

**Monthly report on
information
disorder
July 2023**

August 2023

**Action for
Democratic Society
hibrid.info**



Monthly report on information disorder July 2023

Publisher: ADS/hibrid.info

Prishtina, august 2023

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This report has been published by Action for Democratic Society (ADS) as part of the project "Promoting Objective Journalism and Combating Disinformation," which is generously supported by the National Endowment for Democracy (NED).

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The project is financed by:



The project is realized by:



Content

Evaluation categories of the disinformation

The topics used to create and disseminate disinformation content

Types of domains

Types of publishers

Classification of media publications in the Albanian and Serbian language

Types of social media

Most outspoken personalities and institutions

01. 02. 03. 04. 05. 06. 07.

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 July 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 13th 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:

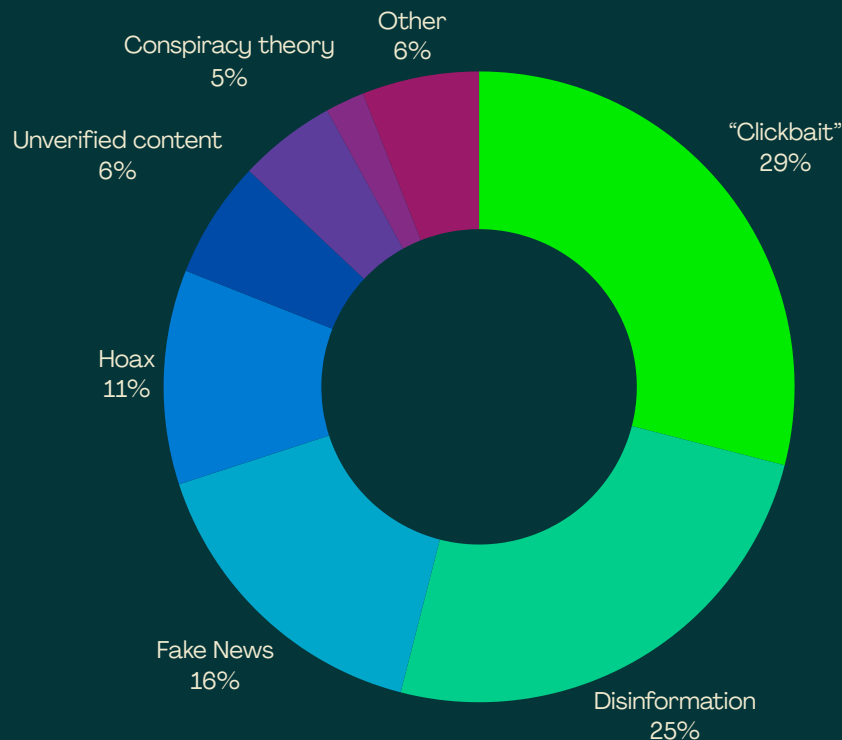
- Rating of disinformation articles
- The topics used to create and disseminate disinformation content
- Areas upon which disinformation articles are created and disseminated
- Institutions and persons tackled by the disinformation articles
- Types of media that have created and disseminated disinformation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



The data for disinformation in July 2023 suggest that articles labeled as "clickbait" and disinformation, published by various media and publishers, have dominated the misinformation landscape upon and around Kosovo.

While in the preceding month (June 2023), "Fake news" held the top position among disinformation categories, during July 2023, "clickbait" articles took the top spot, comprising 29%, followed by disinformation at 25%. Consequently, the monthly monitoring for the month of July reinstates the prevailing trend, showcasing the dominance of "clickbait" and disinformation. These two are followed by "fake news" at 16% and hoax at 11%. The fifth position is occupied by unverified content at 6%, succeeded by conspiracy theories at 5%, and errors at 2%. "Fake news" has now slipped to third place in the rankings due to a reduction in politically oriented content on social media, though all instances of "fake news" were associated with the security sector. Simultaneously, there has been an increase in "clickbait" content within the field of black and social chronicles.

The resurgence of "clickbait" at the top spot as a rated category is attributed to a notable percentage of the contents published in the realms of politics, social issues and black chronicle being rated as "clickbait". Meanwhile, the increase in the volume of contents in the domain of politics and security, substantial percentage of which has been rated as disinformation, has propelled the latter to the second position, and consequently the category of "fake news" has slipped to the third position.



29% of disinformation articles rated "clickbait".

1.1 Analysis of rating types

01. "Clickbait"

All "clickbait" articles originate from publishers in the Albanian language, with the majority being disseminated by media outlets (news portals) and a smaller proportion by dubious portals and social media publishers. A significant portion of the "clickbait" content is created and published in the domain of black chronicles and social issues (approximately 20% combined). Furthermore, among these misinformation publications, articles featuring news about deaths, murders (such as, for example, the case of a prominent journalist's demise or a man killing his ex-girlfriend's fiance before taking his own life) and earthquakes, have prevailed, where the location of the event remains unspecified (unknown). Additionally, topics related to the positions of the USA on recent developments in Kosovo, the relationship Kurti-Rama, the Kosovo Government's support for young people, and the subsidization of Kosovo students are also encompassed within the "clickbait" category.

