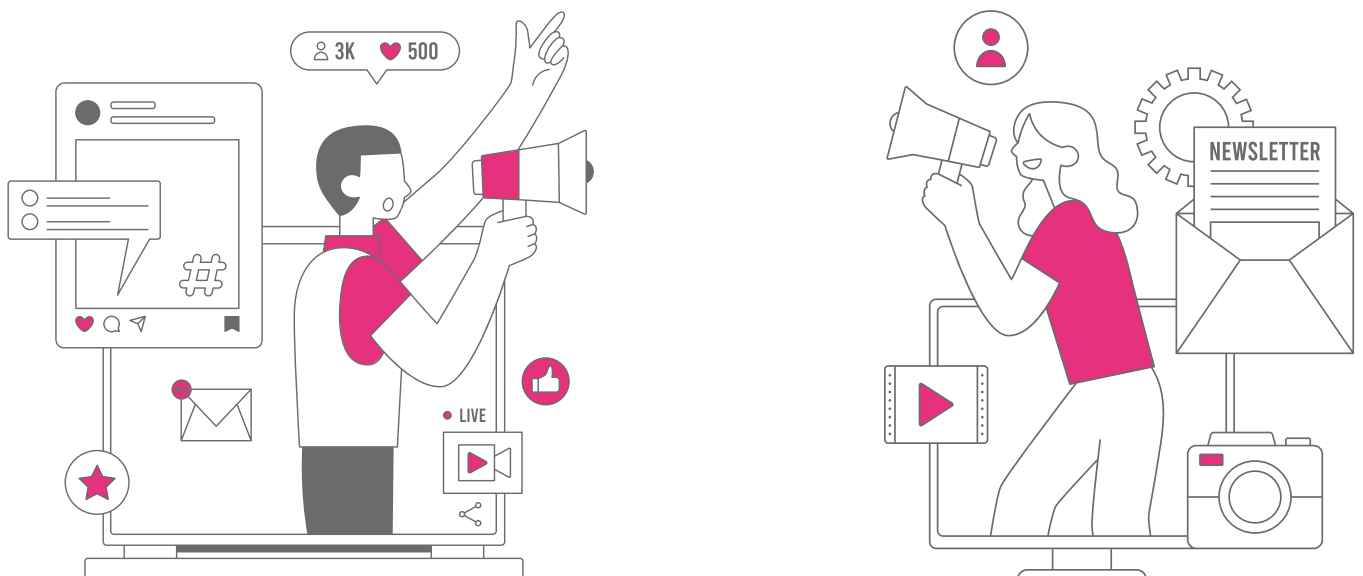




Democracy for Development  
Demokraci për zhvillim  
Demokratija za razvoj

# MEDIA MONITORING DURING DECEMBER

December, 2023



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# MEDIA MONITORING DURING DECEMBER

## 1 Monitoring time

1-31 December, 2023.

## 2 Scope of action

Information disorders on the social media and online media Websites, online news portals, Facebook, Youtube, TikTok, and Instagram..

## 3 Sample

In Albanian and Serbian language.

## 4 Purpose

The purpose of this report is to monitor the disorders in online and social media in Albanian and Serbian languages, about developments/events that occurred during December in Kosovo.

*This report was drafted by the Democracy for Development Institute (D4D) as part of the “Comprehensibility and Understandability of Information Disorder in Kosovo,” Project, supported by NDI and USAID in Kosovo. The content and views expressed in this document are the responsibility of the Democracy for Development Institute and do not necessarily reflect the position of NDI Kosovo*

## 2. METHODOLOGY

.The purpose of the Democracy for Development Institute (D4D) is to detect and counteract the proliferation of news characterized by information disorder, an escalating trend in the dissemination of distorted information.

The D4D Institute actively monitors online and social media platforms to identify news articles exhibiting information disorders. This is achieved through a dedicated monitoring platform that classifies articles into distinct categories, including developments in the north, Kosovo-Serbia dialogue, hate speech, online violence against women, political divisions, and international influence. Over 100 local, regional, and international online media outlets have been carefully selected for monitoring through this platform. The monitoring and analysis of articles with information disorder are carried out simultaneously in two language samples: Albanian and Serbian.

Examples from both language samples were meticulously chosen based on the content of the articles, covering a wide range of issues such as disinformation, manipulation of facts, unverified content, false news, conspiracy theories, clickbait, hate speech, offensive language, threatening language, incitement, articles with tendentious titles, and one-sided reporting. In November, the Albanian media focused on topics such as: misogyny, hate speech, developments in the north, divisions, and political polarization. The Serbian media focused on the situation in northern Kosovo.

