

Negative campaigning and mobilization through disinformation: Visual disinformation strategies of Hungarian astroturf political influencers on Facebook - Appendix

Table A1: Megafon influencers' profile features

Influencer	Page description	Likes at posting	Followers at posting	Page created	Number of posts in the election	Number of disinformation posts
A kopasz oszt	"He who sows the wind shall reap the whirlwind." - Hosea 8:7	18861	21609	11/18/20	324	131
Zsolt Bayer	My name is Zsolt Bayer, I publish articles for the Hungarian nation in Magyar Nemzet and you can see me on Hír Televízió. Warm beer and communists make me sick. This is my only official social media page.	43627	50717	3/3/18	126	11
Dániel Bohár	ask questions, they run. I am interested in only one thing: the truth, and I work with all my energy to show it to you. I am a reporter who does not pretend to be independent/objective, but wants to do something for his country.	20568	27291	2/27/22	440	43
Stefi Déri	TV presenter	27364	29531	7/15/15	231	62
KonVerzió	patriotic, right-wing opinion page from the perspective of a young engineer. hu	17206	19137	12/15/20	306	57
Tamás Kötter	I believe in civic values and fight for a strong, independent, and proud Hungary.	19166	24918	12/21/20	285	117
Tamás Korondy	 Journalist, patriot. hu "Not even the gates of hell will bring Hungary down." — Lajos Kossuth	13071	13668	4/12/21	329	60
Philip Rákay	PATRIOT Communications and media specialist, producer	78887	90321	9/5/20	244	59
Kristóf Trombitás	"My principles are simply those that every sensible and normal person considered to be common sense before the French Revolution."	21719	33577	7/28/17	370	57

Table A1 presents key descriptive information about the Hungarian *Megafon* network influencers, providing context for their online activity and reach during the election period. It includes metrics such as page descriptions, the date of creation of the page, follower and page liker counts, and posting activity, based on CrowdTangle data in the time of data collection. The data show substantial variation in follower bases, from 13,668 (Tamás Korondy) to over 90,000 (Philip Rákay), indicating differing levels of influence within the pro-government astroturf communication ecosystem. Posting frequency is also highly uneven: while some influencers, like Dániel Bohár and A kopasz oszt, produced over 400 and 300 posts respectively, others, such as Zsolt Bayer, were less active. The column on "Number of disinformation posts" highlights how engagement intensity often coincides with the spread of

disinformation content, suggesting a link between visibility and propaganda activity. Overall, the table demonstrates the Megafon network’s structured communication strategy—combining high posting volume, emotionally charged narratives, and coordinated influencer messaging to amplify pro-government discourse on social media.