03. Fake news

Fake news has been predominantly published in the security domain, with relatively fewer instances in the political sphere. Within the security domain, these misleading narratives have been concocted and disseminated by social media publishers in the Albanian language, specifically, the content revolved around the equipping or supplying of weapons to the KSF. Despite official announcements confirming the procurement of "Bayraktar" drones by the state of Kosovo, social media publishers have circulated inaccurate content, falsely claiming the acquisition of additional military equipment from Turkey. The majority of fabricated content on social media is presented in the Albanian language, with a lesser number in Serbian. Notably, almost all instances of "fake news" are linked to developments surrounding the KSF's weapons procurement, thus raking this category in the third place.

05. Unverified Content

All disinformation publications rated as "Unverified Content" are generated and disseminated within the domain of politics and security, which content specifically relates to the North and the supply of military armaments to the KSF. The majority of these unverified contents are propagated by publishers on social media, with a predominant focus on the Albanian language.

02. Disinformation

During this month, disinformation has predominantly been propagated by various social media publishers, particularly in the domain of politics and security. In the security domain, the disinformation is centered around the north, while on the political front, with false assertions regarding the overthrow of the Kurti Government. Disinformation contents concerning the north, published in the Albanian language by social media publishers, focuses into topics such as about police presence reduction in the north of Kosovo and coordination with KFOR. Simultaneously, misinformation content about the Kurti Government's overthrow includes misleading claims such as "former US President Bill Clinton warns of Kurti's tragic end" and false assertions about how "Serbia is supporting the Kurti government's overthrow".

04. Hoax

All misleading publications rated as hoax are created and disseminated by social media publishers. The majority of them occur in the Albanian language, originating from various Facebook pages addressing social issues, such as announcements, loans, love relationships, prize games, etc.

06. Conspiracy Theories

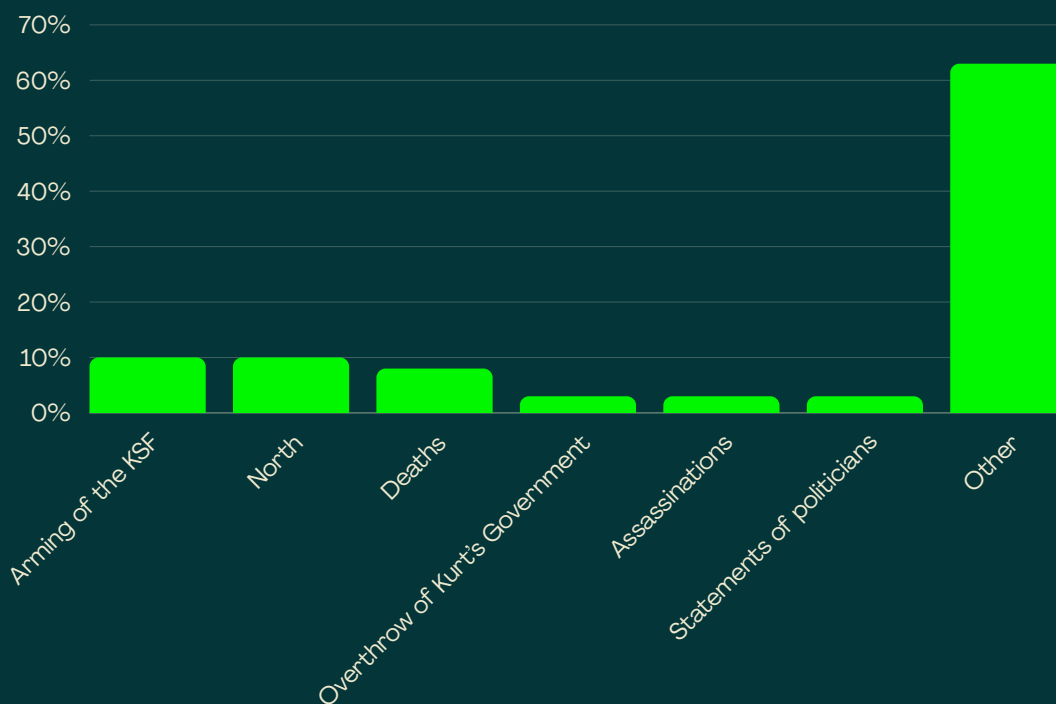
A limited number of misleading articles during this month have been rated as conspiracy theories. These articles featuring content labeled as conspiracy theories, have been circulated within the domain of politics, social issues and health, from both mainstream media and social media publishers, predominantly in the Albanian language. The topics rated in this category include discussions on Kurt's impact on domestic politics in Serbia and content related to the pandemic.

Other articles with misleading content have been rated in the category of "Error", "Manipulation of facts", "Unverified content / Conspiracy theory / Pseudoscience", "clickbait" / Disinformation" and "Disinformation / Satire".

The topics used to create and disseminate disinformation content

MAIN CATEGORIES

Here are the main categories listed according to the topics

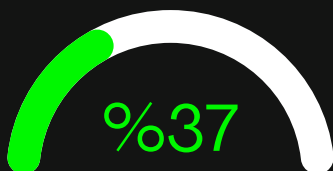


The main topics that have dominated this month are the military equipment of the KSF and the north of Kosovo. Despite the fact that in the previous month (June 2023) the northern issue had accounted for 27% after political and security events in the northern municipalities of the country, this month, disinformation content related to the north has dropped to 10%.

The decline in publications about the north from various media and publishers aligns with the dynamics of political and security developments in the northern part of Kosovo during month of July 2023. The issue of the Kosovo Police, the reduction of their presence in and around municipality facilities in the north, as well as their presence with the permission or coordination of KFOR, as a request from the international community for de-escalation of the situation, were the topics most frequently used for disinformation content. Disinformation publications about the north were created and disseminated mainly by media and publishers on social media, primarily in the Albanian language and less in Serbian. The content themes conveyed in the Serbian language mainly revolved around false assertions concerning the existence of drones in the north and instances of violence perpetrated by special units of the Kosovo Police against the Serbian community there.

Misleading content regarding the military equipment of the KSF derived as a result of speculations about the procurement of armaments by the state of Kosovo from Turkey, officially acknowledging only the procurement of "Bayraktar" drones. All deceptive content related to this matter was disseminated by publishers on social media and predominantly in the Albanian language.

During this month, there has been disinformation content on various topics such as death (e.g., a well-known journalist dies, a person is found dead in a park, the lifeless body of an infant is discovered), the fall of the Kurti Government, murders (a husband kills his fiancée and then himself), and statements by politicians about the policies of the Kosovo Government, etc.



37% of major topics are about the north and developments there as well as supply of military equipment to KSF.

Fact-checking analysis according to topics

2.1

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. Arming of the KSF

Any content related to the military supply of the KSF has been published in the security domain. The majority of them have been rated in the categories of "Fake News" and "Unverified Content," disseminated by publishers on social media. Fake news has been published by pages and accounts on social media in the Albanian language, while unverified content has been published on the social media platform Reddit, in English, supposedly containing a document claiming to be an agreement for the purchase of arms by the KSF from Turkey.

03. Death

For this topic, articles have been disseminated mainly rated as "clickbait" and disinformation. Articles/publications predominantly rated as "clickbait" have delved into events with claims from black chronicle and social issues, while disinformation is prevalent only in the field of black chronicles. "Clickbait" content has been published by dubious media and portals in the Albanian language, while disinformation emanates from publishers on social media in the Albanian language.

02. The North

The majority of disinformation content about the north this month has been published in the security domain, with a small percentage in the domain of politics. "Disinformation," "Fake News," "Manipulation of Facts," and "Unverified Content" are the disinformation categories used to rate all of the content about the north. Disinformation and manipulation of facts have been published by media in both Albanian and Serbian languages, while fake news and unverified content have been disseminated by pages and accounts on social media in both languages. The issue of the Kosovo Police, coordination with KFOR, and their presence in and around municipal facilities in the north were the topics that dominated most of the disinformation.

04. Fall of the Government of Kurti

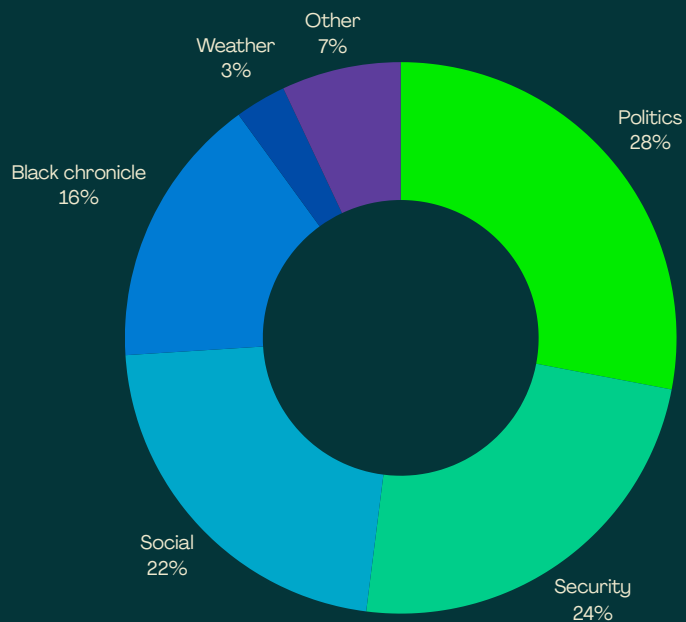
Misleading content related to the fall of the Government of Kurti has been rated as politically-oriented disinformation. All articles on this topic have been published by accounts or pages on social media, in the Albanian language. Based on monthly monitoring by hibrid.info, false claims have also been 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".

3

Types of domains

Based on the measurements conducted for the month of July 2023, various pages or accounts on social media, in the Albanian language, have produced and disseminated the most disinformation content in the political sphere. These misleading articles address various political topics such as the north, Kurti's policies, statements by politicians, and false claims by the U.S. Ambassador to Kosovo, Jeffrey M. Hovenier, regarding the political opposition in Kosovo.

MAIN FIELDS
Here are the main fields listed



In comparison to the previous month (June 2023), when disinformation content in the political and security spheres had significantly dominated due to dynamic developments related to these two domains, in July 2023, themes in the political and security fields have suffered a decline in percentage, despite remaining the primary areas of disinformation. In this regard, in the current month there is a noticeable decrease of 14% in articles in the political field from the previous month (from 42% in June 2023 to 28% in July 2023). The domain of politics is followed by the security domain, which has seen a slight decline of 5% compared to the previous month (from 29% in June 2023 to 24% in July 2023). In spite of these monitoring data, if these two domains are considered together, then 52% of all disinformation articles published in July 2023 are dominated by political and security themes, demonstrating their significant influence, taking into consideration that those two are inter-related to one another, particularly with regard to the north of Kosovo.

On the other hand, misleading content in the social domain has marked a 12% increase compared to June 2023. The growth in this field is a result of misleading content related to various social topics, such as financial aid calls for helping the sick, subsidies for children from the Municipality of Prishtina, retirement age, etc.

