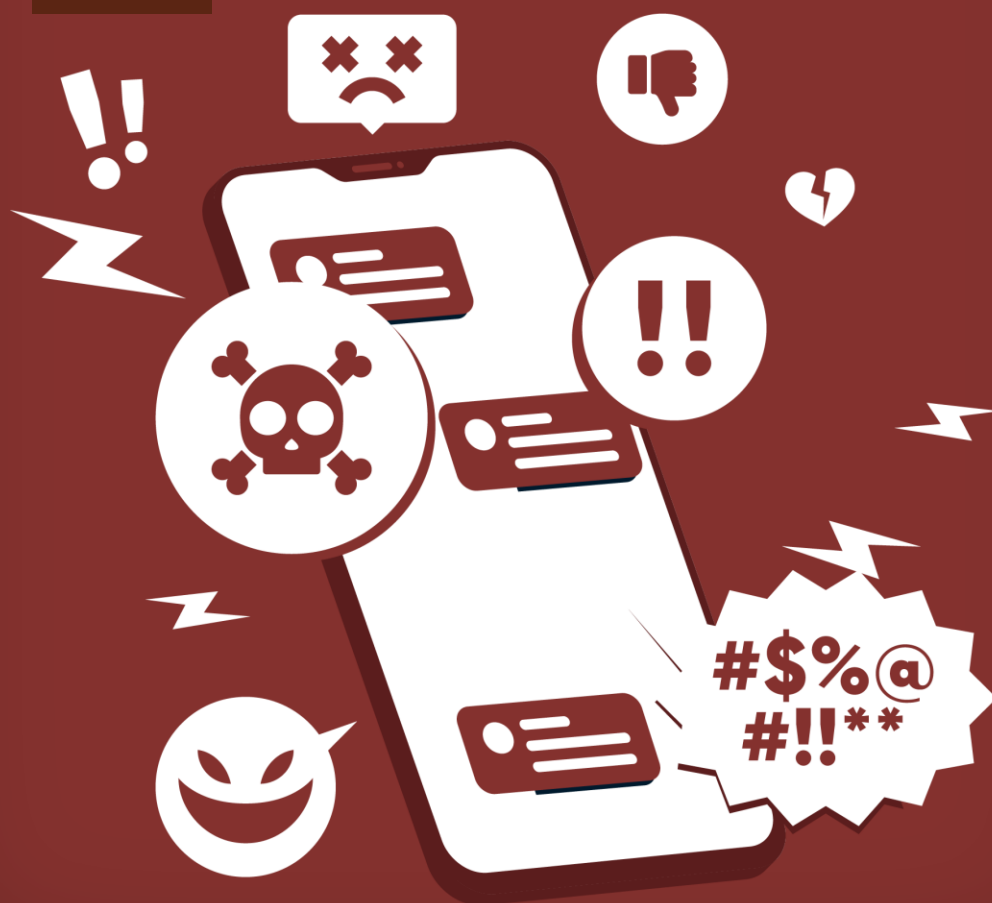


# unSOCIAL MEDIA II:

Sensational online hate against women in  
politics

2025



Copyright © 2025. **Democracy for Development (D4D)**. All rights reserved.

Besides brief citations for the purposes of criticism and review, no part of this publication may be reproduced, stored in any data retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission of D4D.

This report was produced with the support of the “Support to Civil Society in Kosovo” project, funded by the Grand Duchy of Luxembourg and implemented by LuxDev, the Luxembourg Development Cooperation Agency. The analysis was conducted in partnership with the National Democratic Institute - NDI through Swiss Agency for Development and Cooperation - SDC, and Pikasa Analytics.

The opinions expressed herein are those of the authors and do not necessarily reflect the views of NDI, the Grand Duchy of Luxembourg, Swiss Agency for Development and Cooperation, or any individual of the aforementioned organizations.



# Contents

- Summary ..... 4
- Methodology..... 5
- Comparative Analysis: Unsocial Media I (2023) vs II (2025) ..... 6
  - ▶ Overall Trends ..... 6
  - ▶ Women versus Men in Electoral Campaign ..... 6
  - ▶ Parties: Majority vs Opposition..... 7
  - ▶ Local Elections vs National Elections..... 7
  - ▶ Continuity and Change between Unsocial Media I and II ..... 8
- Main Findings/Cases ..... 9
  - ▶ Scope and Prevalence of Hate Speech ..... 9
  - ▶ Intensified Misogynistic Attacks During Political Crises..... 9
  - ▶ Recurring Sexist Keywords and Structured Online Sexism..... 10
  - ▶ Case-Based Patterns of Sexist Language and Objectification ..... 10
- Gender Disinformation ..... 12
- Hate Speech..... 19
- AI & Deepfake..... 22
- Non-Majority Communities..... 31
- Sensationalism..... 34
- Recommendations ..... 36

# Summary

This report examines the social media information environment during Kosovo's 2025 National and Local Elections, analyzing digital political dynamics across both governance levels. Covering the period December 2024 to November, 2025, the report provides a comprehensive assessment of how online discourse shapes political participation and public perception. The study focuses on four key areas: Online Violence Against Women in Politics (VAW-P), Gendered Information Disorders, Coordinated Inauthentic Behaviour and the Use of Artificial Intelligence in Politics.

As digital engagement expands, women's already precarious representation in the public sphere faces intensified pressure. The analysis shows that VAW-P online is systemic, strategically deployed, and often sensationalized to generate high engagement. Women

politicians are routinely subjected to misogynistic, sexualized, and morally charged attacks that shift attention away from policy debates and instead weaponize their private lives, appearance, or relationships. Satirical or entertainment-framed content often masks hostility, enabling misogynistic narratives to spread widely. Women from minority communities face compounded discrimination, where gendered attacks intersect with ethnic or nationalist rhetoric. The report finds that these narratives are frequently coordinated, amplified through partisan networks, and further exacerbated by platform vulnerabilities and emerging AI-driven content. Overall, heightened visibility during election cycles increases women's exposure to online abuse, undermining their credibility, authority, and equal participation in political life.

# Methodology

This report is based on systematic monitoring of 162 media outlets in Kosovo and their activity across major social media platforms—Facebook, TikTok, Instagram, YouTube, and LinkedIn. The monitoring focused on identifying forms of information disorder, including misinformation, disinformation, sensationalism, misogyny, and hate speech.

A mixed-methods approach was applied. Quantitatively, the study tracked engagement metrics (views, shares, comments), frequency of violations, and the gender distribution (%) of users producing hate speech—measured primarily through Facebook comment sections. Qualitatively, narrative sampling and network mapping were used to analyze how content circulates, which themes dominate, and how online communities amplify specific narratives. The analysis draws on multiple data sources:

- Online content from 162 media outlets
- Social media posts and user comments
- Comparative findings from Unsocial Media (2023) and Unsocial Media II – 2025

Comparative analysis was conducted across three dimensions:

- Women vs. men in politics
- Major vs. emerging political parties
- Local vs. national political actors

This approach enables a clear overview of trends, shifts, and intensities in online discourse across the reporting period.

