), who grew up in the world of the social, two-way communication web, and the digital natives (over 24 yrs) for whom social networks appeared a bit later in their teenage life. In our project, we target primarily teenagers up to age 18 (?) and this is why extra attention should be paid when reading data or conclusions from various reports about GenZ as a whole.

The data

(The data & charts in this section are from the Reuters Digital News Report 2022, by Reuters Institute and Oxford University)

Internet Penetration



Reuters Institute for the Study of Journalism | Digital News Report 2022

Media consumption patterns are heterogeneous and with national peculiarities across the five countries of the project.

- Austria: the print newspapers remain unusually popular and influential, with readership very high (second in the world after India). Trust in media and online brands is also relatively high.

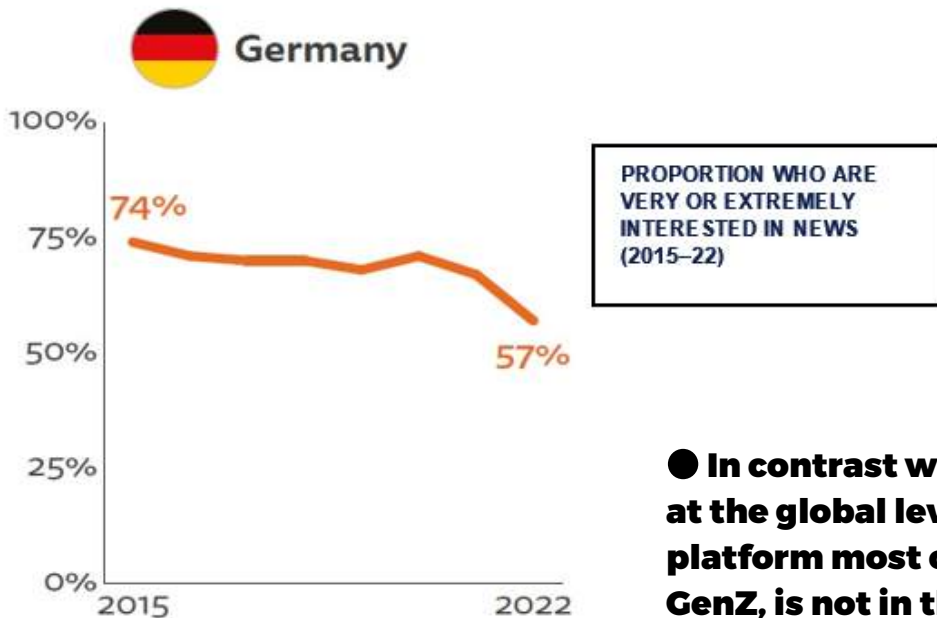
- Germany has the highest internet penetration, high trust in media, and the first experimentation with gaming-style news formats at Mitteldeutscher Rundfunk (MDR, public channel)

- Italy has the highest TV consumption in the group and the ratings are holding well against the online advance; internet upstarts like Fanpage borrow the TV formula of celebrity gossip to build a massive audience.

- Hungary and Romania are countries where online reached the highest level of consumption (86-87%) at the expense of traditional media, which has declined.

But there is also low trust in all types of news sources (just 27% in Hungary) explicable by the high level of clientelization of the media channels: political in Hungary, economic in Romania.

The contrast is most obvious when it comes to trusting public (state-owned) media: relatively high in GER and AUT (ADF, ZDF, ORF); and very low in RO and HU, like in most Southern Europe.



● In contrast with its stellar performance at the global level, TikTok, the new social platform most often associated with GenZ, is not in the Top 6 social media/messaging applications in AUT, GER, and Italy. It is slightly higher in preferences in RO and HU, but here indeed is the fastest growing platform, as it is worldwide.

In general, the social media space is more diversified in the first three countries, with the main platform (FB) in decline (as it happens across the world); while in RO and HU Facebook still grows, but in parallel with the “new generation” networks focused on visual and video.

Twitter, the most “serious” platform for news and debate, is almost non-existent Eastern Europe – it has never been popular from the beginning. Instagram, a platform that in USA or UK begins to be regarded as a thing of the past by GenZ, is still growing in all our countries.

The Reuters-Oxford report notes a global trend among the publics to “turn away from the news” altogether, because “it gives them a bad mood”; however this is not the case in Germany and Austria. GER and AUT are the countries where the public is least concerned about false and misleading information (32 and 31%); this correlates with the high trust in the media mentioned above.

The global disconnection from the news, both in the traditional and online media, is seen even in countries with high trust in media like Germany. The new trend is called “selective news avoidance”, when people turn away from certain topics or types of messages they don’t want to be exposed to.

● **Young people are the most difficult to persuade to pay for news online: the average internet subscription payer is 50 yrs of age. Also, people aged 18-24 use at least the dedicated news websites and apps, preferring to access news indirectly via social media or mobile aggregators. Thus, they are likely to get them in a haphazard and biased manner. This correlates with the news avoidance behavior mentioned above, for which various reasons are offered.**

	AUT	GER	IT	HU	RO
Facebook use (growth)	58% (-4)	41% (-1)	71% (-5)	81% (+1)	81% (+3)
TikTok use (growth)	-	-	-	21% (+3%)	30% (+3%)
Instagram use (growth)	38% (+4)		50% (+3)		

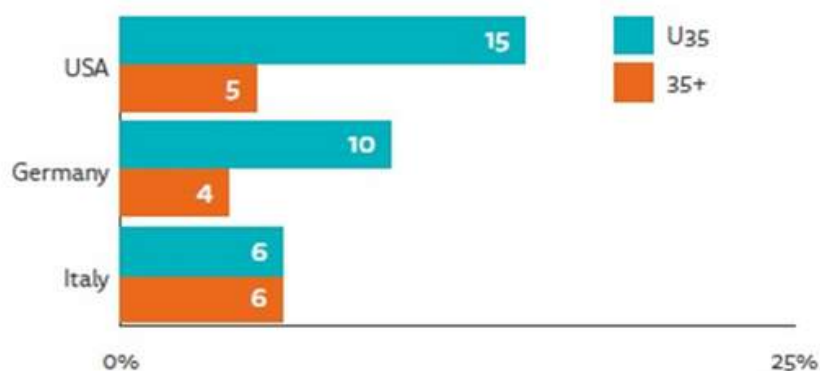
Reuters Institute for the Study of Journalism | Digital News Report 2022

● **As it might be expected, young people complain more often than the average user that news is too complex and that they struggle to understand them. This should be a starting point for exploring new ways to communicate current affairs to GenZ, especially in countries with low trust in all types of media (IT, HU, RO)**

MOST COMMON REASONS FOR NEWS AVOIDANCE – ALL MARKETS

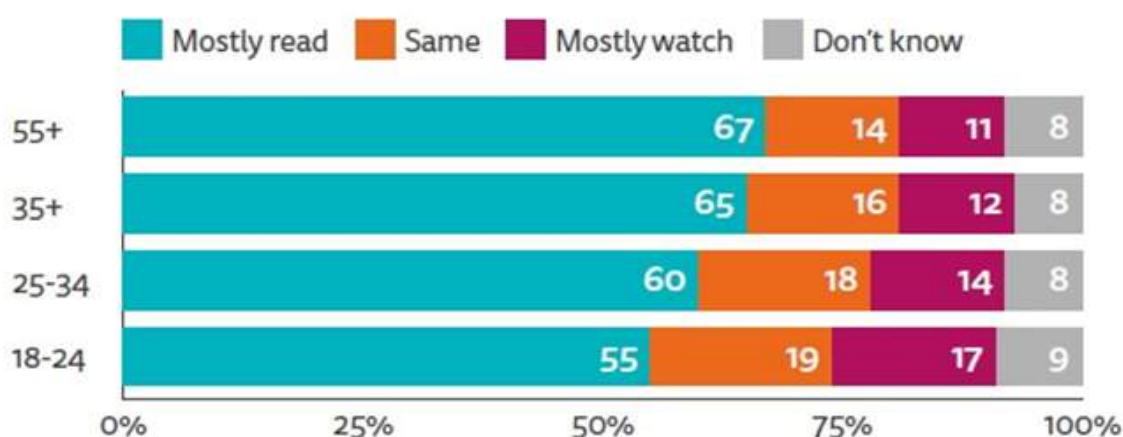


PROPORTION OF NEWS AVOIDERS WHO STRUGGLE TO UNDERSTAND THE NEWS – BY AGE – SELECTED MARKETS



● **There is another generation bias in media consumption: younger people prefer to watch than read more than their elders (although many people admit that identifying the main message in a text should be faster, while the reader is more in control than a video watcher). Text is still important for GenZ but there is a marked preference for combined, multimedia formats.**

PROPORTION WHO MOSTLY READ NEWS IN TEXT - BY AGE - ALL MARKETS

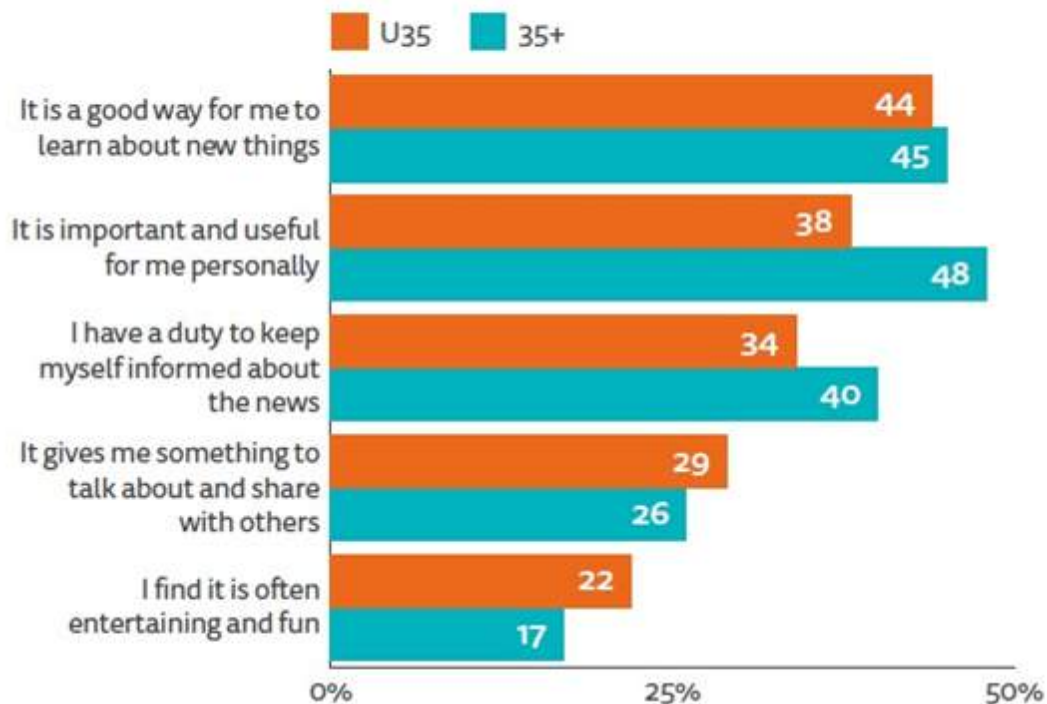


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● The very definition of **News** may have changed with the younger generations, with “hard topics” avoided (politics, international affairs, business news) and “soft” topics on the rise: entertainment and celebrity news (33%), culture and arts news (37%), fun news/satire (39%), food-wellbeing-fashion (35%). To what extent this is just a lifestyle effect that will fade away as people grow older, only time will tell.

● The same is true about **the motivation** to follow the news: younger generations more than the previous ones place an emphasis on the entertainment and shareability of the news, rather than the duty they may feel to be informed. They are also less loyal to the news brands, whether traditional or new.

PROPORTION WHO SAY EACH IS WHY THEY KEEP UP WITH THE NEWS – BY AGE – ALL MARKETS



Reuters Institute for the Study of Journalism | Digital News Report 2022

1 billion

It reached 1bn users faster than any of its predecessors

TikTok has become the fastest growing network in 2021–22, reaching 40% of 18–24s globally; while 15% of its users take it as a source of news.

On TikTok peculiarities

● The usage of TikTok is higher in Latin America, Asia, or Africa, and lower in Europe, and especially Northern Europe. However the average age of the population differs significantly across continents too, so this may be a statistical artifact created by the higher proportion of GenZ outside Europe.

● The war in Ukraine may have contributed to the “politicization of TikTok”, which started initially as a collection of clips about dancing and trivia but lately become a platform for political campaigning and first-hand news. As someone noted in the report mentioned “where it lacks in trustworthiness, it excels in the presentation”. Many TikTok clips with politicians, influencers with messages about current affairs, or news about the situation in Ukraine have become viral and crossed over to other forms of media in the past months.