It is followed by black chronicles, which similarly experienced a 10% increase compared to June 2023.

The majority of misleading publications with political content have been created and disseminated by publishers on social media 19%, followed by mainstream media 8%, and dubious portals with 2%. In the field of politics, 13% of misleading content is disinformation, 6% is "clickbait," and 3% is unverified content. The majority of misinformation has been published by pages and accounts on social media in the Albanian language, related to few false political statements of the politicians and topics such as the fall of the Kurti Government. Meanwhile, "clickbait" articles in the political domain have been published by mainstream media, covering topics such as the Kurti-Rama relationship, physical clashes among MPs in the Kosovo Assembly as well as the possibility of early elections in Kosovo. The majority of misleading articles with political themes have been published by publishers in the Albanian language, while a small portion comes from publishers in the Serbian language.

With regard to security-related topics, the most prevalent misinformation has been classified as fake news (13%), disinformation (8%), and unverified content (2%). Fake news is primarily published by pages and accounts on social media in the Albanian language, focusing on the supply of the KSF with military equipment. On the other hand, security-related misinformation in the Serbian language has been disseminated by media regarding the northern topic and KLA veterans, where the protests organized by them against the exclusion of their pensions from the Law on Minimum Wage were falsely interpreted by Serbian media as a demand for money for the killing of Serbs. Meanwhile, a smaller percentage of disinformation, in this context, has been published by media in the Albanian language related to the north and Kosovo-NATO relations. Moreover, in the security domain, the majority of misleading publications are distributed by publishers on social media (16%), primarily in the Albanian language 13%, followed by mainstream media 8%, where publications by Albanian language publishers have the lead with 5%, and those in the Serbian language with 3%.

With regard to misleading articles on social issues, all of them have been published by media and publishers in the Albanian language covering various topics such as different deaths, financial support, subsidies for children, etc. Meanwhile, disinformation about black chronicles has been published by media and publishers (social media and dubious portals) in the Albanian language, focusing on topics like violence, murders, deaths and earthquakes.



93% of misinformation content is about politics, security, social issues, black chronicle and weather.

4

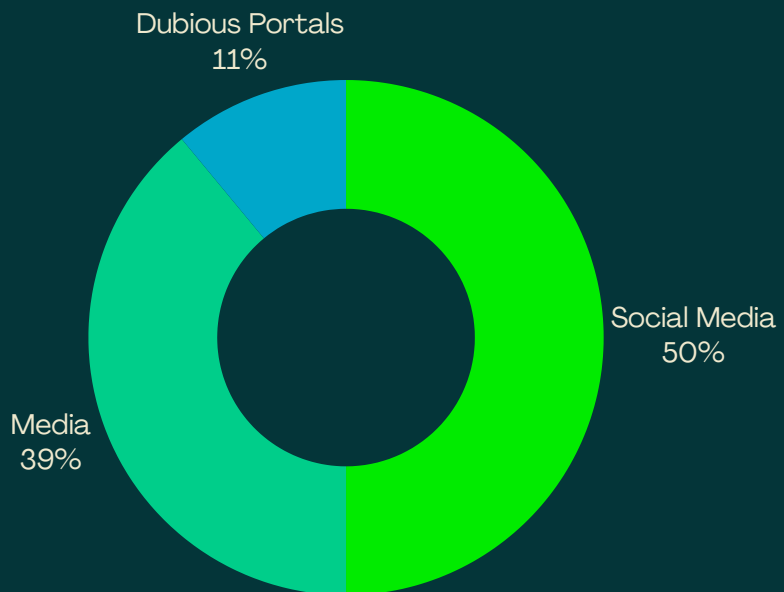
Types of publishers

Contrary to June 2023 and previous months when mainstream media predominantly published disinformation content related to various events and developments around Kosovo, in July 2023, it was pages and profiles on social media that disseminated the most misinformation. This is as a result of that the majority of disinformation and fake news, as well as a portion of frauds and unverified content, was being published by publishers on social media.

The data from monitoring indicates that 50% of disinformation content was disseminated by pages and accounts on social media, 39% in mainstream media, followed by 11% from dubious portals.

Compared to the previous month (June 2023), it is notable that there has been a significant increase of 14% in disinformation content on social media, rising from 36% in June 2023 to 50% this month.

DIFFERENCE IN PERCENTAGE BETWEEN PUBLISHERS WITH DISINFORMATION CONTENT



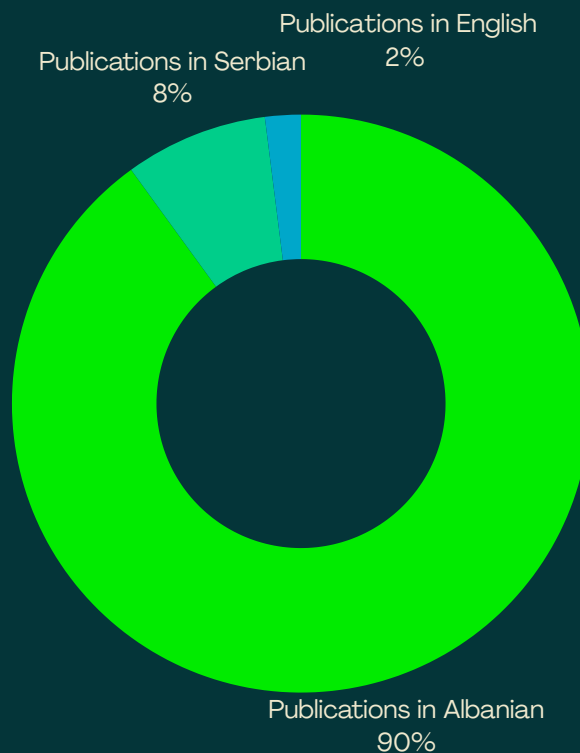
89% of articles with misinformation content were published by publishers on social media (50%) and mainstream media (39%).

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



In July 2023, 34% of disinformation content in the Albanian language (comprising the largest sample of the monitoring) was published by mainstream media, 11% by dubious portals and 45% by publishers on social media. Meanwhile, disinformation content in the Serbian language was disseminated by 5% of the monitored media for publications on the developments in and around Kosovo and 3% from social media, specifically on telegram channels.

Based on the comparison with previous months, there appears to be a reversal in the trend from the previous month, as there is a significant increase in publications in Albanian and consequently a drastic decrease in those in Serbian. Monitoring measurements show an increase in the percentage of publications in the Albanian language (an increase of 18%) and a decrease in those in the Serbian language (a decrease of 16%). This is evident from the daily monitoring sample conducted by hibrid.info.

Analysis of articles in this category

5.1

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

Pages and accounts on social media in the Albanian language have predominantly published misleading content in July 2023, followed by mainstream media and the other smaller portion from dubious portals. Although false news had dominated as a category in Albanian disinformation content in June 2023, in July, the "clickbait" category ranks first with 29%, driven by content related to murders, deaths and accidents that provoke clicks, while the second is disinformation with 22%. In the third place are fake news with 13%, while in the fourth is fraud with 11%. Politics has been the primary theme of disinformation addressed by publishers and media in the Albanian language because the majority of disinformation and a given portion of "clickbait" content originate from this domain. Politics is followed by social issues in the second place, while security and black chronicle rank third and fourth, respectively, with a small difference from the social domain, which ranks second.

02. Publications in Serbian language

All disinformation content from publishers in the Serbian language revolves around political and security topics related to events in Kosovo during July 2023. Regarding evaluative categories of misinformation, disinformation and fake news share the same percentage, followed by conspiratorial content. Disinformation content in Serbian is related to the issue of northern Kosovo and the matter of KLA veterans, where their protest for the inclusion of their pensions in the Law on Minimum Wage was misinterpreted as a demand for money for killing Serbs living in Kosovo. Meanwhile, fake news included claims that Egypt has withdrawn recognition of Kosovo, the presence of drones in northern Kosovo, and mistreatment of the Serbian community by the Kosovo Police. Publishers in the Serbian language also published conspiratorial content claiming that Prime Minister Kurti is involved in Serbia's domestic politics.

03. Publications in English language

In the course of the month of July 2023, a single disinformation article surfaced through an English language social media account. This content was released on Reddit, featuring documents purporting to be official agreements for Kosovo's procurement of weaponry from Turkey.

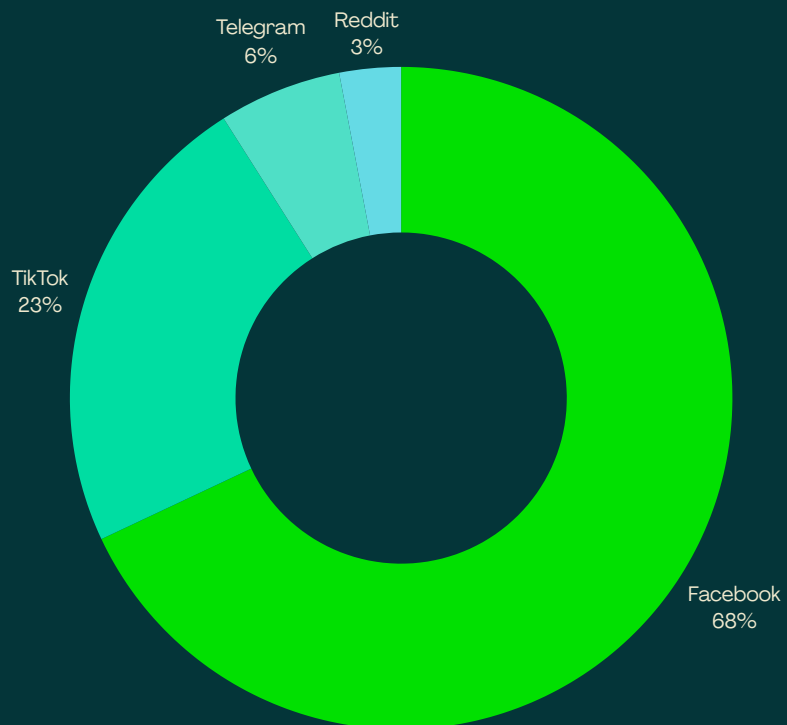
6

Types of social media

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).

While there was a decline in misinformation content on Facebook in June 2023, with TikTok taking the top spot, in July 2023, Facebook regained the top position with a significant increase of 28%. Therefore, 68% of disinformation content was published and distributed on Facebook, followed by TikTok with 23%, and a small percentage on other social media platforms such as Telegram (6%) and Reddit (3%).