# Comparative Analysis: Unsocial Media I (2023) vs II (2025)

## ► Overall Trends

Online violence against women in Kosovo politics remains persistent and evolving. It is increasingly sophisticated, with AI, memes, and partisan polarization amplifying attacks.

Without targeted institutional, media, and party responses, safe digital spaces for women—especially young women, minorities, or those in emerging political forces—are shrinking.

## ► Women versus Men in Electoral Campaign

Women remain the primary targets of gendered disinformation, online violence, and misogyny. In 2023, 89.6% of hate-speech comments were authored by men, versus 10.4% by women. In 2025, male authors dominate further at 96.2% versus 3.8% by women.

Male politicians face ideological or performance-based criticism, while women are targeted through:

- Moral delegitimization (questioning decency or worthiness);

- Sexualized/appearance-based shaming;
- Infantilization and intellectual undermining.

Intersectional vulnerabilities persist: women from minority communities (e.g., Bosniak MPs)

face ethnicized attacks in addition to gendered hostility, a dual targeting rarely seen against men. Gendered online attacks appear consistently throughout the year, intensifying during elections or political uncertainty.

## ► **Parties: Majority vs Opposition**

Women in major parties or high-profile positions face:

- Narratives of servility or dependence on male leaders;
- Corruption accusations framed in gendered terms;
- Satirical or meme-based content trivializing their role.

Opposition women are depicted as irrelevant, opportunistic, or emotionally driven, especially around coalition negotiations or criticism of the government. Party competition amplifies gendered attacks rather than policy critique, with misogynistic narratives embedded in partisan ecosystems regardless of party affiliation.

## ► **Local Elections vs National Elections**

National-level Women politicians experience attacks tied to institutional roles and high-stakes issues (e.g., Kosovo-Serbia dialogue, energy crisis, constitutional deadlock), framed around legitimacy, loyalty, or partisan wrongdoing.

Local candidates face hyper-localized ridicule, domestic-sphere framing, and narratives

of incompetence, portraying them as decorative rather than serious political actors. National campaigns generate high-volume, politicized attacks; local campaigns produce personalized, community-level humiliation. Both contribute to a hostile environment discouraging women's political participation.

## ► Continuity and Change between Unsocial Media I and II

Key Trend	2023 (Unsocial Media I)	2025 (Unsocial Media II)
<b>1. From gendered disinformation to integrated ecosystems of online violence</b>	Gendered disinformation seen as a distinct form of information disorder, undermining women leaders and fueling polarization.	Gendered disinformation, hate speech, AI-generated content, and sensationalism are intertwined. Disinformation, misogyny, and entertainment (clickbait, memes, satire) operate together, making attacks more frequent, shareable, and harder to challenge.
<b>2. Escalation in the gender gap among perpetrators</b>	89.6% of hate-speech comments authored by men; some female participation still visible.	Over 96% of hate-speech comments authored by men, and consolidation of male-dominated “gatekeeping” over public discourse.
<b>3. Expansion of channels and rise of AI-enhanced attacks</b>	Social media and online portals are central in spreading gendered disinformation and hate speech.	Social media videos and AI-generated/deepfake content are key tools to humiliate women politicians, trivialize their image, or fabricate narratives
<b>4. From occasional spikes to normalized hostility across electoral cycles</b>	Spikes in online violence tied to specific events or scandals; structural patriarchy already noted.	Sustained, systemic hostility across national and local elections; misogynistic attacks persist through campaigns, Assembly negotiations, and local races, becoming a consistent phenomenon in Kosovo’s digital sphere.



# Main Findings/Cases

## ► Scope and Prevalence of Hate Speech

The analysis of 660,758 comments found that 14% (91,525 comments) contained hate speech directed at women in politics. This consistent rate across a large dataset shows a systematic and sustained pattern of gender-based hostility, with certain women MPs receiving high levels of

targeted abuse. The findings demonstrate that misogynistic discourse is structurally embedded in Kosovo's political online environment and functions as a persistent feature of public debate, heightened by political events, not an exception triggered by isolated events.

## ► Intensified Misogynistic Attacks During Political Crises

Misogynistic language and coordinated disinformation campaigns intensify around major political and social developments, including, Constitution of the Assembly; Energy Crisis; Kosovo-Serbia Dialogue and Tensions in the North.

During these moments, women become disproportionately targeted, serving as symbolic outlets for broader political anxieties. The patterns reflect opportunistic misogyny (exploiting crises to undermine women in power) and gendered deflection (directing blame toward women during institutional stress).

## ► Recurring Sexist Keywords and Structured Online Sexism

The data show a stable vocabulary of digital misogyny, indicating that online hostility toward women follows recognizable and repeatable patterns. These are grouped but not limited to main dominant categories, such as:

- Moral Delegitimization;
- Sexualized Shaming;

- Patronizing Infantilization;
- Intellectual Undermining;

These keyword clusters reflect codified sexism embedded in everyday political discourse.

## ► Case-Based Patterns of Sexist Language and Objectification

A review of major cases highlights recurring forms of gendered information disorders, hostility, and narrative manipulation:

- *Media-Enabled Objectification*

Women MPs are framed through appearance rather than policy work, erasing political substance.

- *Moral Destruction & Institutional Delegitimization*

Sexualized insults and moralistic accusations target

women's credibility and legitimacy

- *Mockery & Implicit Disqualification*

Derisive commentary implies that women's appearance or behavior signals incompetence, seen across 2025 election coverage.

- *Derisive Satire & Sensationalized Misogyny*

Humor and clickbait amplify misogynistic tropes with reduced accountability.

- *Political Misogyny & Intersectional Bias*

Women from non-majority communities face compounded sexist and ethnicized attacks.

- *Symbolic Misogyny & Demeaning Rhetoric*

Some narratives escalate to humiliation and targeted harassment language, reinforcing restrictive norms.

# Gender Disinformation

## Category:

Moral Destruction and Institutional  
Delegitimization

"Vjosa Osmani  
"undermined" in the  
United States"

112 reactions

93 comments

11 shares



Like



Comment



Share

The article demonstrates a clear argumentative flow, yet its framing relies heavily on inciting, prejudicial language, which aligns with patterns of gendered disinformation and moral delegitimization. The use of terms such as "humiliated," "failure," or "reduced to the lowest level" constitutes sensationalist and denigrating rhetoric that infects a negative judgment rather than presenting

an evidence-based analysis. This approach mirrors tactics used to undermine women in politics by shifting the narrative from institutional context to emotional degradation. By presenting subjective accusations as analysis and omitting the perspective of the institution involved, the article violates principles of balanced reporting and reinforces a moralistic, credibility-eroding

narrative typical in gendered political attacks.<sup>1</sup>

“Doarsa Kica Xhelili, a double-dealing politician, a vagrant and a manipulator of the political process in Kosovo”



Like



Comment



Share

Similarly, this article demonstrates an example of gendered disinformation and moral delegitimization through its use of defamatory, offensive, and non-factual language. Rather than engaging in political or policy-based critique, the text relies on gendered insults that seek to undermine credibility through character degradation. This approach aligns with common tactics used to target women in politics by linking public integrity to personal

behavior and framing political engagement through moral judgment rather than institutional performance.