From each sample, 1000 articles were analyzed with the highest reach. In the Albanian sample about 300 out of 1000 articles have resulted with information disorder, while in the Serbian language sample about 260 out of 1000 analyzed articles, have resulted with information disorder.

### 3. TË GJETURAT KRYESORE

- **Misogyny and Incitement against Women in Kosovo:** The monitoring of news in the Albanian language revealed headlines employing offensive and inciting language against public figures, particularly women in politics. These headlines used exaggerated and offensive terms, contributing to the reinforcement of hate speech against women. The language used, coupled with existing prejudices, hinders the inclusion of women in decision-making roles.
- **Political Polarization/Offensive Language:** December saw the circulation of narratives aimed at political polarization in the Albanian language. These narratives utilized exaggerated headlines and offensive language against political figures in Kosovo. Such narratives foster hate speech in social networks, inciting hate speech among social media followers, escalating political divisions among followers.
- **Conspiracy Theories:** Like previous months, December in the Kosovan media sphere featured numerous articles containing assumptions of a potential second attack from Serbia. These assumptions, when presented without verification, contribute to the spread of unverified information, leading readers to potentially misconstrue them as truths. This report highlights articles published in December from the portal 'Bota Sot' as examples.
- **Propaganda and Unverified News:** In the Serbian language sample, unverified narratives against political figures in Kosovo persisted, mirroring patterns observed in previous months. These narratives, endorsed by official political figures in Serbia and certain media outlets, depict a narrative of torture and terror against the Serb community in the north. Within the context of Kosovo-Serbia relations, Serbian media often portray Prime Minister Albin Kurti as the primary source of tensions between the two countries.

## 4. EXAMPLES IN ALBANIAN LANGUAGE

### Misogyny

Addressing misogyny, the D4D Institute has diligently monitored and analyzed media and social networks, focusing on misogynistic language directed at women and girls in politics for the past three years. Unfortunately, such cases often gain widespread attention when published and go viral.



A recent incident involves Kujtim Lushaj, a head of household from the diaspora, who posted a family photo with the comment: **“My name is Kujtim Lushaj, I would give my two daughters to Albin Kurti to make a nephew as intelligent as Albin is”** and received 50 likes and 7 shares. The post caught the attention of the portals and became news. The normalization of misogynistic language, particularly when girls and women are treated as objects to be given away, is deeply concerning. The frequency of such posts further exacerbates the issue, perpetuating harmful attitudes towards women.

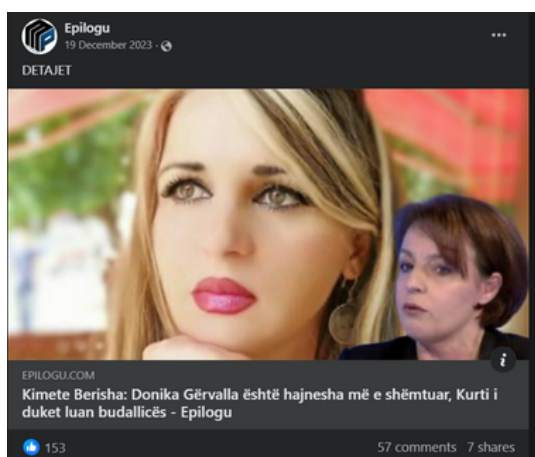
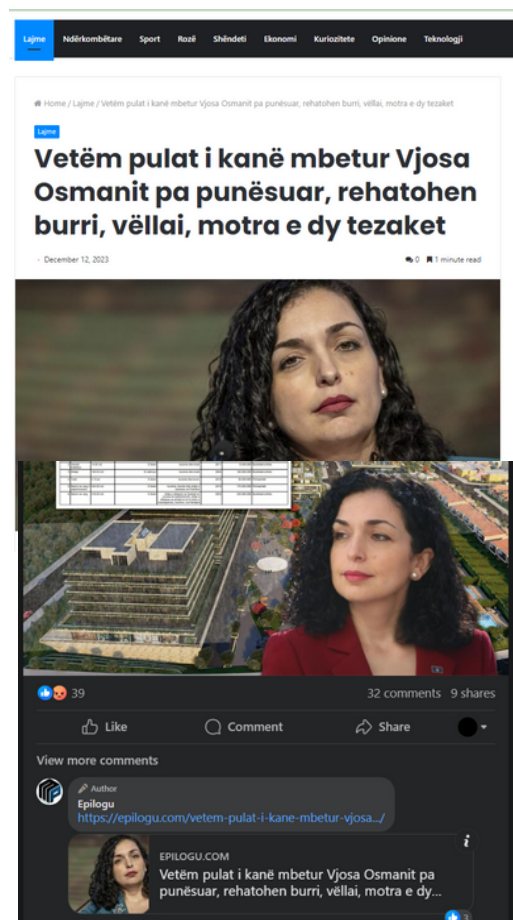
This specific post gained prominence through ‘Epilogu’ on the web and Facebook, titled: **“The expat asked to give his daughters to Kurti, the citizens of Kosovo ask to erect a monument to Valon Sylva”**, and generated 174 likes, 44 comments, and 6 shares.

