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Monthly report on information disorder August 2023

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Content

Introduction

This summary and descriptive report, the first of its kind in Kosovo so far, offers an overview of the state of information (disinformation) throughout the month of August 2023, based on the data provided by the fact-checking platform - hibrid.info. This report is structured in a monitoring format and presents the situation over a one-month period, whereas, this is the 14th consecutive monthly report published so far.

This report is designed by the fact-checking platform hibrid.info, part of the Kosovar NGO "Action for Democratic Society" (ADS) and is supported by the American Foundation "National Endowment for Democracy" (NED) under the project "Promotion of Objective Journalism and Fighting Disinformation".

In this monitoring report is provided an overview of the form of media information on events in and around Kosovo. In the course of this report, several figures (graphics) deriving from the hibrid.info database is presented, divided under several rating categories that are part of the fact-checking methodology of this platform.

The report addresses 8 comparative categories of data, aiming to provide a more objective clarification of the state of information and to explain the trends of disinformation for this monitoring period.

The monitoring categories are:

- Rating of disinformation articles
- The topics used to create and disseminate disinformation content
- Areas upon which disinformation articles are created and disseminated
- IInstitutions and persons tackled by the disinformation articles
- Types of media that have created and disseminated disinformation content
- Categorization of media in Albanian and Serbian language that have created and disseminated misleading conten
- Types of social media that have created and shared disinformation content
- Types of publishers in social media that have created and disseminated misleading content

The content analyzed by the researchers of hibrid.info and that has served for the preparation of this report is primarily that published in Albanian and Serbian languages.

Evaluation categories of the disinformation

MAIN CATEGORIES
Here are the major categories listed according to the evaluated category

Pie chart categories:
- Other 4%
- Error 7%
- Hoax 12%
- Fake news 13%
- "Clickbait" 33%
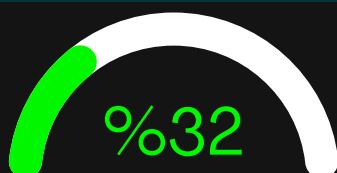- Disinformation 25%
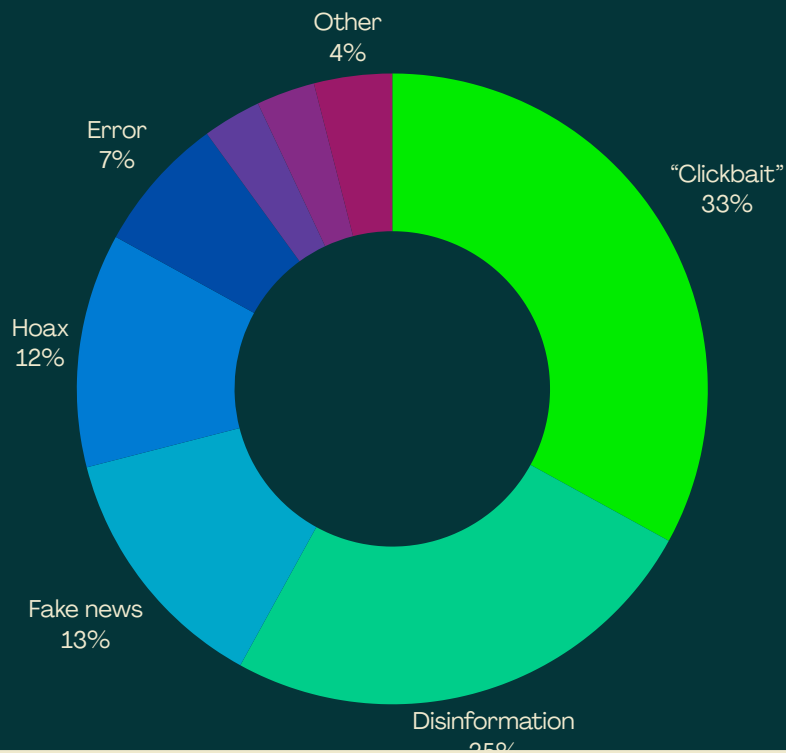
The dominance of misleading content categorized as "clickbait" and disinformation has persisted in August 2023, similar to the previous month (July 2023).

While in July, "clickbait" articles reclaimed the top position in terms of content quantity, in August, their percentage has further increased, reaching to 32%. Misinformation content in the disinformation category maintains the same percentage as the previous month, at 25%, followed by fake news at 14%. The ranking of misinformation content rated under these three categories continues in August as well, as indicated in the rating table of the month of July.

The increase in "clickbait" misinformation in the course of this month is attributed to the publication of misleading content in the domain of black chronicle, primarily by mainstream media outlets which have been rated as "clickbait." Disinformation is predominantly published in the political domain by various media and publishers (suspicious portals and publishers on social media). Similarly, fake news has been disseminated in the political domain, mainly by publishers on social media platforms.

%32

32% of misinformation articles have been rated as "cClickbait".

1.1 Analysis of rating types

01. "Clickbait"

Articles rated in this category have been published in the Albanian language by mainstream media and a small percentage by dubious portals. The majority of these articles have been created and published, fall within the domain of black chronicle and social matters. Various articles from the black chronicles such as deaths, murders, accidents and earthquakes that actually did not occur in Kosovo and where the event locations were unknown, leaving room for misinformation, have dominated this rated category. Simultaneously, social topics rated as "clickbait" primarily revolved the ban on electric scooters, restrictions on girls wearing Muslim clothing in schools and law regarding food products, all of which were unrelated to Kosovo and the locations of these developments were not disclosed.

03. Fake news

Fake news has primarily been published by pages or accounts on social media in the Albanian language. A large percentage of them were published in the political domain related to unspoken statements by singer Dua Lipa about the flag of Albania after the case of singer Rita Ora at a concert where she displayed the Serbian flag. An inexistent statement of the Ukraine President Zelensky on the recognition of the state of Kosovo and unfounded claims about a war in Kosovo were also published on social media. Additionally, in mainstream media in the Albanian language, a false claim was published that Kurti was seen entering the premises of the Special Prosecutor's Office to be interviewed about the oil and grain case.

