

MEASURING OPINIONATED COMMUNICATION

EMOTIONAL APPEALS IN POLITICAL CAMPAIGNS ON SOCIAL MEDIA

What captured attention during North Macedonia's 2024 elections?

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THE BIG TAKEAWAY

Identity-based pride generated the strongest average interaction per post — while fear ranked lowest.

WHAT WAS STUDIED

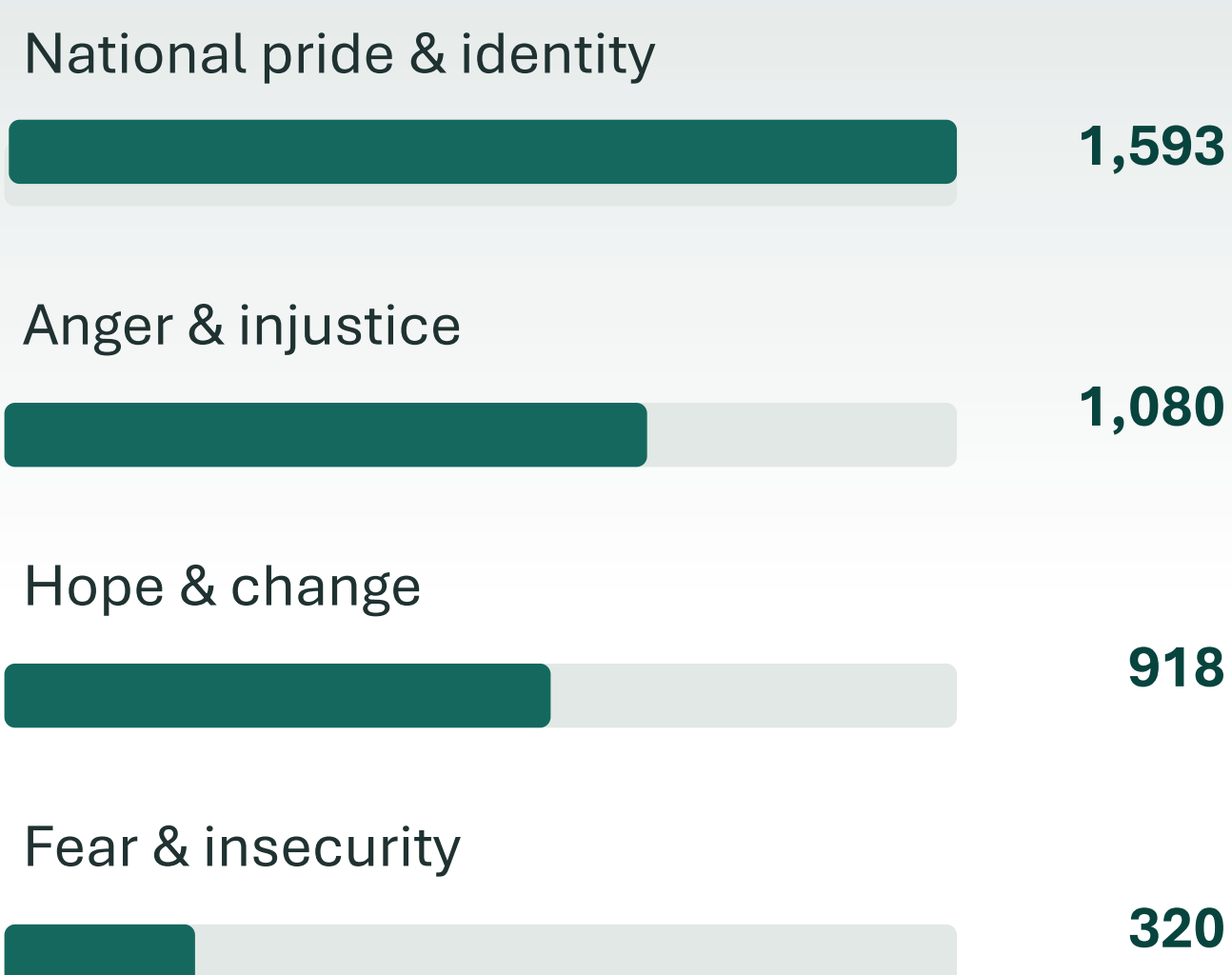
3,958 Facebook posts
 8 Apr – 8 May 2024
 Macedonian + Albanian
 Reactions + comments + shares

4 emotional appeals

Public campaign content

Posts with ≥30 reactions

AVERAGE ENGAGEMENT PER POST



Engagement = reactions + comments + shares

WHAT STOOD OUT

1 PRIDE WON

Identity/belonging drove the strongest interaction.

2 ANGER MOBILIZED

Injustice messages also drew strong interaction.

3 MORE ≠ STRONGER

Hope/change was common, but weaker per post.

PRACTICAL LESSONS

Ask yourself what emotional appeal lies behind the message before sharing it. High engagement does not equal informed participation.