



Central European
Digital Media
Observatory



CEDMO Trends SK - 11. wave through the eyes of Ipsos:

Perception of disinformation narratives in Slovakia

Espresso



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1 Basic Parameters

Research name: CEDMO Trends

Main data collection period: 1st wave: 31 August - 8 September 2023, 2nd wave: 22 September - 1 October 2023, 3rd wave: 13 October - 25 October 2023, 4th wave: 10 November - 23 November 2023, 5th wave: 8 December - 18 December 2023, 6th wave: 12 January - 28 January 2024, 7th wave: 9 February - 23 February 2024, 8th wave: 8 March - 24 March 2024, 9th wave: 12 April - 25 April 2024, 10th wave: 17 May - 31 May 2024, 11th wave: 14 June - 27 June 2024

Target group: representative population 16+

Method of selection of male and female respondents: quota selection

Quota setting: according to the Statistical Office of the Slovak Republic

Quotas monitored: gender, age, education region, size of place of residence, internet use

Collection method: CASI survey using the Populacia.sk online panel and F2F surveys

Total sample: 1st wave: n = 2370, 2nd wave: n = 2106, 3rd wave: n = 2117, 4th wave: n = 1956, 5th wave: n = 2002, 6th wave: n = 2012, 7th wave: n = 1961, 8th wave: n = 1948, 9th wave: n = 1900, 10th wave: n = 1834, 11th wave: n = 1792

1.1 Research Specifications

The aim of the long-term research in Slovakia is to monitor the attitudes and opinions of the Slovak people on various social topics, especially disinformation, hoaxes, information disorders, and democracy in Slovakia. The research also aims to map the development of these trends.

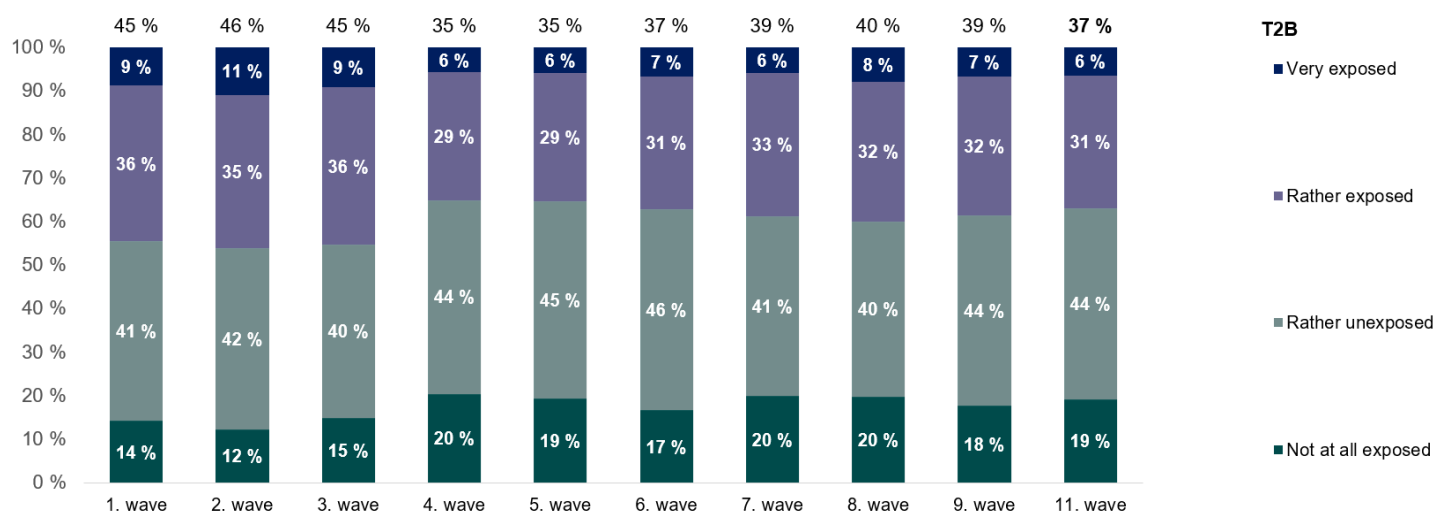
The research is commissioned by the international, multidisciplinary research institute CEDMO (Central European Digital Media Observatory), led by Charles University (Czech Republic) and delivered by IPSOS. The research team leader for CEDMO is Václav Moravec, while Michal Kormaňák and Paula Ivanková are involved in the project with the IPSOS research team.