By presenting these attacks under the guise of journalism, the article functions as disinformation causing reputational damage, reinforcing harmful narratives that contribute to a broader ecosystem of gendered manipulation in public discourse.<sup>2</sup>

---

<sup>1</sup> <https://paparaci.com/532601/vjosa-osmani-e-poshteruar-ne-amerike/>

<sup>2</sup> <https://www.drini.us/author/drini-us/page/6/>

**Category:**

Gendered Information Disorder - Moral Destruction

8 articles

**"Ajo ka nevojë për trajtim psiko-social"**

ENG *She needs a psycho-social treatment*

334 reactions

267 comments

44 shares



Like



Comment



Share

The article exemplifies a gendered, stigmatizing personal attack. By invoking mental health terminology as an insult, the discourse shifts attention away from political arguments and toward an implied psychological deficiency. This framing functions as a discrediting tactic rather than legitimate critique.

Because the target is a woman politician, the use of mental-health-based language aligns with familiar gendered patterns that portray women as "unstable" or "emotional" to invalidate their political positions. Such rhetoric reinforces harmful stereotypes and delegitimizes women's participation in public life.<sup>3</sup>

<sup>3</sup> <https://kosovaime.tv/ajo-ka-nevoje-per-trajtim-psiko-social-ramabaja-i-ashper-me-deputeten-musliu/>

**Category:**

Gendered Information Disorders

**11** articles

**“Peshkimi” i deputetëve, shtohen zërat se Kurti ka blerë deputetë të opozitës për të formuar qeverinë re”**

**289** reactions**282** comments**25** shares

Like



Comment



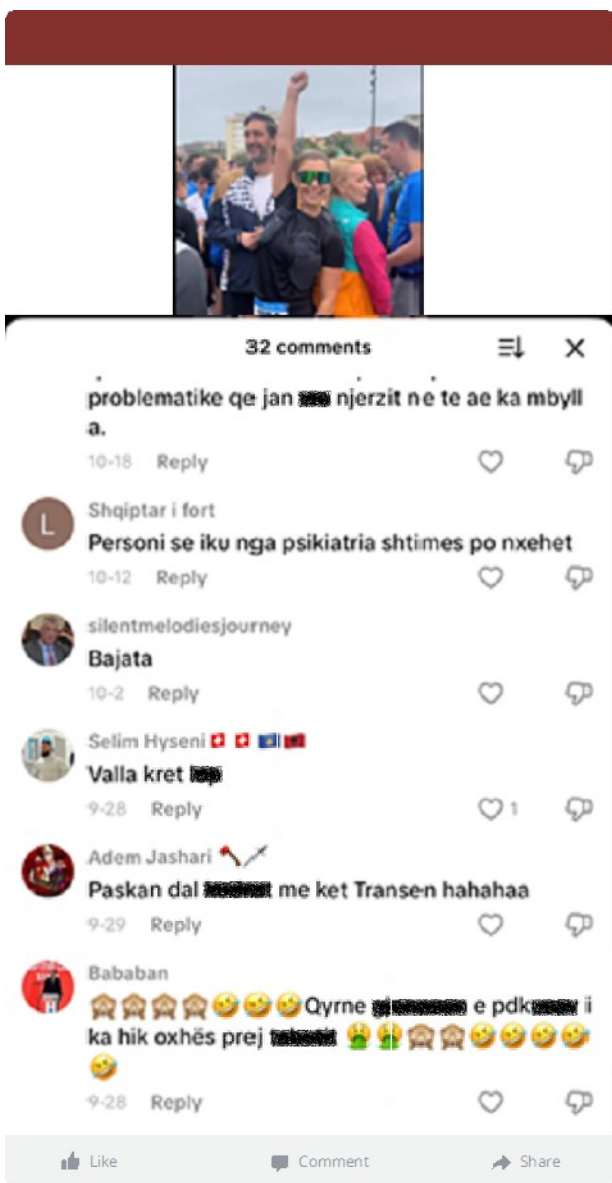
Share

The article claims that Prime Minister Kurti “bought” opposition MPs, using Adelina Grainca—a woman MP—as the main example. Highlighting her 2021 party switch as supposed proof of “Fishing” undermines her political autonomy and reflects a broader pattern where women MPs are portrayed as easily influenced or manipulated. This framing reinforces gendered stereotypes and shifts suspicion onto a woman politician without evidence.<sup>4</sup>

Throughout the campaign, similar patterns of online

hostility persisted, with commentary often shifting away from political debate and toward personal attacks. This reflects a broader tendency for women politicians to be targeted through gendered ridicule, objectification, and stigma rather than substantive critique.

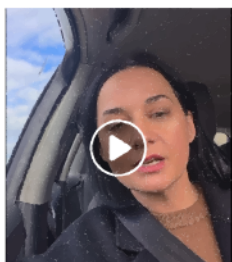
<sup>4</sup> [https://nacionale.com/politike/peshkimi-i-deputeteve-shtohen-zerat-se-kurti-ka-blere-deputete-te-opozites-per-te-formuar-qeverine-re?fbclid=IwY2xjawN9jtlehrua2flbqixmqbicmlketeymutubnk5tfftmtfqv01fc3j0ywwzhchbfawqqmjyymdm5mtc4odiwdmg5mgabhhudqnpgr6bnnlnoorpdogqx2kcpudli6odpfq102-veqsj742rgei6fr6\\_aem\\_9mptmdswwlk3ythvd70xag](https://nacionale.com/politike/peshkimi-i-deputeteve-shtohen-zerat-se-kurti-ka-blere-deputete-te-opozites-per-te-formuar-qeverine-re?fbclid=IwY2xjawN9jtlehrua2flbqixmqbicmlketeymutubnk5tfftmtfqv01fc3j0ywwzhchbfawqqmjyymdm5mtc4odiwdmg5mgabhhudqnpgr6bnnlnoorpdogqx2kcpudli6odpfq102-veqsj742rgei6fr6_aem_9mptmdswwlk3ythvd70xag)





## Category:

Online Violence Against Women in Politics -  
Gender motivated reputation attacks



"Dil voto!"

