



**HIBRID.INFO**

**Action for Democratic Society / Hibrid.info**

**EDITORIAL GUIDELINES**

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## INTRODUCTION & MISSION

Action for Democratic Society (ADS) is a non-governmental organization founded in 2010 and registered with the Department for Registration and Liaison of NGOs at the Ministry of Public Administration (MAP) of the Government of Kosovo, in accordance with Law No. 03/L-134 on Freedom of Association in NGOs.

Since its establishment, ADS has implemented advocacy, monitoring, research, and capacity-building projects, with a strong focus on media development and youth empowerment in Kosovo.

In June 2020, ADS launched Hibrid.info, the first and leading fact-checking platform in Kosovo. Verified by the International Fact-Checking Network (IFCN) and a member of the European Fact-Checking Standards Network (EFCSN), Hibrid.info is also a member of UNESCO MIL, Wan – IFRA Global Alliance for Media Innovation, Open Information Partnership, Alliance 4 Europe, Anti Disinformation Network. It publishes over 800 fact-checks annually and produces multimedia content including TV shows, podcasts, videos, reports, and infographics. Moreover, Hibrid.info also runs media literacy training and develops innovative verification tools through its HibridLab initiative (e.g. Clickbait checker, claim identifier, media literacy game).

In 2024, ADS also launched Kosovofacts.com, a platform for publishing fact-based content about Kosovo. This platform is an address for numerous contents that are brought in forms such as: articles on current affairs or analytical articles. The articles on Kosovofacts.com are substantive, analytical and provide detailed information on developments in the country. Also, the contents published are verified for authenticity by Hibrid.info.

Our mission is to provide accurate, fact-based information through rigorous, publicly documented fact-checking methodology to reduce the influence of disinformation, conspiracy theories, pseudo-science, fake news, unverified content, clickbait, and other harmful narratives.

Through continuous monitoring, research, and transparent verification, Hibrid.info empowers citizens to distinguish between credible and unreliable sources, promotes critical thinking, and contributes to strengthening democracy and public trust.

Hibrid.info is committed to being a reliable source not only for the public but also for journalists, researchers, policymakers, and educators, serving as a reference point for fact-based reporting and media literacy efforts in Kosovo and the wider region.

## EDITORIAL INDEPENDENCE

Hibrid.info operates with full editorial independence.

All editorial decisions - including topic selection, research focus, and publication timing - are made free from political, commercial, or donor influence.

Conflicts of interest are declared in line with ADS's Code of Ethics.

## CORE EDITORIAL PRINCIPLES

Our editorial work is guided by the following principles:

- Accuracy & Verification – All claims are verified using official data, institutional records, expert analysis, and other credible sources.
- Fairness & Balance – We aim to contact relevant parties and represent multiple perspectives when assessing claims.
- Transparency – Our methodology and sources are cited and accessible to readers whenever possible.
- Corrections policy – If an error is identified, we promptly correct it and visibly update the published piece.
- Non-discrimination & Inclusion – Coverage respects diversity, avoids hate speech, and upholds the dignity of all communities.

## EDITORIAL PROCESS

Hibrid.info follows a structured editorial workflow to ensure quality and consistency:

1. Content Selection – Topics are chosen based on relevance, potential harm of disinformation, socio-political impact, and virality.
2. Fact-checking & Research – Claims are independently verified using:
  - Official data and public records
  - Institutional and expert statements
  - Cross-checking with multiple reliable media sources
3. Internal review – Each analysis undergoes peer review and editorial approval before publication.
4. Archiving & Transparency – Original articles are preserved (PDF copies, URLs, screenshots) to ensure a permanent public record.

## **ETHICAL STANDARDS**

All staff members abide by the ADS Code of Ethics, which requires integrity, impartiality, confidentiality, and accountability.

We strictly prohibit plagiarism, manipulation, and misrepresentation.

We respect intellectual property rights - all content produced by ADS remains the property of the organization and is archived for institutional memory.

## **AUDIENCE ENGAGEMENT & MEDIA LITERACY**

Beyond debunking disinformation, Hibrid.info aims to educate the public about how misinformation spreads.

We produce explainers and guides to improve critical thinking and digital literacy, helping audiences identify misleading narratives on their own. Moreover, we train students, teachers, journalists, NGOs, as well as representatives of public and private institutions in media literacy.

## **LANGUAGE & ACCESSIBILITY**

Hibrid.info publishes content in Albanian, Serbian, and English (where relevant) to reach diverse audiences.

We strive for clear, accessible language so that our findings are understandable by the public.