The research questionnaire was designed by the sponsor with consultation by the contractor. Data collection was conducted electronically alongside face-to-face interviews. The respondents were gathered by IPSOS through an online panel in line with the sponsor approved quota.



2 Perception of misinformation

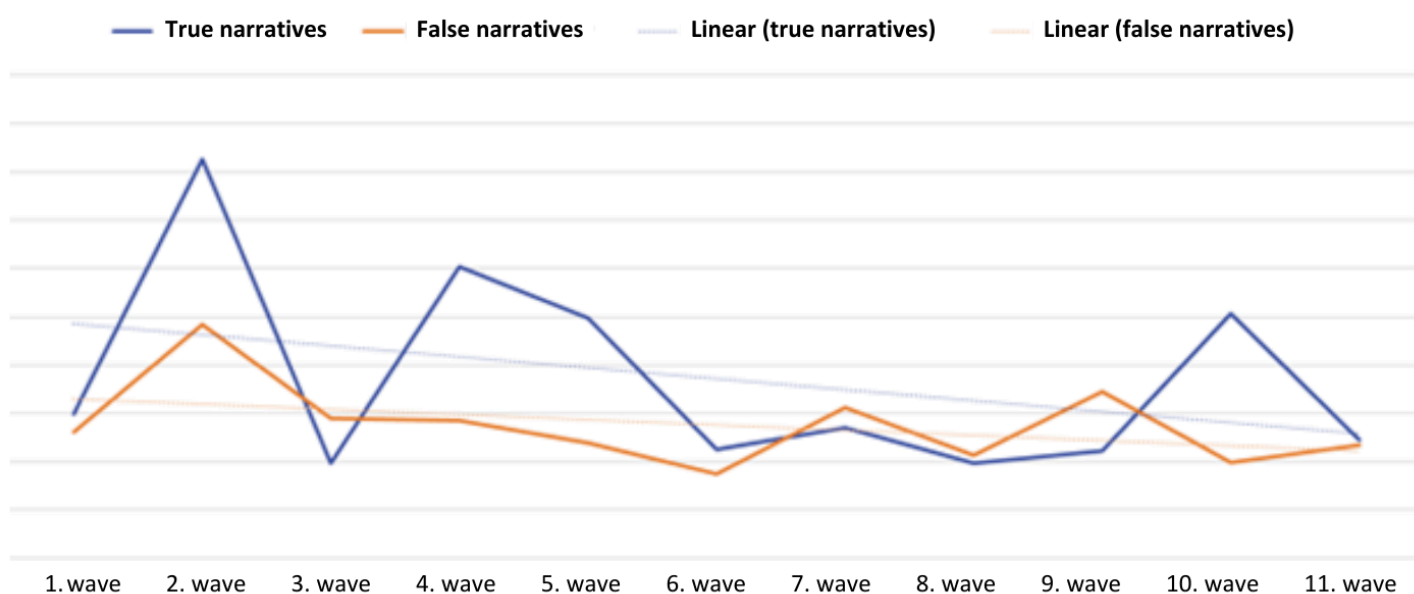
The Slovak population's exposure to disinformation has not significantly changed since the last wave and has remained stable. The majority of respondents say that they do not feel any exposure to disinformation (63%); this group is most likely to be made up of people with "unemployed" status (79%) or students (73%). On the other hand, more than a third felt that they had been exposed to purposely disseminated disinformation in the past month (37%). In the current wave, younger people aged 25-44 felt a higher level of exposure (25-34: 43%, 35-44: 41%). In general, people who reported experiencing any of the misinformation narratives tested felt subjectively a higher level of exposure.



Q: IP02. In your opinion, to what extent have you been exposed to purposely disseminated false or manipulative information (sometimes referred to as "misinformation") in the media in the past month?