**600** likes

**114** comments

**15** negative comments

**4** edits

**30** abusive remarks

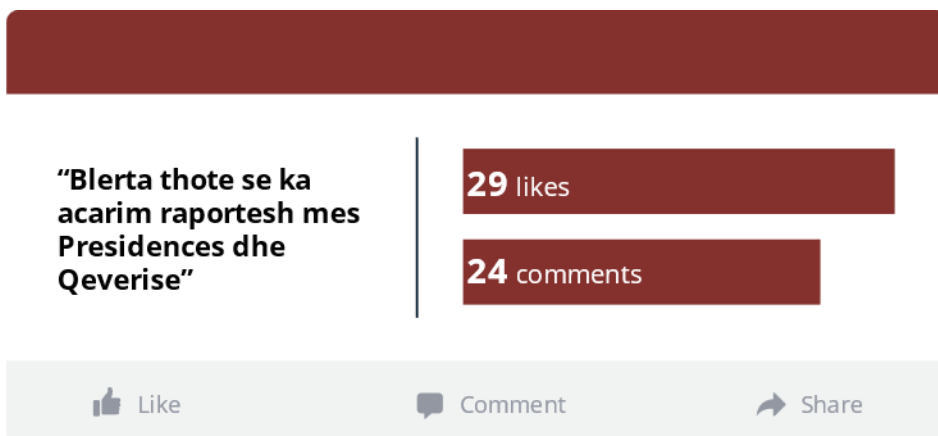


A public post by MP Fitore Pacolli captioned "Dil voto!" became a clear example of gendered online harassment, as the comment section shifted from voter engagement to personal attacks targeting her credibility through gender-specific language. Rather than addressing any political issues, commenters relied on moral judgments and accusations that portrayed her as inherently untrustworthy, using feminized labels to intensify humiliation and undermine

her standing as a woman in politics.

The pattern shows how online spaces can be used—intentionally or organically—to discredit women and divert attention from political substance. This reflects a broader trend in Kosovo's digital environment, where women in public life face targeted character attacks that normalize hostility and discourage their participation.<sup>5</sup>

<sup>5</sup> <https://www.facebook.com/reel/1348878723609609>



A report citing a public statement by Member of Parliament Blerta Deliu-Kodra prompted limited engagement yet the comment section quickly shifted into gender-based personal attacks, with remarks targeting her gender, appearance, and political affiliation rather than addressing her message. The thread contained dismissive and demeaning language aimed at undermining her credibility as a woman in

politics, with no substantive political discussion present.

Despite the low overall interaction, the concentration of hostile comments reflects a broader trend in Kosovo’s digital environment, where women politicians—particularly those from opposition parties—face disproportionate online aggression that focuses on personal denigration instead of policy or institutional critique.<sup>6</sup>

---

<sup>6</sup> <https://www.facebook.com/549603483862686/posts/1193521806137514>

# Hate Speech

**Category:**

Political Hate Speech & Personal Denigration

“Kadrijaj: The Country cannot remain a hostage of Kurti and Vetevendosje”



Like



Comment



Share

A news article about statements following the 46th failed constitutive session generated a highly active comment thread in which discussion quickly shifted from the parliamentary issue to hostile personal denigration. The replies were dominated by age-based insults, moral accusations, conspiratorial claims, and

vulgar expressions, while irrelevant links further disrupted the conversation.. The overall pattern shows how high-engagement political news can be diverted into politically motivated personal attacks, overshadowing institutional accountability and weakening constructive public debate.<sup>7</sup>

---

<sup>7</sup> <https://www.facebook.com/614901927330200/posts/1214647397355647>

**Category:**

Politically Motivated Hate Speech

**"These 'most diligent' Facebook 'citizens,' who never tire of spreading fake news, offensive comments, and slander, are the invisible heroes of our time."**

**444** likes**182** comments**30** shares

Like



Comment



Share

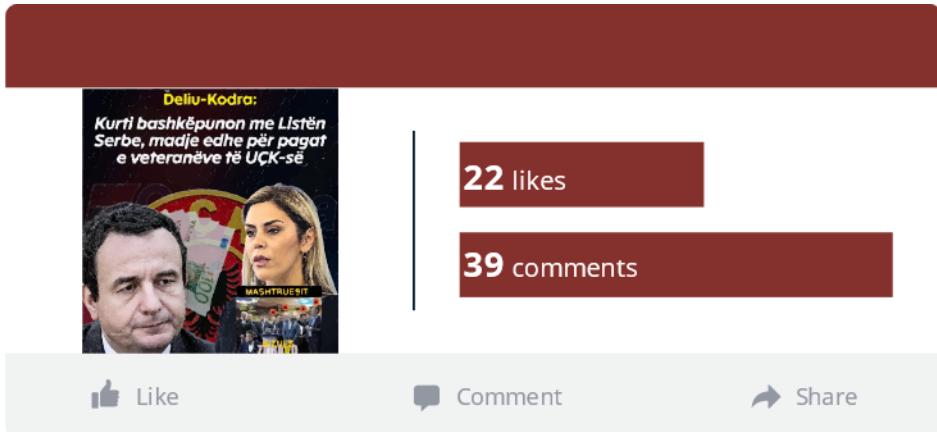
A public post by MP Fitore Pacolli criticizing misinformation sparked a hostile comment thread where discussion quickly shifted from her message to gendered insults, reputational smears, and conspiratorial accusations. Instead of debating her critique of false news, commenters

targeted her character and credibility, using morally condemning and politically charged rhetoric. The dominant pattern reflects how women politicians are met with coordinated online hostility that diverts attention from substantive concerns and fuels polarized, abusive discourse.<sup>8</sup>

<sup>8</sup> <https://www.facebook.com/462753788565088/posts/1265715641602228>

Category:

Gendered Political Hate Speech



A Specbuk Instagram post quoting Blerta Deliu-Kodra and framing her criticism of the Prime Minister triggered a wave of hostile comments that quickly shifted from political disagreement to gendered and identity-based attacks. Rather than engaging with her claim, many commenters used derogatory labels and gendered stereotypes, questioning her morality, intelligence, and

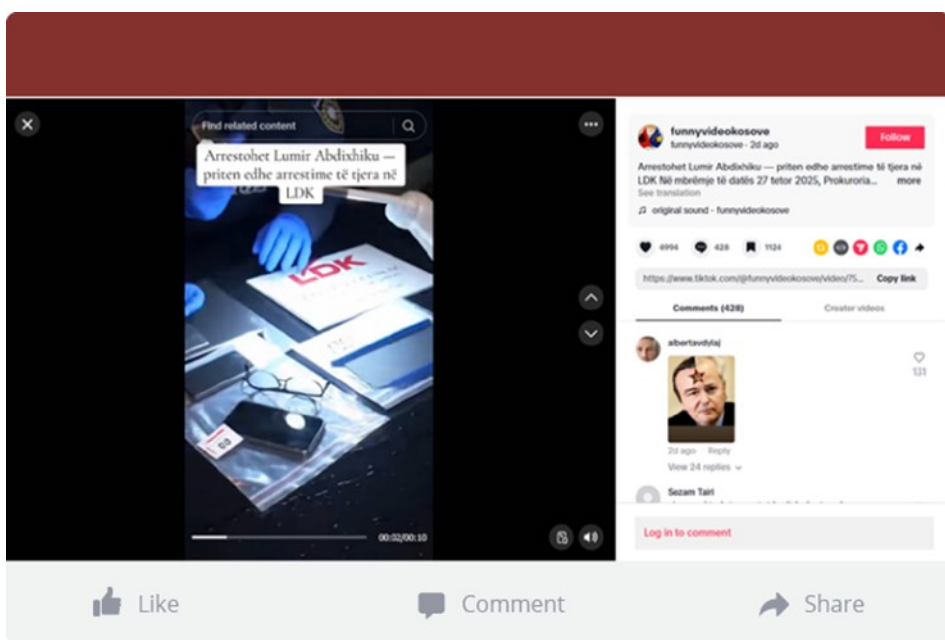
political legitimacy. The article illustrates a recurring pattern in online discussions about women in politics: political statements are overshadowed by personal disparagement, identity-based framing, and attempts to delegitimize women through ridicule and moral shaming. The post engagement which reflects a high concentration of gendered hostility relative to its size.<sup>9</sup>

<sup>9</sup> <https://www.instagram.com/p/dqu-nzhim53/?igsh=mxdtmmu3axnhamw3aw%3d%3d>

# AI & Deepfake

Online attacks against women in Kosovo's politics have shifted from isolated incidents to a broader digital pattern that undermines their credibility. Instead of engaging their policies or qualifications, these attacks target personal lives, appearance, or irrelevant visuals. Women are frequently

framed as “unqualified” or “undeserving,” with comment sections mocking their visibility and diverting discussion from their political work. This trend creates an online environment where women's political legitimacy is continually questioned rather than taken for granted.



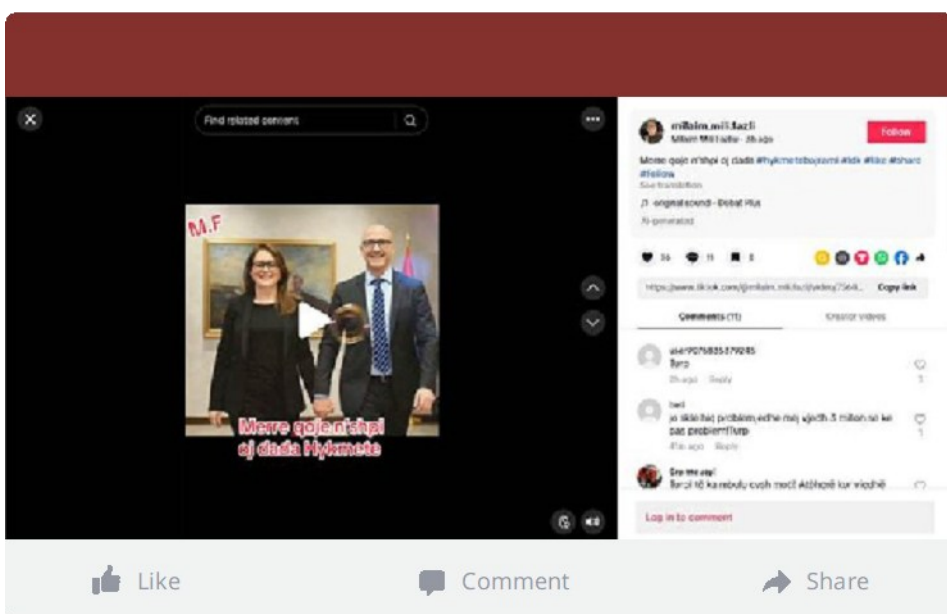
Digital platforms—especially TikTok—have become major channels for AI-generated and

meme-based misinformation that weaponizes humor and manipulation against women

leaders. Fabricated videos and doctored visuals were used to trivialize, sexualize, or discredit women candidates, marking a shift toward tech-enhanced smear campaigns where gendered mockery is amplified through synthetic content.

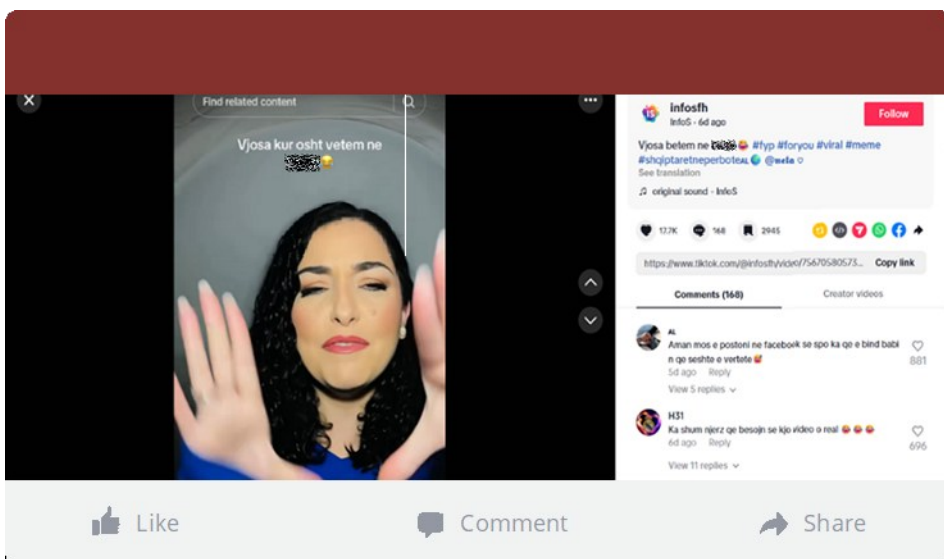
One observation on TikTok was the presence of a page that

appears to post AI-generated videos expressing support for Vetëvendosje while criticizing or mocking rival political parties. The account has been gaining significant engagement, with one video depicting the alleged “arrest” of LDK leader Lumir Abdixhiku reaching over 500,000 views.



