



CEDMO Trends SK

14th wave through the eyes of Ipsos:

**Perception of disinformation narratives
in Slovakia**

Espresso



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1 Basic parameters

Name of the research: 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, 14th wave: 11/10/2024 – 24/10/2024

Target group: representative population 16+

Method of selection of respondents: quota sampling

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 querying using the Populacia.sk online panel and F2F querying

Celková vzorka: 1. vlna: n = 2370, 2. vlna: n = 2106, 3. vlna: n = 2117, 4. vlna: n=1956, 5. vlna: n=2002, 6. vlna: n = 2012, 7. vlna: n = 1961, 8. vlna: n = 1948, 9. vlna: n = 1900, 10. vlna: n = 1834, 11. vlna: n = 1792, 12. vlna: 1710, 13. vlna: n = 1704, 14. vlna: n = 1707

1.1 Research Specification

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.

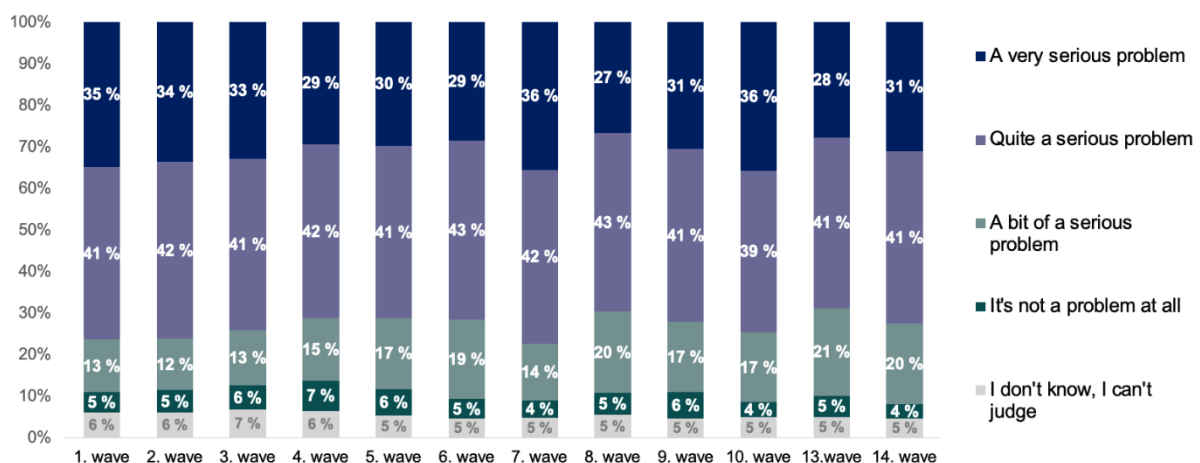
Data collection was carried out electronically in combination with personal interviews. The selection of respondents was provided by IPSOS through an online panel. Respondents were recruited on the basis of a quota regulation approved by the sponsor.