PERCENTAGE OF
PUBLICATIONS ON SOCIAL
MEDIA



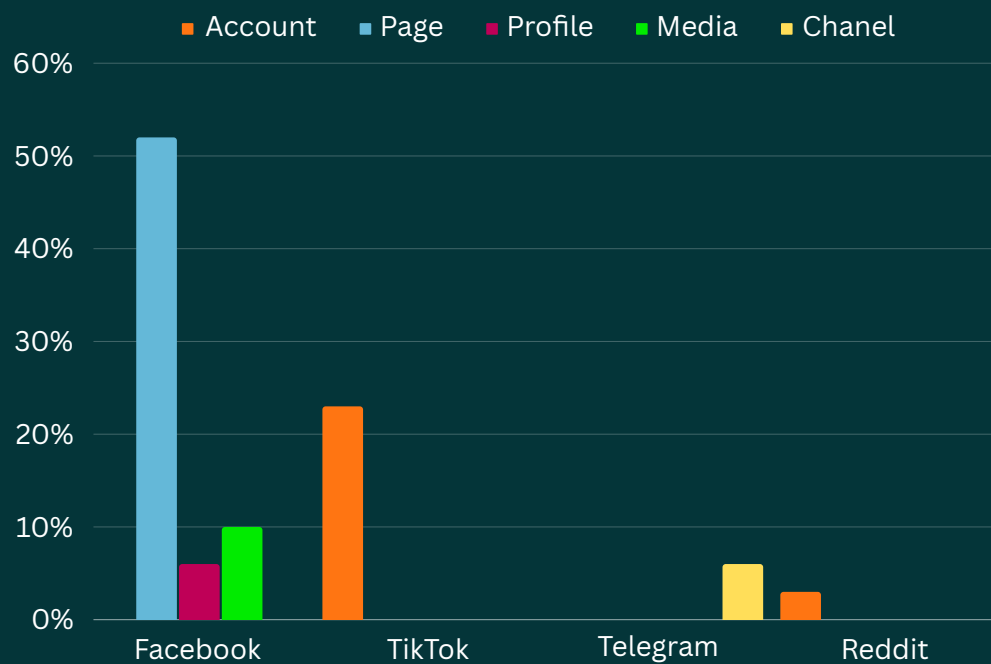
6.1

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.

During July, Facebook pages (52%) have published the most disinformation content related to developments in Kosovo, and the rest of the disinformation content on this social media platform has been published by profiles and media. Whereas, in June 2023, TikTok accounts had disseminated the most disinformation content. this month, it (at 23%) ranks second after Facebook.

PERCENTAGE OF TYPES OF PUBLISHERS IN SOCIAL MEDIA



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 overwhelming majority of disinformation publications on Facebook are related to politics and security. Political contents include several false statements from politicians, publications about the northern part of Kosovo, the possibility of overthrowing the Kurti Government, whereas in the security domain, there were publications about the equipment of the KSF with military weaponry. Misinformation content published in the Albanian language on Facebook is categorized as disinformation (19%), fraud (16%), and fake news (16%). Disinformation is related to topics on internal political developments, fraud is related to reward games and loan disbursement, while fake news is related to the supply with armament to KSF.

02. TikTok

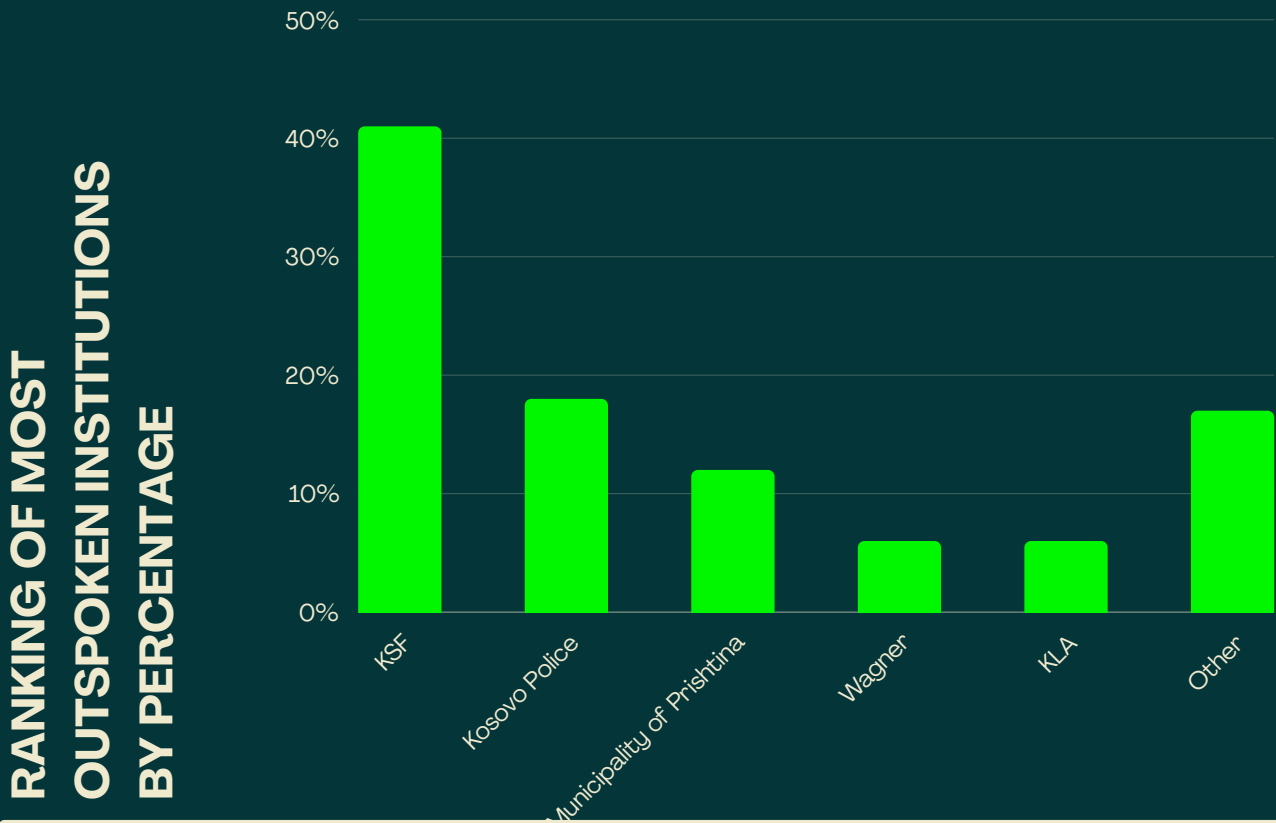
The majority of disinformation publications on TikTok accounts are in the area of politics and security. Political themes are related to Kurti's policies, false statements by American Ambassador Jeffrey Hovenier about the opposition, as well as claims about the overthrow of the Kurti Government. Disinformation content in the security domain published on TikTok is related to the equipment of KSF with weaponry and the northern part of the country. All of the misleading content from TikTok accounts is published in the Albanian language and categorized as disinformation (10%), fake news (10%), and conspiracy theories (3%).