One notable example emerged following a public statement by Hykmete Bajrami regarding cooperation with the Serbian List political party. In response, an AI-generated video was fabricated depicting her walking hand-in-hand with a Serb List official, accompanied

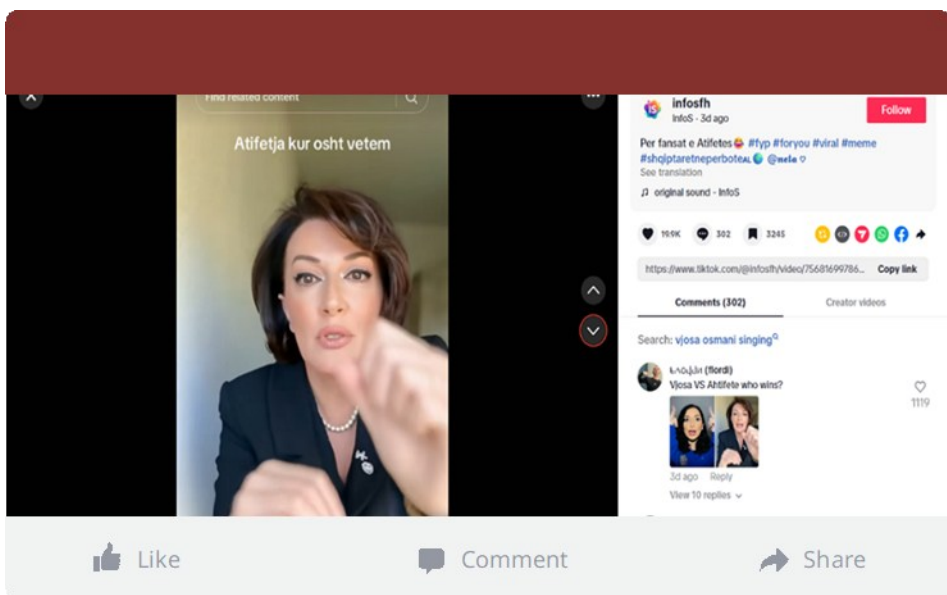
by an offending caption which attacks the MP both on gender and age basis. The video implied a personal relationship that does not exist, weaponizing both political manipulation and gendered insinuation to discredit her publicly.



The trend of publishing AI-generated content targeting political figures has continued and has expanded to include both the current President of Kosovo, Vjosa Osmani, and former President Atifete Jahjaga. In these cases, AI-generated videos were circulated on social media platforms particularly TikTok; showing the presidents

dancing to a rap song accompanied by offensive captions aiming to denigrate their public personality. The content does not engage with their political roles or actions, instead focusing on personal humiliation framed through gender stereotypes, reinforcing the disproportionate targeting of women politicians in online spaces.





The Instagram page *Izoliri News*, created in August 2025, posted a photoshopped image targeting Besa Shahini, candidate for mayor of Prishtina.

The edited image shows her carrying moving boxes blending fabricated personal drama with sarcastic humiliation, blurring private life and public image to mock Shahini as naïve, an archetype frequently used in sexist narratives to undermine women's credibility.

This is an intentional false narrative: a manipulated personal story used to attack a woman politician instead of engaging with her platform or qualifications.



By centering alleged personal details, it reinforces patriarchal stereotypes and contributes to gender-based political violence aimed at discouraging women from leadership roles. Framed as humor, such content disguises its real impact—normalizing misogynistic ridicule, spreading misinformation, and diverting attention from substantive political debate. The post reached notable engagement, with 26 likes and 151 shares.<sup>10</sup>

Besa Shahini’s reaction to being excluded from a televised debate prompted a wave of sexist comments on TikTok, including remarks telling her to “go back to the kitchen,” implying emotional instability, or claiming she did not belong in the debate. This illustrates how women in politics often face gender-based dismissal when challenging media treatment.



A post shared by Lëvizja Vetëvendosje! titled “*Kur gratë fitojnë – fiton e gjithë shoqëria!*” (“*When women win – society wins!*”) sparked a lot of debate in the comments section. These comments used ridicule, ethnic insinuations, and gender

stereotypes to reassert patriarchal norms in public discourse. The combination of misogyny and partisanship demonstrates how gendered disinformation operates in Kosovo’s digital sphere.

<sup>10</sup> <https://www.instagram.com/p/dpztrcqjxod/?igsh=mwizndn5ahfrejlkma%3d%3d>



**Bislimi Ajazi**

Aleanca e grave pro ruso serbe e kosove trushperlarse

21w Like Reply 11

[View all 29 replies](#)



**Bashkim Uka**

Respekt per Kryministren e Republiks Kosoves Zotri Albin Kurti 🇷🇺 🇷🇺

21w Like Reply 3



**Ali Doqi**

Vallha grave kurgju qka ka t boj me shtet as me buxhet as per veq maxhes nuk bon me ju lan n dor se kanagjegj e bojn atyhen ...

21w Like Reply 5



Like



Comment



Share



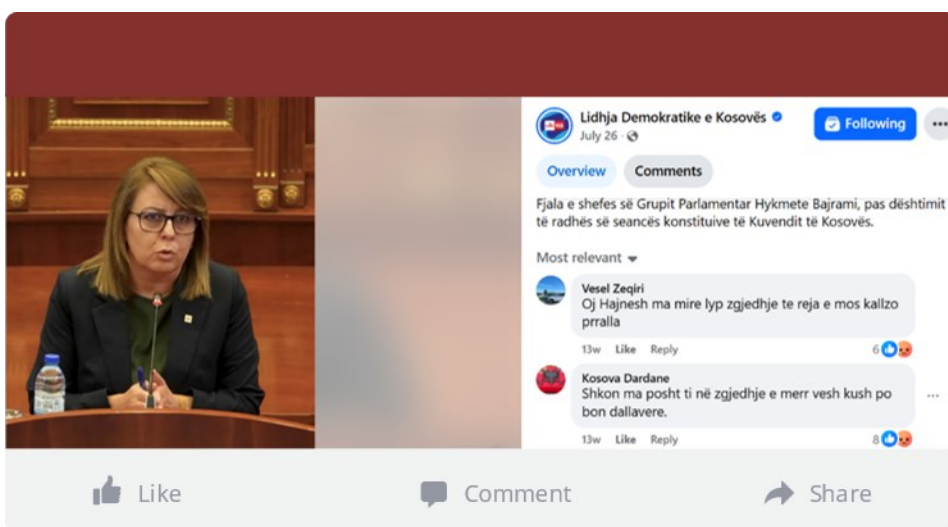
A post by Donika Gërvalla “*Propozimin e bën partia fituese, pikë. Ne kemi propozuar gruan më të votuar të kësaj legjislature...*” generated 1,702 engagements and came amid political negotiations over the

Assembly’s leadership. While the statement focused on procedural legitimacy and merit-based representation, the public reaction largely devolved into personalized vitriol and character attacks. Highly engaged comments

exemplified how political disagreement is displaced into moral and physical degradation when directed at women.

Rather than debating institutional process or political argument, commenters resorted to mocking appearance, questioning

morality, and invoking conspiracy theories, reflecting a broader pattern of online hostility that seeks to delegitimize women through humiliation rather than critique. Such rhetoric not only erodes civic discourse but also reinforces cultural norms that punish women for visibility and authority in political spaces.



A post by Lidhja Demokratike e Kosovës (LDK) featuring Hykmete Bajrami's statement following the interruption of the 48th constitutive session which addressed concerns over the session's procedural irregularities generated 958 engagements. The post sought to communicate accountability and respect for institutional order.

However, online responses again revealed a pattern of dismissive and gendered hostility toward women leaders.

These comments reflect how women's participation in institutional critique is trivialized and reframed as deceitful or self-interested, often through moral labeling and condescending tone.