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● 2nd generation social media environments like TikTok, with their heavier emphasis on video and visuals, magnify the role of influencers. According to a study on youth and democracy, they became more credible for youngsters than political parties: interaction is more frequent and personal. So when influencers talk about politics or public affairs, young people tend to listen. On the other hand, it is also true that many influencers who want to monetize their reach through contracts with big commercial brands avoid speaking about politics or other controversial current affairs topics. This encourages the news avoidance mentioned above and the preference of youth for soft topics. Overall, to what extent the influencers have a real impact on shaping the attitudes in GenZ – apart from the shopping habits, where the influence is massive – is not clear and depends on the “authenticity” of the voice transmitting the message, which on such subjects is harder to create than on brands promotion. As a result, the impact of influencers on socio-political attitudes can be exaggerated.

● The algorithms of TikTok may be much more effective than human influencers in conditioning political attitudes or the perception of current affairs among GenZ members. The authorities of China, where the owner company's HQ is located, may interfere with what the vast and increasing international pool of users can see, as a recent press analysis shows. The clips from live events with political implications, or various commentaries, can be prioritized in a different manner lacking transparency, or even hidden from some of the viewers. In other words, the life view of the user can be customized by the administrators. This, as the article argues, should be a very serious concern, in particular, because the posts are increasingly regarded by users as a source of news. In addition, there is also the other danger: the Chinese authoritarian state will get access to the personal and navigation data of TikTok users.

● TikTok is the platform with the lowest Social Media Safety score (SMSI) among the big ones because it creates an environment favorable to bullying and discrimination. When posting consists largely of video clips showing the persons who send the message, in their own voice and physical appearance, the chances increase very much to get hate comments, negative reviews, body shaming, and gang trolling. It cuts both ways: what makes the platform attractive in the first place and creates its potential for virality (personalization of the message) can also become a source of miserable experiences for the would-be influencer. It is true that, by some estimates, about half of the TikTok users do not post, but only listen; however the other half still represents a vast population of youngsters who may be exposed to angry/toxic feedback when they try to express themselves. TikTok is more about how you look and how you say things, and less about what you actually say, at least compared with the 1st generation platforms, and some members of GenZ learn this the hard way. Mutatis mutandis, this applies to all similar 2nd generation platforms.

GEN Z PECULIARITIES:

As noted above already, most of what we know about GenZ social media consumption comes from studies carried out on US / UK audiences. For instance this Pew survey which came with the interesting finding that 18-29 yrs old group is the first for which the use of social media started to decline lately

We can only speculate if US young adults show the way and their counterparts in Europe will follow with a time lag – but if this happens, the trend is very significant.. It suggests GenZ may start to reject the idea of social networks they grew up with, including probably the type of social hierarchies created by years of "like" counts, the noise generated by clickbait posts and the permanent pressure to maximize "engagement".

This kind of fatigue may lead to a break-up of the social media space even more, where smaller and more numerous dedicated applications will proliferate: private chat groups (on Discord & like); candid photos (Poparazzi); spontaneous social meetings; gaming circles; and all sort of networks dedicated to one topic (lifestyle).

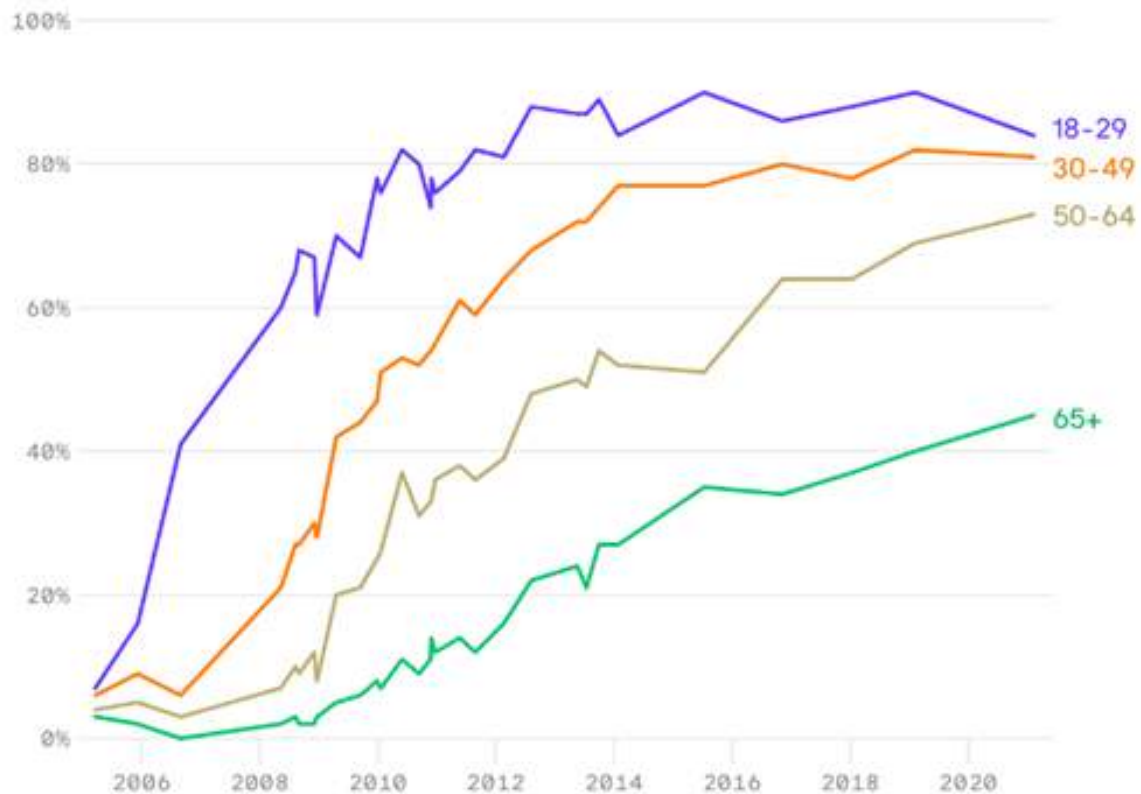
·The big arena of the all-purpose internet open to everyone, where one's public persona must be created and upheld, generated fatigue and lack of interest in GenZ. The big firms started themselves to take distance from the idea of "social media" (also fearing the regulators)

Facebook says they do "metaverse"; Snapchat says they are "a photo camera company"; TikTok is just "an entertainment platform". Still, these trends are only suppositions at these point as far as GenZ is concerned; time will have to validate the preliminary data coming in.

Still, these trends are only suppositions at this point as far as GenZ is concerned; time will have to validate the preliminary data coming in.

Percentage of Americans who say they use at least one social media site, by age

Regular surveys of about 1,500 U.S. adults conducted 2005–2021



Reproduced from Pew Research Center

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● Important question for our project: are the GenZ members easy to fool online by those who want to manipulate them with fake information? Or, because they are social digital natives, are harder to manipulate than the boomers, for instance? This question is crucial and, as it happens, there are two schools of thought here. On the one hand, as analysts observe, “GenZ may be more immune to the lure of misinformation because younger people apply more context, nuance, and skepticism to their online information consumption”. In addition, they declare in surveys that they are much better at detecting fakes than older generations, who struggle at the task. On the other hand, there are people who argue otherwise: GenZ is at least as easy to fool online as any other person; the war in Ukraine serves as a test case, where the flood of content on TikTok makes the platform what Twitter was for the Arab Spring in 2011, just with vast more attempts at deliberate manipulation likely to take place. Peter Adams, senior vice president of The News Literacy Project, quoted in the last article, says that a combination of nihilism and shortening attention spans is also a factor why this generation, like those before it, sometimes skips the verification process and end up amplifying fake news. “If your primary way of [consuming news] is input-grazing through TikTok or Snapchat or some other platform, there’s an impulse to just kind of react in passing and not really interrogate the source”.

● Related to this, another discussion must be held separately about how the proper reading and scientific literacy acquired in school plays a role in improving the media literacy, and thus resistance to manipulation. The 2019 PISA scores show a significant gap between the EU countries in this respect. The same is true for our five countries, with Romania scoring by far the worst in the group. Problems like these relating directly to GenZ, which are confirmed by successive evaluations, cannot be wiped under the carpet when discussing the social permeability to disinformation, the popularity of various conspiracy theories, or the means to fight back against such phenomena. When general literacy scores (reading & science) are low, like in the case of Romania, what is concerning is not just the average level as such, but also the score dispersion: the large intra-country gap between the members of GenZ. A smaller fraction of the age group benefits from a good education in well-performing (usually urban) schools; while a larger part of the age cohort is miserably failed by the rest of the public education system. Treating the whole GenZ as homogeneous in terms of knowledge, analytic ability, or interests in public issues is wrong. What is more, such problems revealed by the PISA scores may be also relevant when it comes to the motivation why they find the current affair news as “too complex, or confusing”, or when they prefer video at the expense of text, as we saw before.

	AUT	GER	IT	HU	RO	OECD average
PISA score, 2019	491	500.3	477	479.3	428	488

Finally: What seems to be really specific to GenZ, according to research done in the US, happens offline: they socialize a lot less in real life. They go out less frequently than their peers two or three decades ago, start working as part-timers at older ages, go less on dates, and in general have fewer friends – in body and flesh, not the online version – as the charts below show. When we interpret the internet consumption data throughout this report, we should therefore keep this in mind. This is also likely to be relevant to how we design the response to disinformation and the educational products in the project.

Decline in Friendship

Percentage who report having the following number of close friends, not counting their relatives



Sources: American Perspectives Survey, May 2021; Gallup 1990.

Note: Figure may not add up to 100% due to rounding.

Methodology

COUNTRIES OF INTEREST: Germany, Austria, Italy, Hungary, Romania
KEYWORD SELECTION: In collaboration with project partners
HASHTAG SELECTION: Based on views and videos
VIDEO SELECTION(TIK TOK): AT LEAST 10,000 views
TOOLS USED: Crowdtangle, Exolyt, Brand24, Influencity

To monitor the two narratives in the 5 countries we mainly used Crowdtangle to observe the activity of Instagram pages, Public profiles of politicians, and online influencers. The sources were chosen based on their traffic, number of followers, and reach in order to maximize the relevance of our findings. We have worked mainly with a selected list of keywords.

In order to establish trends and top content we've used the CVS download function of Crowdtangle as well as the Search panel. Top content meant posts with at least 10,000 interactions in 2022. Viral content was also selected in accordance with volume and the country's population.

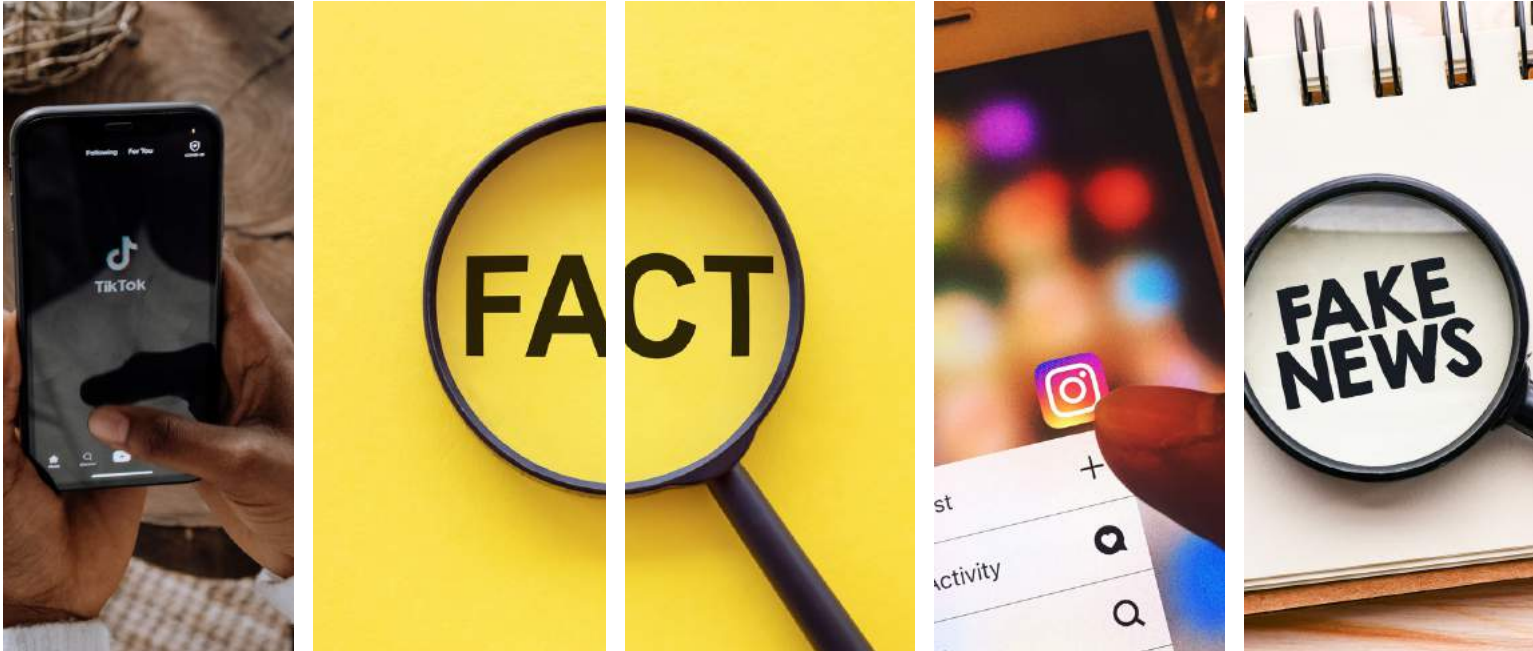
To monitor the two narratives in the 5 countries for Tiktok we've initially used Influencity in order to make an initial brief of viral accounts in each country. This tool, designed for marketing companies allowed us to make a pre-selected list of influencers and popular accounts in each country. This list was checked in the final research, but not used exclusively. Viral content was ultimately decided by hashtags.

In order to filter content using hashtags we've used the software of Exolyt.com and Brand 24, start-ups that have adapted their initial marketing research purpose to multiple types of research, including disinformation monitoring.

The narratives were decided in collaboration with our project partners with the purpose of drawing similarities and differences at the end of each chapter. In the second phase of the analysis, we reviewed each tag and double-check the filters from Crowd Tangle and Exolyt. We took into account only manually tagged content for the analysis of narratives positive or negative content due to a consistent number of irrelevant posts and unstable technology.

Each narrative got a narrative tag and a status tag: neutral, supporting, or conflicting, to determine the tone and purpose of the post in the matrix of our narratives. These tags along with the narratives were decided according to best practices in social media analysis. Limitations - We have manually tagged posts after filtering the narrative by keywords. In the context of huge volumes of data, we followed our selection of keywords. Other relevant data might be missing from our monitoring, but the major actors and sources have been included in this research.

Chapter 1 – Germany & Austria (German Language Space)



Gen Z Age Range is roughly 11 to 26 years old today. Globally, Instagram is one of the most popular social networks, with over 1.2 billion active users. With an audience of 150 million users and 140 million users respectively, India and the United States led the list of the countries with the most Instagram users in April 2021. Brazil and Indonesia ranked third and fourth while Germany was tenth in the list.

In Germany, there were 32.2 million Instagram accounts in 2022. There were 3 532 900 Instagram users in Austria in May 2022, which accounted for 39.8% of its entire population. The slight majority of them were men - 50.1%. People aged 25 to 34 were the largest user group (1 070 400).

**One third of
Instagram's
global audience
is made up of
individuals
aged between
25 and 34 years
old.**



Narrative 1 - Immigration

Data collection	Crowdtangle (Meta official app)	Keywords filtering Only monitoring viral content over 12 months.
Narratives followed	European Union - Is euroscepticism a viral topic and if yes, who promotes it?	Immigration - Is an anti-immigration discourse flourishing on Instagram, and if yes who promotes it?
Top narrative Anti-immigration discourse	Top anti-immigration accounts Alice.weidel,afd.bund(Alternative für Deutschland), ainyschu (Anabel Schunke)	Top positive accounts Tarek Bae Generation_Islam The reality of Islam

Top positive content was created by the Berlin journalist, Tarek Bae. Tarek Bae studied Communications and Media Studies in Germany and the UK. He is a journalist and a media consultant. He has 136,000 followers and 277,467 interactions with content related to immigration and anti-racism in Germany and Europe. He is a political influencer usually shared by left-wing audiences that want to promote anti-racist messages on Instagram.

Top content created by the Muslim community. A significant presence on German Instagram in the German language Islamic community's Instagram accounts promotes peaceful religious messages, prayers, and active criticism of the German state's policy of restricting the right to religious freedom and expression.



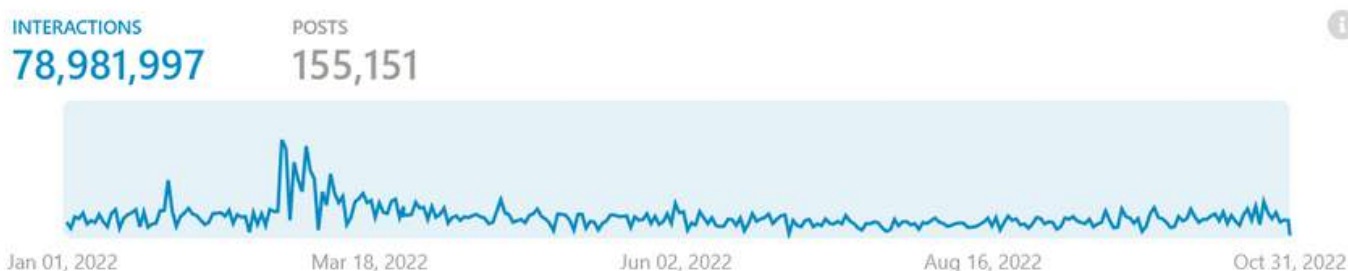
The accounts mostly focus on anti-racist messages and promoting the rights of the religious Islamic community. The top accounts in this perspective are generation_islam, realitaetislam, and islambotschaft. These accounts have a total of 152 190 followers and their content reached over 400,000 interactions with issues related to anti-racism and immigration rights of Muslims living in Germany and Austria. The audience of these accounts is almost exclusively the Muslim community. An interesting finding is that the German Muslim Community is the only minority of the 4 areas analyzed (German Language Space, Italian Language Space, Hungarian and Romanian) that have such a strong response and reach (traffic, popularity)

Top Neutral Content - News accounts like trt deutsch, Faktastisch and kronen.zeitung dominates the top sources in the Immigration narrative on Instagram. They mainly present updates, interviews, and events, without a personal take, trying to present controversial events in an objective manner.

An important mention here is that Germany is the only country where a fact-checking media account, volksverpetze is present in top sources. They are a non-profit anti-fake news blog against fake news, disinformation & anti-scientific attitude. On their website, they clarify that their positions are not neutral, but rather “One must not be neutral about fascism, hatred, hate speech, discrimination, fake news, and lies. We are fair, independent, and impartial. And we often have an opinion that we always support with facts.”, Volksverpetze website.

Top Negative Content - In top sources, we have two accounts that lead the negative content, Alice Weidel, the leader of the Alternative for Germany party, and the official account of the party, afd.bund. Their content is the most consistently viral on Instagram concerning negative content towards immigration, reaching 238 465 followers and 203 510 likes on anti-immigration content in 2022. The more worrying conclusion is that in the TOP 100 viral posts on Instagram concerning immigration in 2022 in the German Language Space, 25% of the viral posts were anti-immigration and promoted mainly by AFD. Only another viral account made the top with negative content, the political influencer Anabel Schunke.

Narrative evolution on Instagram





Narrative 1 – Immigration

Top Sources

Account Name	Total Interactions	Interaction Rate	Total Posts	Video Views	Post Performance	Followers
 zdfheute ✓	290,362	0.93%	24	482,607	-1.2x	1.30M
 tarek_bae ✓	287,590	4.77%	44	—	1.4x	137,161
 trtdeutsch ✓	285,060	2.21%	84	825,399	2.0x	153,301
 afd.bund ✓	108,442	3.72%	22	13,083	1.3x	132,519
 kronen.zeitung ✓	90,981	1.05%	56	163,690	1.3x	154,330
 alice.weidel ✓	60,328	5.64%	10	—	1.1x	106,946
 faktastisch ✓	54,366	0.66%	1	—	-1.3x	8.20M
 taz.die_tageszeitung ✓	38,684	1.44%	13	—	1.5x	206,791
 spiegelmagazin ✓	36,343	0.4%	9	130,556	1.0x	1.02M
 juergentodenhoefer ✓	35,607	6.06%	4	—	1.9x	146,850
 heuteshow ✓	34,675	1.6%	1	—	-1.4x	2.17M
 bild ✓	30,343	0.94%	4	—	-1.1x	808,245
 faz ✓	29,897	0.9%	6	—	1.5x	554,208
 derstandardat ✓	27,705	0.88%	9	—	-1.1x	347,943
 afdimbundestag ✓	27,648	3.73%	16	—	1.2x	46,317
 sz ✓	26,094	0.95%	4	—	2.9x	686,427



Top anti-immigration content

Examples

Top viral anti-immigration content on Instagram was created by the official accounts of Afd.bund and Alice Weidel. Another influencer that made the top viral list was Anabel Schunke.

01

AFD.BUND ACCOUNT

" Around 300,000 #migrants in #Germany should not be here at all - because they are not threatened at home because they have become delinquent here or because they should apply in another European country"

Followers at posting

127 758

Total Likes

10 553

Comments

914

02

AFD.BUND ACCOUNT

"Better 500 deportations a day than 50 knife attacks every day And again a migrant killed #MENSEN in a German #stadt: On Tuesday, a #somalier tore two #men in #ludwigshafen and seriously injured another. "

Followers at posting

126500

Total Likes

10 324

Comments

881



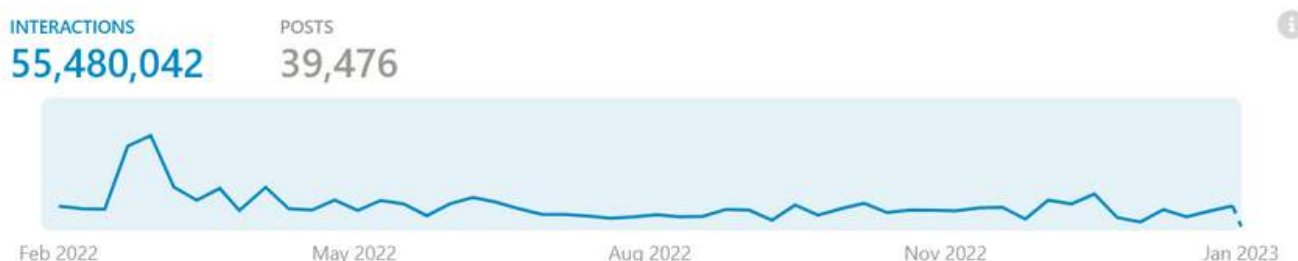
Narrative 2 - European Union

The European Union narrative on Instagram was massively dominated by the content produced by the account - Tagesschau. This account alone had over 30 million interactions with content regarding the European Union. Being a trusted German source it has 4.3 million followers on Instagram with 450 posts directly referencing the European Union in 2022.

The top 100 viral posts about the European Union, but also an extended top 400 posts monitored on Instagram were dominated by the account Tagesschau. The content mostly portrays events and actions made by the European Union and reactions to these events and decisions as expected from media sources online. Most of the content we tagged as neutral.

Other sources that made the top were news outlets and their respective Instagram accounts, the accounts of European politicians, and usually pro-European or neutral content. No significant spike against the European Union was detected in this monitoring, rather an expression of legitimate concerns regarding the future of the EU and the handling of the war Russia produced in Ukraine, internal issues such as the energy crisis, inflation, and so on. The object of this research however was not to monitor all of these narratives, nor could we assume to map the entirety of the Instagram content in Germany for 2022. Most content analyzed in this narrative shows that potentially negative content is related to the challenges the EU faces, specifically for Germany immigration and the lasting energy crisis.

Narrative evolution on Instagram





Narrative 2 - European Union

Top Sources

Account Name	Total Interactions	Interaction Rate	Total Posts	Video Views	Post Performance	Followers
 tagesschau	30.24M	1.54%	450	21.18M	-1.1x	4.38M
 zdfheute	2.56M	0.91%	217	5.22M	-1.2x	1.30M
 jurafakten	811,088	3.31%	26	—	1.1x	941,150
 bundeskanzler	809,373	1.07%	39	715,293	1.1x	1.94M
 katapultmagazin	756,792	1.67%	88	—	1.0x	515,346
 quarks.de	619,482	1.49%	30	2.04M	-1.2x	1.39M
 derstandardat	523,071	0.73%	207	37,730	-1.1x	347,762
 faz	513,252	0.55%	169	—	-1.2x	553,971
 ursulavonderleyen	507,393	2.48%	54	1.86M	1.9x	379,501
 srfnews	493,510	1.28%	162	990,894	1.1x	238,827
 heuteshow	356,014	2.05%	8	1.42M	-1.2x	2.17M
 welt	337,312	1%	51	—	1.0x	660,260
 bild	311,101	0.82%	47	—	-1.2x	807,145
 abaerbock	308,777	2.96%	18	—	1.2x	580,194
 die.da.oben	304,704	3.25%	37	410,388	1.2x	253,108
 handelsblatt	282,292	0.58%	126	236,812	-1.0x	383,396
 kronen.zeitung	239,645	0.68%	227	152,866	-1.2x	154,285
 rtlaktuell	230,973	0.17%	293	223,864	-1.7x	467,846
 spiegelmagazin	222,394	0.4%	55	109,262	-1.1x	1.02M

Narrative 1 - Immigration



Top hashtags monitored

Economic Refugees
#wirtschaftsflüchtlinge

Asylum seekers
#asylanten

Only AFD
#nurnochafd

Asylchaos
#asylchaos

The green ones have to go
#diegrünenmüssenweg

asyl fraud
#asylbetrug

Immigration policy
#migrationspolitik



#wirtschaftsflüchtlinge

Economic Refugees



Total Views

1.4M

Videos

22

Avg. Views Per Video

64.7K

Category ?

Media & Entertainment

Relevant hashtags

These hashtags are commonly used together with this hashtag.

#wirtschaftsflüchtlinge

1.4M Views 22 Videos

Imingrati_GR

#foryou

21728.0B Views -1.3B Videos

No folders

#asylanten

7.9M Views 254 Videos

Imingrati_GR

#news

84.2B Views 3.2M Videos

No folders

#breakingnews

10.7B Views 419.1K Videos

No folders

#sozialtourismus

4.9M Views 107 Videos

No folders

#sozialbetrug

4.4M Views 64 Videos

No folders

#asylbetrug

1.4M Views 20 Videos

No folders

#diegrünenmüssenweg

74.7M Views 2.3K Videos

No folders

#baerbockmussweg

25.2M Views 1.0K Videos

No folders

#afdbundestag

7.7M Views 208 Videos

No folders

#afdbundestagsfraktion

3.0M Views 65 Videos

No folders

#seischlauwählblau

11.9M Views 266 Videos

No folders

#asylchaos

1.6M Views 26 Videos

No folders

#nurnochafd

9.9M Views 392 Videos

No folders

Positive-Negative Mentions Volatility on the Immigration Topic in Germany

Mentions & Reach

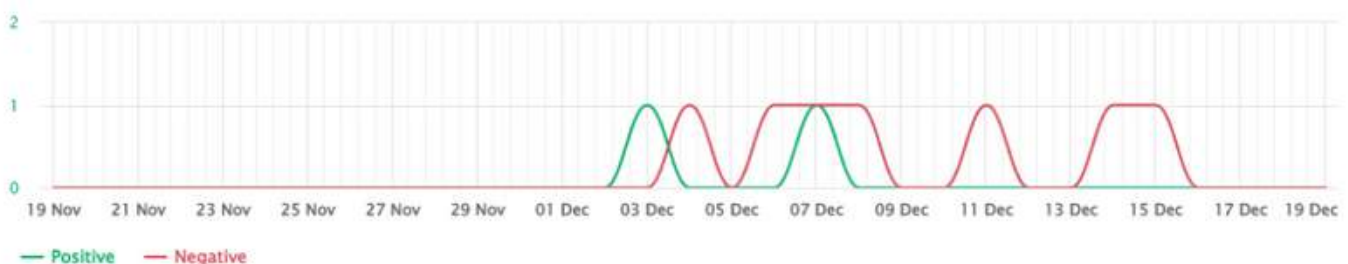
Sentiment

Click on the chart to filter by date

Days

Weeks

Months



#asylchaos



Total Views

1.6M

Videos

26

Avg. Views Per Video

60.8K

Category ?

Media & Entertainment

Germany



70.8%

Austria



29.2%

exolyt

Relevant hashtags

These hashtags are commonly used together with this hashtag.

#asylchaos

1.6M Views 26 Videos

No folders

#foryou

21728.0B Views -1.3B Videos

No folders

#asylanten

7.9M Views 254 Videos

lmingrati_GR

#news

84.2B Views 3.2M Videos

No folders

#breakingnews

10.7B Views 419.1K Videos

No folders

#sozialtourismus

4.9M Views 107 Videos

No folders

#sozialbetrug

4.4M Views 64 Videos

No folders

#wirtschaftsflüchtlinge

1.4M Views 22 Videos

lmingrati_GR

#asylbetrug

1.4M Views 20 Videos

No folders

#diegrünenmüssenweg

74.7M Views 2.3K Videos

No folders

#baerbockmussweg

25.2M Views 1.0K Videos

No folders

#afdbundestag

7.7M Views 208 Videos

No folders

TOP VIDEOS

▶ 441.2K
♥ 15.8K
E 5.0%
⌚ 2:28
📍 DE

Wo sind die Demos, Konzerte und Lichterketten?

Tue, December 6, 2022

#news #breakingnews #foryou #illerkirchberg #ulm #asylant #asylchaos #sozialtourismus #sozialbetrug #eritrea #illerkirch...

@der_systemkritiker

▶ 613.4K
♥ 11.8K
E 3.3%
⌚ 3:04
📍 DE

illerkirchberg. Täter psychisch krank.

DIESE TAT IST VOLLKOMMEN WAHNSINNIG

Opfer war 14 jährige

Tue, December 6, 2022

@der_systemkritiker

▶ 38.3K
♥ 4.8K
E 14.4%
⌚ 0:06
📍 AT

Sofortige Abschiebung

Sun, January 15, 2023

Sofortige Abschiebung von straffälligen Asylwerbern und Asylanten ! Weil es um unsere Sicherheit und Heimat geht. FPÖ | #...

@gdarmann

▶ 139.0K
♥ 3.1K
E 2.8%
⌚ 3:08
📍 DE

27-jähriger Asylbewerber nach tödlichem Angriff auf Mädchen unter Tatverdacht

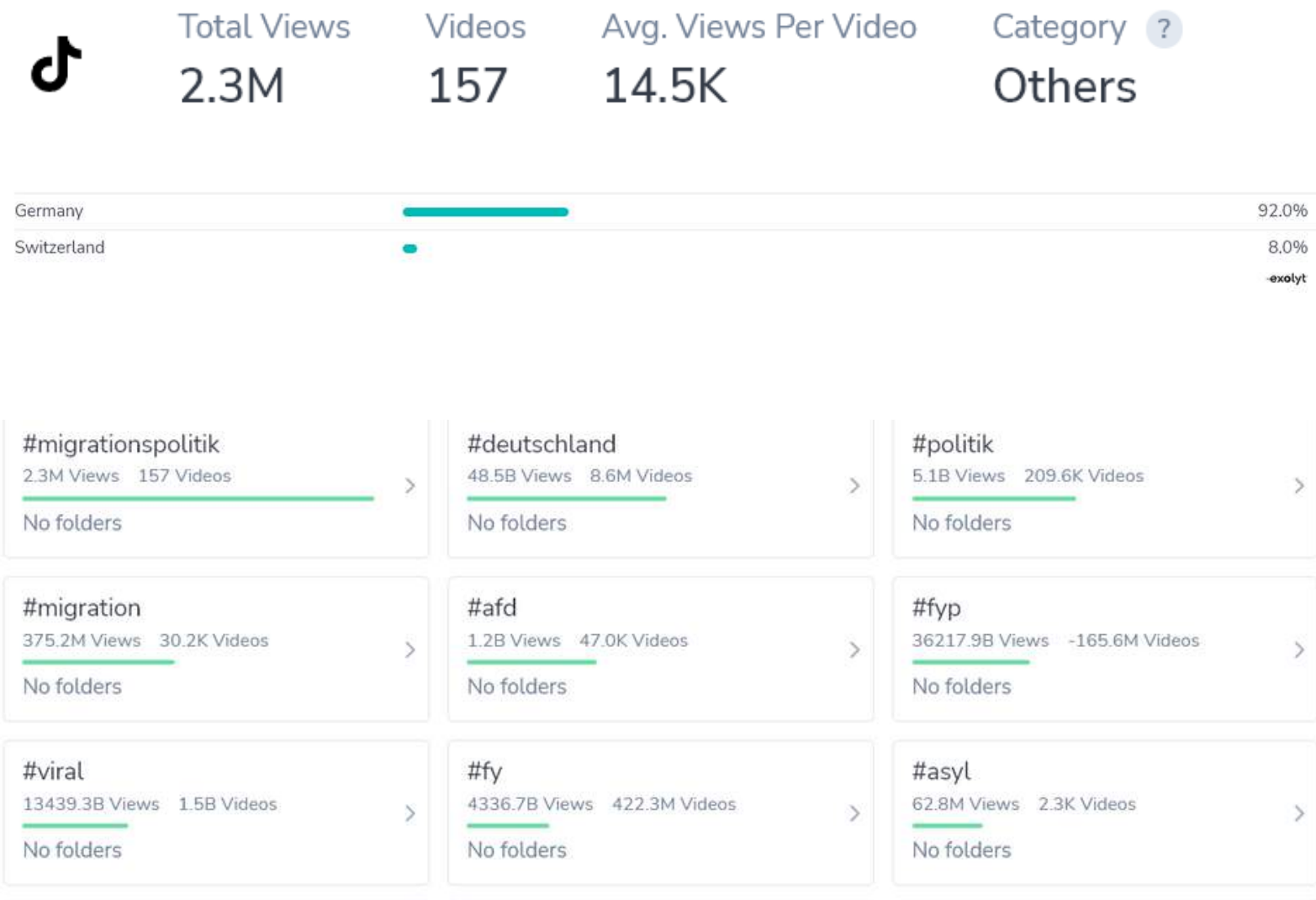
Mon, December 5, 2022

Asylbewerber aus Eritrea hat Mädchen mit Messer attackiert.

#news #breakingnews #foryou #Asylbewerber #schonwieder #Erit...

@der_systemkritiker

#migrationspolitik



TOP VIDEOS



#nurnochafd

Only AFD



Total Views
9.9M

Videos
392

Avg. Views Per Video
25.2K

Category ?
Others

Germany

100.0%

-exolyt

Relevant hashtags

These hashtags are commonly used together with this hashtag.

#nurnochafd 9.9M Views 392 Videos No folders	#afd 1.2B Views 47.0K Videos No folders	#fyp 36217.9B Views -165.6M Videos No folders
#foryou 21728.0B Views -1.3B Videos No folders	#politik 5.1B Views 209.6K Videos No folders	#deutschland 48.5B Views 8.6M Videos No folders
#afdbundestag 7.7M Views 208 Videos No folders	#news 84.2B Views 3.2M Videos No folders	#afdbundestagsfraktion 3.0M Views 65 Videos No folders
#seischlauwählblau 11.9M Views 266 Videos No folders	#breakingnews 10.7B Views 419.1K Videos No folders	#afdfürdeutschland 3.0M Views 102 Videos No folders

TOP VIDEOS

717.9K 27.5K 4.6% 0:37 DE Fri, June 10, 2022 Kein Fake! Ex-Kanzlerin #Merkel spricht von #Migration und bezeichnet sie als gescheitert!! Anschauen und teilen, bevo... @ralfunzensiert	284.2K 25.5K 11.3% 1:19 DE Sun, July 10, 2022 #fyp #foryou #politik #grueneneindanke #neinzugrün #afd #jazurafd #nurnochafd #lauterbach #lauterbachmusssweg @ruhrgebiet__86	330.9K 16.5K 6.9% 0:35 DE Mon, December 26, 2022 #fyp #foryou #politik #grueneneindanke #neinzugrün #jazurafd #afd #nurnochafd @ruhrgebiet__86	441.2K 15.8K 5.0% 2:28 DE Tue, December 6, 2022 #news #breakingnews #foryou #illerkirchberg #ulm #asylant #asylchaos #sozialtourismus #sozialbetrug #eritrea #illerkirch... @der_systemkritiker
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Narrative 2 - European Union



Top hashtags monitored

#ursulavonderleyen, #vonderleyen

#brussels, #politik

#eurpoaischeunion, #eu

European Comission
#EUkominission

European Parliament
#europäischesparlament



Narrative 2 - European Union



TikTok

#europäischeunion



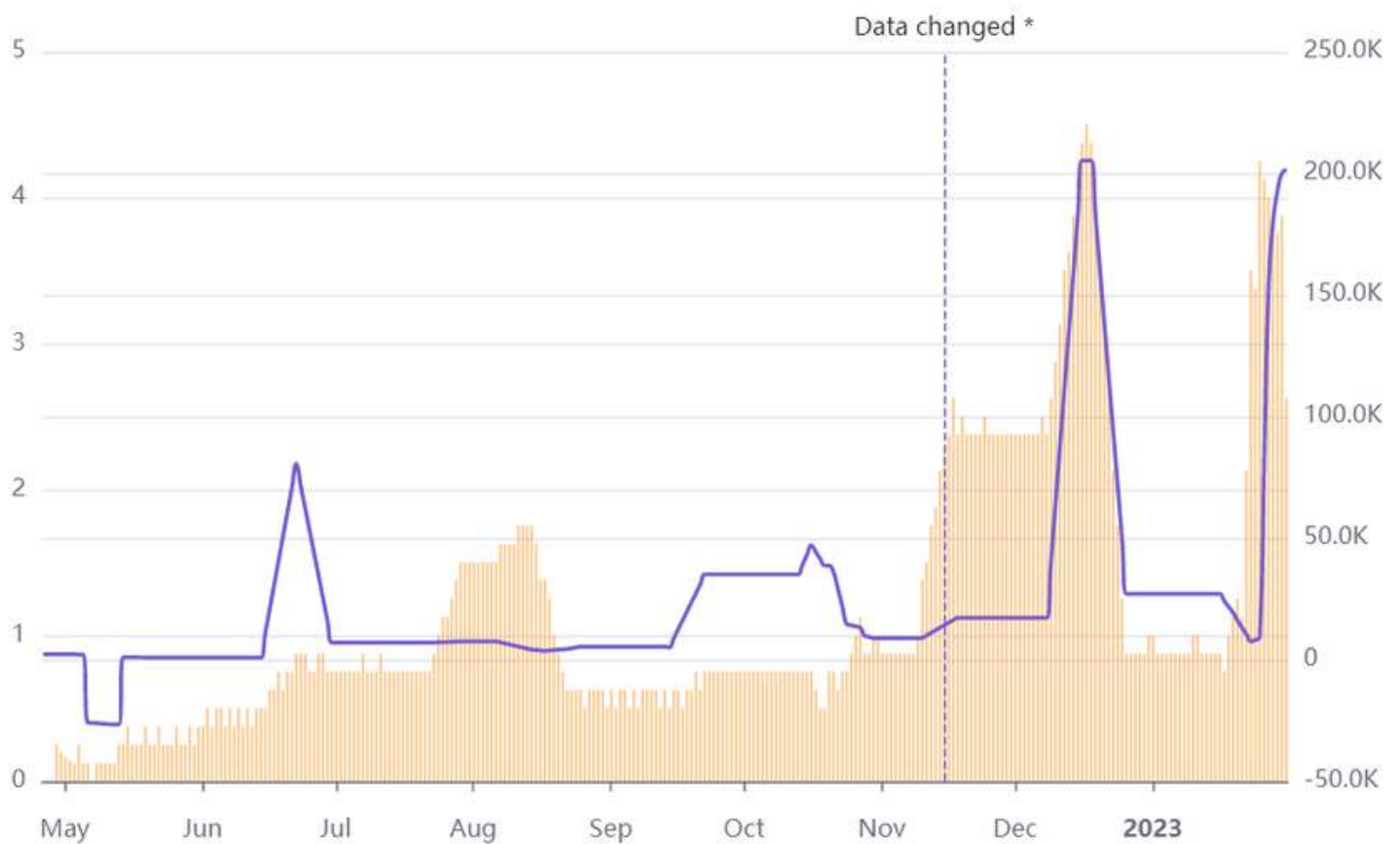
Total Views
8.6M

Videos
471

Avg. Views Per Video
18.3K

Category ?
Media & Entertainment

TikTok Videos TikTok Views



Narrative 2 - European Union



TOP VIDEOS



#eukommission



Total Views
1.9M

Videos
134

Avg. Views Per Video
14.4K

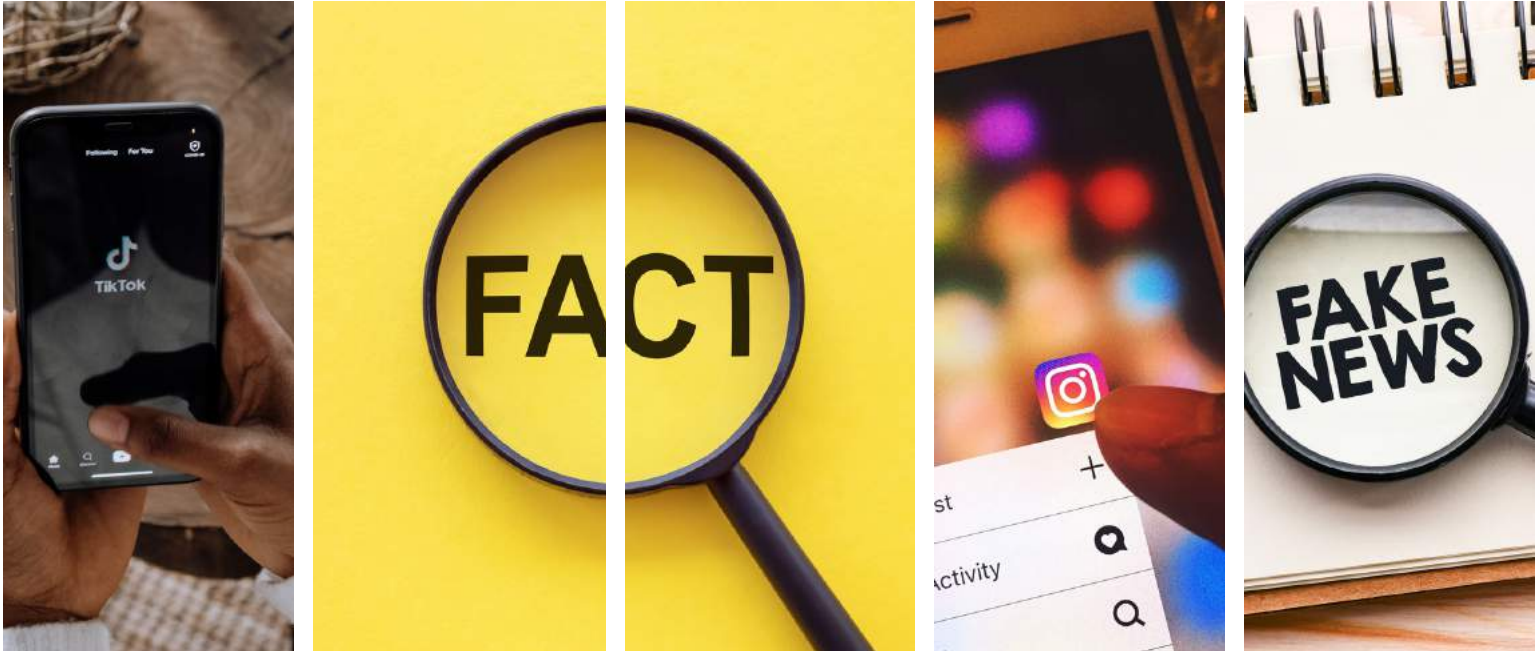
Category ?
Other

Relevant hashtags

These hashtags are commonly used together with this hashtag.

#gaskrise 27.8M Views 843 Videos No folders	#energiekrise 96.2M Views 3.1K Videos No folders	#fy 4336.7B Views 422.3M Videos No folders
#fyp 36217.9B Views -165.6M Videos No folders	#foryou 21728.0B Views -1.3B Videos No folders	#stromkrise 5.8M Views 194 Videos No folders
#deutschland 48.5B Views 8.6M Videos No folders	#guidograndt 8.4M Views 238 Videos No folders	#ukrainekrieg 93.8M Views 3.3K Videos No folders

Chapter 2 - Italy



According to the latest data published by Statista, dropping social media platforms might be a trend in Italy among youth under 17 years old. Gen Z, people born mid-to-late 1990s and early 2010s still make the most of the platform's users.

In 2022 in Italy, almost one-quarter of all Instagram users were aged 25 to 34 years, Almost 23 percent of users in Italy were aged 18 to 24 years.

Additionally, Instagram was not so popular amongst social media users aged under 17 years and over 55 years in the country according to Statista.

Instagram is dropping in popularity for users under 17 years in Italy.



Narrative 1 - Immigration

Data collection	Crowdtangle (Meta official app)	Keywords filtering Only monitoring viral content over 12 months.
Narratives followed	European Union - Is euroscepticism a viral topic and if yes, who promotes it?	Immigration - Is an anti-immigration discourse flourishing on Instagram, and if yes who promotes it?
Top narrative Anti-immigration discourse	Top anti-immigration accounts Matteosalviniofficial Silvia Sardone GiorgiaMeloni	Top positive account Apriteilcervello Top neutral account Fanpage.it La Repubblica Factanza

Top neutral and positive content was created by Fanpage.it and La Repubblica on Instagram with a combined reach of over 500 000 on content related to immigration and almost 4 million followers.

The viral anti-immigration content in the top 500 posts on Instagram belonged to the account of Matteo Salvini. The main narrative was the pro-safety one for the Italian people, emphasizing the need for border safety, fewer crimes, fewer offenders, and more stability for Italians.

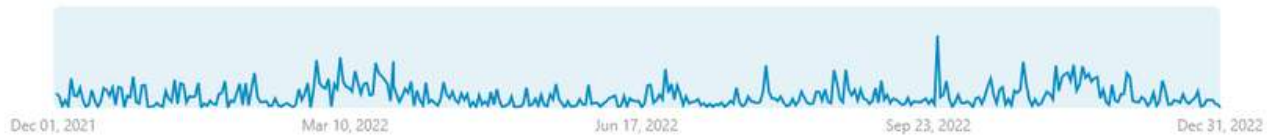
On the other hand, a common technique was using the narrative of "fake refugees", people that don't actually need help but come to Italy to be rapists, drug dealers, and involved in other illegal actions. This dehumanizes the refugee/immigrant community and creates an emergency to protect the Italian people from the danger of immigration. Keywords and hashtags like fake refugees, clandestines, and rapists are common when we analyze anti-immigration content on Instagram.

Narrative 1 - Immigration Top Sources



INTERACTIONS
28,663,450

POSTS
13,041



Account Name	Total Interactions	Interaction Rate	Total Posts	Video Views	Post Performance	Followers
fanpage.it	383,504	1.43%	14	95,071	-1.3x	1.91M
matteosalvinioofficial	291,223	0.47%	28	766,388	-1.1x	2.20M
larepubblica	151,140	1.01%	8	76,163	-1.2x	1.87M
factanza	132,493	1.97%	11	250,702	-1.2x	611,952
will_ita	123,539	1.68%	5	—	-1.3x	1.47M
thevisioncom	112,994	3.59%	14	—	1.3x	224,934
worldy.it	98,297	4.52%	5	—	-1.5x	434,675
trapitaly	92,026	9.76%	4	274,172	1.5x	235,694
skytg24	89,646	1.4%	6	—	1.2x	1.07M
la_stampa	87,911	1.01%	16	—	1.1x	542,306
il_post	78,454	1.72%	7	20,396	1.2x	650,298
silviasardone	72,174	2.15%	33	42,007	1.1x	101,673
robertosaviano_official	71,337	1.18%	6	—	1.1x	1.01M
viceitaly	64,341	2.46%	4	—	-1.3x	653,369
skysport	56,471	1.81%	1	—	1.4x	3.11M
giorgiameloni	51,053	0.83%	4	—	-1.2x	1.53M
apriteilcervello	49,672	6.49%	1	—	-1.6x	764,970
ispiqram	49,238	9.5%	4	—	6.8x	129,522



Top anti-immigration content

Examples

Top viral anti-immigration content on Instagram was created by the official accounts of Matteo Salvini and Georgia Meloni. Another influencer that made the top viral list was Silvia Sardone.

01

Matteo Salvini account

"Defending the boundaries and Italians will be a duty for me, not a right. I will soon be in Piacenza, to confirm the League's commitment to return security to our country: 10,000 policemen and more carabinieri in 2023, more heated cameras, and blocking of illegal landings. Wanting is power."

Followers at posting

2211174

Total Likes

14010

Comments

1416

02

Giorgia Meloni account

"Is it ever possible that Italy should take charge of those who represent a danger to public safety? Another crazy EU sentence, which this time obliges us to guarantee food, accommodation and subsidy to immigrants who have made themselves responsible for "crimes and violent acts". The left is silent, but we will continue to demand dignity for Italian citizens."

