



# MONTHLY REPORT

*FEBRUARY  
2025*

## METHODOLOGY

[New Social Initiative \(NSI\)](#) monitors media and social media in cooperation with [Pikasa Analytics INC](#), a data analytics company that develops and implements tools, software, and machine learning algorithms. The tool allows monitors to count the nominal number of articles on topics and see the level of audience engagement.

Engagements on websites are defined as news articles from each outlet's website shared on Facebook and the total number of likes, shares, and comments they have collected. Social media engagement encompasses likes, shares, and comments gathered from all social media channels (Facebook, Instagram, YouTube, TikTok, LinkedIn) for all posts, including photos, videos, and text. The assessment of engagement extends beyond the media outlets to encompass a variety of social media accounts, including those of politicians and opinion makers.

The tool aggregates articles, and the NSI monitoring team reviews them to identify potential disinformation and other information anomalies. However, the tool has several limitations. It is tailored, with Pikasa and NSI monitors handpicked for each observed account. Consequently, the total number of posts and articles includes only the observed accounts, excluding other accounts that may also be posting news. Engagement calculation consists of all shares, comments, and other interactions.

Moreover, private accounts can only be observed if officially designated as accounts of political leaders or fan pages. Consequently, some politicians' Facebook accounts may not be included in the analysis. Another limitation is related to access, as NSI can observe articles and posts published as far back as December 1, 2023.

### Observed media that report from Kosovo in Serbian language

Alternativna, Gračanica online, Radio Kontakt Plus, Kosovo Online, KoSSev, Medija Centar, TV Most, Radio Kim, Radio Mitrovica Sever, Radio Televizija Gračanica, and RTK2

#### **Observation period:**

February 1 – February 28, 2025

#### **The number of online media observed:**

126 media reporting in Albanian and Serbian in Kosovo, 126 media reporting from Serbia, and 24 international media outlets

**Monitoring goal:**

Information disorders on the Internet and social media, including Websites, online news portals, Facebook, YouTube, TikTok, and Instagram, in Kosovo, focusing on the Kosovo Serb information space.

**Specific topics observed:**

Parliamentary elections in Kosovo, student-led protests in Serbia

## Key findings

- Government officials frequently spread misinformation through unverified claims, contributing to political polarization and suppressing dissenting voices.
- Discriminatory rhetoric continues to be used selectively, with contrasting portrayals of minority groups in Kosovo and Serbia.
- Manipulative reporting, such as framing legal processes as "injustices," distorts public perception and undermines judicial legitimacy.
- Political figures employ fear-based rhetoric to present elections as existential struggles, reinforcing divisions and presenting their parties as the sole protectors of community rights.
- Simplified and inflammatory language, such as labeling actions as "illegal" or "genocidal," distorts the complexity of political issues and fosters bias

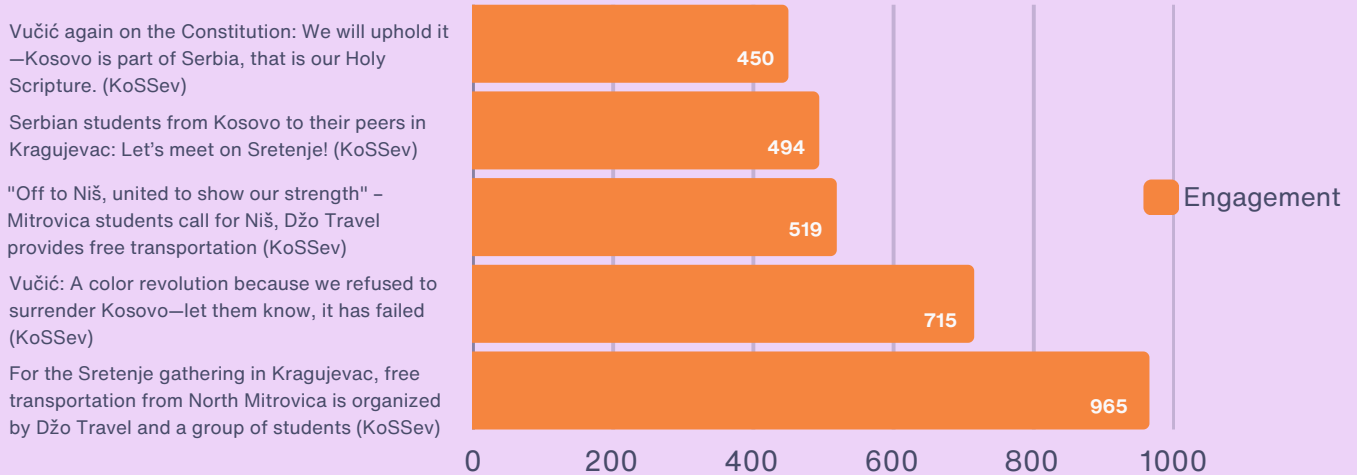
## Monitoring results

During the reporting period, the most active Serbian-language media outlet in Kosovo was Kosovo Online, which published 2,599 articles, generating 35,111 engagements. However, in terms of total engagement, KoSSev ranked first with a slightly higher count of 36,883.

During the reporting period, Serbian-language media in Kosovo focused primarily on election-related topics. Other frequently covered issues included the crime in Livadice/Livadicë (17 articles), the arrest of Serbs at Jarinje/Jarinjë (16 articles), Zadušnice commemorations (16 articles), Marko Đurić's visit to Moscow (16 articles), the closure of Serbian social services (15 articles), KLA graffiti on a Serb's house (14 articles), Petković's visit to Geneva with Kosovo Serbs (14 articles), the Dečani Charter (13 articles), the role of new EUSR Sørensen (13 articles), student protests (13 articles), and the anniversary of Kosovo's independence (13 articles).

Although these topics generated some engagement on Facebook, the student protests in Serbia captured the most attention.

### Popular articles in Serbian language on Facebook



One of the most widely engaged articles on Facebook was a report from the Sretenje rally in Sremska Mitrovica, where Serbian President Aleksandar Vučić claimed that Serbia is facing a "color revolution" allegedly orchestrated by foreign actors like USAID and NED, linking this to the ongoing student protests in Serbia. He also framed the adoption of the "Declaration on Vojvodina" as a necessary response to supposed separatist threats, reaffirming that both Kosovo and Vojvodina are integral parts of Serbia.

As highlighted in previous reports, government officials are often the primary sources of statements with information integrity issues. Vučić's claims raise concerns, as they rely on unverified allegations to discredit domestic opposition. By portraying protests as foreign-backed, he shifts focus away from legitimate grievances such as election irregularities and corruption. Meanwhile, the "Vojvodina separatism" narrative appears to be a fabricated crisis, as there is no significant movement advocating for secession. These tactics contribute to public misinformation, political polarization, and the suppression of dissenting voices.

There were no direct overlaps in the topics covered by Serbian and Albanian-language media in Kosovo. However, both extensively reported on the elections, though with different focuses—Serbian-language media concentrated on the Serbian political sphere, while Albanian-language media focused on the Albanian political landscape. The only direct overlap was Kurti's letter to Kaja Kallas.

On February 11, Kurti's letter highlighted the systematic discrimination faced by Albanians in the Preševo Valley, citing administrative marginalization, economic suppression, and cultural discrimination by Serbian authorities. He urged the EU to review these practices to ensure Serbia meets its international obligations.<sup>1</sup>

Kurti also referenced the Serbian community in Kosovo, asserting they enjoy rights and integration. However, his statements paints a stark contrast, claiming Albanians in Serbia endure systematic discrimination, administrative ethnic cleansing, and lack of fundamental rights. This framing suggests a misleading comparison, downplaying the challenges Serbs in Kosovo face under his government.

The Serbian community has repeatedly voiced concerns over institutional discrimination, exclusion from decision-making processes, restrictions on healthcare access, difficulties in obtaining Kosovo-issued documents, and the government's approach to policing and security measures in Serb-majority areas. Kurti's statement omits these hardships.

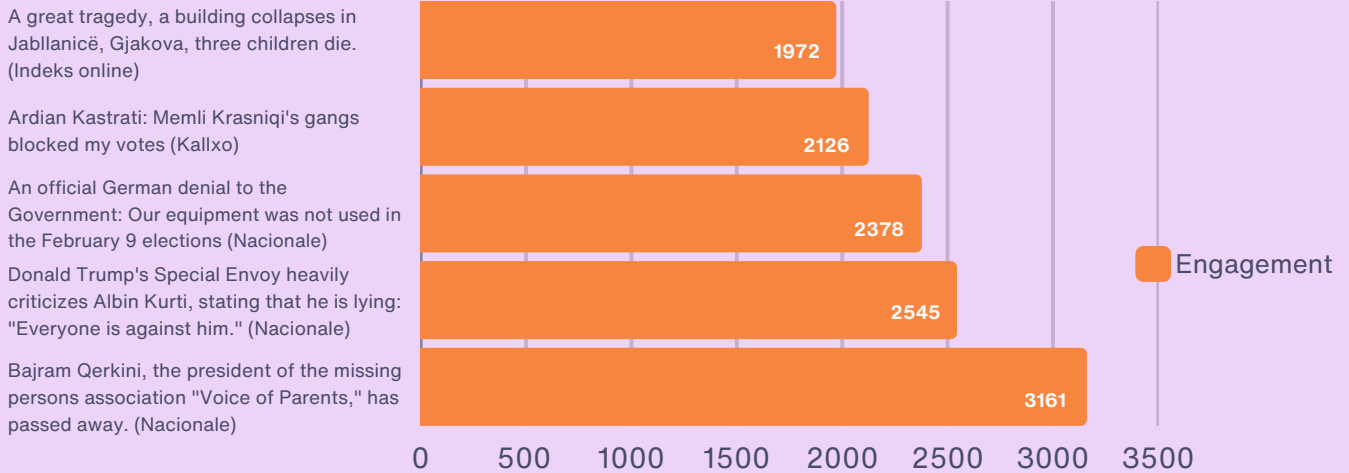
This selective framing creates a distorted narrative, portraying Serbs in Kosovo as fully integrated while exclusively highlighting the discrimination against Albanians in Serbia. This imbalance misleads the public and undermines informational integrity.

The most widely covered topic in Albanian-language media in Kosovo in February was the tragic incident in Jablanica near Gjakovë/Đakovica, where three children lost their lives due to the collapse of an uninhabited building. This event garnered significant attention, with **531** articles published.

During the reporting period, the most active media outlet reporting in the Albanian language from Kosovo was Bota Sot, which published 8,862 articles with 44,038 engagements. However, the website that recorded the most engagements on social media was Telegrafi, with 193,383 engagements, on 6,544 published articles in January.

<sup>1</sup> [https://www.facebook.com/albini2017/posts/1174434380716954?ref=embed\\_post](https://www.facebook.com/albini2017/posts/1174434380716954?ref=embed_post)

### Popular articles in Albanian language on Facebook



However, one of the most engaging articles on Facebook<sup>2</sup> was found to contain biased content and unverified allegations.

An article<sup>3</sup> published by Nacionale, which garnered 1,471 engagements on a Facebook post, contained potentially biased content and unverified allegations. The piece highlighted former U.S. Special Envoy Richard Grenell's statement on Kosovo's Independence Day, in which he, through selective framing and ignoring of the legal basis for the trial, expressed concern over what he described as a "great injustice," referring to the continued detention of former Kosovo President Hashim Thaçi. Grenell argued that Thaçi, as the "founding father of Kosovo's statehood," should be in Pristina celebrating instead of being held in The Hague, claiming that European institutions had failed to act and that Kosovo's leadership had not done enough to prevent this injustice for political reasons.

In February, several widely circulated articles from Kosovo-based media in Serbian featured statements that raised concerns about informational integrity, particularly through unverified assertions made by officials. This included coverage of the Srpska Lista rally<sup>4</sup> and Serbian officials' commentary on Kosovo's election process. One article from Kosovo Online covering the Srpska Lista rally in Ranilug garnered significant engagement, with 420 Facebook interactions.

Srpska Lista representatives framed the upcoming elections as an existential struggle for Kosovo Serbs, positioning Srpska Lista as the only legitimate choice. They emphasized the importance of Serbia's support and called on the

<sup>2</sup> <https://nacionale.com/politike/grenell-i-uron-pavaresine-kosoves-hashim-thaci-ati-themelues-i-shtetit-seshte-aty-duke-festuar-padrejteti-e-madhe>

<sup>3</sup> <https://nacionale.com/politike/grenell-i-uron-pavaresine-kosoves-hashim-thaci-ati-themelues-i-shtetit-seshte-aty-duke-festuar-padrejteti-e-madhe>

<sup>4</sup> <https://www.kosovo-online.com/vesti/izbori/predizborni-skup-srpske-liste-u-ranilugu-samo-slozni-i-jedinstveni-mozemo-sve-6-2-2025>

community to unite in voting for Srpska Lista, presenting it as the sole defender of Serb rights. The message framed the elections as a moral duty, reinforcing the idea that abstaining from voting would be a betrayal of Serbian heritage and interests.

Speeches emphasized the preservation of Serbian identity and culture, portraying support for Srpska Lista as necessary to protect these values. The language used suggested that voting for the party was not just a political choice, but a moral obligation to safeguard Serbian traditions and unity in Kosovo.

Further, the party's rhetoric framed opposition as a direct threat from the Kosovo government, using fear-based tactics to present Srpska Lista as the only force resisting the pressures of the Albanian leadership. Abstention from voting was portrayed as aligning with the “enemy”, and the idea that no other political options could protect Serbian interests was reinforced.

In a similar tone, Serbian President Vučić called on all Serbs from Kosovo to vote in the upcoming elections, stressing that voting for Srpska Lista was crucial for the protection of Serb rights. He declared “Srpska Lista is the only guarantee that Kurti will not expel Serbs from Kosovo and Metohija”, presenting the party as the sole defender of Serbian interests in Kosovo.<sup>5</sup>

The KoSSev article, which translated and republished a KOHA report on Albin Kurti's remarks at a pre-election rally in Podujevo on February 4, garnered 288 engagements on Facebook.<sup>6</sup>

During a pre-election rally in Podujevo, Kosovo's Prime Minister, Albin Kurti, described Serbia as “aggressive” and “genocidal,” asserting that his government had dismantled Serbian-run institutions in Kosovo, which he labeled as “illegal.” He stated, “The people know very well who defends Kosovo, every corner of it, every municipality, from the aggressive and genocidal Serbia, which once had illegal structures. But one by one, we have permanently removed all of them through the power of righteous law, with our independent and democratic state.”

While no court—Kosovan, Serbian, or international—has confirmed the claim of genocide, Kurti's language presents a definitive and unquestioned narrative of Serbia's actions. This rhetoric, which categorizes Serbian institutions as “illegal” or “criminal,” is frequently used by Kosovo's officials but oversimplifies a complex issue. The repeated use of such terms risks distorting public perception, suggesting that these institutions were inherently illegitimate

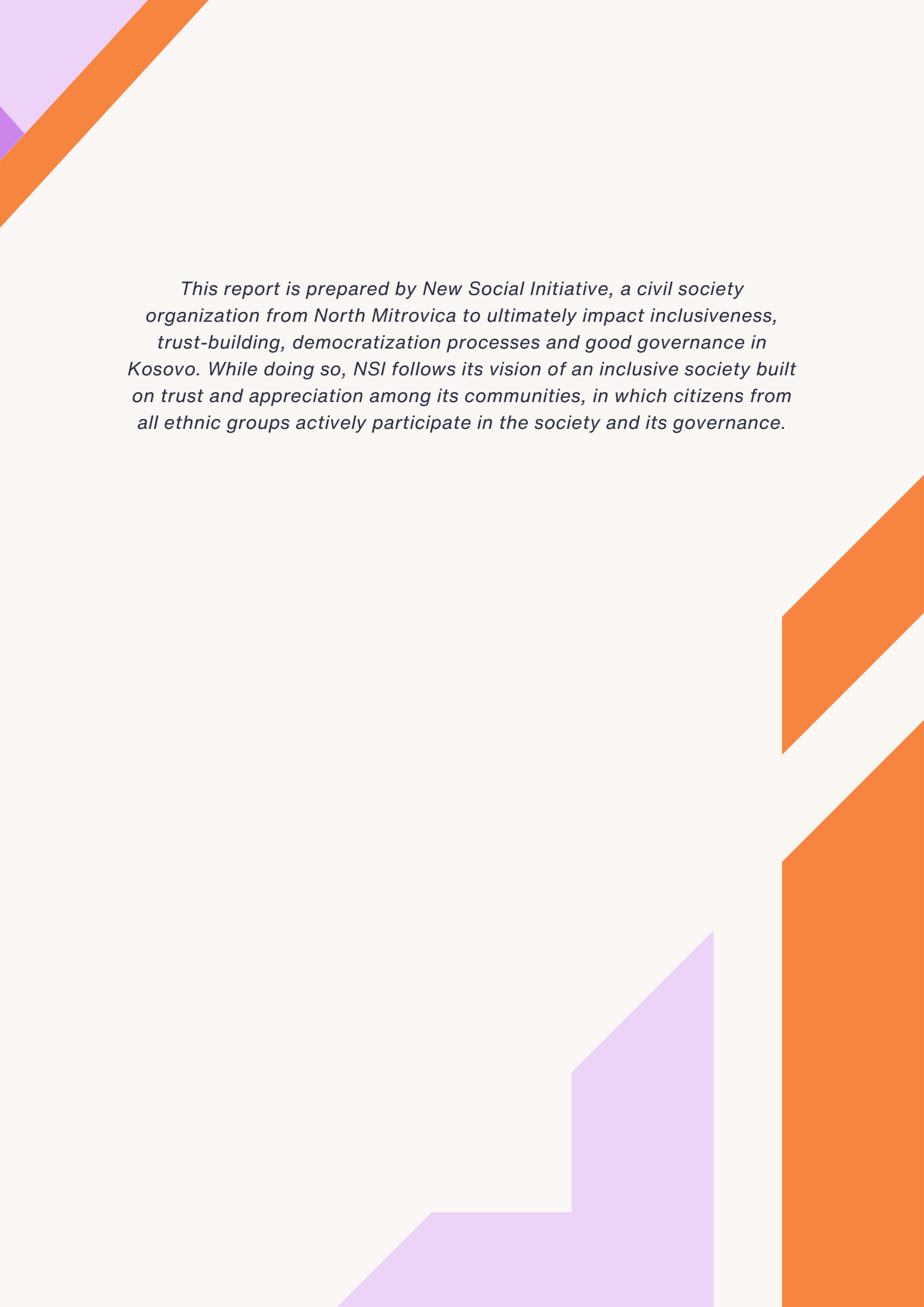
<sup>5</sup> <https://kossev.info/vucic-obojena-revolucija-je-nismo-pristali-na-kapitulaciju-kosova-javite-im-propala-je/>

<sup>6</sup> <https://kossev.info/kurti-u-podujevu-kada-imate-lose-komsije-morate-imati-visok-moral-i-napunjenu-pusku-kosovo-najnovije-vesti/>

without addressing their historical context or role in the region.

Kurti further criticized the opposition, accusing them of being too lenient toward Serbia, and added, "With a bad neighbor, there is no 'understanding.' When you have bad neighbors, you must have high moral standards and a loaded gun." These statements raise concerns about information integrity, as they oversimplify historical and political complexities, using terms like "illegal" and "genocidal" without a full perspective. Additionally, the mention of "a loaded gun" could be interpreted as promoting a militaristic approach.



The page features abstract geometric shapes in orange and purple. In the top-left corner, there is a purple triangle and an orange triangle. On the right side, there are several orange shapes, including a parallelogram and a large rectangle. In the bottom-left corner, there is a large purple shape. The background is a light gray.

*This report is prepared by New Social Initiative, a civil society organization from North Mitrovica to ultimately impact inclusiveness, trust-building, democratization processes and good governance in Kosovo. While doing so, NSI follows its vision of an inclusive society built on trust and appreciation among its communities, in which citizens from all ethnic groups actively participate in the society and its governance.*