Instead of engaging with the procedural issue raised, commenters resort to discrediting the woman's

integrity, implying that her role in politics is untrustworthy or performative.<sup>11</sup>

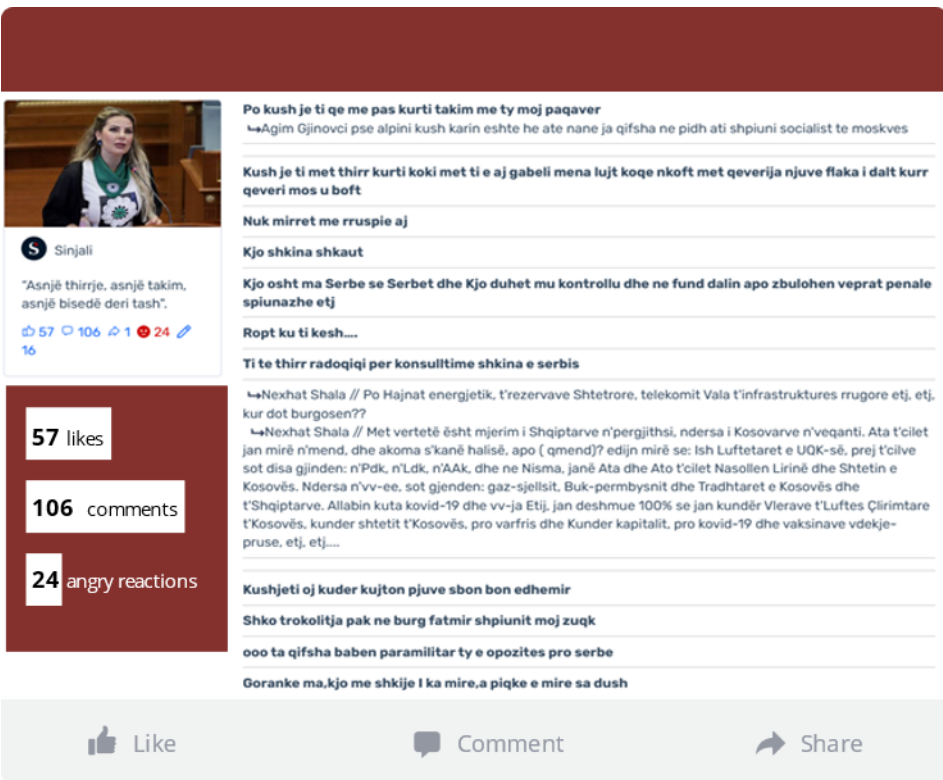
---

<sup>11</sup> <https://www.facebook.com/share/v/1Jbnu5dzQs/?mibextid=wwXlfr>

# Non-Majority Communities

## Category:

Gendered and Ethnically motivated hate speech



The screenshot shows a Facebook post by a user named 'Sinjali'. The post features a profile picture of a woman and a video thumbnail. The text of the post is in Albanian and discusses a woman MP from the Bosniak community. The post has 57 likes, 106 comments, and 24 angry reactions. The comments section shows several replies, some of which are hostile towards the woman MP.

**Sinjali**  
"Asnjë thirrje, asnjë takim, asnjë bisedë deri tash".  
57 likes, 106 comments, 24 angry reactions

**Po kush je ti qe me pas kurti takim me ty moj paqaver**  
Agim Gjinovci pse alpini kush karin eshte he ate nane ja qifsha ne pidh ati shpiuni socialist te moskves

**Kush je ti met thirr kurti koki met ti e aj gabeli mena lujt koqe nkoft met qeverija njuve flaka i dalt kurr qeveri mos u boft**

**Nuk mirret me rruspie aj**

**Kjo shkina shkaut**

**Kjo osht ma Serbe se Serbet dhe Kjo duhet mu kontrollu dhe ne fund dalin apo zbulohen veprat penale spiunazhe etj**

**Ropt ku ti kesh...**

**Ti te thirr radoqiqi per konsultime shkina e serbis**

**Nexhat Shala // Po Hajnat energjetik, t'rezervave Shtetrorre, telekomit Vala t'infrastruktures rrugore etj, etj, kur dot burgosen??**

**Nexhat Shala // Met vertetë është mjerim i Shqiptarve n'pergjithsi, ndersa i Kosovarve n'veqanti. Ata t'cilet jan mirë n'mend, dhe akoma s'kanë halisë, apo ( qmend)? edijn mirë se: Ish Luftetaret e UQK-së, prej t'cilve sot disa gjinden: n'Pdk, n'Ldk, n'AAK, dhe ne Nisma, janë Ata dhe Ato t'cilet Nasollen Lirinë dhe Shtetin e Kosovës. Ndersa n'vv-ee, sot gjenden: gaz-sjellsit, Buk-permbysnit dhe Tradhtaret e Kosovës dhe t'Shqiptarve. Allabin kuta kovid-19 dhe vv-ja Etij, jan deshmue 100% se jan kundër Vierave t'Luftes Çlirimtare t'Kosovës, kunder shtetit t'Kosovës, pro varfris dhe Kunder kapitalit, pro kovid-19 dhe vaksinave vdekje-pruse, etj. etj...**

**Kushjeti oj kuder kujton pjuve sbon bon edhemir**

**Shko trokollitja pak ne burg fatmir shpiunit moj zuqk**

**ooo ta qifsha baben paramilitar ty e opozites pro serbe**

**Goranke ma,kjo me shkje I ka mire,a piqke e mire sa dush**

Like Comment Share

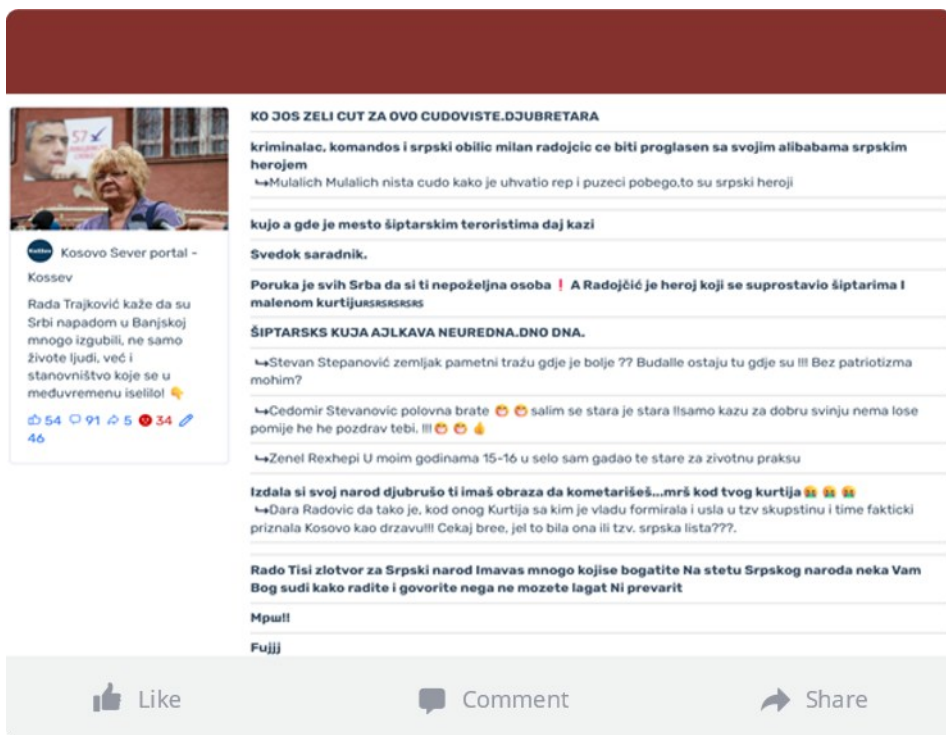
Comments under a Facebook post by Sinjali about a woman MP from the Bosniak community reveal a pattern of