3 Perception of misinformation narratives

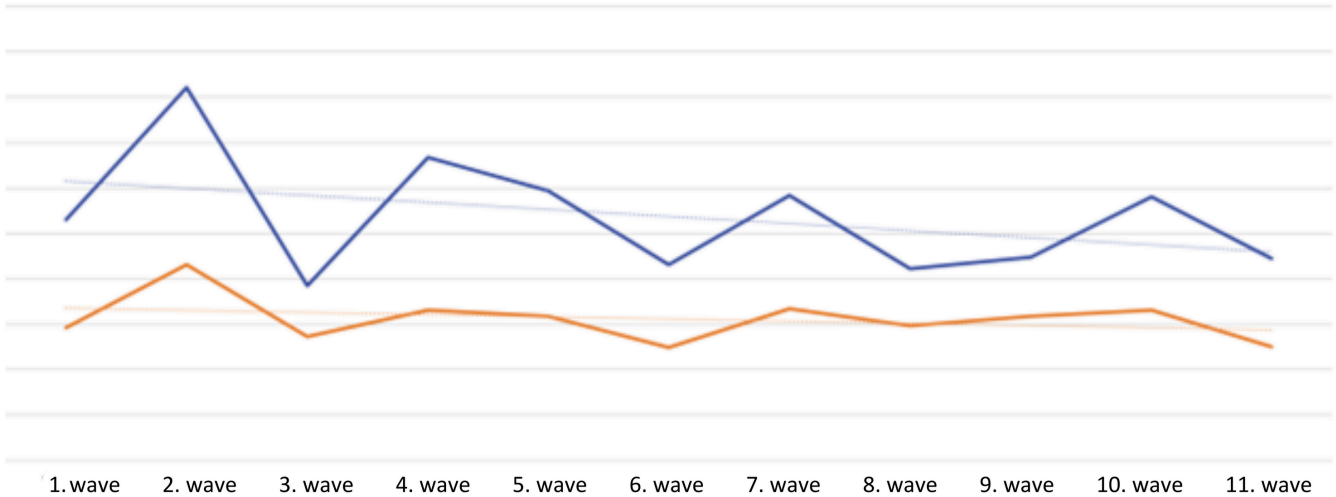
During June, both true and false narratives saw similar circulation. While false narratives experienced a slight increase, true narratives saw a decrease. Almost two thirds of respondents (59%) noticed false information that the liberal opposition, specifically Progressive Slovakia and the media supported by it, was behind the assassination attempt on Prime Minister R. Fico. All other narratives were significantly less common. The narrative that foodstuffs marked with the number 482 in the barcode come from Ukraine and are dangerous to health resonated the least; this information was seen by only 9% of respondents. Real information in this wave was noticed by about a quarter of the population (23-26%).



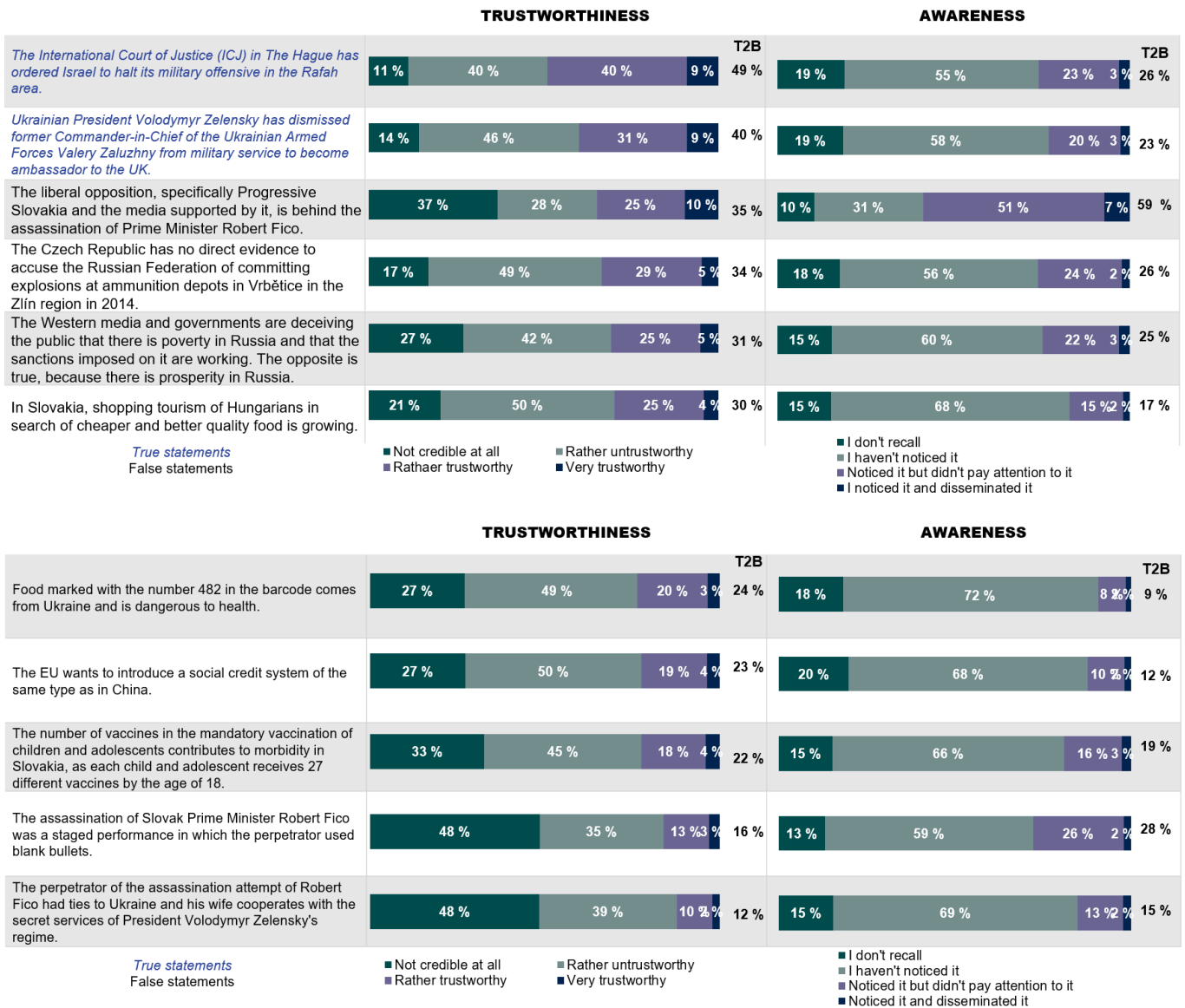
Question: DEZ01. Please indicate to what extent you have or have not noticed the following messages.

The credibility of true narratives is consistently higher than false ones; however, both cases' credibility fell in this wave. Almost half of the population (49%) saw credible news that the International Court of Justice in The Hague had ordered Israel to halt its military offensive in Rafah. 4 out of 10 Slovaks also found credible news that Ukrainian President Volodymyr Zelensky had dismissed the former commander-in-chief of the Ukrainian armed forces, Valery Zaluzhny, from military service to become ambassador to the UK. Regarding false news, around a third of people (35%) thought the report that the liberal opposition and the media supported by it were behind the assassination of Prime Minister Robert Fico was credible. Almost a third of the population believes that Western governments and media are deceptive regarding the effectiveness Russian sanctions. A similar portion believes that there is a growing shopper tourist population from Hungary who go to Slovakia for cheaper and better quality food. On the other hand, the least believed narrative addressed the attempted assassin of R. Fico, who is believed to have ties to Ukraine and his wife to have cooperated with the secret services of President Volodymyr Zelensky; only 12% of the population expressed confidence in this report.

— True narratives — False narratives — Linear (true narratives) — Linear (false narratives)



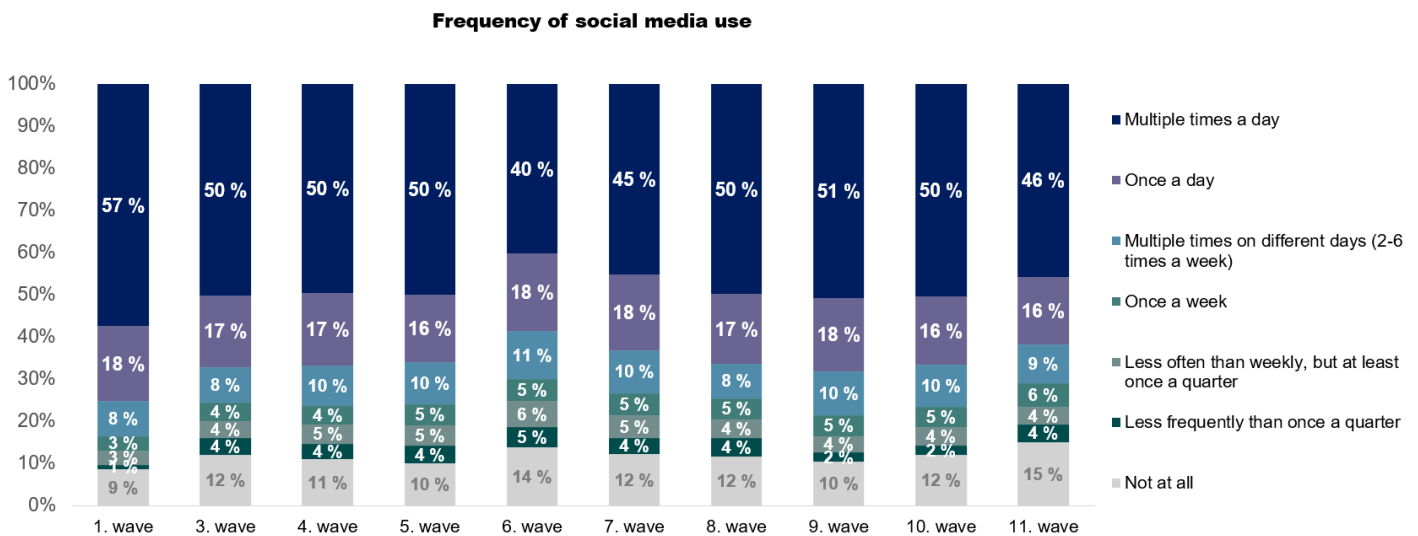
Question: DEZ02. To what extent do you consider the following reports to be untrustworthy or trustworthy?



Note: T2B = sum of the responses 'Completely trustworthy' and 'Rather trustworthy' or 'I have recorded it and spread it further' and 'I have recorded it and not paid attention to it further'. Question: DEZ02. To what extent do you consider the following messages to be untrustworthy or trustworthy? DEZ01. Please indicate to what extent you have or have not noted the following messages

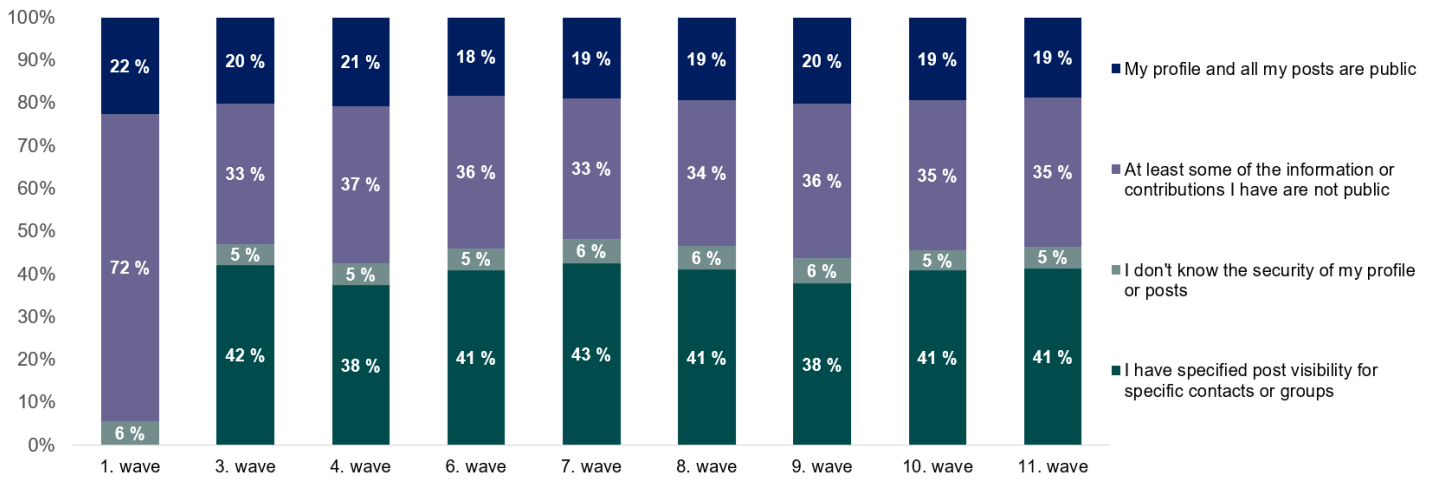
4 Use of social networks and communication platforms

Social networks such as Facebook, X/Twitter, Instagram, TikTok, or Snapchat are an essential part of life for the majority of Slovakia, as approximately two thirds of Slovaks (62%) visit them at least once a day. In general, higher frequencies of use for social networks was observed among younger age groups up to 44 years old. Young people aged 16-24 are the most likely to use social networks several times a day (60%), however, almost a third of people over 65 do not use social networks at all (29%).



Question: SS01. How often do you generally use social networks for private purposes, where you have created your own profile and share posts - photos, videos... (e.g. Facebook, X/Twitter, Instagram, TikTok, Snapchat)?

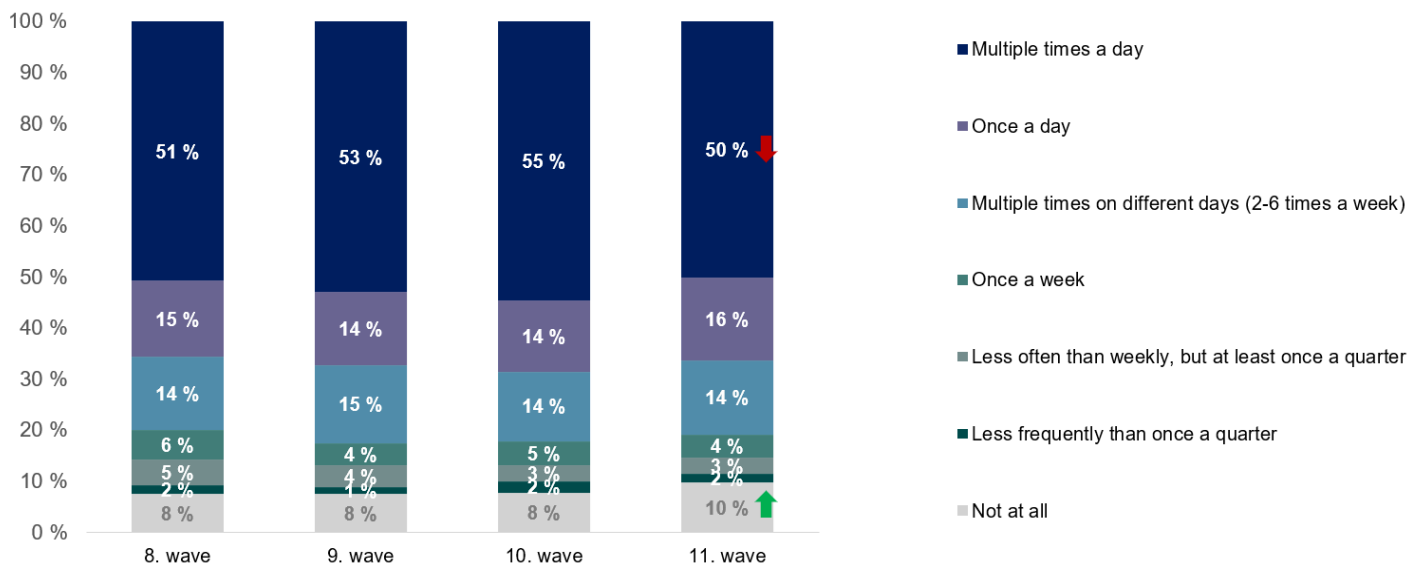
Moving to the publicity of information shared on social networking profiles, the majority of Slovakia protects their privacy in at least some way. Most often (40%), the visibility of posts on respondents' social networks is restricted to specific people. However, about one-fifth of the population does not use private social media profiles, meaning that their information and shared posts are visible to anyone. This group is more likely to be men (23%) than women (15%), and in general, younger people are more likely to guard their privacy on social networks than older people. While only 5% of the general population do not know how secure their social network profile is, this can be as high as 15% for people aged 65+. It also shows that the proportion of people who only have post visibility specified for specific contacts drops significantly as age increases; this is especially the case for people over 55. This group is also more likely to create their profiles on social networks without any restrictions (27%).



Question: SS02. To what extent do you have public information on your social media profile?

Online communication platforms such as WhatsApp, Messenger, Telegram, Signal, iMessage, Viber, Kik, etc. are used slightly more frequently among the Slovak population than social networks themselves. Approximately two thirds of respondents use such platforms at least once a day. Like social networks, these means of communication are more popular among young people under 34, with up to two thirds communicating several times a day via one of these platforms (16-24 years: 67%, 25-34 years: 65%). On the other hand, a quarter of those over 65 do not use these platforms at all (25%).

Frequency of use of communication platforms



Question: SS03. How often do you use communication platforms that allow the exchange of messages and multimedia files (e.g. WhatsApp, Messenger, Telegram, Signal, iMessage, Viber, Kik, etc.)?