05. Error

Content labeled as misinformation and rated as an error has been disseminated by media in the Albanian language in the domain of politics, social issues, and the economy. Incorrect reports surfaced about the quantity of wheat missing from the state reserves of the Republic of Kosovo, the arrest of officials on charges of corruption, the decision to implement paid parking starting from 19:00 in Prishtina and regarding the budget revenues of the Kosovo Customs.

02. Disinformation

Disinformation content has been published on social media and dubious portals, primarily in the Albanian language, in the domain of politics and security. Disinformation in the Albanian language in the political sphere was related to the statements of the Acting Chairman of the OWV of the KLA, Faton Klinaku, regarding the assassination of the Prime Minister of Kosovo, Albin Kurti, and about the resignation of the former Minister of Defense, Armend Mehaj. Meanwhile, the disinformation in the Serbian language, included the claims regarding an ethnic cleansing agenda against Serbs and the aim to link the baseless claims of organ trafficking in Ukraine with the involvement of the KLA. Disinformation content in the security domain, in the Albanian language, was about tragic events at the "Bon Vivant" cafe in Prishtina and the war in Ukraine, while those in the Serbian language published disinformation about developments in the north of Kosovo.

04. Hoax

Almost all fraudulent content has been published in the social domain by pages on social media, in the Albanian language. The main topics are about loan provision and prize games rated as scams. In addition, a "deep fake" (fabricated media content produced using artificial intelligence) of the airplane with the inscription "Albin Kurti – Kosovo USA" has also been published.

06. Unverified Content

Unverified content has been published by media in the Albanian language, in the domain of politics and social issues. They have addressed topics such as the abuse of a child in a preschool institution in Ferizaj, and not in Prishtina as well as unverified content related to the image of Jeff Bezos, CEO of Amazon, with a woman on a yacht, claiming to be the leader of the Serbian List, Goran Rakiq.

Other articles with misinformation content have been categorized as "Manipulation of Facts," "Conspiracy Theories," and through the combination of categories "Conspiracy Theories/Disinformation".

The topics used to create and disseminate disinformation content

2

MAIN CATEGORIES
Here are the main categories listed according to the topics
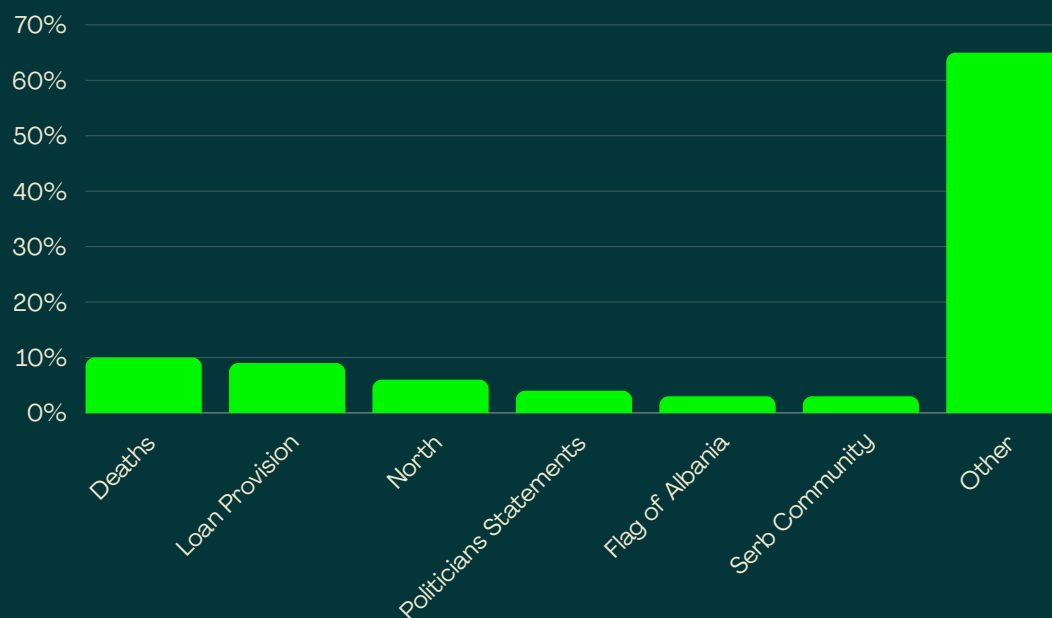
Throughout this month (August 2023), a diverse array of topics upon which misinformation content have been created and disseminated. Measurements highlight the prevalence of "clickbait" articles as the dominant category, with the majority of these articles concentrated in the domain of the black chronicle, particularly addressing incidents related to 'deaths' in various scenarios. The term 'deaths' encompasses all forms of misinformation content directly or indirectly linked to mortality, covering topics ranging from fatalities due to disease outbreaks or the consumption of specific products as well as traffic accidents, etc. In comparison to the previous month (July 2023), where topics in the domain of politics or security took precedence, during August 2023, the top position is being claimed by those from the domain of black chronicles.

Consequently, the "deaths" theme from the black chronicle takes the lead with a 10% share, closely followed by content related to loans provision at 9% from the social domain as discerned through daily monitoring throughout August 2023. Misleading publications on loans provision have been published on Facebook pages, featuring false claims surrounding loan offerings in various monetary denominations, often accompanied by symbols (logos) or depictions of financial institutions.

Simultaneously, misinformation disseminated regarding the north of Kosovo has found a home in questionable media outlets and portals in the Albanian language, as well as within Serbian language media and social media platforms. Publishers in the Albanian language have propagated unfounded allegations, drawing connections between increased KFOR movements due to exercises with the north and allegedly Serbs in the north have been called upon to pay electricity bills. Conversely, Serbian language publishers have proliferated untrue claims concerning the prohibition of medications of Serbia's origin in the north of Kosovo and purported attacks against Serbs by the Kosovo Police.

Throughout August 2023, misinformation content has also revolved around unspoken and manipulated statements by politicians, singer Dua Lipa's remarks on the Albanian flag, along with unfounded allegations pertaining to ethnic cleansing and the forced displacement of the Serbian community in Kosovo.
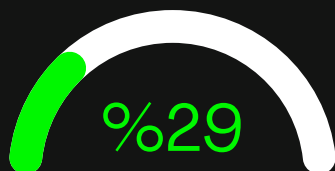
%29 29% of the main topics revolve around deaths in various circumstances, loans provision, developments in the north and manipulated statements by politicians.