03. Twitter, Reddit dhe Telegram

Publications on other social media are noticeably less in percentage compared to Facebook and TikTok. Publications on Telegram are in the Serbian language on the topics of security and politics, while those on Reddit are in English, in the fields of security and social issues. Channels on Telegram published fake news about the existence of drones in the north and Egypt's withdrawal of recognition of Kosovo. Meanwhile, the article published on Reddit was unverified content regarding documents of agreements to purchase weapons from Turkey

Most outspoken personalities and institutions

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.



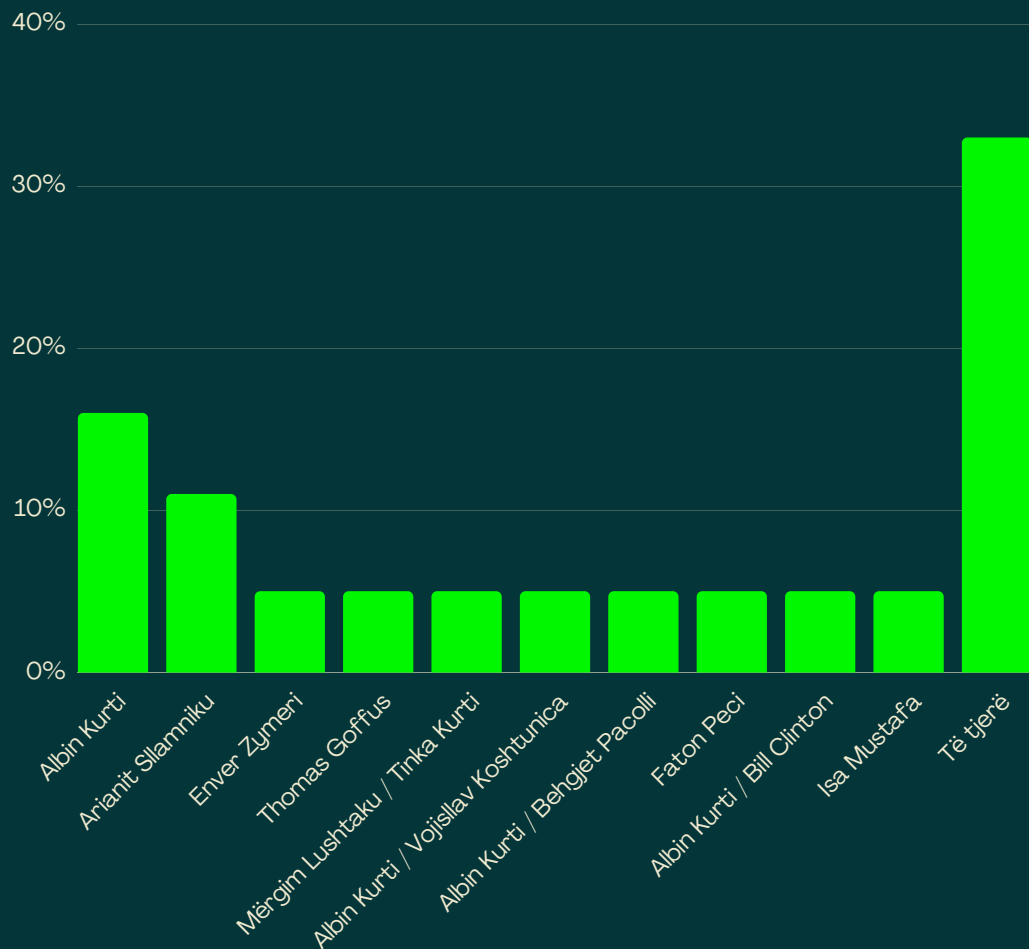
Security institutions have inevitably dominated over other institutions in disinformation reports from various media and publishers.

While in the course of the months of April, May, and June, the most mentioned institution in disinformation content was the Kosovo Police, in July, this institution ranks second due to reduced developments in the north and disinformation contents related to them, intertwined with the Police. Meanwhile, in the month of July, the Kosovo Security Force for the first time takes the top spot as the most outspoken institution, as a result of procurement of "Bayraktar" drones from Turkey, an event that influenced the creation of misleading contents.

The Kosovo Security Force (KSF) emerged as the most mentioned institution in disinformation publications during July 2023, as a result of misinformation publications about the topic of procurement of military equipment by the KSF. Meanwhile, the Kosovo Police was mostly mentioned in connection with developments in northern Kosovo. KSF was mainly mentioned in disinformation content from publishers on social media in Albanian, while the Kosovo Police was mentioned by mainstream media in both Serbian and Albanian languages.

Other mentioned institutions or organizations include the Municipality of Prishtina, the Wagner mercenary group and KLA.

RANKING OF MOST OUTSPOKEN INDIVIDUALS BY PERCENTAGE



According to the monitoring data for July 2023, the Prime Minister of Kosovo Albin Kurti, maintains his position as the most prominent outspoken public figure in the misinformation contents, created and propagated by diverse publishers. Kurti's name appears in disinformation circulating among Albanian social media publishers, particularly regarding his alleged involvement in Serbia's domestic political affairs, "clickbait" content of mainstream media outlets in Albanian misinterpreting statements on early elections as well as disinformation disseminated by media in the Serbian language asserting that Kurti continues in terrorizing Serbs in Kosovo through Kosovo Police.

Additionally, Kurti was mentioned in other disinformation content in the context with other personalities. Herein, is included media conspiracy theories in Serbian about an establishment of a political party in Serbia with former Minister of Foreign Affairs of Kosovo, Behgjet Pacolli, manipulated photos on social media claiming Kurti met with former Serbian politician Vojislav Koshtunica and another disinformation claiming former U.S. President Bill Clinton predicted a tragic end for Kurti.

The second most mentioned public figure during this month is conspiracy theorist Arianit Sllamniku, followed by other mentioned personalities such as the murdered former police officer Enver Zymeri, Assistant Secretary-General for Operations of NATO, Thomas Goffus, Minister Faton Peci, former Prime Minister Isa Mustafa, etc..

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 July to 31 July 2023.

Conclusions

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

In the course of July 2023, various media and publishers created and disseminated mostly "clickbait" articles with 29%, dominating over other categories of disinformation. "Clickbait" is followed by disinformation with 26%, fake news with 16%, and fraud content occupying the fourth position with 11%. "Clickbait" articles were published in the domain of black chronicles and social affairs by mainstream media (informative portals) and with a small percentage from dubious portals and publishers on social media in the Albanian language. Disinformation contents were published by publishers on social media in the Albanian language, in the domain of security and politics related to the north, the possibility of overthrowing the Kurti Government, the presence of the Kosovo Police in the north, etc. Meanwhile, fake news has been disseminated by publishers on social media, mainly in the Albanian language, related to security matters about alleged military equipment of the KSF. Fraud contents have also been published on social media, in the Albanian language, covering various topics such as loan provision, romantic relationships, prize games, etc.

The northern region and the supply of military equipment for the KSF emerged as the two primary topics of misinformation throughout this month. In the Albanian language, misinformation articles concerning the north revolve around the presence of the Kosovo Police in the north whether having or not KFOR's permission, while, the Serbian language media outlets have disseminated misinformation regarding the alleged existence of drones in the north as well as the claims of violence perpetrated by the Kosovo Police against the Serbian community. Disinformation content related to the supply of weaponry to the KSF has been published by social media publishers, primarily in the Albanian language. As for the domains mostly affected by misinformation, politics takes the lead with 29%, followed by security at 24% and social issues at 21%

In comparison with the previous month (June 2023), when mainstream media lead in the publication of disinformation articles, in this month, social media has significantly dominated in creating and publishing disinformation content, accounting for 50% of all publications. The remaining disinformation contents have been published by mainstream media with 39% and dubious portals with 11%. In the course of this month, media and publishers in the Albanian language have published the most "clickbait" articles with 29%, covering topics related to murders, deaths and accidents, while disinformation is in the second place with 23%, followed by fake news with 13% and fraud with 11%. Politics has been the main topic of misinformation conducted by publishers and media in the Albanian language, followed by social issues in the second place. Meanwhile, disinformation articles from media in the Serbian language have been published in the domains of politics and security, primarily disseminating disinformation about developments in the north of Kosovo, fake news about recognitions of the state of Kosovo, about the presence of drones in the north of Kosovo, and conspiracy theories claiming that Prime Minister Kurti is involved in Serbia's domestic politics. Among publishers on social media, Facebook has surpassed TikTok in terms of the number of disinformation articles, ranking first with 68% of publications and TikTok is second with 23%, followed by other social media platforms such as Telegram (6%) and Reddit (3%) with significantly fewer disinformation publications. The vast majority of them have been published in the Albanian language, and the main topics covered are political and security issues in Kosovo.

The institution garnering the most attention, in terms of mentions, is the Kosovo Security Force (KSF), from media and publishers in the Albanian language, about its military equipment, followed by the Kosovo Police (KP) as the second most frequently mentioned institution, being discussed by publishers in both the Albanian and Serbian languages concerning the north of Kosovo and the Serbian community in Kosovo. Meanwhile, in terms of personalities, Prime Minister Albin Kurti continues to be receive the prominent attention featured in disinformation reports this month as well, primarily revolving around political developments, interconnected in context with other political national and international public figures.

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