<https://epilogu.com/mergimtari-kerkoi-qe-vajzat-tua-jap-kurtit-qytetaret-e-kosoves-kerkojne-ti-ngritet-permendore-valon-syles/>

It was also reposted on Facebook by a portal named Ylli.net and generated 81 likes, 59 comments, and 1 share.



‘Epilogu’ has published an article with the headline: **“Only Vjosa Osmani’s hens remain unemployed as she settled the husband, brother, sister, and two aunts”**. Unfortunately, the President of Kosovo is consistently targeted with articles featuring tendentious titles and misogynistic language. This particular article used a satirical metaphor to convey concerns about nepotism surrounding the president’s position. The reporting, however, appears one-sided, aiming to negatively portray the individual. The Facebook post related to this article garnered 87 interactions, including 39 likes/reactions, 32 comments, and 9 shares.

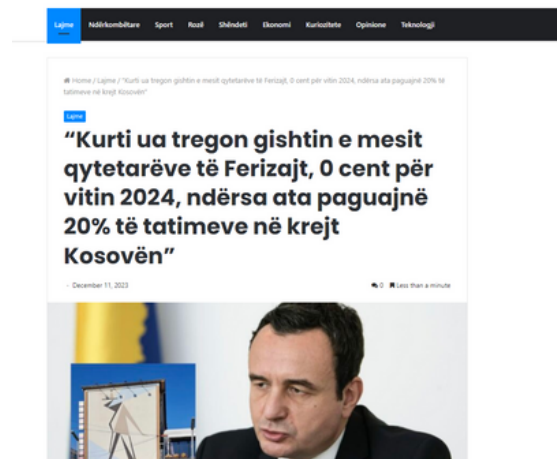


Another article from ‘Epilogu’ bears the title: **“Kimete Berisha: “Kimete Berisha: Donika Gërvalla is the ugliest thief, Kurti seems to play the fool.”** Notably, this title, enclosed in quotes, lacks informative content and presents a subjective opinion. Such titles contribute to the normalization of misogynistic and offensive language in the media, employing derogatory adjectives while potentially inciting online attacks against women. On Facebook, this post accumulated 217 interactions, comprising 153 likes, 57 comments, and 7 shares.

## Political Polarization and Hate Speech.

Several headlines, particularly from the portal 'Epilogu,' have opted for offensive language to communicate political events in the country.

One article posted by the portal 'Epilogu' titled **"Kurti shows the middle finger to the citizens of Ferizaj, 0 cents for the year 2024, while they pay 20% of the taxes in all of Kosovo"** is deemed one-sided, shaping readers' perceptions by fostering hatred and influencing opinions. The inclusion of quoted statements and the choice of words placed in the title, don't present news or information but rather individual opinions. Unfortunately, these opinions are published by portals in a news format, leading readers to interpret them as facts.



'Epilogu' continues with another article entitled **"Buzhala: I love when some eat s\*\*t and say Kosovo has been destroyed in the last 20 years, you offspring of Yugoslavia."** Once again, the language and words used by public figures to express their opinions are regarded as offensive, contributing to the deepening problem of hate speech on social networks. Notably, the outlet intentionally highlights the most offensive content from the entire post in the title, aiming to create a dramatic headline to maximize clickability.



The 'Metro' portal wrote one of the articles with the title **'Shut your mouth when I'm here' - Rozeta takes revenge on the officer who had strongly opposed the scandal of state reserves**. With the same title, the 'Periskopi' portal has published the news.

The screenshot shows the Metro Gazeta website interface. At the top, there is a navigation bar with the logo 'METRO GAZETA' and several menu items: LAJME, OPINIONE, SPORT, EKONOMI, NDËRKOMBËTARE, JETË, and ROZË. The main headline reads: **'E mbyllë gojën kur unë jam këtu' - Rozeta i hakmerret zyrtarit që e kishte kundërshtuar fuqishëm skandalin e rezervave shtetërore**. Below the headline is a date and time stamp: 29/12/2023 | 21:39. A large photograph shows a woman with curly hair (Rozeta Hajdari) in the foreground, looking slightly to the side, with a man in a suit behind her. To the right of the main article, there is a 'Rekomandime' (Recommendations) section with three items, each featuring a small thumbnail image and a title. The first item is: 'Njëri nga të dyshuarit për vrasje të 18-vjeçarit në Podujevë është paraburgim edhe në vitin 2024' (22/01/2024 | 13:35). The second item is: 'Kurti: 'Ballkani i hapur' s'është evropian, BE e mjaftueshme për Ballkanin' (22/01/2024 | 13:34). The third item is: '4 shtyllat në të cilat bazohet i BE për ekonominë e Ballkanit Perëndimor' (22/01/2024 | 13:26). Below this is a 'Më të fundit' (Most recent) section with one item: 'Njëri nga të dyshuarit për vrasje të 18-vjeçarit në Podujevë është paraburgim edhe në vitin 2024' (22/01/2024 | 13:35).