Followers at posting

998401

Total Likes

9889

Comments

1712



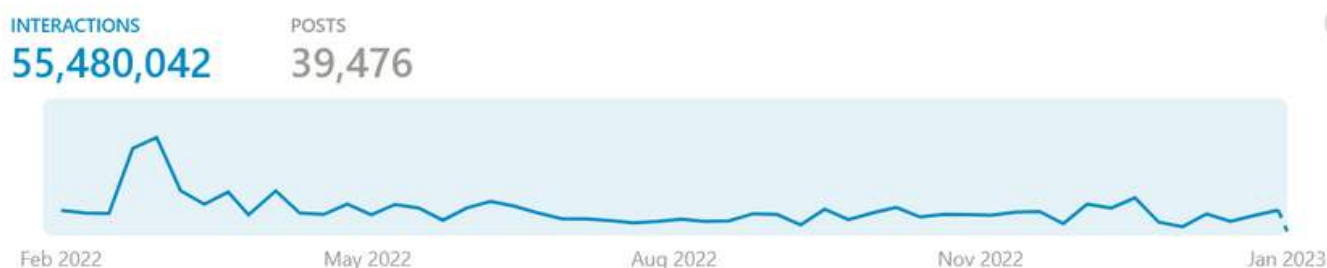
Narrative 2 - European Union

European Union - We do not have explicit viral anti-EU content in Italy on Instagram. The context in which the EU is discussed is in the following order: 1. cost of living in the EU, inflation, worries about the economic situation, and Italians' quality of life. 2. Who is to blame for the war. Who doesn't want peace in Europe? Why don't we want peace? What is the interest of the EU to cause war? Articles promoted by the biggest media outlet on Instagram, fanpage.it.

Quote "We don't know if Moscow's interference or Washington's interference on countries bordering Russia is worse. We don't know whether Russian gas blackmail or American ambitions to replace supplies of Russian gas to Europe are worse. We don't know if the para-Nazi militias in Kyiv or the pro-Russian ones in the Donbass are better." The editorial of the director of Fanpage.it, Francesco Cancellato.

Criticism regarding the European Union from the accounts of Fratelli d'Italia, Giorgia Meloni, and other national-conservative accounts usually call for reforms and the protection of citizens' rights. This can erode support for the current policies regarding Ukraine, and support for pro-immigration policies, but its not explicit anti-EU content that creates a stand-alone narrative.

Narrative evolution on Instagram



Narrative 2 – European Union Top Sources

Account Name	Total Interactions	Interaction Rate	Total Posts	Video Views	Post Performance	Followers
 skysport	7.20M	1.09%	213	—	-1.1x	3.11M
 fanpage.it	5.01M	1.97%	133	660,715	-1.1x	1.91M
 will_jta	3.22M	2.33%	94	2.58M	1.1x	1.47M
 corriere	2.64M	0.9%	197	745,374	-1.0x	1.49M
 tmplanet	2.29M	3.33%	12	1.87M	1.3x	5.73M
 larepubblica	2.05M	1.19%	92	1.06M	1.0x	1.87M
 skytg24	1.67M	0.86%	181	1.13M	-1.1x	1.07M
 worldy.it	934,415	6.32%	34	—	-1.0x	434,675
 factanza	906,894	2.85%	52	168,118	1.1x	611,952
 il_post	740,280	1.65%	69	715,017	1.2x	650,298
 giorgiameloni	660,579	1.31%	33	400,680	1.0x	1.53M

Narrative 2 – European Union Viral sources eliminated (False keyword matching)

✕ Chiamarsi Bomber

✕ CRONACHE DI SPOGLIATOIO

✕ Sky_Sports_News

✕ CALCIATORIBRUTTI

✕ La Gazzetta dello Sport

✕ Bruno Fernandes

✕ Grey's Anatomy BR UM

✕ Calciatori Ignoranti

✕ Gli Autogol

✕ Fabrizio Romano

✕ Dettagli di Bari IT

✕ Sport Mediaset

Narrative 1 - Immigration



Top viral hashtags monitored

#immigrazione, #migranti

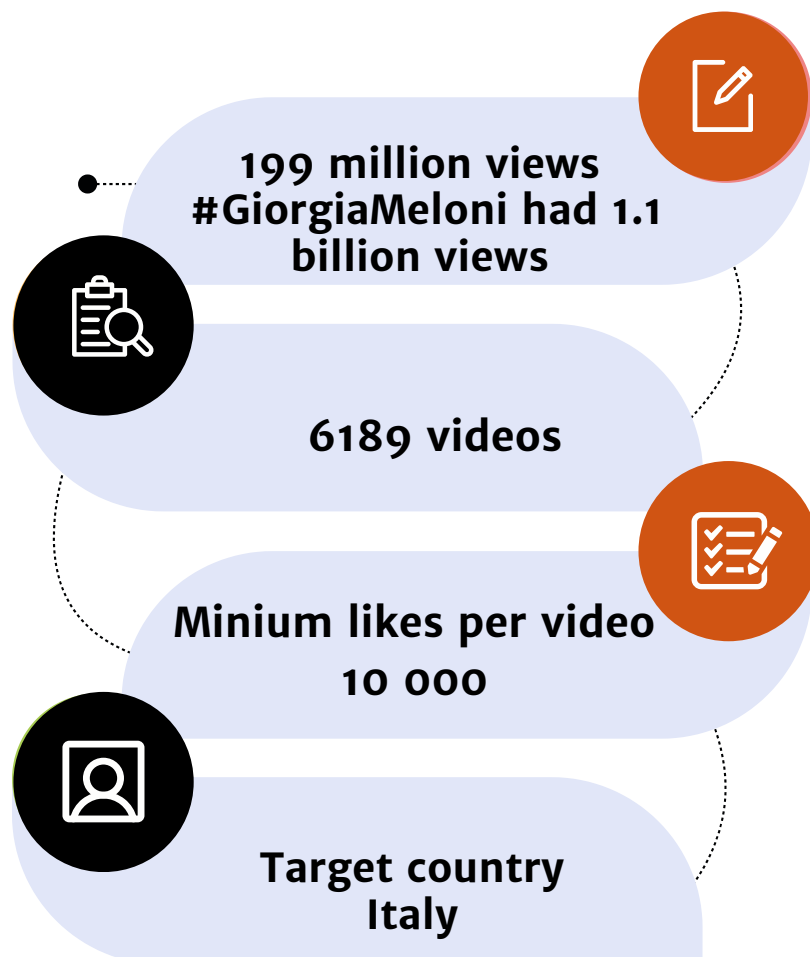
#giorgiamelonipremier, #giorgiameloni

#immigrazioneclandestina

#africani

#straineriintalia

#musulmaniitaliani



#giorgiameloni



Total Views1.1B

Videos35.5K

Avg. Views Per Video31.6K

Category ?Education & Training

Hashtag growth

See the historical growth of this hashtag.

Running average



Italy		95.1%
Germany		2.3%
France		0.4%
United States		0.4%
Brazil		0.3%
Great Britain		0.3%
Belgium		0.2%
Albania		0.2%
Spain		0.1%
Switzerland		0.1%
United Arab Emirates		0.1%
Sweden		0.1%
Portugal		0.1%

#immigrazioneclandestina



Total Views

20.9M

Videos

262

Avg. Views Per Video

79.6K

Category ?

Education & Training

Relevant hashtags

These hashtags are commonly used together with this hashtag.

#immigrazioneclandestina

20.9M Views 262 Videos

Imigranti_IT

#immigrazione

95.6M Views 2.4K Videos

Imigranti_IT

#giorgiameloni

1.1B Views 35.5K Videos

Imigranti_IT

#giorgiamelonipresidente

45.1M Views 677 Videos

Imigranti_IT

#migranti

51.1M Views 2.2K Videos

Imigranti_IT

#immigrazioneinitalia

2.7M Views 149 Videos

No folders

#governomeloni

143.9M Views 3.6K Videos

No folders

#ong

2.2B Views 205.5K Videos

No folders

#politica

18.2B Views 805.9K Videos

No folders

#stopimmigrazione

256.3K Views 16 Videos

No folders

#giorgiamelonichallenge

46.3M Views 1.3K Videos

No folders

#fratelliditalia

391.1M Views 12.5K Videos

No folders

#giorgiamelonipremier

71.3M Views 1.6K Videos

Imigranti_IT

#giorgiamelonifratelliditalia

46.8M Views 522 Videos

No folders

#immigrazioneitaliana

272.4K Views 19 Videos

No folders

#immigrazioneintegrazione

223.0K Views 10 Videos

No folders

Top videos by likes



Narrative 2 - European Union



Top hashtags monitored

#unioneuropea, #vonderleyen

#parlamentoeuropeo,

#uniuneuropea

#commisioneuropea

#istituzionieuropee



#unioneuropea



Total Views
179.7M

Videos
7.3K

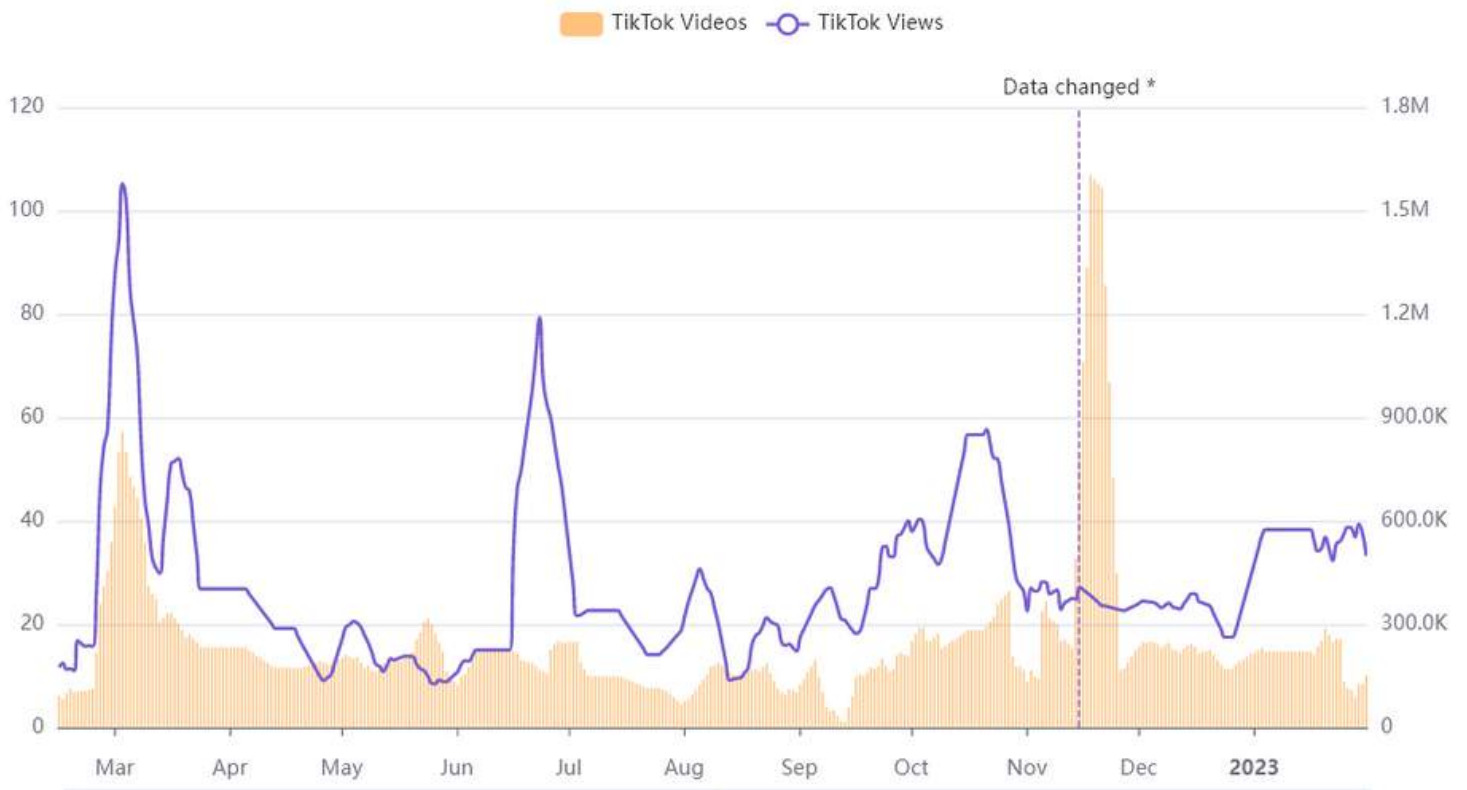
Avg. Views Per Video
24.8K

Category ?
Media

Hashtag growth

See the historical growth of this hashtag.

