



Democracy for Development
Demokraci për zhvillim
Demokratija za razvoj

MEDIA MONITORING DURING NOVEMBER

November, 2023

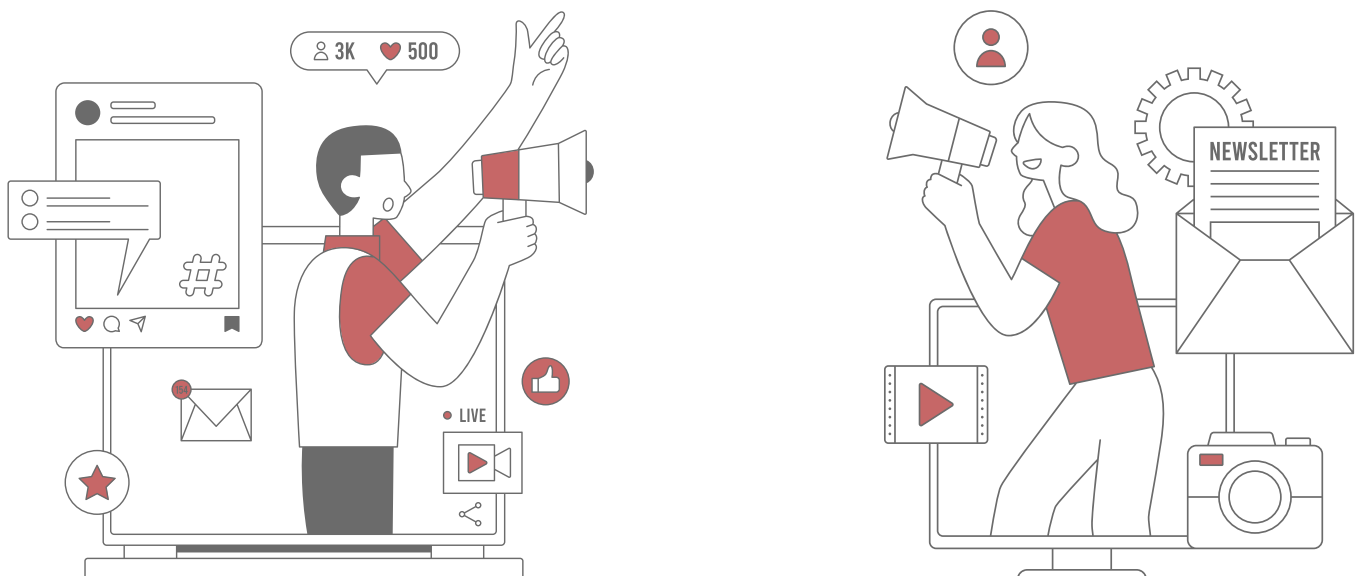


TABLE OF CONTENT

1	METHODOLOGY	3
2	KEY FINDINGS	5
3	EXAMPLES IN ALBANIAN LANGUAGE	6
4	EXAMPLES IN SERBIAN LANGUAGE	8

MEDIA MONITORING DURING NOVEMBER

1 Monitoring

1 - 30 November, 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 November 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. The dominant categories in the Albanian language sample during November include developments in the north, divisions, political polarization, and hate speech. Meanwhile, the Serbian language sample had articles with content of information disorder related to the Kosovo-Serbia dialogue and developments in the north. In both samples, unverified narratives prevail after the attack in Banjska on September 24.

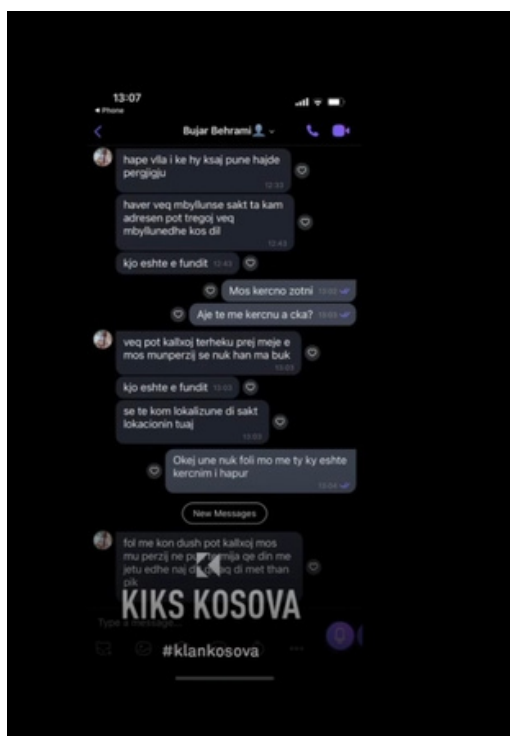
From each sample, 1000 articles with the highest readability were verified. In the Albanian language sample, out of 1000 articles, 215 resulted in information disorder, while in the Serbian language sample, out of 1000 analyzed articles, 249 resulted in information disorder.

3. KEY FINDINGS

- Inciting language – In the monitoring of news within the Albanian language sample, headlines featuring offensive and inciting language towards public figures were identified. These headlines utilized exaggerated titles with derogatory terms. The D4D Institute analyzed the reporting style that triggers media and portal readers/followers' reaction. Reports with biased and offensive language not only contribute to the spread of hate speech but also encourage citizens to express hostility towards public figures.
- Propaganda and unverified information - In the Serbian language sample, the persistence of false narratives against political figures in Kosovo continues. These narratives are disseminated by official figures in the political sphere of Serbia and by the media. Within the context of Kosovo-Serbia relations, the Serbian media often places Prime Minister Albin Kurti as the primary cause of tensions between the two countries.
- Online threats - The D4D Institute observed an increase in online threats targeting investigative journalists during the monitoring period in November. An instance involves a journalist from the investigative TV show 'Kiks Kosova' on Klan Kosova, who faced threats while performing their duties.
- Conspiracy theories – Throughout November, numerous articles centered around assumptions that a second attack from Serbia is possible. These unfounded assumptions create a climate of insecurity and often lead to the spread of unverified information.