The publication was created with the support of



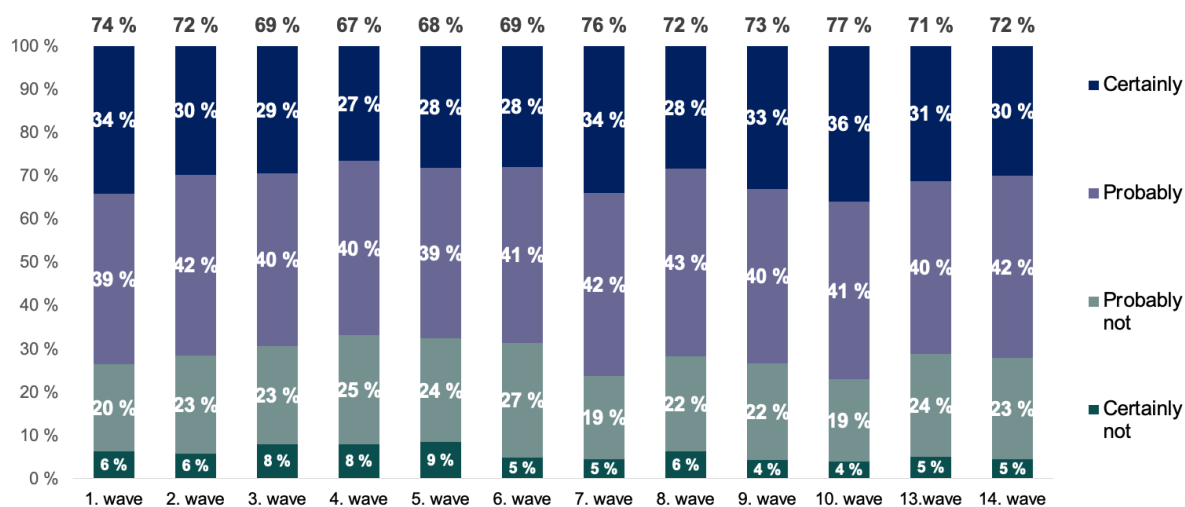
2 Perceptions of disinformation

7 out of 10 respondents still consider the spread of disinformation to be a serious social problem. In the October wave, the share of this group of people did not change significantly compared to the September wave and has remained at similar values since the beginning of measurements. The share of those who perceive disinformation as a very serious problem has slightly increased (from 28% to 31%). A higher level of concern was expressed by people from large cities with more than 100,000 inhabitants (76%), aged 35 to 44 (77%), but also by voters of current opposition political parties (PS – 85%, SaS – 82%, Slovakia – 88%, KDH – 77%).



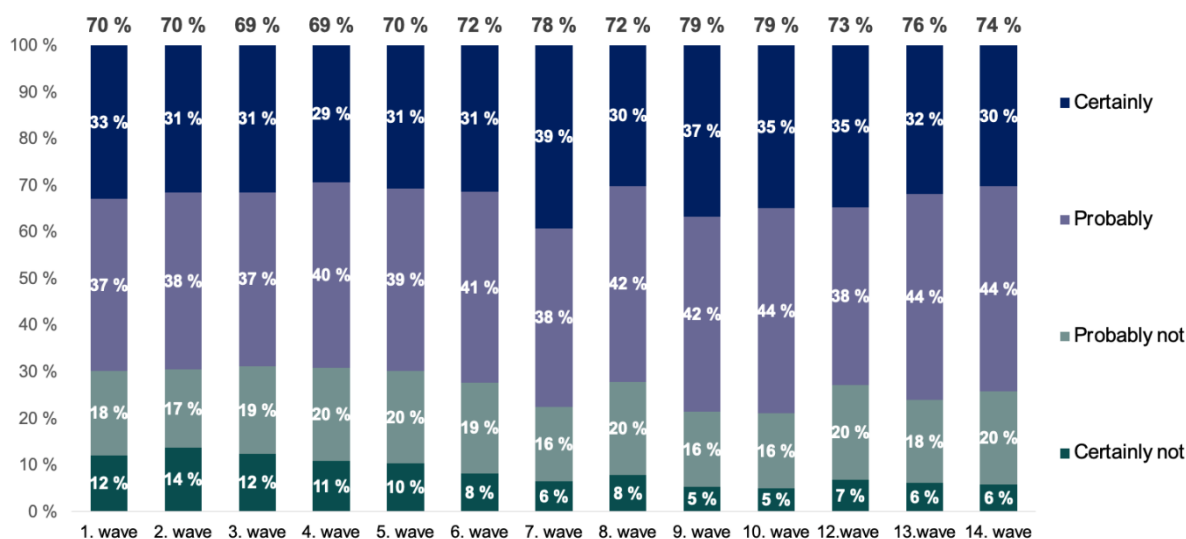
Q: IP04. In your opinion, what is the serious problem of spreading false and manipulative information (sometimes referred to as "disinformation") on the Internet?

Identical results can also be observed in the case of the perception of disinformation as a security threat. 72% of the population thinks that the deliberate spread of disinformation threatens the security of Slovakia. However, a stable trend has been shown in this area for a long time as well. People aged 35 to 44 (38%), from the Bratislava region (37%) and over 100 thousand inhabitants (36%) more often agreed that disinformation threatens the security of Slovakia. Voters of opposition parties also expressed a higher level of approval.



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

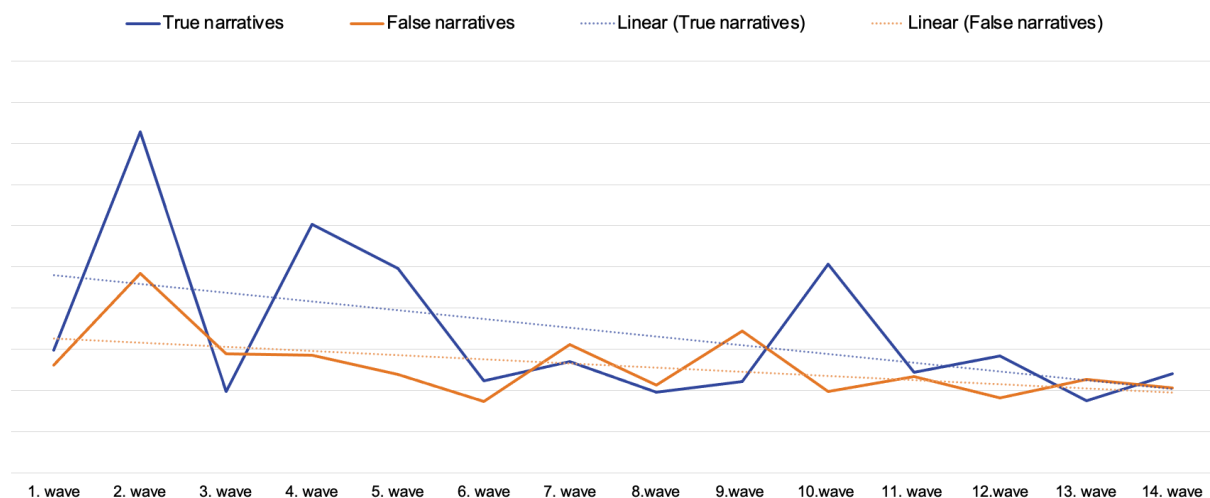
The state's perception of the restriction of disinformation media also shows a stable trend. In the October wave, 74% of respondents would agree with such a restriction. Women (79%), people aged 35 to 44 (81%) are more likely to opt for this option, and people over 65 (37%) also expressed a higher level of absolute consent. On the other hand, voters of the Smer (33%), Republika (50%) and SNS (57%) parties are more often against the restriction.



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")?

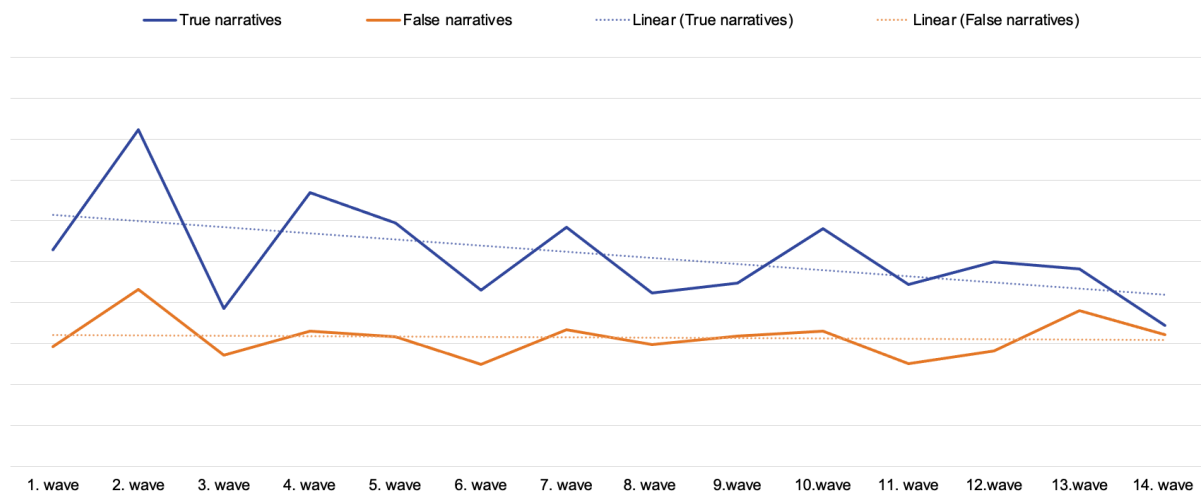
3 Perceptions of Disinformation Narratives

There were no significant changes during the October wave. The awareness of true and false narratives was at a very similar level. However, true narratives became known a little more often. However, most of the population did not pick up on the tested messages. Among all the monitored reports, most people caught the false news about mRNA vaccines, which are supposed to cause a significant increase in the number of autoimmune diseases, excess deaths, and uncontrollable so-called "turbocancers". This news was recorded by 43% of the Slovak population. Less than a third (31%) also recorded a truthful report on the European Parliament's resolution, according to which Western countries should allow Ukraine to send long-range missiles to military targets on Russian territory to allow for a more effective defense against Russian aggression. Most of the other monitored news was picked up by less than a fifth of respondents.

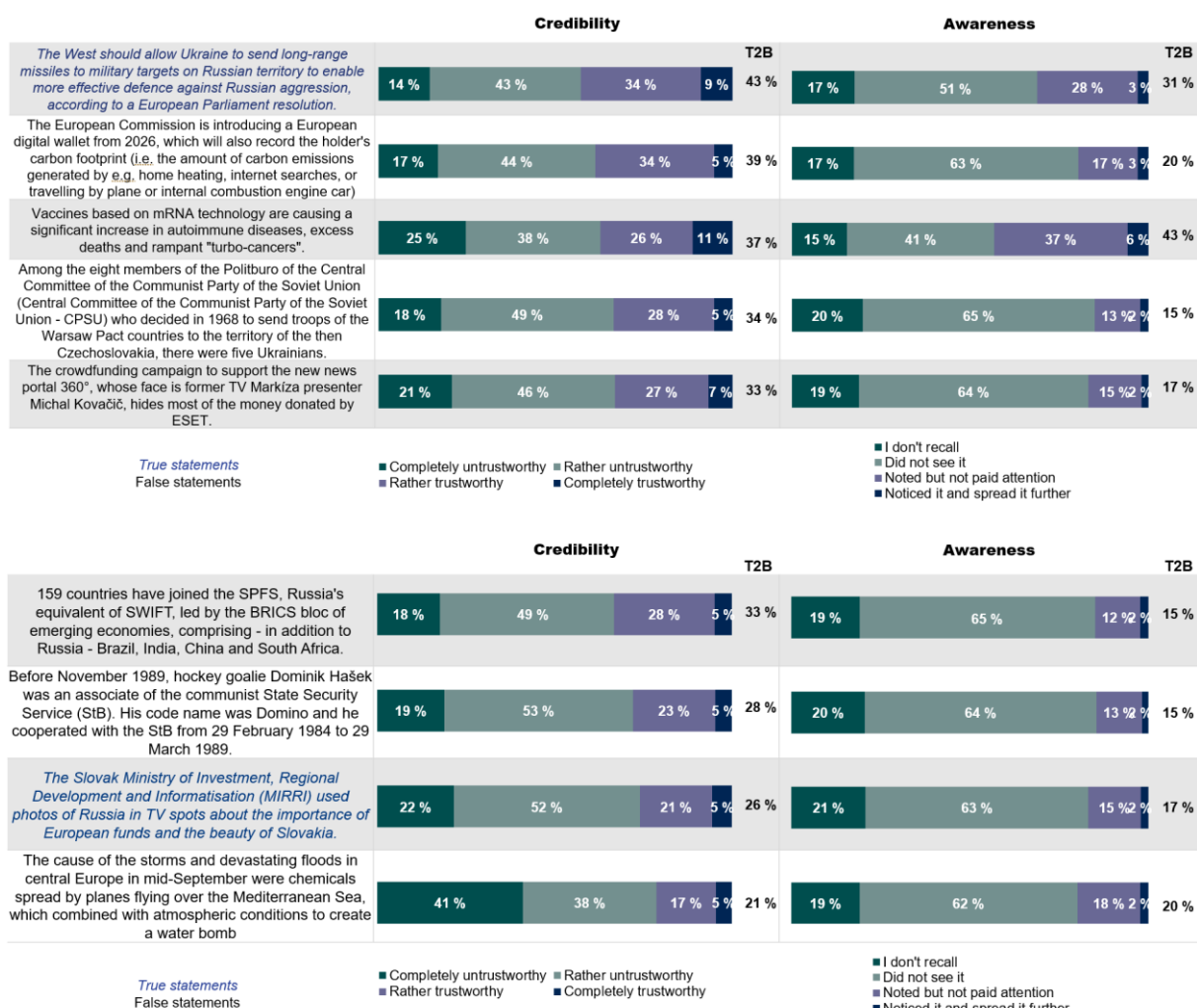


Question: DEZ01. Please indicate to what extent you have or have not noticed the following messages.

Even in the case of credibility, true and false news reach a very similar level. In both cases, however, credibility has declined compared to the September wave. However, none of the monitored attributes gained majority credibility. The most credible narrative from October was the truthful report of the European Parliament's resolution. This news was described as definitely credible, or rather trustworthy, by 43% of Slovaks. More than a third of people (39%) considered the news that the European Commission is introducing a digital wallet in 2026 that will record the holder's carbon footprint and a report on mRNA vaccines (37%) to be credible. The credibility of other reports was relatively low, ranging from 21% to 34%.



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



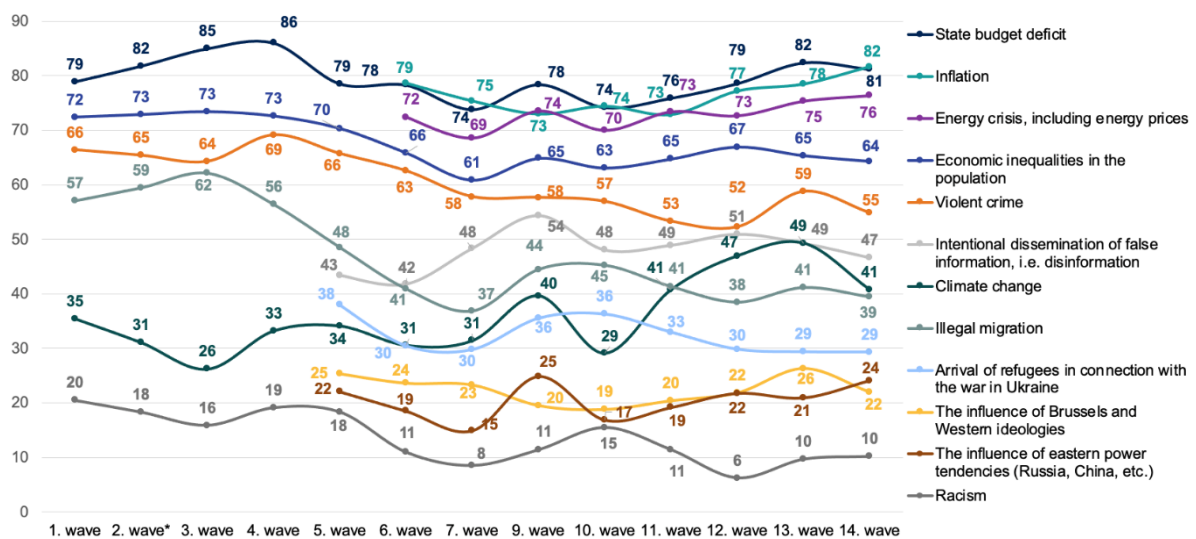
Note: T2B = sum of the answers "Completely trustworthy" and "Rather trustworthy" or "I noticed it and spread it further" and "I noticed it and did not pay attention to it further".
 Q: DEZ02. To what extent do you consider the following reports to be untrustworthy or credible? DEZ01. Please indicate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

4 Perception of social problems in Slovakia

The results are also relatively stable in terms of the perception of social problems. The state budget deficit and inflation have long been among the most resonant problems among the population in Slovakia. After a surge in the previous wave, concerns about climate change fell back to June levels in October. While concerns about the influence of Brussels on Western ideologies have decreased slightly, on the contrary, in the case of the influence of Eastern power tendencies, they have increased.

Women were more likely than men to report concerns about violent crime, illegal migration, climate change, racism, but also economic inequalities, the arrival of war refugees in connection with the war conflict in Ukraine, or the influence of eastern countries such as Russia and China.

Among the youngest generations aged 16-24, several topics generally resonated less often. On the contrary, the older part of the population over 65 is more likely to worry about problems related to migration (illegal, in connection with the conflict in Ukraine), violence, the economic area (budget deficit, energy crisis), but also the influence of Western ideologies.



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.