online behavior aimed at undermining women's political authority. Although the post itself simply reported her

clarification regarding government formation, the comment section quickly shifted toward discrediting her competence, influence, and relevance.

Instead of engaging with her political position, many commenters relied on gendered and ethnic stereotypes, portraying her as marginal, uninformed, or politically insignificant. The

thread included elements of hate speech, sexualized mocking, and ethnic bias, turning a routine political statement into an opportunity for public humiliation. This reaction reflects a broader phenomenon where women—especially those from non-majority communities—face dual discrimination: they are delegitimized both for their gender and for their ethnic background.<sup>12</sup>



<sup>12</sup> <https://www.facebook.com/549932227264595/posts/1139477048310107>



Online violence against women in politics often appears organized and systematic. In the monitored case, statements by a Kosovo-Serb woman politician did not spark policy debate but triggered a wave of hostility focused on her gender, ethnicity, and perceived loyalty. The comments formed a coordinated pattern of personal attacks, gendered humiliation, and nationalistic framing that portrayed her political independence as illegitimate. This reflects a broader trend in which minority women face *double discrediting*—they are targeted

both as women and as members of non-majority communities. Such harassment shifts attention away from their political positions and instead questions their credibility, morality, and belonging.

High engagement on the post shows how quickly these hostile narratives spread, demonstrating how digital spaces can amplify gendered and ethnically charged abuse, ultimately shrinking the space for women's political participation.<sup>13</sup>

---

<sup>13</sup><https://www.facebook.com/523919106403004/posts/1361877919273781#d666971c002b0af9f41194a691d2cc2b88baa755>

# Sensationalism

## Category:

Sensationalism & politically motivated stigmatization



120 reactions

128 comments

86 views



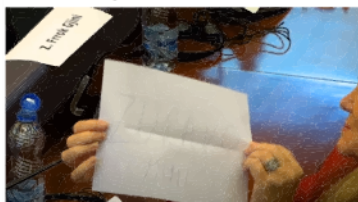
A Facebook post amplifying Jeton Zogjani's claim that the 50,000 voters who supported Mimoza Kusari are "nostalgic for Yugoslavia" generated high engagement and triggered a comment thread shaped by outrage and polarization. The statement itself is sensationalist, using

exaggerated and stigmatizing language to discredit a large group of voters, and the discussion that followed shifted toward partisan hostility rather than evidence or policy, illustrating how provocative claims can escalate online antagonism and distort political debate.<sup>14</sup>

---

<sup>14</sup> <https://www.facebook.com/watch/?v=2530274977364244>

Kadrijaj i drejtohet Kusari-Lilës me  
"Zdravo Mimi" derisa po e mbante  
fjalimin në Kuvend



105 reactions

43 shares

121 comments



Like



Comment



Share

During a joint parliamentary session between Kosovo and Albania, Time Kadrijaj held up a sign reading "Zdravo Mimi" while Mimoza Kusari-Lila was delivering her speech. The

gesture triggered a wave of online engagement, with many interpreting it as an attempt to mock or belittle the speaker rather than engage with the content of her address.<sup>15</sup>

<sup>15</sup> <https://sinjali.com/kadrijaj-i-drejtohet-kusari-liles-me-zdravo-mimi-derisa-po-e-mbante-fjalimin-ne-kuvend/>

# Recommendations

The analysis of 660,758 comments, with 14% containing hate speech toward women, demonstrates that online misogyny is embedded, consistent, and widespread—not triggered only by isolated events or scandals. Women are exposed to sustained harassment that spikes during political crises, making visibility a risk factor. The report identifies recurring keyword clusters (sexualized shaming, moral denigration, infantilization, intellectual

undermining). This stability shows that online misogyny functions as an entrenched socio-political pattern with predictable forms and triggers.

Upon the publication of the monitoring report, there are several recommendations that are presented to address discriminatory treatment and misogynist language in social posts and online headlines, undermining women's participation in public life:

## ► **For Media Outlets and Newsrooms:**

- Elimination of sexist, objectifying or sensationalist headlines, and enforce editorial quality checks before publication.
- Integrate gender sensitive reporting guidelines into editorial procedures, which would strengthen the internal accountability and sanctions for repeated violations.

## ► **For Press Council of Kosovo**

- Increase monitoring and disciplinary actions for portals that repeatedly use sexist or mocking language.
- Issue public advisories and regular bulletins highlighting common violations

## ► **For Public Institutions and Policy Makers**

- Integrate gender equality and digital literacy education in school and university curricula.
- Develop institutional communication that ensures gender balanced representation in public messaging.
- Support rapid response mechanisms for cases of severe gendered online harassment.
- Fund training programs for women in politics on digital safety, media engagement and managing online attacks.

## ► **For Social Media Platforms and Web Portals**

- Active moderation of comments, including automated filters for frequent misogynistic slurs.
- Swift removal of violent/abusive comments and warnings for repeat offenders.
- Transparent moderation policies, published openly on platforms.
- Reporting mechanisms for AI-generated disinformation aimed at political manipulation.

## ► **For Civil Society and Research Organizations**

- Public awareness campaigns on the impact of online misogyny on democratic participation.
- Regular monitoring reports documenting cases of online hate and gendered disinformation.
- Partnerships with media and platforms to develop gender-sensitive content standards.
- Workshops for journalists, moderators, and editors on ethical coverage of women in politics.

## ► **For Political Parties**

- Adopt internal codes of conduct prohibiting sexist language during campaigns or public communication.
- Actively condemn attacks on their own women members and across party lines.
- Provide technical and psychological support to women candidates exposed to harassment.

## ► **For Women Politicians Themselves**

- Training in digital security, crisis communication, and documentation of abuse.
- Use institutional reporting channels (PCK, Ombudsperson, police) to address severe cases.
- Build support networks with other women politicians across parties to address systemic harassment.

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 activity, please visit our website:  
[www.d4d-ks.org](http://www.d4d-ks.org)