2.1 Fact-checking analysis according to topics

In the following are summarized analyses of four main topics (themes) addressed by various media and publishers, based on the measurements from the hibrid.info platform through fact-checking methodology.

01. Deaths

All misinformation content related to articles on this topic has been published in the domain of the black chronicle and rated in the category of "clickbait." These articles were also published by dubious media and portals in the Albanian language. The topics were related from fatalities due to disease outbreaks or the consumption of specific products as well as traffic accidents, etc., with undisclosed event locations aimed at encouraging clicks from readers.

02. Loans Provision

Misleading articles on this topic have been published on social media, specifically by dubious Facebook pages in Albanian, all of which were rated as deception in the social affairs domain. Deceptive offers of possibilities, loan campaigns and offers of varying monetary values constituted the content of publications upon which fraudulent activities have been created.

03. North

Half of the misinformation content related to the north has been published in the domain of security, while the other part is in the domain of politics and social issues. Disinformation comprised 50% of the content related to this topic, with the rest being categorized as "clickbait." Disinformation has been disseminated by media and channels in Telegram in the Serbian language regarding the ban in the north on medications of Serbian origin, while the actions of the Kosovo Police against smuggling in the north are trying to be presented as an attack on the Serbian community there. "Clickbait" content has been published by dubious media and portals in the Albanian language regarding an opinion published as news, claiming that a call is made to Serbs in the north to pay electricity bills and linking the baseless allegations of the increase in KFOR movements for exercises with the situation in the north.

04. Statements of Politicians

Misleading content related to the fall of the Government of Kurti has been rated as politically-oriented disinformation. All articles on this topic have been published by accounts or pages on social media, in the Albanian language. Based on monthly monitoring by hibrid.info, false claims have also been addressed regarding Serbia's involvement in the fall of the Kurti Government and misinformation about the former U.S. President, Bill Clinton, predicting that a "Kurti will have a tragic end".

Types of domains

Based on the monitoring data for August 2023, media and pages on social media in the Albanian language have generated and disseminated the majority of misinformation content in the domain of politics. While in both Albanian and Serbian media, the topics related to state reserves, the Serbian community and the north of Kosovo dominated, publishers on social media have misinformed about certain statements by politicians regarding internal political developments in Kosovo, and the relations between position-opposition and the policies developed by Albin Kurti as well as unspoken statements about the flag of Albania by Dua Lipa.

MAIN FIELDS
Here are the main fields listed

Health 3%
Other 5%
Security 9%
Politics 37%
Social issues 22%
Black Chronicle 24%
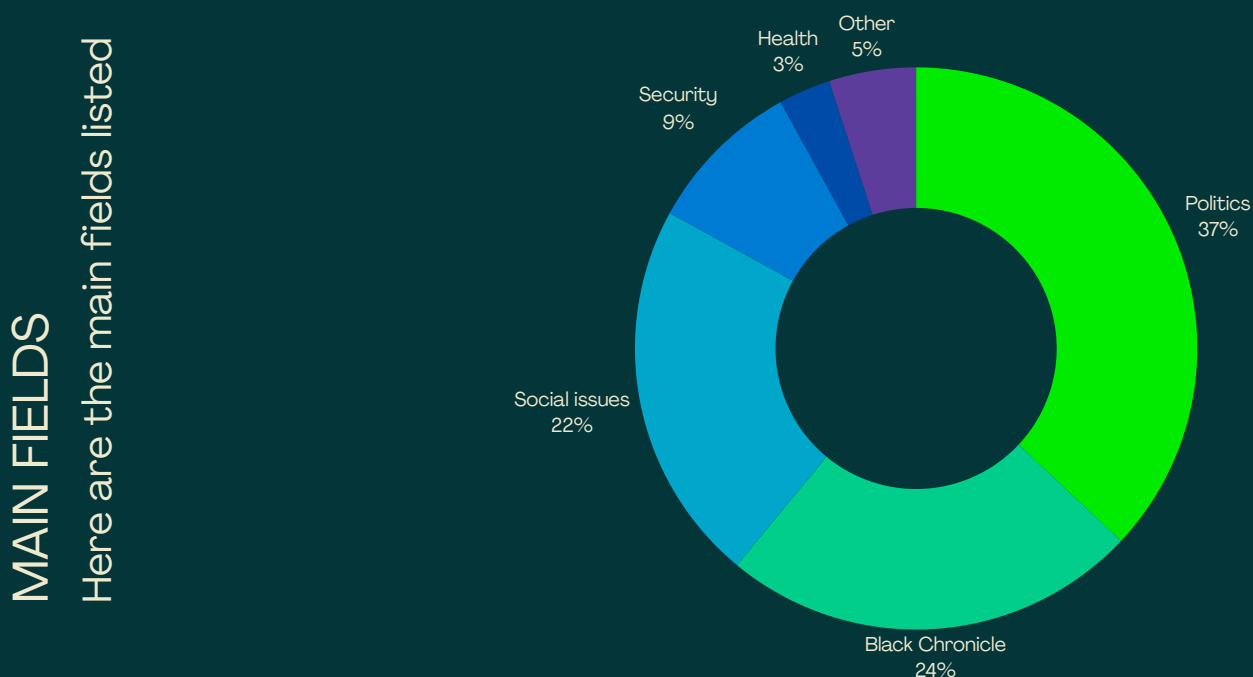
While in June 2023, the domain of politics and security predominated, and in July 2023, they experienced a decline, however misinformation publications in the political domain increased in August 2023, while the security domain took a decline. Compared to July 2023, there is a 9% increase in misinformation content in the political domain (from 28% in July 2023 to 37% in August 2023). The domain of politics is followed by the black chronicle, which has increased compared to July 2023 (from 16% in July 2023 to 24% in August 2023). These two domains constitute more than half of the misinformation content for this monitoring month, even though the two domains are not interconnected to one another due to the fact that all of the rated misinformation contents as "clickbait" are from the black chronicle, while a significant percentage of disinformation belongs to political topics.

With regard to misinformation articles in the social domain, they have not changed from the preceding month, respectively, 22% of publications are social issues topics due to the prevalence of deceptive content related to loan provisions with varying monetary values and prize games. The social issues domain is followed by the

security domain, which has experienced a 15% decrease compared to July 2023, linked to the reduction of misinformation related to the north.

Regarding the misinformation publications from the political domain, 21% of them have been published by mainstream media and another 16% by publishers on social media in these categories of misinformation: disinformation (10%), fake news (9%) and error (4%). The majority of disinformation has been published by pages and accounts on social media in the Albanian language related to statements by the Acting Chairman of the OWV of the KLA, Faton Klinaku, against Prime Minister Kurti, other politicians' statements and the resignation of the former Minister of Defense, Armend Mehaj. While, another proportion of disinformation was published by Serbian language media about the alleged ban on medications of Serbian origin in the north, aiming to interlink the unfounded allegations of organ trafficking in Ukraine with the involvement of the KLA and an agenda for ethnic cleansing of Serbs by Kurti's government. Almost all misinformation content rated as "fake news" has been published by pages and accounts in the Albanian language on social media, with regard to unspoken statements by singer Dua Lipa about the flag of Albania as well as the allegation that Kurti was seen entering the premises of the Special Prosecutor's Office to be interviewed regarding the oil and wheat case.

Misinformation content from the black chronicle domain has mostly been rated as "clickbait" (19%), followed by disinformation (3%) and fake news (1%). Almost all "clickbait" content has been published by media in the Albanian language concerning deaths and murders in various circumstances, accidents, earthquakes, robberies, and injuries.

Regarding misinformation articles on social issues, most of them have been published by social media in the Albanian language, dominated by fraudulent content (10%) about false publications regarding loan offers, followed by "clickbait" content in the Albanian language (7%) on topics about food products, the ban on electric scooters and the decision to ban Muslim clothing in schools.

Whereas, misinformation about security has been published by media, dubious portals and publishers on social media, primarily in the Albanian language, which are rated as disinformation (4%), fake news (3%), and "clickbait" (1%).
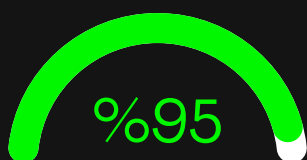
%95   95% of misinformation content is related to politics, the black chronicle, social issues, security and health.
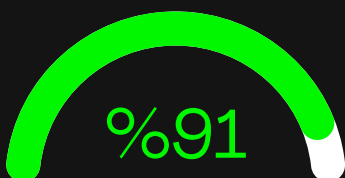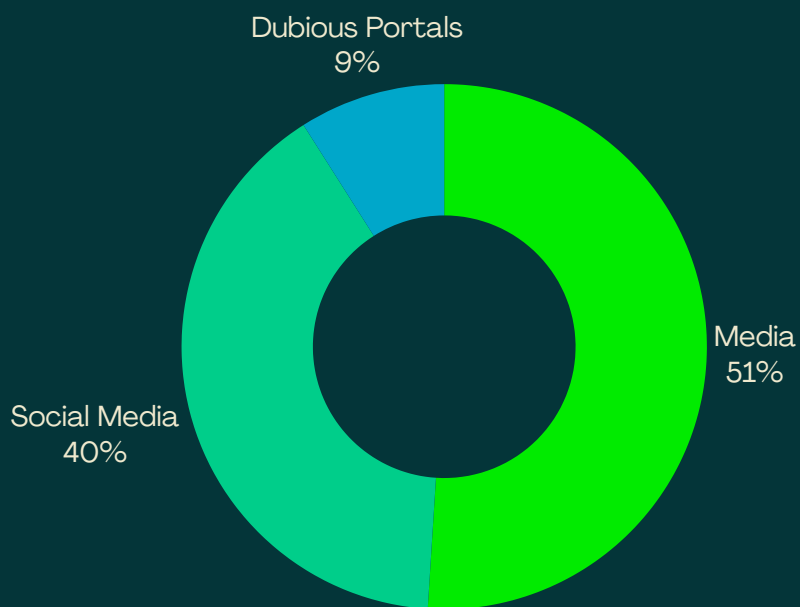
Types of publishers

4

The data from monitoring for the month of August 2023 indicate that mainstream media have published the majority of misinformation content during this month. This is a contrast to the previous month (July 2023), when publishers on social media had published and disseminated the most misinformation regarding events and developments around Kosovo. This is primarily attributed to misinformation articles rated as "clickbait" and errors that have been published by mainstream media, while publishers on social media have published more disinformation, scams and fake news.

According to monitoring measurements, 51% of misinformation content has been published by media, 40% by pages and accounts on social media and 9% by dubious portals.

Comparing this month's data with the previous month, it reveals that misinformation content published on social media has decreased by 10% (from 50% in July 2023 to 40% in August 2023), while misinformation in the media has seen a significant increase of 11% (from 39% in July 2023 to 51% in August 2023).

DIFFERENCE IN PERCENTAGE BETWEEN PUBLISHERS WITH DISINFORMATION CONTENT

Dubious Portals
9%

Media
51%

Social Media
40%

%91

91% of articles with misinformation content have been published by media outlets (51%) and by publishers on social media (40%).

5 Classification of publications in the Albanian and Serbian language

This measurement reveals the language in which the scrutinized disinformation articles have been published over the course of one month, categorizing the media into Albanian, Serbian and other languages concerning their coverage reports of the developments in and around Kosovo.

PERCENTAGE OF MEDIA PUBLICATIONS IN ALBANIAN AND SERBIAN LANGUAGES

Publications in Serbian
10%

Publications in Albanian
90%
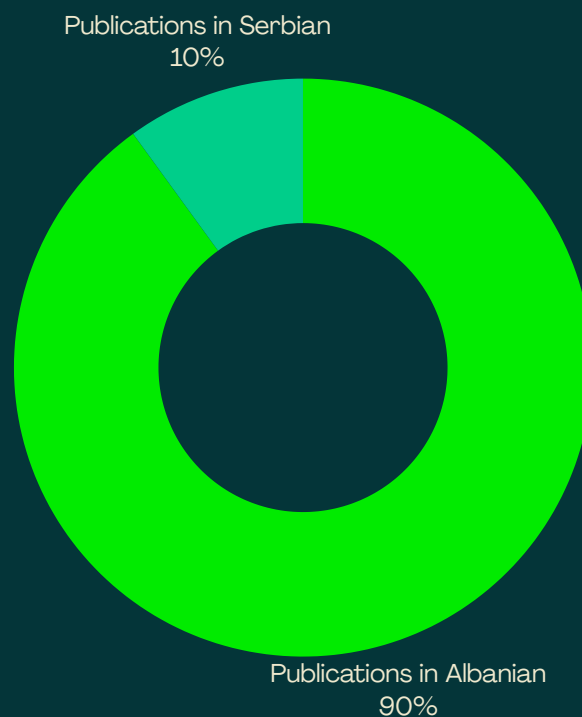
Throughout this month, diverse publishers using the Albanian language have predominantly released misinformation content, making up 90%, consistent with previous months. Among these publications in Albanian, 42% of the misinformation articles (forming the largest subset in the monitoring) were disseminated by traditional media, 39% by social media publishers and 9% by dubious portals. Conversely, misinformation publications in the Serbian language were published by 9% of the monitored media, for publications focusing on developments in Kosovo and 1% by social media publishers.

5.1 Analysis of articles in this category

In this section of the report, disinformation publications published by media outlets in Albanian, Serbian and other languages are analyzed. The following narrative provides an overview of their interrelations across categorizations, domains, and addressed topics.

01. Publications in Albanian language

Misinformation content during August 2023 has been published approximately in the same percentages by media (42%) and social media pages and accounts (39%), followed by dubious portals (9%). During this month, as in the previous month (July 2023), the "clickbait" category continues to dominate due to content from the black chronicle (deaths, murders, accidents, etc.), while error ranks second with 7%. The third is unverified content (3%), and in fourth place, manipulation of facts (1%). Despite the fact that the political domain leads in publications in the Albanian language, the black chronicle and social issues categories rank second and third respectively, with a slight difference from one another. This originates from the fact that political topics are categorized into several rating types (fake news, disinformation, "clickbait," and error), with "clickbait" content dominating in the black chronicle, while fraudulent content in social issues. While there was a variety of themes in the political domain, other domains were dominated by events that did not occur in Kosovo and were related to various deaths, as well as fraudulent publications related to offering loans in various monetary values.

02. Publications in Serbian language

All misinformation content from publishers in the Serbian language revolves around political and security themes related to events in Kosovo during August 2023. Disinformation predominates as a category, followed by conspiracy theories and fake news. Disinformation published by Serbian-language publishers includes baseless claims about the ban on medications of Serbian origin in north of Kosovo, attacks against Serbs and an agenda for their ethnic cleansing by Kurti government, as well as intentions by media in the Serbian to link unfounded allegations about organ trafficking in Ukraine involving the KLA. Additionally, Serbian language publishers have disseminated articles with content suggesting a conspiracy theory that Turkey and the United Kingdom are preparing the ground for Kurti to attack Serbia, along with threats of expulsion of Serbs from Kosovo.
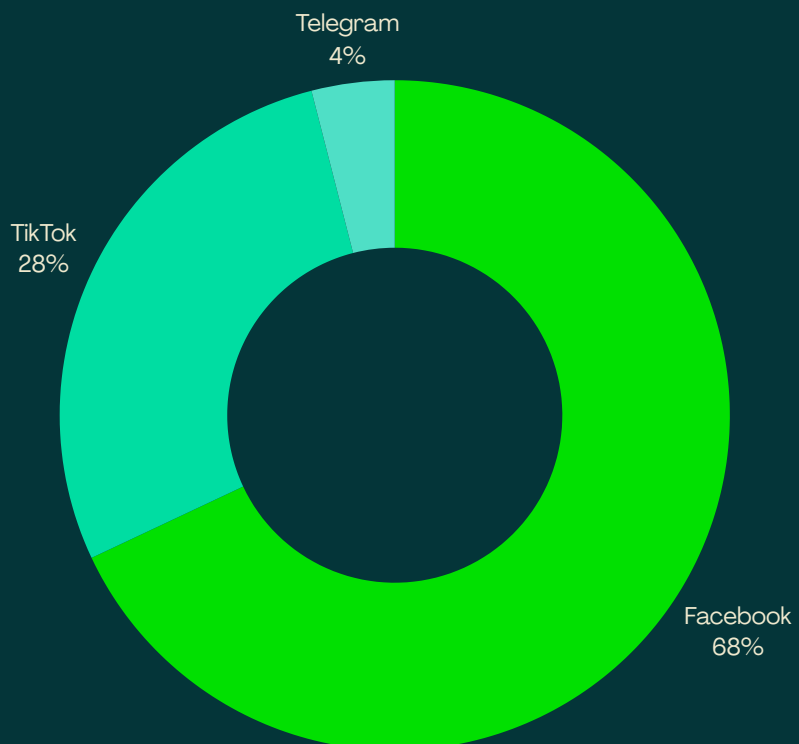
Types of social media

6

In this section, only disinformation articles published and disseminated on social media are analyzed, excluding publications in other media outlets (mainstream media and dubious portals).

Similar to the previous month (July 2023), in August 2023, misinformation content from publishers on Facebook continues to lead with the same percentage (68%). Meanwhile, misinformation on TikTok has seen an increase during August 2023 by 5% compared to the previous month (from 23% in July 2023 to 28% in August 2023).

Hence, 68% of misinformation content was published and disseminated on Facebook, followed by TikTok with 28% and a marginal percentage on Telegram (4%).
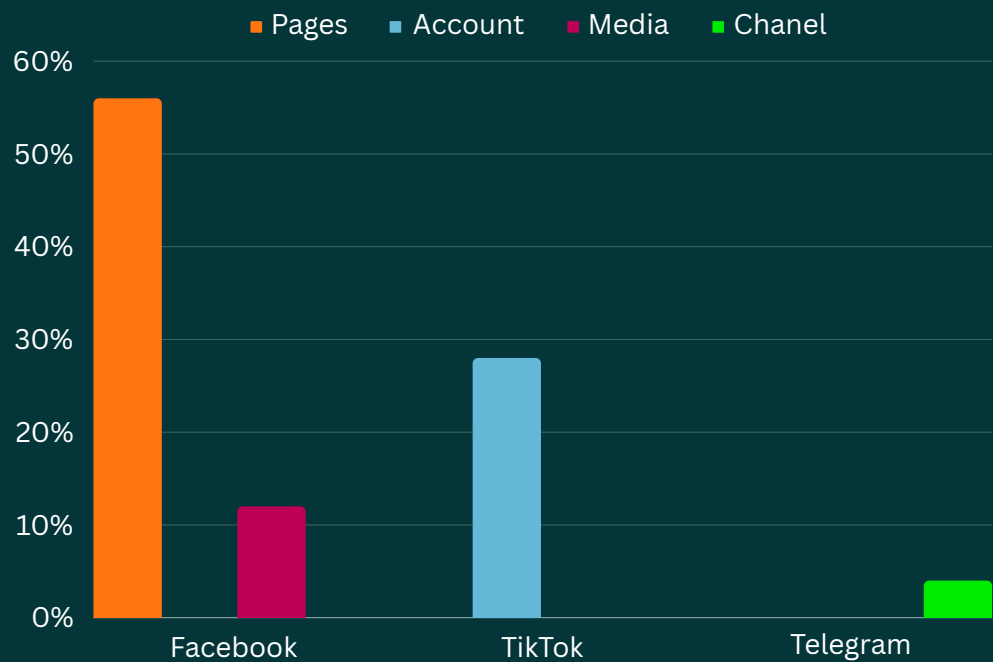
PERCENTAGE OF PUBLICATIONS ON SOCIAL MEDIA

Telegram
4%

TikTok
28%

Facebook
68%

Types of publishers in social media

This measurement analyzes, through monitoring data, the interaction on social media regarding the publication and dissemination of disinformation articles by various publishers on social media platforms. This is done through these main categories of publishers: accounts, pages, profiles, media and channels managed by social media users.

In August 2023, various pages on Facebook (56%) published the majority of misinformation related to developments in Kosovo, while the remaining proportion of misinformation content on this social media platform was published by media outlets (12%). In the course of the month of July 2023, Facebook pages dominated in terms of dissemination of misinformation articles, followed by TikTok accounts (28%) and Telegram channels (4%).

PERCENTAGE OF TYPES OF PUBLISHERS IN SOCIAL MEDIA

■ Pages ■ Account ■ Media ■ Chanel

6.2 Analysis of Types of Publishers on Social Media

The following categories of social media are analyzed in relation to the publication and dissemination of disinformation content.

01. Facebook

The majority of misinformation content published on Facebook are in the domain of social issues and politics. The overwhelming portion of misinformation publications in the social issues domain includes fraudulent content related to offering loans of varying monetary values, as well as prize games. Meanwhile, articles with political themes are linked to statements by politicians regarding political developments in the country and unspoken statements by singer Dua Lipa about the flag of Albania. Misinformation published in the Albanian language on Facebook is categorized as scam (28%), disinformation (20%) and fake news (16%). Fraudulent content is all about offering loans and prize games, while disinformation relates to various topics in politics, social issues, sports, and health.

02. TikTok

All misinformation content published by TikTok accounts falls within the political and security domain. Political topics are intertwined with false claims, such as the Acting Chairman of the OWV of KLA, Faton Klinaku, has declared allegedly that he would rather kill Prime Minister Albin Kurti before Milan Radojçiq, who is under investigation by the state of Kosovo and sanctioned by the United States; that former Minister Armend Mehaj was forced to resign after visiting former KLA leaders in the Hague; that Ukrainian President Zelensky declared that Ukraine does not recognize Kosovo; that LDK MP Arben Gashi said he would vote for the Serbian List before Lëvizja Vetëvendosje; and a "deepfake" (fabricated media content produced using artificial intelligence) of an airplane with the inscription "Albin Kurti." Meanwhile, in the security domain, unfounded claims of a new war in Kosovo were made. Misinformation content on TikTok is categorized as disinformation (12%), fake news (12%), and scams (4%).
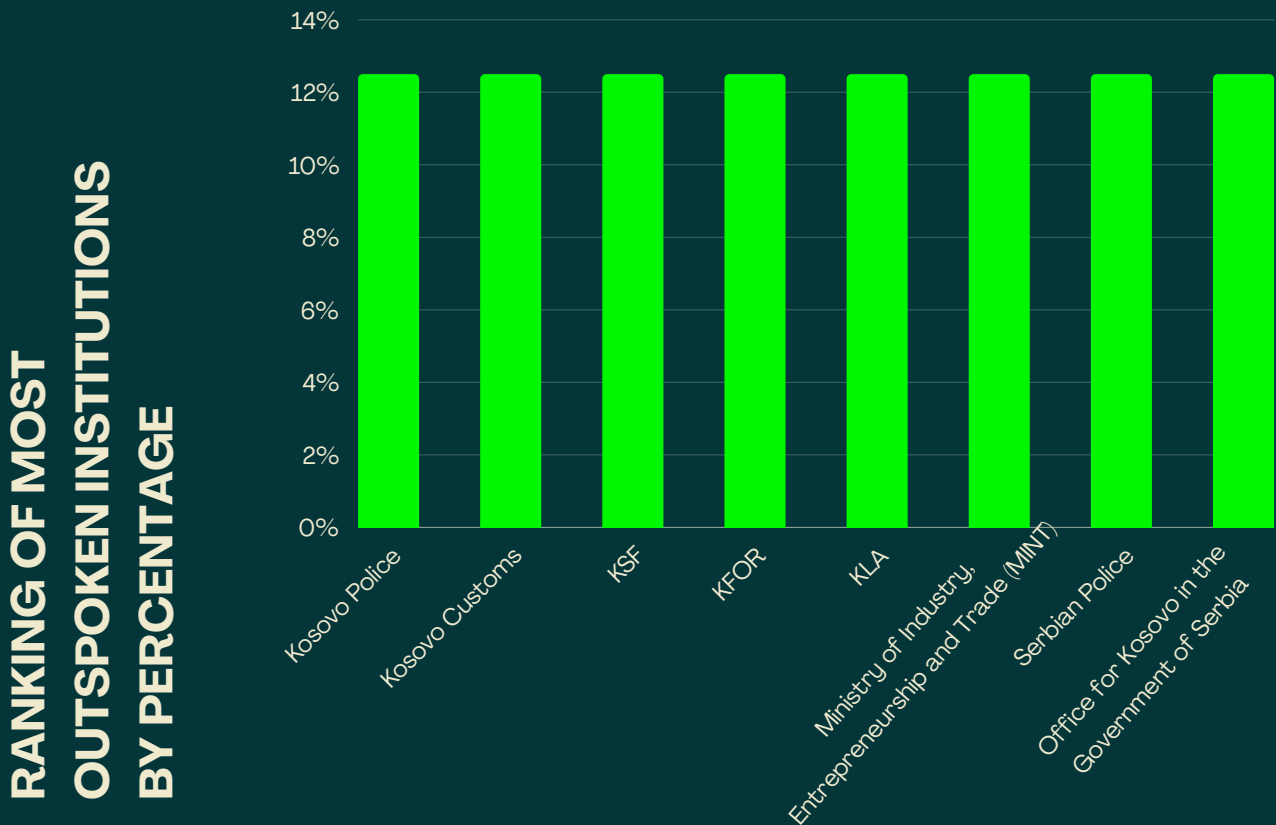
03. Telegram

Publications on Telegram are distinctly in a smaller percentage compared to those on Facebook and TikTok. The content disseminated on Telegram is in the Serbian language focusing on security topics published through a channel in Serbian language. This particular article contains misinformation about the operation of the Kosovo Police against smuggling in the north of Kosovo, making unfounded claims to portray it as an assault against the Serbian community there.

Most outspoken personalities and institutions

7

This measurement analyzes data to determine which institutions and personalities (political public figures) have been most outspoken through the monitoring of articles with disinformation content.

RANKING OF MOST OUTSPOKEN INSTITUTIONS BY PERCENTAGE

Chart categories: Kosovo Police, Kosovo Customs, KSF, KFOR, KLA, Ministry of Industry, Entrepreneurship and Trade (MINT), Serbian Police, Office for Kosovo in the Government of Serbia — each at approximately 12.5%. Y-axis: 0% to 14%.

All the institutions listed in the above table have been mentioned once in the misinformation content published by various publishers during August 2023.

Taking into consideration that the Kosovo Police, Kosovo Security Force, KFOR, and Serbian Police are among the mentioned institutions, then it is understood that security institutions are among the most mentioned this month.

The Kosovo Police has been mentioned in disinformation of the media in Serbian language, falsely portraying its action against smuggling in the north of Kosovo as an assault against Serbs, meanwhile, the KSF has been implicated, by media in Serbian language, in a conspiracy theory that Turkey and Great Britain are preparing the ground for an attack by the KSF against Serbia. KFOR was mentioned in "clickbait" content by media in Albanian language, linking KFOR increased movements for routine exercises to the situation in the northern part of the country, while the Serbian Police was featured in a misleading video claiming mistreatment of Albanians.

Other mentioned institutions or organizations include Kosovo Customs, KLA, the Ministry of Industry, Entrepreneurship, and Trade (MIET) and the Office for Kosovo in the Serbian Government.

RANKING OF MOST OUTSPOKEN INDIVIDUALS BY PERCENTAGE
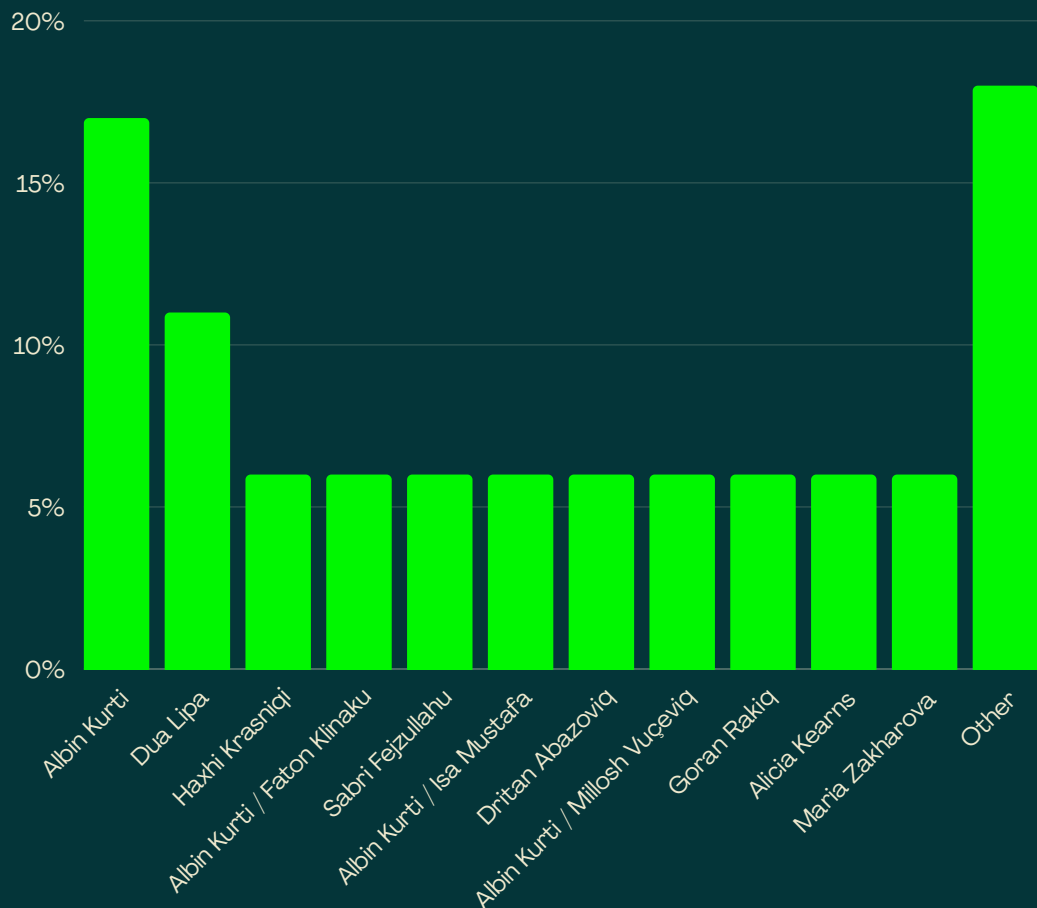
The Prime Minister of Kosovo, Albin Kurti, continues to be the most mentioned figure in misinformation contents from various publishers during August 2023 as well. Kurti was mentioned by media in Albanian language, falsely claiming that Kurti was seen entering the premises of the Special Prosecutor's Office in regard to the case of oil and wheat; in a misleading content of a "deepfake" publication (fabricated media content produced using artificial intelligence) of an airplane with the inscription "Albin Kurti - Kosovo USA", published by social media publishers; in Serbian language media, conspiracy theories were spread, alleging that Turkey and Great Britain are preparing the ground for Kurti to attack Serbia, etc..