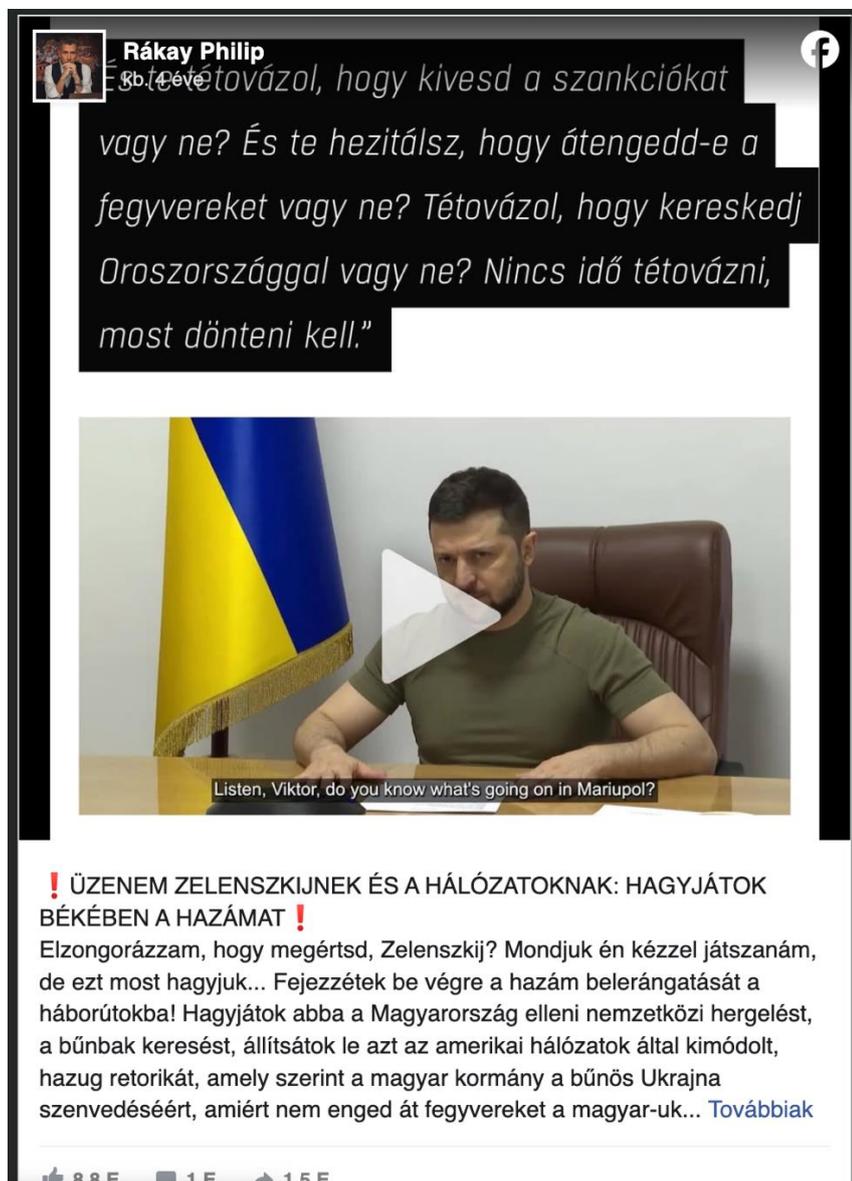


Figure A1: Verbal disinformation in Philip Rákay’s post; source:

<https://www.facebook.com/100059466946336/posts/372934558032106>

Translation: **! MY MESSAGE TO ZELENSKY AND HIS NETWORK: LEAVE MY COUNTRY IN PEACE !** Shall I play it on the piano so you understand, Zelensky? I would play it by hand, but let's leave that for now... Stop dragging my country into your war! Stop the international agitation against Hungary, stop looking for a scapegoat, stop the false rhetoric spread by American networks that the Hungarian government is to blame for Ukraine's suffering because it does not allow weapons to cross the Hungarian-Ukrainian border! Stop it already! Aren't you ashamed of yourself, Zelensky? You are attacking Hungary, the very country that immediately organized a nationwide collection after the outbreak of the war, sent aid trucks, and reallocated state funds so that we could take in not only our brothers and sisters in

Transcarpathia, but also Ukrainians, Rusyns, in other words, everyone fleeing the horror, by the hundreds of thousands? Are you humiliating us, who even at this moment are working with thousands of volunteers to alleviate the suffering of innocent people seeking safety? But of course, you don't care about any of this. You are talking and ranting from the same American script as the politicians of the Hungarian left. From Péter Márki-Zay to your Momentum and Dialogue network agent buddies, every single spokesperson on the Gyurcsány list is singing the same tune: you want to drag our country into your wars at any cost, no matter what. Meanwhile, the Hungarian government is quite rightly representing NATO's position on the issue: WE MUST STAY OUT OF IT! And no matter how hard they try, Zelensky and his networks will fail, because on April 3, the Hungarian people will once again vote their confidence in Viktor Orbán! Because they see perfectly well that Hungary is interested in peace, not in starting a world war! LEAVE MY COUNTRY IN PEACE!!!



Figure A2: Visual disinformation in Stefi Déri's post; Source:

<https://www.facebook.com/100063508025888/posts/392366909556907>

Translation: !! April 3! Let's go for victory! 🗳️✅❤️HU🗣️ (caption text); Those who vote for the right wing vote for peace, those who vote for the left wing vote for war. Let's defend Hungary on Sunday! On April 3, vote only for Fidesz! (image text).



Figure A3: Visual and verbal disinformation in A kopasz oszt's post; Source: <https://www.facebook.com/100063864213819/posts/354536443351827>

Translation: These are the same! (caption text); Márki-Zay and Gyurcsány are dangerous! With them, the austerity-filled past would return! Let's not let that happen! 🚫 Everyone must be at the polls on April 3!!