Running average



#parlamentoeuropeo

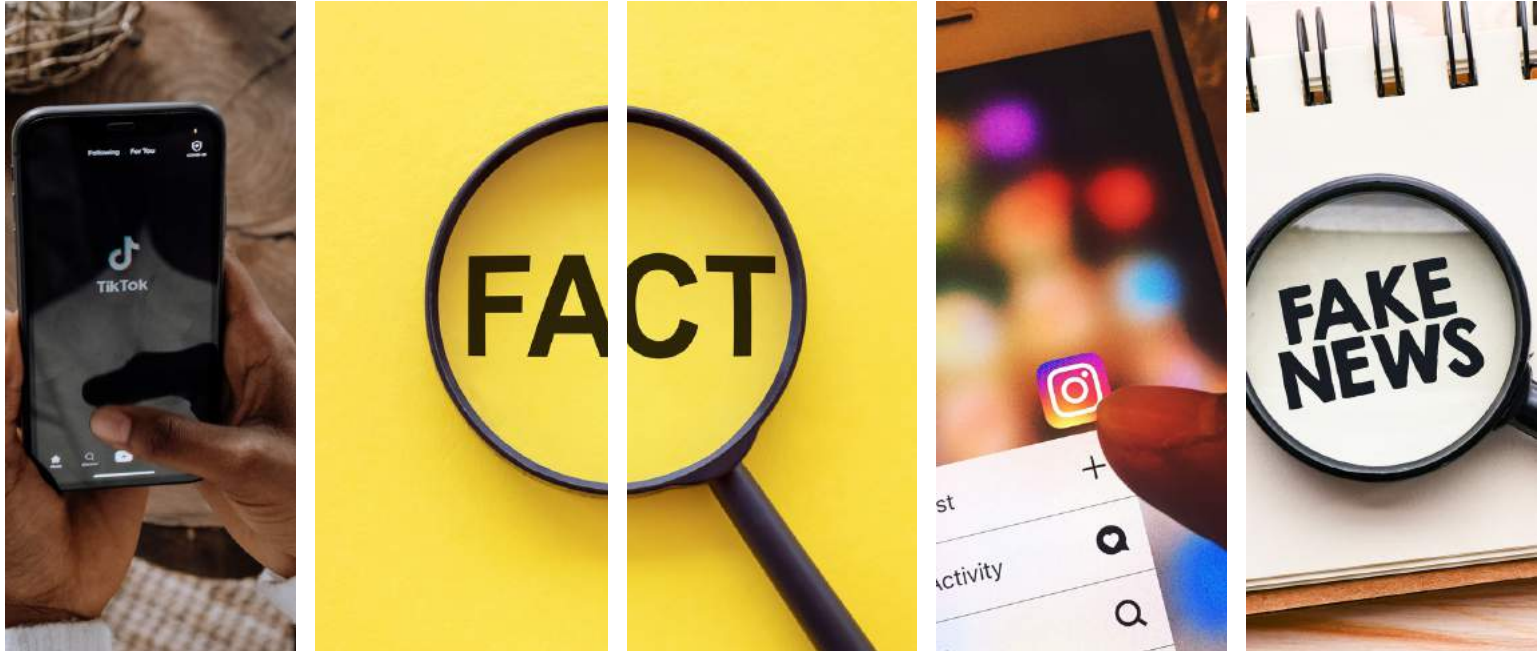
This hashtag has no description

Total Views	Videos	Avg. Views Per Video	Category ?
20.5M	1.4K	14.2K	Media



Italy	59.8%
Spain	18.6%
Bolivia	5.0%
Mexico	4.0%
United States	3.0%
El Salvador	2.0%
Peru	1.5%
France	1.5%
Germany	1.0%
Belgium	1.0%
Ecuador	1.0%

Chapter 3 – Hungary



According to the latest data published by Statista, Gen Z are the main users of Instagram in Hungary. Overall, there are 2.74 million Instagram users as of December 2022, 16% women between 25-34 and 15% men between the same age.

In 2021, nearly 40 percent of Hungarians from generation Z used TikTok.

Most Instagram users in Hungary are women between the age of 25-34.



Narrative 1 - Immigration

Data collection	Crowdtangle (Meta official app)	Keywords filtering Only monitoring viral content over 12 months.
Narratives followed	European Union - Is euroscepticism a viral topic and if yes, who promotes it?	Immigration - Is an anti-immigration discourse flourishing on Instagram, and if yes who promotes it?
Top narrative Unclear	Top anti-immigration account Viktor Orban	Top neutral account Telexponthu

Top neutral and majorly objective content was created by the account of the media outlet Telex Hungary with 20 000 interactions and 79 840 followers. Yet, in the top of viral content is a picture portrayed by the Instagram account of Viktor Orban with 30 000 interactions and 166 000 followers. Hungary is the only country analyzed that has a political leader as a top information source for Instagram.

The top positive content was related to helping Ukrainian refugees from Transcarpathia. There was a significant focus on fundraising for the Hungarian minority that lives in Ukraine or that wants to seek refuge in Ukraine.

The viral anti-immigration content in the top 100 posts on Instagram belonged to the account of Viktor Orban. The main narrative was supporting an anti-immigration stance for the sake of safety. The most common argument is giving negative examples from the so-called failed integration of immigrants in Germany, Austria, and Italy. Clear support for Giorgia Meloni was shown on this Instagram account, in accordance with the party's stance in real life.



Narrative evolution on Instagram

INTERACTIONS
232,358

POSTS
831



Top anti-immigration content

Orbán Viktor account

The Battle of Rösztke took place seven years ago on this day. The southern border of our country was besieged by thousands of illegal migrants. We defended Hungary's borders and have been defending them every single day ever since. HU HUUH
See less



5.6K

149

Order signed! ✅ Migration pressure is constantly increasing on our southern borders. We will set up border hunting units and defend Hungary! HUUUUH
See less



4.5K

165

Top Sources

Account Name	Total Interactions	Interaction Rate	Total Posts	Video Views	Post Performance	Followers
 orbanviktor	30,110	3.02%	6	15,393	1.0x	166,077
 telexponthu	20,549	1.29%	20	16,238	-1.2x	79,840
 katalin.novak	13,479	2.87%	10	6,471	1.3x	46,986
 tibiatya_szeszmester	9,903	1.53%	1	—	-1.8x	649,272
 negynegyegy	6,776	1.27%	7	7,262	-1.3x	75,996
 karacsony_gergely	4,218	3.6%	3	—	1.1x	39,109
 24ponthu	4,185	0.3%	21	29,224	1.1x	66,576
 magyarorszag_kormanya	3,490	2.04%	5	—	-1.2x	34,185



Narrative 2 - European Union

European Union - Hungary first! This was the main slogan used on Instagram posts and photos related to the European Union in Hungary, mainly promoted by FIDESZ-related accounts such as the account of Viktor Orban.

There is not specific anti-EU content that went viral on Instagram, but content that promotes Hungarian interests at European events, meetings, and discussions, implying that they are different from other member states, not necessarily analyzing these differences. The content was mainly promoted by FIDESZ politicians and was similar to the call for reform that we've seen on the Italian Instagram monitoring.

At the beginning of 2022, there was a narrative promoting peace/ceasefire in the case of the war provoked by Russia in Ukraine, but it didn't evolve until the end of the year into a viral issue on Instagram.

Narrative evolution on Instagram



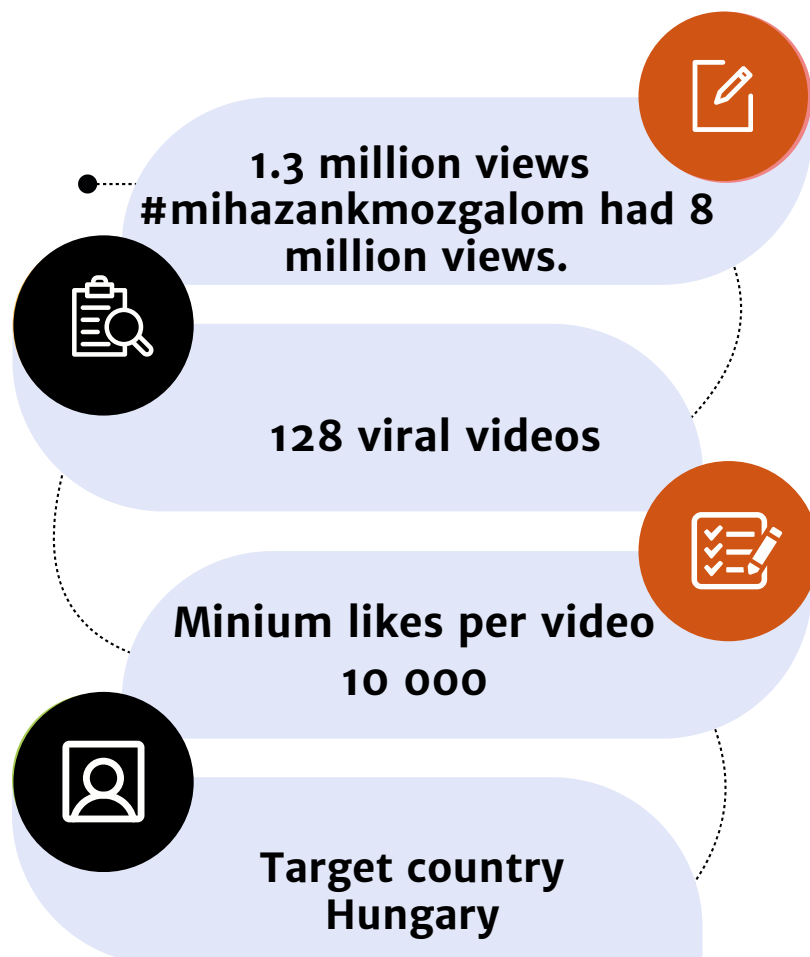
Account Name	Total Interactions	Interaction Rate	Total Posts	Video Views	Post Performance	Followers
 orbanviktor	124,349	2.58%	29	50,456	-1.1x	166,077
 dr.varga.judit	123,301	2.41%	140	111,062	1.0x	36,474
 hadhazy.akos	80,609	3.11%	174	26,289	1.0x	14,871
 telexponthu	72,000	2.37%	38	46,610	1.4x	79,840

Narrative 1 - Immigration



Top viral hashtags monitored

#migráció
#migránsok
#illegálisbevándorlás (Illegal Migration)
#mihazankmozgalom (Our Homeland Movement, eurosceptic party in Hungary)



#migráció



Total Views
690.0K

Videos
53

Avg. Views Per Video
13.0K

Category ?
Others

Relevant hashtags

These hashtags are commonly used together with this hashtag.

#migráció

690.0K Views 53 Videos

No folders

#foryou

21736.6B Views -1.3B Videos

No folders

#fyp

36235.2B Views -164.7M Videos

No folders

#toroczkai

27.7M Views 689 Videos

No folders

#toroczkaizszo

4.5M Views 159 Videos

No folders

#foryoupage

13683.2B Views -2.0B Videos

No folders

#nekedbe

30.9B Views 3.5M Videos

No folders

#illegálisbevándorlás

108.4K Views 11 Videos

No folders

#határvédelem

188.2K Views 23 Videos

No folders

#neked

3.3B Views 413.4K Videos

No folders

#nekedbelegyen

9.0B Views 1.1M Videos

No folders

#mihazank

35.5M Views 1.2K Videos

No folders

#migráns

4.5M Views 564 Videos

Immigranti_HU

#határ

9.2M Views 640 Videos

No folders

#fy

4338.7B Views 422.4M Videos

No folders

#afrika

1.4B Views 81.1K Videos

No folders

#összefüggések

87.5K Views 9 Videos

No folders

#álca

1.8M Views 100 Videos

No folders

#mihazankmozgalom

8.7M Views 539 Videos

Hungary

#illegálisbevándorlás



Total Views

108.4K

Videos

11

Avg. Views Per Video

9.9K

Category ?

Others



#mihazankmozgalom



Total Views

8.7M

Videos

539

Avg. Views Per Video

16.1K

Category ?