Based on the monitoring, Kurti has also been mentioned in context with other personalities. He was involved in a TikTok misinformation content where the Acting Chairman of the OWV of the KLA, Faton Klinaku, allegedly stated that he would rather murder Albin Kurti before Milan Radojçiq, who is under investigation by the state of Kosovo and sanctioned by the USA; he was also mentioned in the manipulated statement in the media by former Prime Minister Isa Mustafa, falsely claiming that Kurti wants to resign and not implement the agreements; as well as, in the media disinformation in Serbian language, an unfounded claim by the Minister of Defense of Serbia, Millosh Vuçeviq, that Kurti's government has an agenda for the ethnic cleansing of Serbs.

As the second most mentioned public figure in misinformation contents during this month, Dua Lipa takes place with some unspoken statements about the flag of Albania after the incident involving Rita Ora with the Serbian flag. Other mentioned personalities include boxer Haxhi Krasniqi, Sabri Fejzullahu, Dritan Abazoviq, Goran Rakiq, Alicia Kerns, Maria Zakharova and others.

Methodology

For the preparation of this monitoring report, both quantitative and qualitative methods were used.

With regard to quantitative methods, a database was initially created from ADS/hibrid.info in order to break down and analyze in details the misinformation trends. Through this database, regularly maintained and updated daily by the ADS/hibrid.info staff, articles with disinformation content are monitored.

This means that all articles published on the hibrid.info platform are placed in the database, and the latter serves as the main source for preparing the monitoring report. Furthermore, the methodology used to analyze the presented data in the monitoring report enables data filtering into daily, weekly, and monthly basis, mainly in quantitative form, to better understand the phenomenon of disinformation of those analyzed articles for this one month period of time according to various categories and ratings.

Parallel to this, another important source for this report is the ADS/hibrid.info methodology (published on the hibrid.info website) for combating informational disorder. This methodology, which is first and foremost based on qualitative methods, has been developed by the professional staff of ADS/hibrid.info and is in line with the highest international standards for fact-checking, following the guidelines of the International Fact-Checking Network (IFCN), respectively. ADS/hibrid.info is a full member of this international mechanism - IFCN.

This monitoring report covers the period from 1 – 31 of August 2023.

This summary monitoring report provides a snapshot of the one month state of play of information (misinformation) during August 2023, from the data from the fact-checking platform – hibrid.info.

Conclusions

Based on the monitoring for the month of August 2023, various media outlets and publishers have created and disseminated most of the "clickbait" articles with 33%, followed by disinformation with 26% and fake news with 14%, while fraudulent content takes the fourth place with 12%. The majority of "clickbait" content has been created and published in the black chronicle domain with 18% and social issues with 8% by dubious media and portals in the Albanian language. In contrast, disinformation has been published by social media publishers and dubious portals in the Albanian language, as well as by Serbian language media, in the domain of politics and security. Fake news has mainly been disseminated by pages on social media in the Albanian language, majority of them related to political domain. All fraudulent content has been published by social media publishers in the Albanian language related to social topics such as loan offerings and prize games.

Media and pages on social media in Albanian language, have produced and disseminated the most misinformation content in the domain of politics, followed by black chronicle. Despite not being directly related to each other, these two domains constitute more than half of the misinformation content for this monitoring month, as all rated "clickbait" misinformation articles are related to black chronicle and a significant percentage of disinformation belongs to political topics.

Misinformation contents related to various cases of loss of life in different circumstances, categorized as 'death,' has dominated in terms of topics. This topic from the black chronicle prevails with 10%, followed by other social topics such as loan offerings with 9%. In the course of August 2023, the north of Kosovo as a topic takes third place with 6%, followed by few statements by politicians with 4%. All content related to death themes has been published by media in the Albanian language and categorized as "clickbait," while those related to providing loans from pages on social media in the Albanian language are categorized as scams. On the other hand, misinformation content about the north of Kosovo has been published by dubious media and portals in the Albanian language, as well as media and publishers on social media in the Serbian language.

Compared to the previous month (July 2023), when social media dominated the publication of misinformation articles, in this month (August 2023), over half of them, or 51, have been published by real media. The rest of the misinformation content has been created and disseminated by social media publishers with 40% and dubious portals with 9%.

Based on the monitoring during August, 90% of misinformation content has been published by publishers (media, dubious portals and pages, accounts on social media) in the Albanian language, while 10% by publishers (media and channels on Telegram) in the Serbian language. While misinformation in the Albanian language has covered the domain of politics, black chronicle and social issues, those in the Serbian language are related to politics and security.

The majority of misinformation content in the Albanian language is categorized as "clickbait" with 28%, error with 7% and unverified content with 3%, while on social media, disinformation (13%), scams (12%) and fake news (12%) have been published. Politics and black chronicle are the two domains most misinformed by media and publishers in the Albanian language. In contrast, misinformation content in the Serbian language is related to the domain of politics and security in topics, such as the alleged ban of medications from Serbian origin in the north, the unfounded claims of organ trafficking in Ukraine involving the KLA and the allegations of Kurti's government having an agenda for ethnic cleansing of Serbs. As for publications by social media publishers, 68% of them have been published on Facebook, followed by TikTok with 28% and Telegram with 4%. All contents are in the Albanian language, except for the content on Telegram, which is in the Serbian language. The main topics addressed are political and social issues.

Security institutions such as the Kosovo Police, Kosovo Security Force, KFOR, and the Serbian Police are the most mentioned in misinformation published by publishers in the Albanian and Serbian languages. As a personality, Albin Kurti continues to receive the most attention in misinformation contents this month as well, primarily for political developments, intertwined in context with other political personalities, local and Serbian.

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