

## **Abstract**

This thesis aims to explore the spread of populist propaganda on social media on the case of the Dutch politician Geert Wilders and Twitter. The research questions of this thesis focus primarily on the message that is being spread by Mr. Wilders and his followers, the way his followers react to this content and the attempt to securitize Islam through populist propaganda. The thesis uses the methodology of discursive thematic interpretation to analyze the narrative that is being spread. In order to collect data for this analysis, the analytical tool NodeXL Pro has been employed. This tool made it possible to not only collect data and identify the people interacting with a theme, but also visualize their position within the network. The thesis uses datasets collected by NodeXL for the discursive thematic interpretation of data. The analysis itself is divided into different sections, first analyzing the content shared by Geert Wilders and identifying the themes and reconstructing the narrative. Next, the analysis moves on to more specific subsections, such as important hashtags or examples of active users from Wilders' proximity. NodeXL was also helpful in modelling the networks and discovering the echo chambers formed around Geert Wilders.