



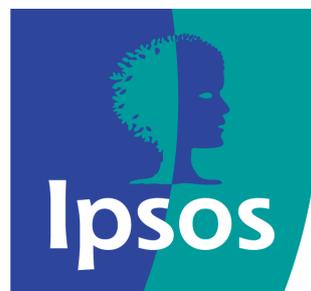
Central European
Digital Media
Observatory



CEDMO Trends SK - 12th 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, 12th wave: 19 July - 19 August 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

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.

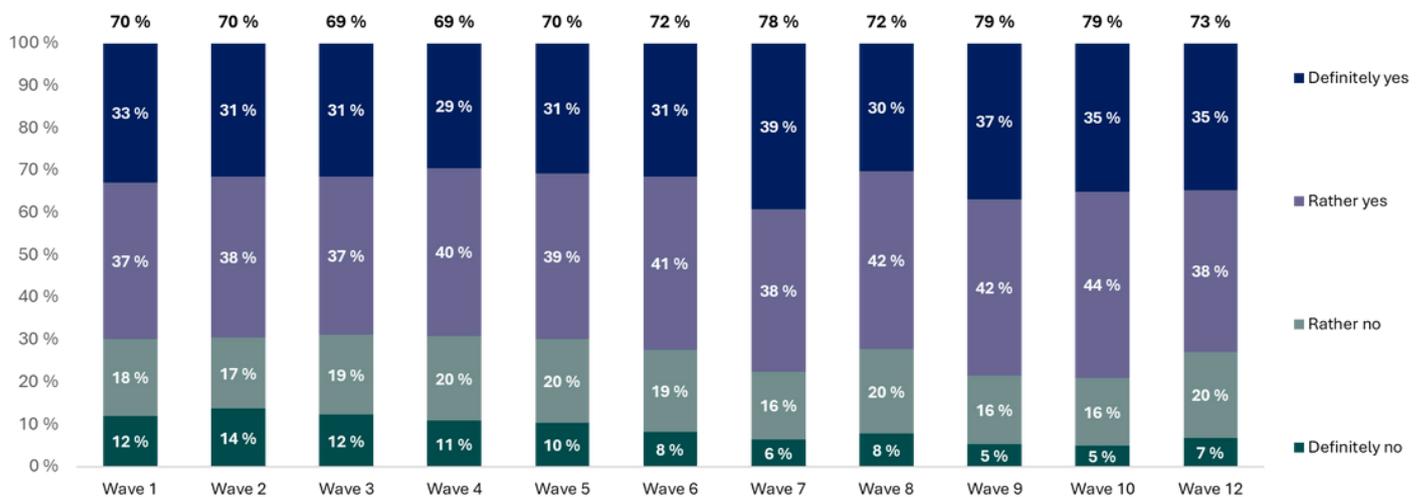
The research questionnaire was designed by the sponsor with consultation by the contractor. Data collection was conducted electronically alongside face-to-face interviews. The respondents were gathered by IPSOS through an online panel in line with the sponsor approved quota.

This report was produced with the support of:



2 Perception of misinformation

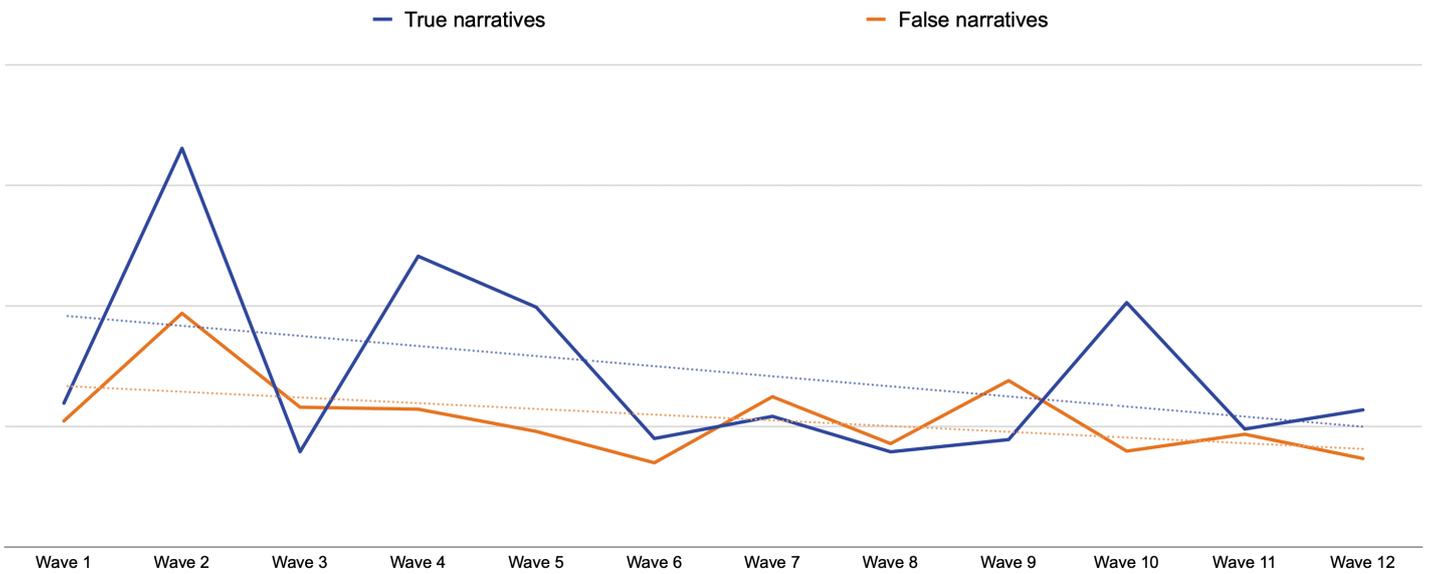
The majority of the population in Slovakia still thinks that the state should restrict media that spread false or manipulative information. Women are more likely to hold this view (76%) than men (70%). A stronger inclination towards restriction can also be observed among male and female pensioners (78%), as well as among voters of the Progressive Slovakia (87%) and Democrats (83%) parties.



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?

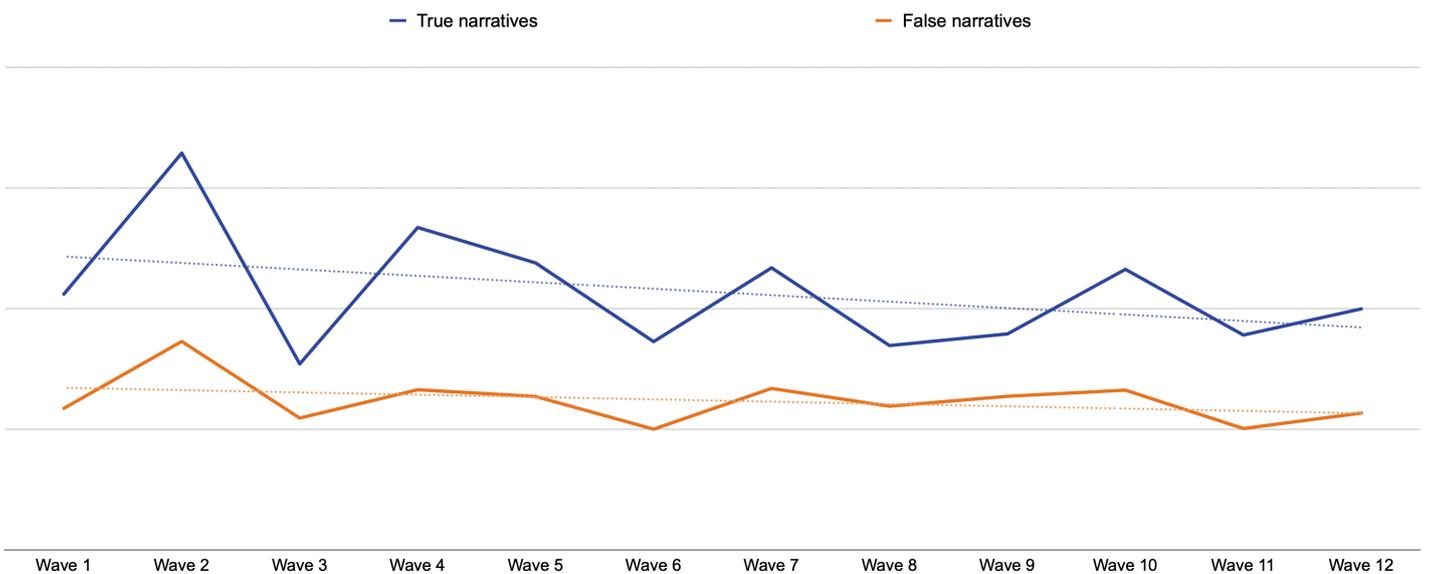
Awareness of both true and false narratives generally held fairly steady from the last wave, with only a slight decrease for false news and a small increase for true news. However, false news stories were spread slightly less frequently than true ones in this wave. Among the false news, the most resonant were the news about the outbreak of whooping cough in the Czech Republic and the conclusion of a pandemic treaty between the WHO and the EU. Less than a quarter of respondents (23%) picked up on these reports. On the contrary, a third of the population picked up the true news that NATO representatives had agreed on military support for Ukraine in the amount of 40 billion euros (32%).

PERCEIVED EXPOSURE TO MISINFORMATION: NARRATIVE IMPACT



In the case of credibility, a small increase can be observed, and this is also the case for both true and false news. Most people considered the news about NATO member countries providing military aid to Ukraine to be credible. Up to 66% of people considered this news credible. Among the false news, the most trusted was the news about the outbreak of whooping cough in the Czech Republic (38%). The credibility of most of the false reports was above 30%.

PERCEIVED EXPOSURE TO MISINFORMATION: THE CREDIBILITY OF NARRATIVES



Credibility

Awareness



[True statements](#)
[False statements](#)

■ Completely implausible ■ Rather implausible
■ Rather plausible ■ Completely plausible

■ I don't recall
■ I didn't notice
■ I noticed it but didn't pay attention to it
■ I noticed it and spread it

Credibility

Awareness



[True statements](#)
[False statements](#)

■ Completely implausible ■ Rather implausible
■ Rather plausible ■ Completely plausible

■ I don't remember
■ I didn't notice
■ I noticed it but didn't pay attention to it
■ I noticed it and spread it further

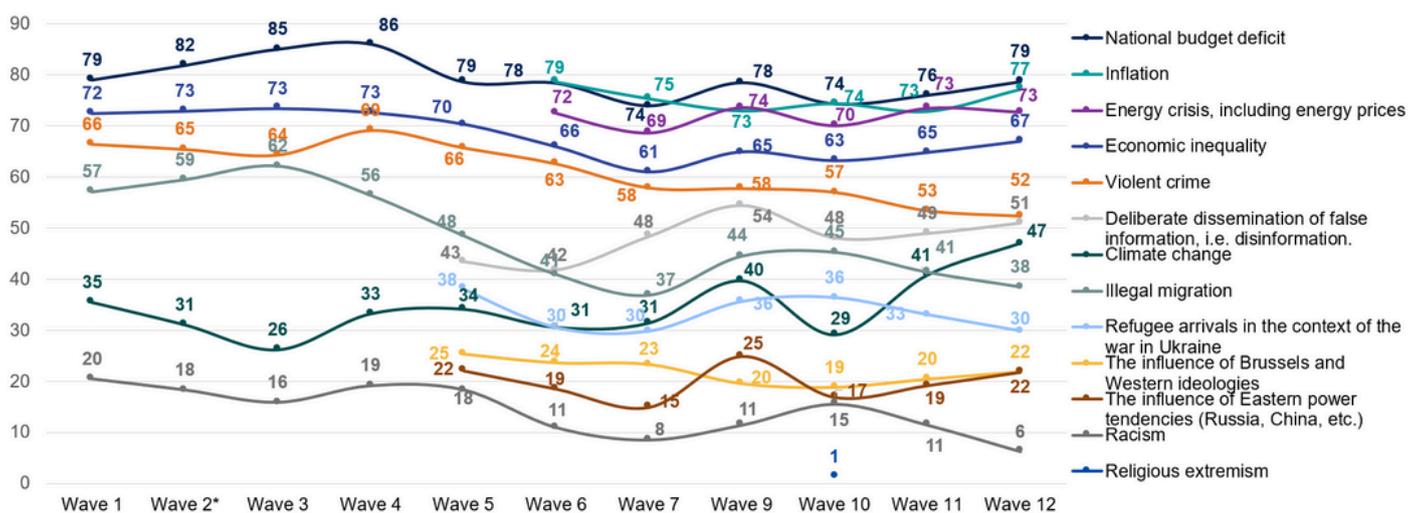
Base: 12th wave: n = 1710 , Note: T2B = sum of the answers "Quite plausible" and "Rather plausible" or "I have noted it, but have continued to spread it" and "I have noted it and have not continued to pay attention to it" , Question: DEZ02. To what extent do you consider the following messages to be untrustworthy or trustworthy? DEZ01. Please indicate to what extent you have noted the following messages.

3 Perception of social problems in Slovakia

In the long term, the state budget deficit and inflation are among the biggest problems that have plagued the Slovak population in the last year. More than half of the population perceives the state budget deficit as a major problem for Slovakia (53%). Concerns about climate change have increased compared to previous waves. This increase can probably be related to the perception of extreme temperatures during the summer. Racism or religious extremism are among the marginalised topics.

Violent crime, racism, or climate change are issues that resonated more frequently among women. Illegal migration, the arrival of refugees and refugee women from Ukraine, or the influence of Brussels and Western powers were more frequently feared by people over 65. In contrast, people with a university education are less likely to perceive economic inequalities in society, illegal migration, or the arrival of refugees and refugee women from Ukraine as serious problems. This group is also less likely to see the influence of Brussels and the West and inflation as a major problem. On the contrary, they consider Eastern powers and the spread of disinformation as a bigger threat.

Perceptions of particular issues also differ in terms of preferences on the political spectrum. While voters of Progressive Slovakia, SaS and the Democrats are significantly more concerned about climate change, the state budget deficit, the influence of Eastern powers or the spread of disinformation, voters of SMER-SD, SNS and the Republic are more likely to be concerned about socio-economic issues such as economic inequalities, inflation, the energy crisis, but also migration and the influence of Brussels and Western countries.



Note: **The importance index** is calculated using the formula $T2B - B2B / (T2B + B2B)$ (T2B = merging the responses "Major problem" and "Medium problem"; B2B = merging the responses "Minor problem" and "No problem") and can take values from - 100 to 100

*The values for Wave 2 are calculated by taking a weighted average of the Wave 1 and Wave 3 values, as the question was not included in Wave 2

Base: Wave 12: n = 1710, Question: PROBSR01. In your opinion, how important are the following issues for the Slovak Republic?