Others

Narrative 2 - European Union



Top viral hashtags monitored

#európaiunió

#európaiparlament

#európaibizottság

##szuverenitás

##euró



#európaiunió



Total Views
1.6M

Videos
75

Avg. Views Per Video
20.7K

Category ?
Others



#európaiparlament



Total Views
288.2K

Videos
22

Avg. Views Per Video
13.1K

Category ?
Others

#szuverenitás

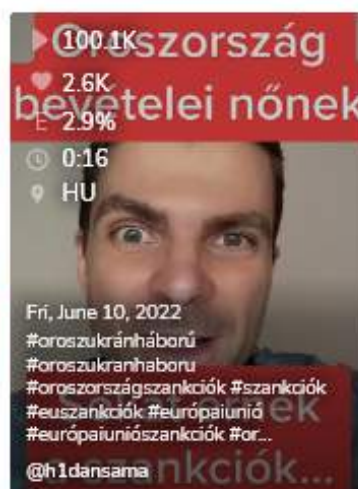


Total Views
16.7K

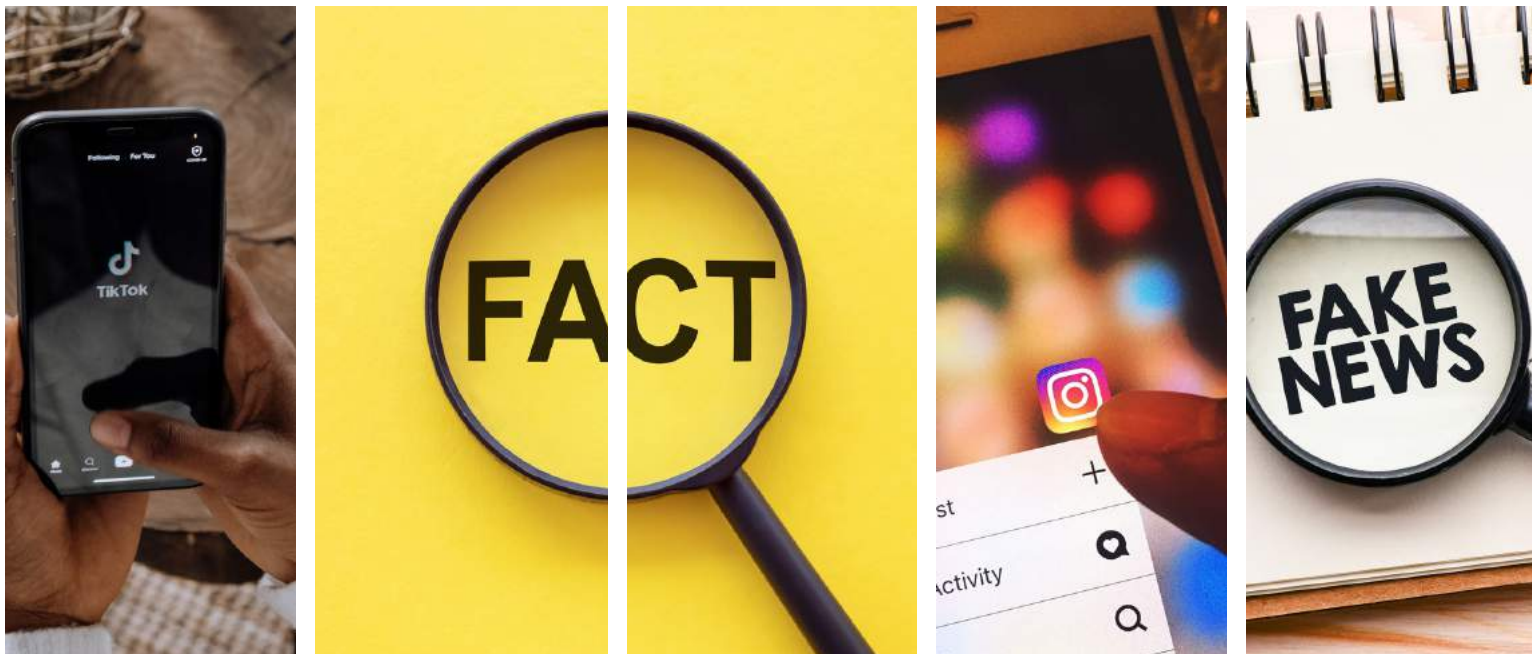
Videos
5

Avg. Views Per Video
3.3K

Category ?
N/A



Chapter 3 – Romania



Instagram is one of the main sources of information and entertainment for young people in Romania. According to the latest data, Instagram has a strong user base in Romania with over 5.6 million active users in 2022. 39.7% percent of the users who fell into the category of youth are between the age of 13-24 years old.

According to the Central Institute for Youth for Youth and Educational Television, only 21% of youth between the ages of 9-16 search actively for information online. Most social media users are passive consumers of information, being exposed to information that appears in their news feed according to the social media algorithm's estimations.

In 2022, Romania got the last place in the European's Commission Digital Economy and Society Index.

Only 28% of the population has basic digital skills, compared the EU average of 54%.



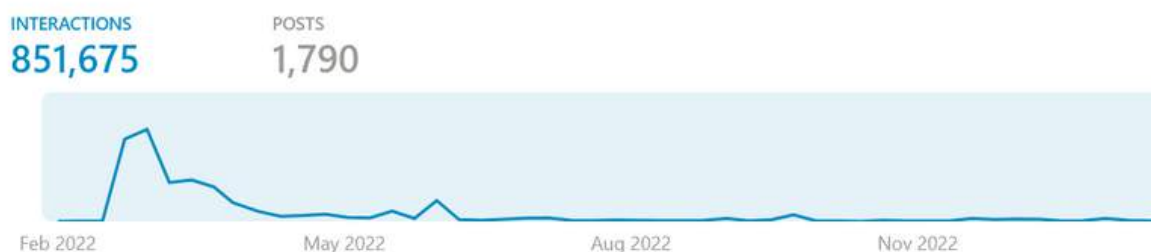
Narrative 1 - Immigration

Data collection	Crowdtangle (Meta official app)	Keywords filtering Only monitoring viral content over 12 months.
Narratives followed	European Union - Is euroscepticism a viral topic and if yes, who promotes it?	Immigration - Is an anti-immigration discourse flourishing on Instagram, and if yes who promotes it?
Top narrative Unclear	Top anti-immigration account Viktor Orban	Top neutral account Telexponthu

From our research on both topics, European Union and Immigrants, on Instagram there is a clear lack of diversity of information and interest from traditional media. Popular media outlets don't have a strong presence or not a presence at all on Instagram in Romania. The information space on these topics is dominated by influencers.

There is no such thing as a viral flow of content regarding immigration with the exception of content promoting support for Ukrainian refugees.

Narrative evolution on Instagram - Ukrainian refugees





Top Sources - Refugees (Only immigration subject viral in Romania)

Account Name	Total Interactions	Interaction Rate	Total Posts	Video Views	Post Performance	Followers
 aluziva	23,837	5%	4	—	-1.4x	119,220
 viceromania ✓	21,868	3.34%	5	—	-1.1x	131,044
 mariludobrescu ✓	21,817	6.69%	1	—	1.4x	326,262
 negru_dan ✓	10,027	6.67%	1	—	2.2x	150,429
 miss.mariapopovici	8,275	7.16%	1	—	3.0x	115,594
 stefan.mandachi	6,389	3.16%	2	—	1.6x	101,199
 istoriaperazatoare	5,313	4.06%	1	—	1.3x	130,968

Mainstream sources and their reach on Instagram

Account Name	Total Interactions	Interaction Rate	Avg. Posts Per Day	Video Views	Account Followers	Growth % and #
Average Total	145,971.63	0.314%	1.67	515,466.19	93,082.19	0%
 antena1_oficial ✓	1.06M	0.193%	9.87	3.87M	159,318	+9.12% +13,313
 provt_romania ✓	495,998	0.168%	2.16	1.90M	378,566	+1.87% +6,966
 rfi ✓	439,941	0.084%	2.38	779,193	618,147	+5.36% +31,427
 alephnews	181,181	0.731%	6.59	500,125	11,927	+38.98% +3,345
 stirileprotvro ✓	98,565	0.201%	0.59	1.15M	231,549	+3.62% +8,085
 digi24hd	23,609	0.559%	1.02	24,421	11,275	—
 libertatea	17,747	0.067%	2.64	15,609	27,702	+4.90% +1,294
 rfi_romania ✓	8,078	1.379%	0.6	1,986	2,896	+24.45% +569
 adevarul ✓	7,112	0.211%	0.26	0	35,595	+3.01% +1,040
 g4media.ro	3,470	1.426%	0.55	469	1,667	+132.17% +949

Most of the relevant accounts use their Instagram account only to promote their TV shows, but not to disseminate news or important information.



Narrative 2 - European Union

European Union - Two Instagram accounts: Gen Stiri and Politica la Minut dominate the top of. Both accounts are trying to fill the information gap and usually present fact-checked and valuable information for youth on Instagram. They are both accounts of non for-profit entities. The only media channel that made the viral top was Europa Libera (Free Europe) account.

Most of the viral content is informative, especially from the two accounts that focus on Youth. The big negative narrative Romania had in 2022 regarding the EU was regarding Schengen. At the end of the year we can see a natural spike in these discussions, most of the negative comments at shares were directed at Austria, rather than the EU itself.

Account Name	Total Interactions	Interaction Rate	Total Posts	Video Views	Post Performance	Followers
 genstiri	135,048	6.16%	55	595	1.4x	39,840
 viceromania ✓	86,663	3.48%	19	—	1.0x	131,044
 politicalaminut	48,671	6.59%	14	—	1.2x	52,753
 flick_domnulrima ✓	26,426	0.81%	4	—	1.1x	813,261
 europalibera ✓	19,928	0.6%	138	32,506	1.2x	24,035
 klausiohannis ✓	16,208	3.89%	3	—	1.1x	138,913
 dailyculture.ro	15,780	4.09%	5	—	-1.1x	77,172
 negru_dan ✓	12,543	2.08%	4	—	-1.0x	150,429
 rarbogdan ✓	10,021	0.71%	34	9,426	-1.4x	41,582
 mozaiclgbt	9,447	8.4%	7	—	2.4x	16,058

Narrative 1 - Immigration



Top viral hashtags monitored

#refugiați
#refugiațiucraineni
#imigranți
#știri



TikTok

#refugiatiucraineni



Total Views

580.3K

Videos

19

Avg. Views Per Video

30.5K

Category ?

N/A

▶ 70.4K

♥ 2.2K

E 4.3%

⌚ 1:21

📍 RO

Refugiații ucraineni,
împotriva lui Zelenski.

Silvia Tăbucă
Wed, October 12, 2022

Un sociolog român declara ca
refugiații ucraineni spun că, și în
situația în care "Ar fi fost ocupați de
Rusia, se evita..."

@georgianarsene

▶ 80.9K

♥ 870

E 1.1%

⌚ 0:17

📍 RO

Mon, September 12, 2022

#refugiatiucraineni 🤔🤔

@andreimrz

▶ 3.4K

♥ 236

E 7.5%

⌚ 2:17

📍 RO

Thu, October 13, 2022

Ne încălăm la mal în povestea
Schengen?! Sindicatul polițiștilor
pare că-și dorește asta. Sau niște
polițiști de acolo co...

@dan.bucura.jurnalist

#refugiați



Total Views

3.5M

Videos

49

Avg. Views Per Video

71.3K

Category ?

N/A

Narrative 2 - European Union



Top viral hashtags monitored

#uniuneaeuropeana
#româniaeuropeană
#comisiaeuropeană
#parlamentuleuropean
#uniuneaeuropeană



#uniuneaeuropeana



Total Views

11.2M

Videos

447

Avg. Views Per Video

25.1K

Category ?

Public Figure

Coverage

Romania

81.1%

Germany

10.7%

Great Britain

4.9%

Moldova, Republic of

2.5%

Belgium

0.8%

#comisiaeuropeana



Total Views

5.2M

Videos

54

Avg. Views Per Video

96.5K

Category ?

Education

Conclusions

The level of exposure to disinformation narratives is significant on both Instagram and TikTok, the most used platform by GEN Z. We can assess the level of exposure by measuring reach, interactions, and narratives, but the impact it has on their behavior is still subject to great debate and further research.

We've mainly analyzed narratives surrounding the European Union and topics surrounding migration in the selected countries. From our analysis, Italy and Germany have the most anti-immigration content on both TikTok and Instagram, also due to immigration numbers and population overall.

On the other hand, a clear lack of interest from politicians and media outlets in Romania is a worrying sign in creating a healthy information space, while in Hungary social media channels seem dominated by state-backed narratives, even on Instagram and TikTok.

During our research, we've found significant evidence that new social media channels such as Instagram and TikTok are on average preferred by youth, and have constant mentions of political life, immigration issues, and other important topics for the development of our society. Yet, the level of monitoring these narratives and creating healthy, objective content is low in Romania and Hungary and would need further actions in Germany and Italy.

The role of mainstream media that respects journalistic standards can be greatly enhanced. The void of information in the case of the Romanian Instagram is the perfect opportunity for a malign source to become viral and spread disinformation.

On the other hand, comparing TikTok and Instagram, we can clearly see how disinformation spreads a lot faster on TikTok, due to the engagement rate that is a lot bigger than the one on Facebook, with videos with millions of views being an average rate.

The disinformation landscape is changing, better regulations, media literacy, and new objective accounts need to appear in order to create a balance of the information that our society is exposed to.