Unfortunately, instances of offensive and inciting language from political figures against their colleagues are quite common, as exemplified in the mentioned article where Ms. Hajdari used inappropriate language. The reporting style of the outlet is considered clickbait, emphasizing sensational titles like the one mentioned, which exaggerates the content's neutrality.

The incident in Banjska on September 24th has contributed to the media narrative surrounding the possibility of a second attack or conflict in Kosovo from Serbia. Provided below are examples from the same outlet, Bota Sot, showcasing their reporting style

Articles published by the portal Bota Sot:

**“The state raises the alarm, warns of new attacks from Serbia”** garnered 31 interactions, including 16 likes, 5 comments, and 10 shares.

**“Vučić’s victory raises the professor’s alarm: An attack in the north is expected in 2024”** received 53 interactions, with 42 likes, 5 comments, and 6 shares.

**“Alarm from Kurti: Is the Serbian plan being prepared for the annexation of the north of Kosovo by war?”** amassed 68 interactions, with 19 likes, 37 comments, and 12 shares.

**“Vučić is preparing the next terrorist act”, Bytyçi alarms Kosovo: This is the Serbian plan for the destruction of Kosovo”** gained attention with 69 interactions, including 27 likes, 1 comment, and 41 shares.

**“Serbia attack in Kosovo? The analyst reveals the area at risk”** gathered 27 interactions, comprising 7 likes, 19 comments, and 1 share. Notably, during December, the portal Bota Sot accumulated an impressive 335.3 thousand clicks from readers without interactions.



It is crucial to highlight that articles with titles related to a potential conflict in Kosovo often rely on personal opinions, influencing readers’ assumptions and fostering fear about an uncertain conflict. Such titles may be perceived as true, impacting citizens and generating interactions for high clickability. The dissemination of unverified news contributes to the pollution of the media sphere.

In total, Bota Sot had 335.3k online traffic/clicks from readers on their website.

## 6. EXAMPLES IN SERBIAN LANGUAGE

The narrative of ethnic cleansing consistently originates from Serbian officials who propagate untrue and unverified news throughout the Serbian media sphere. Petar Petković's statement: "Today's action of Prishtina in the village of Banjska is part of the plan for 'ethnic cleansing of Serbs' from Kosovo and Metohija", filled the media sphere.



**Novosti: DEMONSTRATION OF FORCE: Petar Petkovic for today's occupation of the so-called Kosovo Police in the Rajska Banja complex.** This medium has made medium 2.3 million online traffic/clicks on their website on December.

**Kosovo online: PETAR PETKOVIC: Today's action of Prishtina in the village of Banjska is part of the plan for ethnic cleansing of Serbs from Kosovo and Metohija.** This medium has made medium 120.9k online traffic/clicks on their website on December.

**Kossev.info: Petkovic: Upon entry into the 'Rajska banja' complex, Prishtina confirmed its intention to occupy the north.** This medium has made 61.1k online traffic/clicks on their website on Decembe.

**Tanjug: Petar Petkovic: The action in the "Rajska banja" complex in Banjska is part of the plan for ethnic cleansing of Serbs.** This medium has made 189k online traffic/clicks on their website on December.

The narrative of "ethnic cleansing" permeates nearly all media outlets in Serbia, contributing to ethnic divisions and fostering hatred between Serbs and Albanians. Given the historically delicate nature of Kosovo-Serbia relations, such narratives risk escalating conflicts.

The Democracy for Development (D4D) Institute was established in April 2010 by a group of analysts who were increasingly worried that the state-building exercise had neglected democracy. D4D's vision is to promote an active and educated citizenry that participates fully in the public space and utilizes the public arena of representation and decision-making to deliberate and build consensus over resource allocation that is efficient, smart, long-term, and that brings about equitable development. D4D influences specific policy, promotes a cross-sectorial approach to problem solving, and tackles the institutional routine of decision making by recommending incremental improvements and operates with maximum effectiveness in order to fully promote Kosovo's stabilization and democratic development. For more information about D4D's activities please visit our website: [www.d4d-ks.org](http://www.d4d-ks.org)

Mbështetur nga:

