



**CEDMO**  
Central European Digital  
Media Observatory



# **CEDMO Trends SK - 13th wave through the eyes of Ipsos:**

## **Perception of disinformation narratives in Slovakia**

**Espresso**



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# 1 Basic Parameters

**Research name:** CEDMO Trends

**Date of the main data collection:** 1st wave: 31/08/2023 – 08/09/2023, 2nd wave: 22/09/2023 – 01/10/2023, 3rd wave: 13/10/2023 – 25/10/2023, 4th wave: 10/11/2023 – 23/11/2023, 5th wave: 08/12/2023 – 18/12/2023, 6th wave: 12/01/2024 – 28/01/2024, 7th wave: 09/02 – 23/02/2024, 8th wave: 08/03/2024 – 24/03/2024, 9th wave: 12/04 – 25/04/2024, 10th wave: 17/05 – 31/05/2024, 11th wave: 14/06/2024 – 27/06/2024, 12th wave: 19/07 – 19/08/2024, 13th wave: 13/09/2024 – 27/09/2024

**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, 12th wave: n = 1710, 13th wave: n = 1704

## 1.1 Research Specifications

The aim of the long-term research carried out in Slovakia is to monitor the attitudes and opinions of the population on various social topics, focused primarily on disinformation and hoaxes, information disorders, or the evaluation of democracy in Slovakia. Long-term research also focuses on mapping the development of these trends.

The research sponsor is the international multidisciplinary research institute CEDMO (Central European Digital Media Observatory), which is led by Charles University (Czech Republic) and the supplier is IPSOS. The head of the research team for CEDMO is Václav Moravec, Michal Kormaňák and Paula Ivanková are involved in the project on behalf of the IPSOS research team.

The research questionnaire was designed by the client and consulted with the supplier, while its final version was prepared in cooperation with the supplier.

Data collection was carried out electronically in combination with personal interviews. The selection of respondents was provided by IPSOS through an online panel. Respondents were recruited on the basis of a quota regulation approved by the sponsor.

This report was produced with the support of:

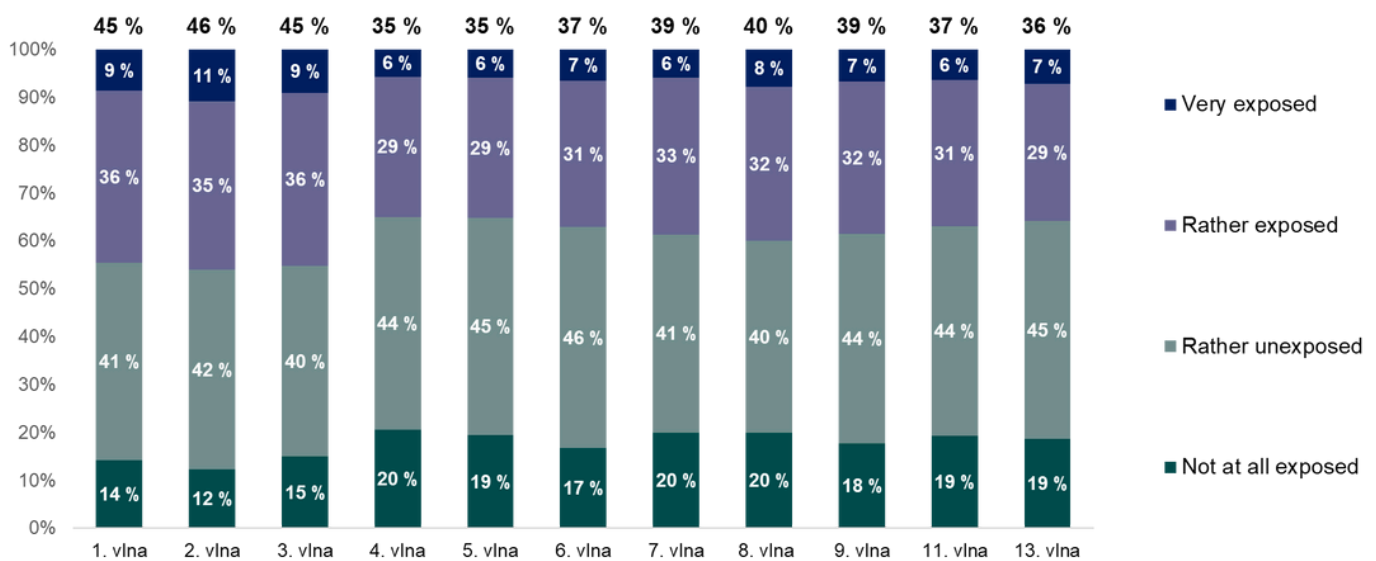


## 2 Current trends

- In September, perceived exposure to disinformation remained at almost the same level as in August (36%). However, compared to the first wave of research, it decreased more significantly (1st wave: 45% vs. 13th wave: 36%).
- A decline and at the same time the lowest value since the beginning of measurements can also be observed in the case of the perception of disinformation as a serious problem (1st wave: 76% vs. 13th wave: 69%).
- Less often, people also perceive disinformation as a security threat to Slovakia. Currently, the proportion of the group that thinks that the spread of disinformation threatens the security of the country is at the level of 7 out of 10 respondents.
- On the other hand, in the case of the issue of limiting disinformation media by the state, people were again slightly more inclined to the opinion that the state should intervene and restrict disinformation media (76%).
- In terms of the credibility of the tested narratives, it is still true that people are more likely to trust truthful news. In the September wave, however, the credibility of false narratives increased significantly, but it still did not reach the level of true narratives.
- In the current wave, one of the most credible disinformation was the news that Italian Angela Carini surrendered at the Summer Olympics in Paris during a boxing match because she was opposed by Algerian transgender boxer Iman Khalif, who is allegedly not a biological woman (60%).

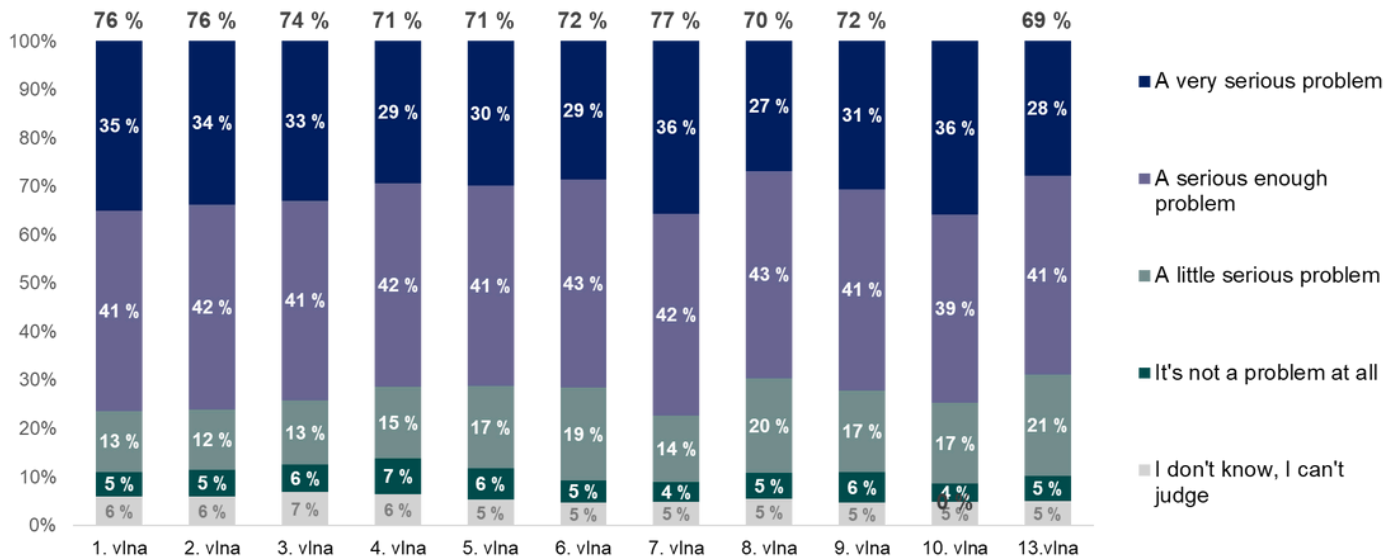
## 2 Perception of misinformation

In the September wave, the proportion of people who felt that they had been exposed to disinformation in the past month did not change significantly - it remained almost at the same level as in the June wave. This feeling is subjectively experienced by more than a third of the population (36%). However, the majority of the population does not think that they have been exposed to deliberately spread disinformation in the past month (64%).



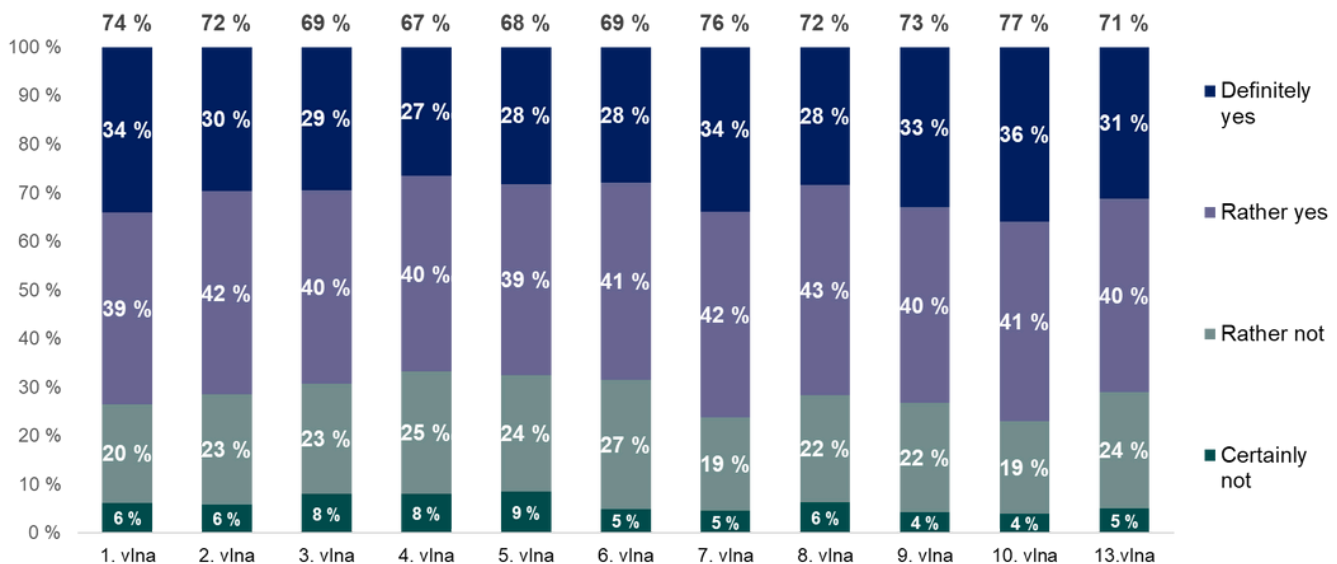
Q: IP02. In your opinion, to what extent have you been exposed to purposely disseminated false or manipulative information (sometimes referred to as "misinformation") in the media in the past month?

On the other hand, slight mood swings were reflected in the perception of disinformation as a social problem. The vast majority of the population still perceives the spread of false and manipulative news as a serious problem, but the proportion of those who do not consider disinformation to be a problem has increased (21% vs. 26%). More often, those who voted for Smer, Republika, or SNS in the last parliamentary elections are inclined to this group of people.



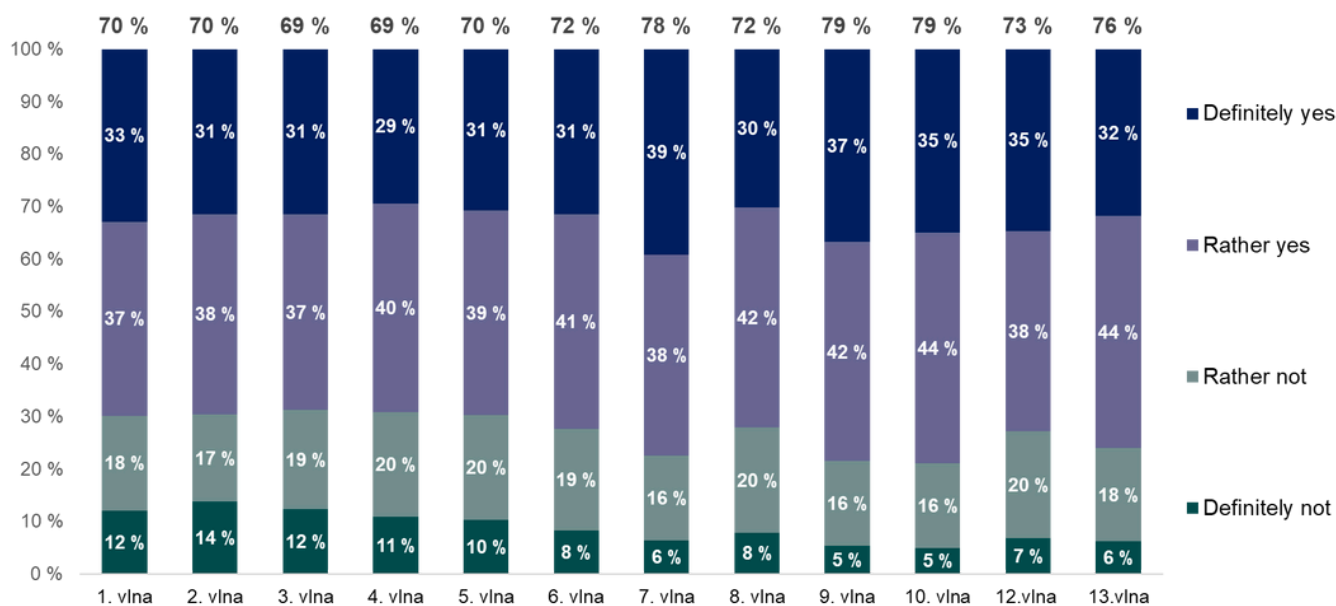
Q: IP04. In your opinion, how serious a problem is the spread of false and manipulative information (sometimes referred to as "misinformation") on the Internet?

A decline can also be observed in the issue of safety. Over time, there was also a decrease in agreement that the spread of disinformation threatens the security of Slovakia (77% vs. 71%). Despite the decline, the majority of the population still considers the spread of disinformation to be a security threat to Slovakia. Disinformation as a security threat is significantly less often perceived by the part of the population that voted for the Smer, SNS, Alliance, or Kotleba parties in the last parliamentary elections.



Q: IP05. Do you think that the dissemination of false and manipulative information (sometimes referred to as "disinformation") threatens the security of the Slovak Republic?

76% of respondents would agree with the restriction of disinformation media, of which 32% strongly agreed. Women (79%) are slightly more likely to restrict these media than men (73%), the youngest generations (16-24 years old), but people aged 35-44 (81%), or voters of opposition political parties such as Progressive Slovakia (87%), Slovakia + KÚ + For People (91%) and Democrats (94%).

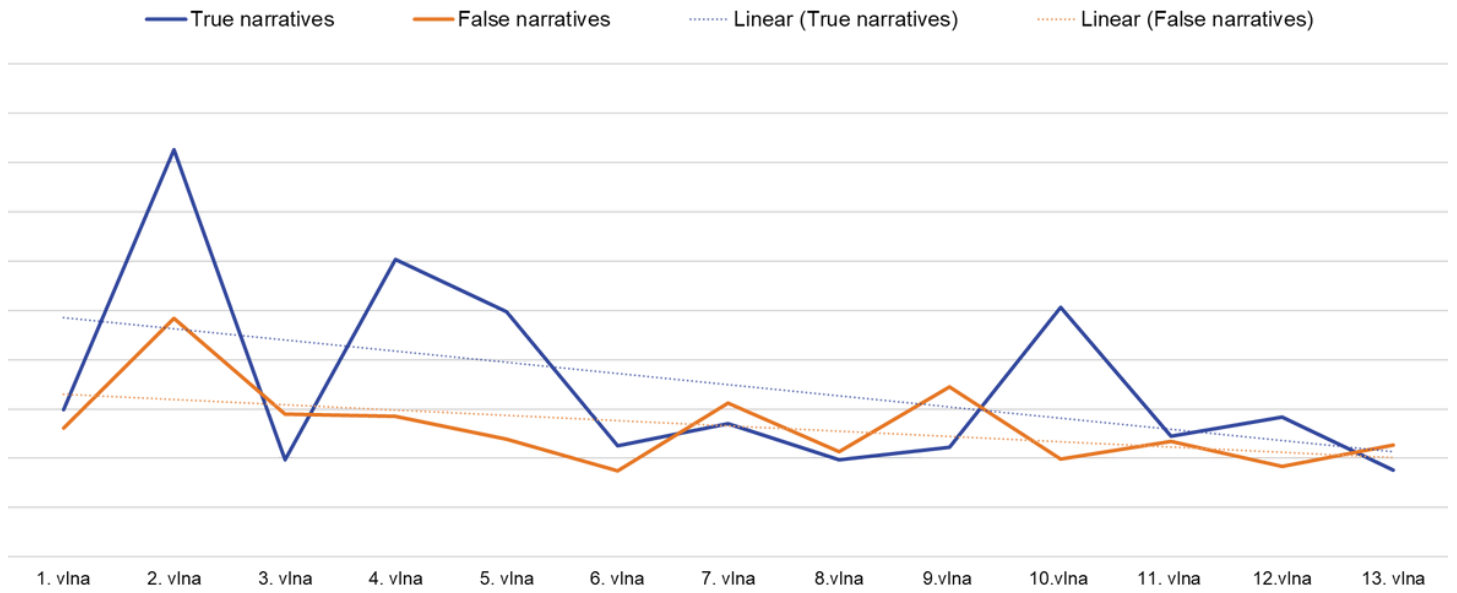


Question: Do you think it is right for the state to restrict or disable the operation of media that spread false or manipulative information (sometimes referred to as "disinformation")?

## 4 Perceptions of disinformation narratives

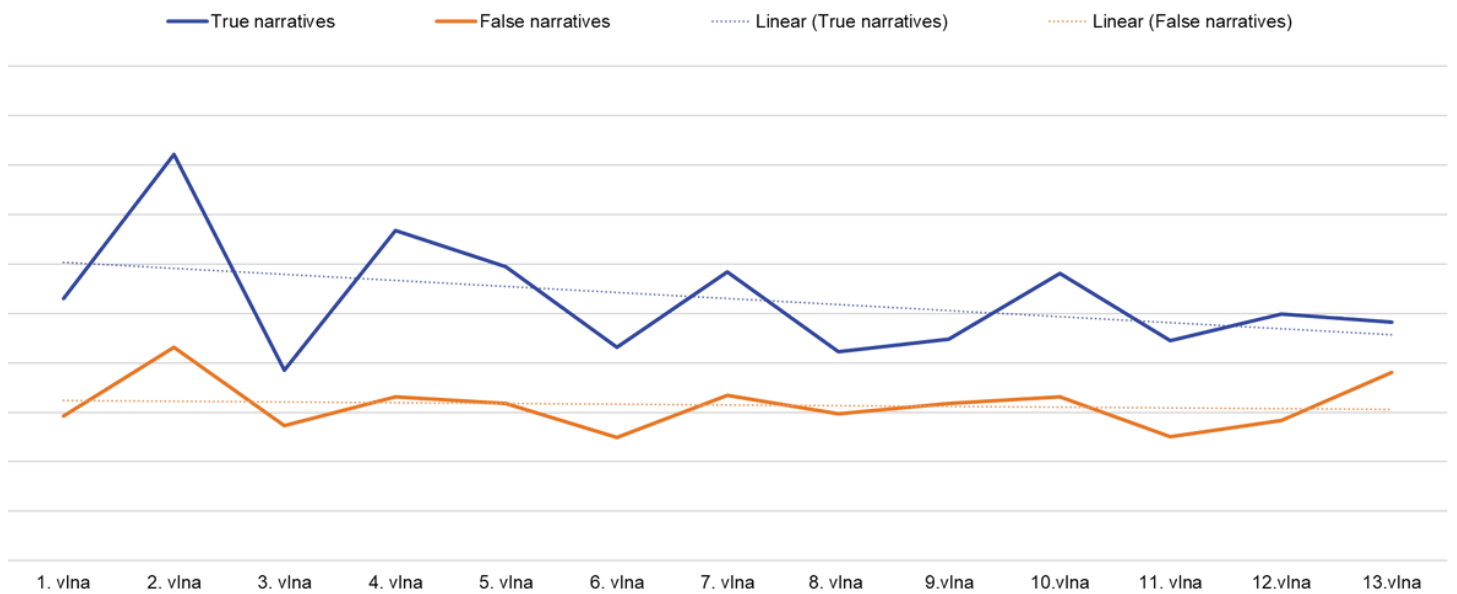
In the September wave, false narratives came to the attention of the population a little more often, but they generally scored at a very similar level to the true ones. Even more than a month after the end of the Summer Olympics in Paris, the news related to this event resonated the most among Slovaks. More than half of the Slovak population caught the news about the Algerian boxer Iman Khalif, who, according to the narrative, is not a biological woman (54%), or about the fact that the opening ceremony of the Olympics was supposed to incite mass demonstrations that were supposed to take place in Paris (54%) due to the mockery of Christianity. The awareness of the other tested narratives was at a significantly lower level, with a maximum of a fifth of respondents catching them.





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

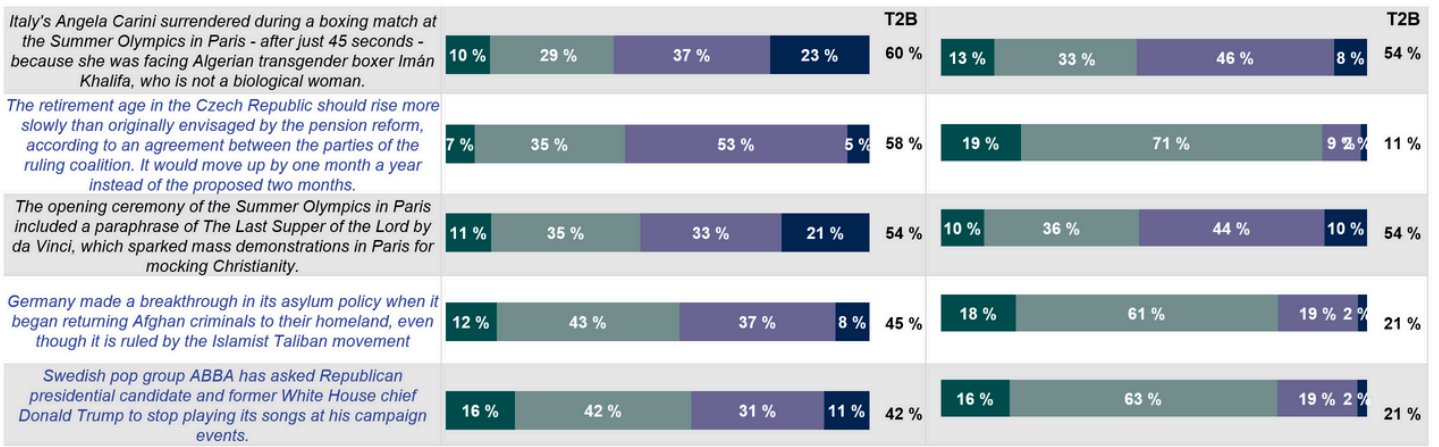
True narratives continue to achieve a higher level of credibility than false ones. While relatively stable results can be observed in the case of true narratives since the last wave, the curve of the development of false narratives has had a slightly upward tendency in the last two waves. From the point of view of credibility, several reports were successful. More than half of the population considered two false and one true news to be credible. Most people, 60%, said the news about Algerian boxer Iman Khalifa was credible. Among the truthful news, most people trusted the news about the postponement of the retirement age in the Czech Republic. This report was considered credible by 58% of respondents.



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

**CONFIDENCE**

**KNOWLEDGE**



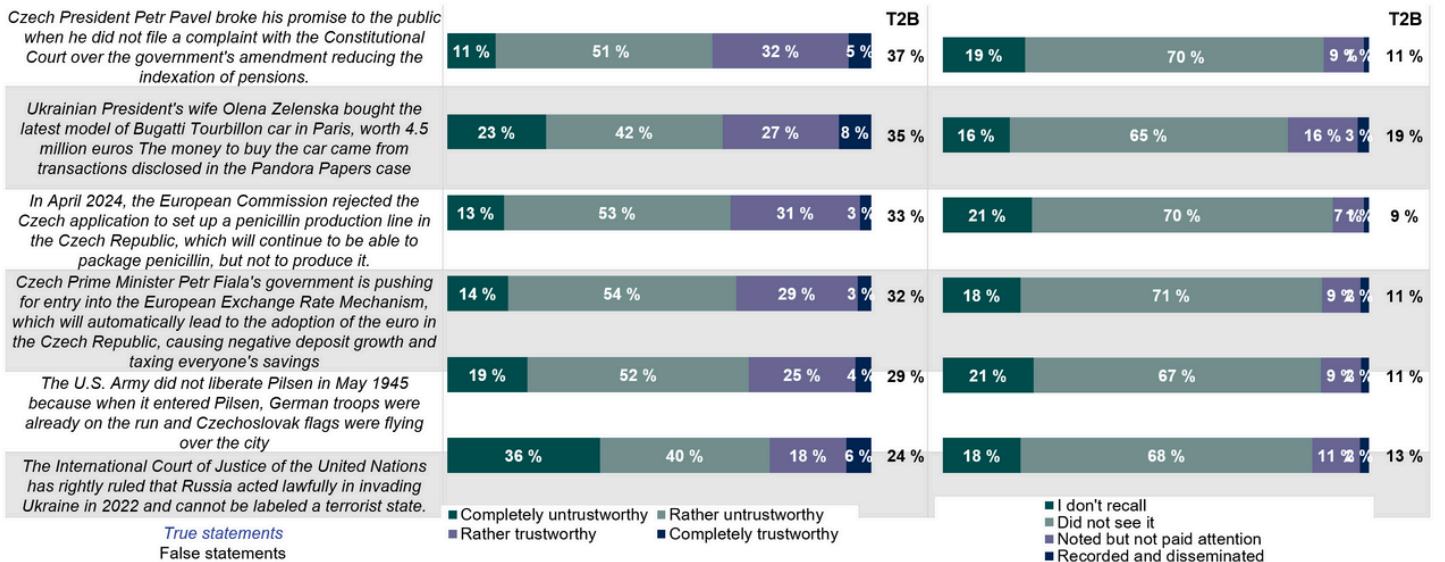
True statements  
False statements

Completely untrustworthy  
Rather untrustworthy  
Rather trustworthy  
Completely trustworthy

I don't recall  
Did not see it  
Noted but not paid attention  
Recorded and disseminated

**DŔVERYHODNŔ**

**POVEDOMIE**



True statements  
False statements

Completely untrustworthy  
Rather untrustworthy  
Rather trustworthy  
Completely trustworthy

I don't recall  
Did not see it  
Noted but not paid attention  
Recorded and disseminated

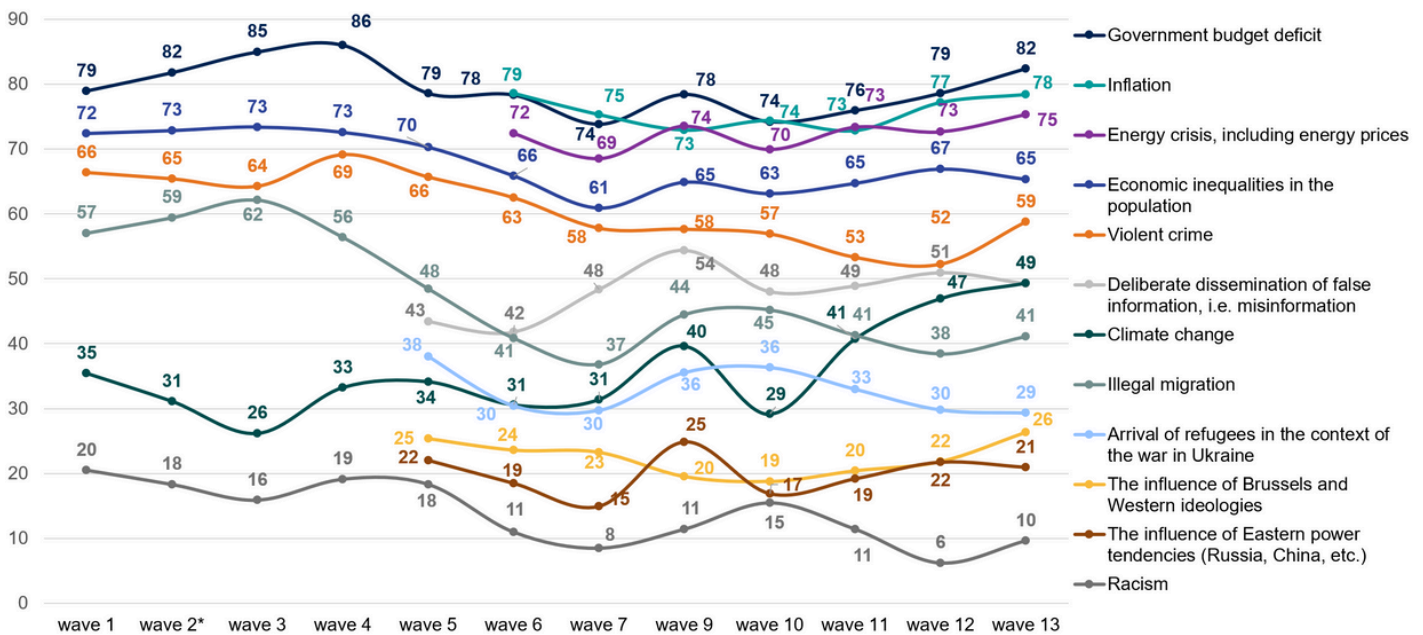
Note: T2B = sum of the answers "Completely trustworthy" and "Rather trustworthy" or "I noticed it and spread it further" and "I noticed it and did not pay attention to it further." Q: DEZ02. To what extent do you consider the following reports to be untrustworthy or credible? DEZ01. Please indicate to what extent you have or have not recorded the following messages

## 5 Perception of social problems in Slovakia

The state budget deficit and inflation have long been among the biggest problems that have plagued the Slovak population in the last year. For the second wave in a row, concerns about climate change are growing. Compared to the previous wave, the population was also more likely to feel concerns about violent crime and the influence of Brussels and Western ideologies.

Women were more likely than men to cite concerns about violent crime, climate change, state budget deficits, racism, or the spread of disinformation. The youngest generations (16-24 years old) are also more often troubled by climate change, but also by the influence of Eastern power tendencies.

People over 55 are most worried about the energy crisis, the influence of Brussels and Western ideologies, the arrival of refugees in connection with the war conflict in Ukraine, but also illegal migration.

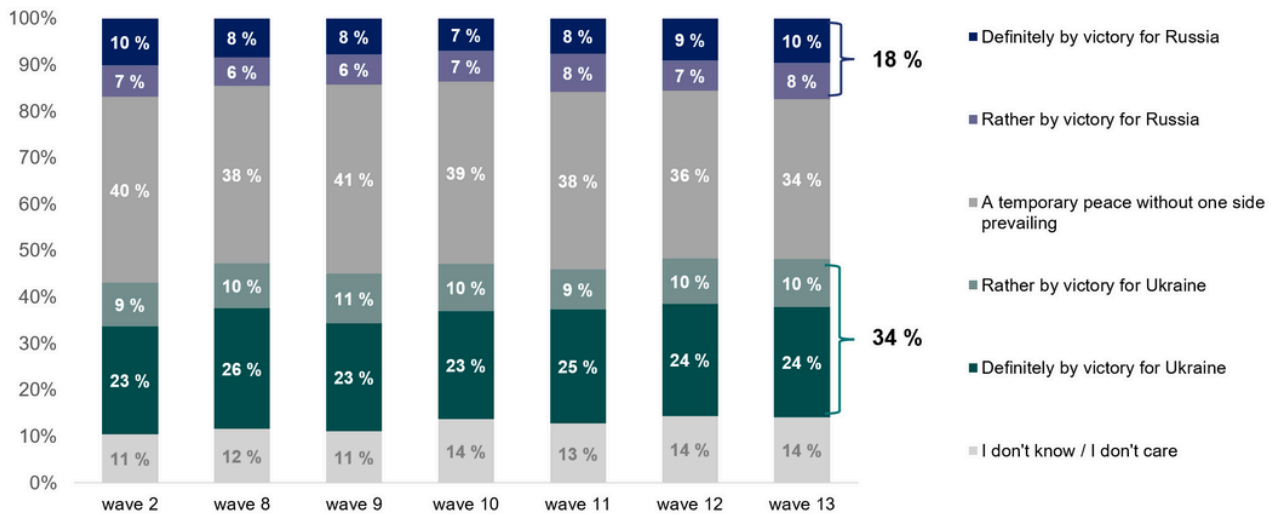


Question: PROBSR01. To what extent do you think the following areas pose problems for Slovakia?

Note: The importance index is calculated using the formula  $T2B - B2B$  ( $T2B$  = merging the answers "Fundamental problem" and "Medium problem";  $B2B$  = merging the answers "Small problem" and "No problem") and can range from -100 to +100 \*The values for wave 2 are calculated by the weighted average of the values of wave 1 and 3, because the question was not queried within wave 2.

As for the outcome of the war conflict in Ukraine, the largest part of the population wants a neutral result, without a clear victory for Russia or Ukraine (34%). An identical share is inclined to the side of Ukraine, and less than a fifth would like Russia to win (18%). Women (39%) are more likely to want temporary peace than men (30%). A significant proportion of young people under the age of 24 (41%) are in favour of a clear victory for Ukraine. Only 1% of this age group wants a clear victory for Russia. The clear victory of Ukraine is also supported by people with a university degree (30%) and coming from the Bratislava region (32%), as well as voters of opposition parties (PS, SaS, Slovakia + KÚ + For

People, KDH, Democrats). On the contrary, older generations over 45 were slightly more likely to lean towards a clear victory for Russia (13%). The same inclination was significantly more often declared by voters of the political parties Smer, Republika and Kotleba. Temporary peace is also more often preferred by voters of the Hlas, SNS, Republika, Aliancia and Smer parties.



Q: D01. How would you like the conflict in Ukraine to end?