4. EXAMPLES IN ALBANIAN LANGUAGE

The media landscape in November witnessed threats against media and journalists investigating scams perpetrated for personal gain, ultimately harming citizens who become victims of these scams. Notably, the Kiks Kosova show faced threats against a journalist investigating IPTV piracy.



Threatening messages included phrases like “Buddy, get in lockdown because I have your address and tell you, in lockdown and don’t get out. *I am telling you, stay away from me and don’t mess with me because you won’t eat bread anymore.*”

The journalist H. Ademi told him that he does not talk to him because of the threats, the person in question continues, “Talk to whoever you want, but I tell you, don’t mess with my business if you want to live another day, that’s all I can tell you”.

Despite the threats, the case was made public, and the Association of Journalists of Kosovo reacted in defense of the journalist H. Ademi.

This case highlights the normalized use of threatening language, endangering and hindering journalists in their work. The lack of hesitation from the threatener, despite the punishable nature of such actions, is concerning.

The news was shared across approximately 45 media outlets, exemplifying media unity against hate speech, accumulating a total of 629,056.4 traffic clicks on online pages.



The portal 'Epilogu' published an article titled: **"The convicted for sexual abuse of a minor says that Adem Jashari was born on October 10 and not November 28."** The article in question writes about Gazmend Halilaj, who claims that the birthday of the former commander of the KLA, Adem Jashari, is a lie. Instead of the name Gazmend Halilaj, the article puts "The convicted for sexual abuse of a minor", replacing the name with a negative trait of the person in question. As in the previous case, the article in question is also considered as biased reporting, showing the person Gazmend Halilaj as a negative person to increase the number of clicks and incite readers against the person in question.

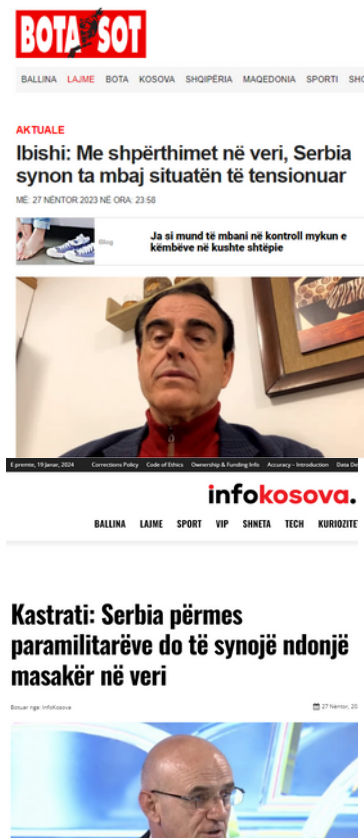
The article gathered 13 likes and 4 comments on Facebook, with about 826 readers/clicks on the two online sites where it was published.

The narrative that continues to be present in the media since the Banjska case also contains the one related to a possible attack by Serbia.

The InfoKosova portal published an article titled: **Kastrati: Serbia through paramilitaries will aim for a massacre in the north.** 6.9k traffic on the website during November

Bota Sot also publishes articles: **"Ibishi: With explosions in the north, Serbia aims to keep the situation tense."** 322.9k traffic on the website during November

Since the attack in Banjska in September 2023, experts and conspiracy theorists in politics have been interviewed, predicting further attacks by Serbia. These predictions induce insecurity and fear among citizens with the intention of generating interactions and high clickability.



6. EXAMPLES IN SERBIAN LANGUAGE

The following two headlines are taken from the Serbian portal 'Informer.kz', which reflect the media sphere in Serbia and how they report on Kosovo.



For the Albanian extremists, only a dead Serb is a good Serb! Kurti's bandits attacked again in the north of KiM! This article has accumulated 116 interactions, including 6 likes and 110 shares.

"12 Months of Crisis and the Most Terrible Misery! A Year Ago, the Serbs Said 'Enough,' and the Most Terrible Terror of Albin Kurti Arose." This article garnered 93 interactions, all in the form of shares.

These headlines portray the government of Kosovo as a regime that "terrorizes" the Serbian community for the Serbian readers. Similar trends have been noted in preceding months. Through such headlines, a skewed "truth" is presented to citizens in Serbia, fostering ethnic divisions and sowing hatred. This poses a threat to stability in the country and the wider region.



K'Kurir' publishes an article titled **“KURTI PROMOTES NAZI CREATION! The Idea of a ‘Greater Albania’ Continues to Live in the Heads of the EXTREMISTS – Reports the Serbian List.”** This title is particularly disturbing as it compares the government of Kosovo to Nazi ideology. Like the first two cases, such headlines contribute to the creation of a false reality for Kosovo, characterized by information disorder and fake news.

Additionally, these headlines incite tensions and animosity among different ethnic groups. The article has generated 55 interactions, comprising 55 shares. In November, the online page of the ‘Informer.rs’ outlet garnered 1.5 million clicks, while Kurir’s online page accumulated 12.1 million clicks.

The Democracy for Development (D4D) Institute was established in April 2010 by a group of analysts 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

Mbështetur nga:

