



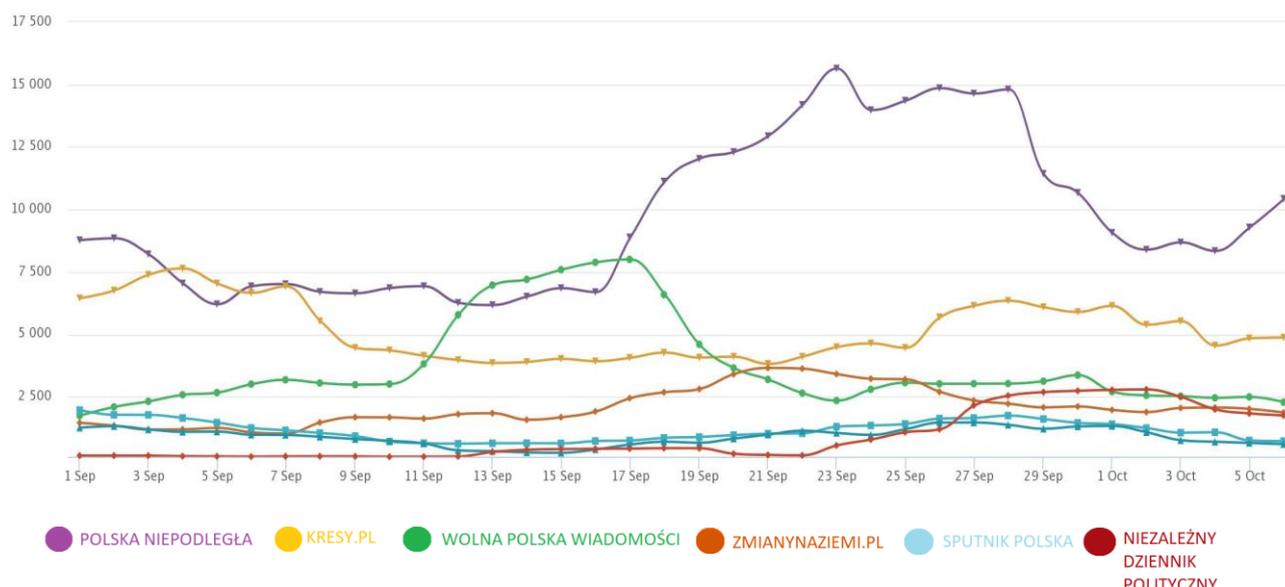
## Polish Parliamentary Elections followed through Facebook disinformation channels

### The most popular disinformation pages on Facebook

Based on data from *ZoomSphere*, we identified the 14 most relevant pro-Kremlin disinformation channels in Poland on Facebook based on the following criteria: the number of fans, the number of people talking about the page (see below), and information provided about the parliamentary campaign. Facebook pages were monitored, excluding those officially or unofficially linked to specific candidates. 121 posts relevant to the Polish parliamentary elections were analysed within the timeframe of September 1 – October 6, 2019.

#### Page Storytellers (PTAT)

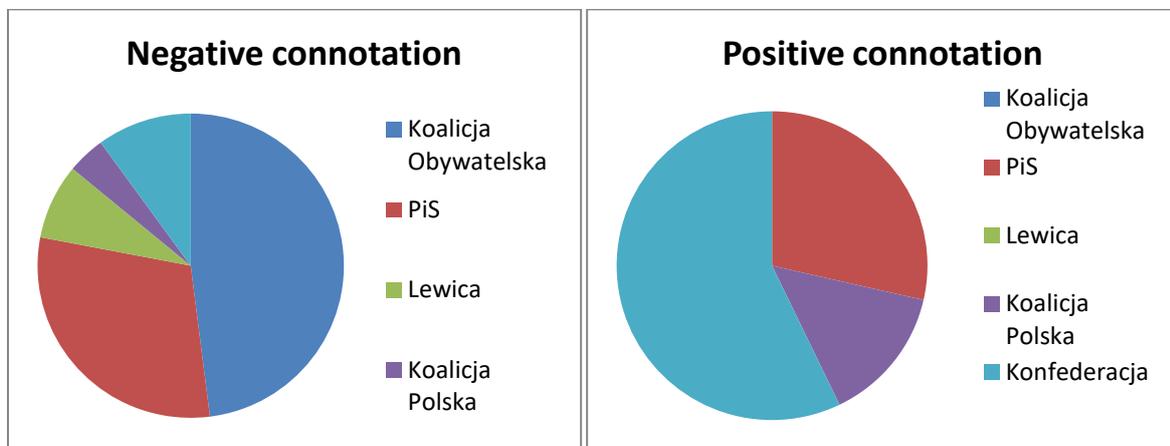
The number of people talking about your Page, by story type



The initial research regarding pro-Kremlin disinformation and propaganda in the context of the election to the Polish parliament shows that so far there is less activity in this regard than during the campaign in the run-up to the European Parliament elections. Could this be to the predictability of the outcome?

One week prior to election day, both parties/coalitions leading in the polls are being targeted with negative comments on Facebook. Koalicja Obywatelska (Civic Coalition), which is second in all of the available polls, was portrayed negatively 24 times, while the favourite to win on the 13th of October - the ruling Prawo i Sprawiedliwość (Law and Justice) party, received 15 negative posts from the analysed channels. Other parties/coalitions were almost ignored by the monitored outlets.

### PARTIES/COALITIONS



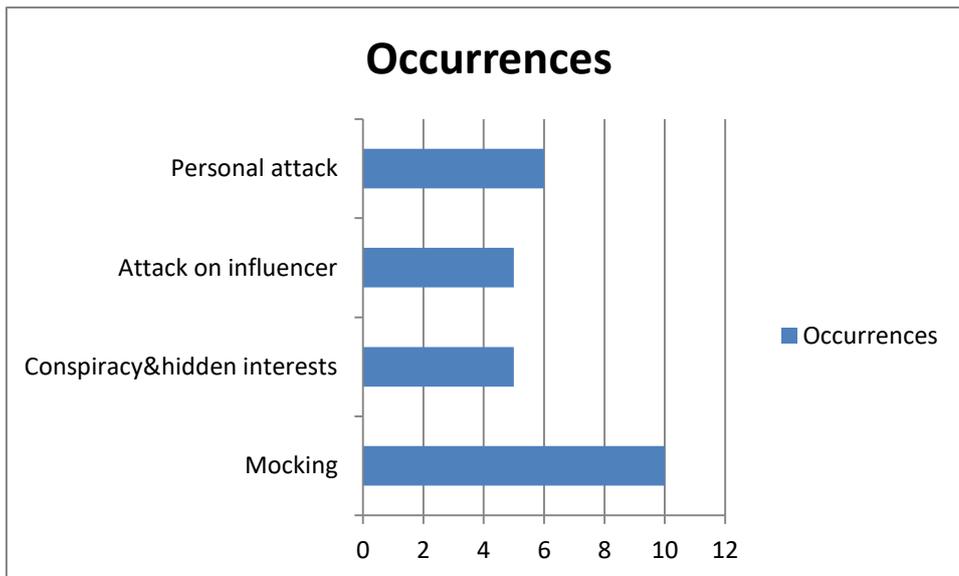
### Recurrent narratives on disinformation pages

The most prevalent narrative, or rather technique used by the analysed disinformation Facebook pages concerning the upcoming parliamentary election, involves mocking particular candidates or attacking them personally. While Polska Niepodległa was the most active channel using this method<sup>1</sup>, Niezależny Dziennik Polityczny published several posts with suggestive titles implying that it has discovered a scandalous and shocking story<sup>2</sup>. An emotional headline often supported by an exclamation mark is a common feature of disinformation outlets.<sup>3</sup>

<sup>1</sup> See: <https://www.facebook.com/PolskaNiepodlegla/posts/1689443151187232> or <https://www.facebook.com/PolskaNiepodlegla/posts/1688661301265417>.

<sup>2</sup> <https://www.facebook.com/NiezaleznyDziennikPolityczny/posts/1546091115597376>

<sup>3</sup> For more see: <http://mythbusters.csm.org.pl/index.php/guide/>



The data was collected between 1.9.2019 and 6.10.2019 from 14 relevant Facebook pages, identified as producing disinformation content and pro-Kremlin narratives: Sputnik Polska, Niezależny Dziennik Polityczny, Wolna Polska Wiadomości, Kresy.pl, Xportal.pl, namzalezy.pl, NEon24, zmianynaziemi.pl, Wolna Polska, Anonymous Info Army Poland, konserwatyzm.pl, Alternews.pl, Stowarzyszenie Klub Inteligencji Polskiej, and Polska Niepodległa. The data was filtered through the term ‘wybor’, and then labelled based on the sentiment toward a party/coalition and the most prevalent narratives identified. This report will be followed by a more in-depth study in November, which will cover the whole period of the electoral campaign and the result, as well as a network map of the analysed disinformation Facebook pages.

Author: Antoni Wierzejski, Member of the Board, Euro-Atlantic Association, Poland

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