

A woman with long dark hair, wearing a blue long-sleeved shirt, is seated in a black office chair, facing away from the camera towards a desk. The desk is cluttered with several computer monitors and keyboards. In the background, there are more monitors mounted on a wall, displaying various data and images. The room is dimly lit, with the primary light source being the screens. The overall atmosphere is one of a high-tech, data-driven environment.

GDI

Global
Disinformation
Index

Disinformation Risk Assessment: The Online News Market in Colombia

www.disinformationindex.org



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The Global Disinformation Index is a not-for-profit organisation that operates on the three principles of neutrality, independence and transparency. Our vision is a world free from disinformation and its harms. Our mission is to catalyse industry and government to defund disinformation. We provide disinformation risk ratings of the world's news media sites. For more information, visit www.disinformationindex.org.

CEPER (Centro de Estudios en Periodismo) is a research and creation academic unit attached to the School of Arts and Humanities at Universidad de los Andes. Since 1991, CEPER has been devoted to research on journalism and the media, journalistic production and academic training, bearing in mind the debate on the future of journalism and advising as well as consulting for the media, public, and private institutions.

Universidad de los Andes created CEPER because it believes that the quality of democracy and public life depends on excellence in journalism and the media. Consequently, los Andes decided that training in journalism should be taught at the graduate level and that research in journalism required a transdisciplinary approach.



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en Periodismo



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Executive summary

Since the news business has expanded to the online world, transformations in news production and distribution have exposed the industry to new disinformation risks.

News websites have financial incentives to spread disinformation, in order to increase their online traffic and, ultimately, their advertising revenue. Meanwhile, the dissemination of disinformation has disruptive and impactful consequences. Disinformation about the COVID-19 pandemic is a recent – and deadly – example. These narratives undermine public health, safety, and government responses by disrupting society's shared sense of accepted facts.

To combat ad-funded disinformation, the Global Disinformation Index (GDI) deploys its assessment framework to rate news domains' risk of disinforming their readers. These independent, trusted and neutral ratings are used by advertisers, ad tech companies, and platforms to redirect their online ad spending in line with their brand safety and disinformation risk mitigation strategies.

GDI defines disinformation as “adversarial narratives that create real world harm,” and the GDI risk rating provides information about a range of indicators related to the risk that a given news website will disinform its readers by spreading these adversarial narratives. These indicators are grouped under the index's **Content** and **Operations pillars**, which respectively measure the quality and reliability of a site's content and its operational and editorial integrity.¹ A site's overall risk rating is based on that site's aggregated score across all the indicators and ranges from zero (maximum risk level) to 100 (minimum risk level).

The GDI risk rating methodology is not an attempt to identify and label disinformation sites or trustworthy news sites. Rather, GDI's approach is based on the idea that a combined set of indicators can reflect a site's overall risk of carrying disinformation. The ratings should be seen as offering initial insights into the Colombia media market and its overall levels of disinformation risk, along with the strengths and challenges the sites face in mitigating disinformation risks.

The following report presents the findings pertaining to disinformation risks for the media market in Colombia, based on a study of 34 news domains. These findings are the result of the research led by GDI with the Center for Journalism Studies of Universidad de los Andes, from May through October of 2022. All sites included in the report were informed of their individual scores and risk ratings to allow for engagement and feedback.

The need for a trustworthy, independent rating of disinformation risk is pressing. This risk-rating framework for Colombia provides crucial information to policy-makers, news websites and civil society, enabling key decision-makers to stem the tide of money that incentivises and sustains disinformation. Moreover, the results of the current study will contribute to GDI's mission to disrupt the business model of disinformation by being earmarked for sharing with ad tech industry stakeholders and other parties acting to defund disinformation.

Key findings: Colombia

In reviewing the media landscape for Colombia, GDI's assessment found that:

Forty-four percent of Colombia's sites present minimum or low levels of disinformation risk

- One site in the sample was rated as having a minimum level of disinformation risk.
- Forty-one percent of sites (fourteen out of thirty-four) fell in the low-risk category.
- These sites score well overall for publishing even-tempered, unbiased content (scoring an average of 88 points on the **Content pillar**).
- However, they have few of the operational checks and balances that are considered critical for running an independent and accountable newsroom (scoring an average of 40 points on the **Operations pillar**).
- The low- and minimum-risk sites represent a broad political spectrum.

Over forty percent of the domains in the sample were rated medium-risk

- Forty-four percent of the sites assessed present a medium level of disinformation risk.
- These sites lack transparency about various editorial and operational policies that have the potential to increase the site's independence and accountability (scoring an average of 27 on the **Operations pillar**).
- These sites have the greatest likelihood of reducing their risks going forward by clarifying their editorial policies, sources of funding, and ownership, and by addressing their byline policy.

Twelve percent of the sites in the sample present a high risk of disinformation (four out of thirty-four domains).

- Many of these sites publish biased content, thus creating an opportunity to manipulate their audience.
- These same sites publish stories not covered by other outlets, creating informational asymmetries for certain groups in the country.
- These sites severely lacked transparency in their ownership and funding, creating the potential for conflicts of interest.
- No sites were rated as having a maximum level of disinformation risk.

The Colombian media market: Key features and scope

Colombia is one of the most populated countries in Latin America with a population of over 51 million,² and the third main digital market in the region, after Brazil and Mexico.³

The internet penetration rate is estimated at 65%, six points above the worldwide penetration estimate of 59%.⁴ According to the 2022 Reuters Digital News Report, 86% of Colombians get their news online (including from social media), followed by 55% who get their news from TV. Mobile phones are the main device used by digital audiences to access the news: 81% of the respondents claimed to use a smartphone, compared to 34% who use a computer.⁵ According to official data, in the first trimester of 2022 there were 8.5 million fixed broadband internet connections and 37.7 million mobile internet connections.⁶ The size of the digital multi-platform population is estimated at 25.9 million, and the mobile-only digital population is estimated at 21.5 million.⁷ The country's largest share of internet users, 31%, are within the age range to be digital natives, i.e. adults between the ages of 25 and 34.⁸

There is an important digital divide, both geographically and socioeconomically. While in Bogotá, the capital city, the fixed broadband internet access is estimated at 27.7%, and in main departments (i.e. "departamentos" or states) such as Antioquia it is estimated at 22.2%, in distant rural departments such as Vichada and Vaupés the fixed broadband internet access is estimated at 0.9% and 0.1%, respectively. The digital divide is also exacerbated by the differing quality of internet

access: while the average download speed in the highest income neighbourhoods is 168.4 Mbps, the average speed in lower income areas is 31.5 Mbps. The connection speed is also higher in the main departments and more urban regions than in rural and more distant areas.⁹

Colombia is the third largest advertising market in the region. In 2020 the advertising spending was 1.2 billion dollars, roughly 6% of the region's total advertising spending (27 billion dollars). Digital advertising has grown rapidly during the last decade. In 2020, digital advertising spending was estimated at 357 million dollars, more than double the amount reported three years before.¹⁰ As of 2021, digital advertising comprised about 33% of total advertising spending.¹¹ However, television is still the medium with the highest ad revenue, as non-digital platforms account for 67% of total ad spending.¹²

The media market in Colombia includes more than 50 newspapers, over 1,500 radio stations and about 50 television channels (among them, 3 national and 8 regional public channels), and a wide range of native and non-native digital outlets.¹³ However, Colombian media lacks plurality, as three main economic groups own the most consumed media: two privately owned open television networks, two national-level newspapers, and two main radio networks.¹⁴ Besides their historically high concentration in the Colombian media market, these private groups have links to economic and political elites, which expose these legacy media to potential conflicts of interest, editorial interference and other disinformation risks.¹⁵

According to Reporters Without Borders, Colombia is one of the Western hemisphere's most dangerous countries for journalists. The country's score in the World Press Freedom Index for 2022 was 42.43 (ranking 145/180 in the world), which decreased more than 10 points in comparison with the previous year's score (56.26). Reporters and editorial staff covering topics like the armed conflict, corruption, collusion between politicians and illegal armed groups, and environmental issues are often harassed, intimidated, and attacked.¹⁶ During the last 4 years, 753 journalists were threatened and 5 were killed. There were also 347 aggressions against journalists by civil servants, and 411 by the police and armed forces members.¹⁷ Over the last four decades, journalists have been threatened and intimidated by guerrillas, drug cartels, paramilitary groups and corrupt officials allied with criminal groups.¹⁸ Given this dangerous work environment, self-censorship is common, especially in regional media: journalists recognise the issues that may put themselves and their families at risk and choose not to address them. However, being a silent phenomenon, self-censorship is hard to identify and quantify.¹⁹

The complex political, economic and social landscape fosters disinformation risks. Besides guerrillas, paramilitary and drug cartels threatening and attacking journalists and media, several media have limited critical capacity because their funding depends on government and/or advertising by local companies.²⁰ This context might explain why the overall trust in news is low, at 37%, and decreased by 3 points from last year (40%). Only 17% of Colombian audiences think the media are independent from political or government influence, and 18% think the media are independent from commercial or business influence.²¹ People are often disengaged from news²² and trust social media over news media as an information source.²³ Nonetheless, there is a general concern about how to identify what is real and fake on social media since it allows disinformation to spread widely and easily.²⁴

In Colombia, disinformation actors on social media use prominent platforms, like Facebook, Twitter, and YouTube, to spread disinformation. Social media platforms are often used to share messages to support or discredit a particular political party, which in turn causes political polarisation.²⁵ Messaging apps, mainly WhatsApp, are also potential platforms that facilitate the spread of disinformation. Text and multimedia content is widely shared on family, friends, and work chats. This content is often incendiary and misleading, and the context or original sources are almost impossible to track down.²⁶ Recently, political influencers, some of whom get paid to promote candidates or parties, have also contributed to potentially disinforming content on social media. These actors might become increasingly relevant, as it is estimated that the influencer industry grew 78% in 2021, and a few influencers won seats in Congress and Local Councils during the last legislative elections.²⁷

In recent years, several initiatives to counter disinformation have emerged in Colombia. Colombiacheck²⁸ is a news site that verifies public statements on relevant debates, such as the implementation of the Peace Agreement or the National Strike. La Silla Vacía launched a "Lie detector"²⁹ that checks public speeches, WhatsApp chain messages and Facebook viral posts. Social media apps are also supporting the verification of news. The Colombian National Electoral Council recently collaborated with Kwai,³⁰ a video platform, to verify news and data regarding the upcoming elections. The Detox Information Project (DIP)³¹ created a test to see how vulnerable people are to disinformation by examining their biases and how they interact with fake headlines.

Disinformation risk ratings

This study looks specifically at a sample of 34 news websites in Spanish.

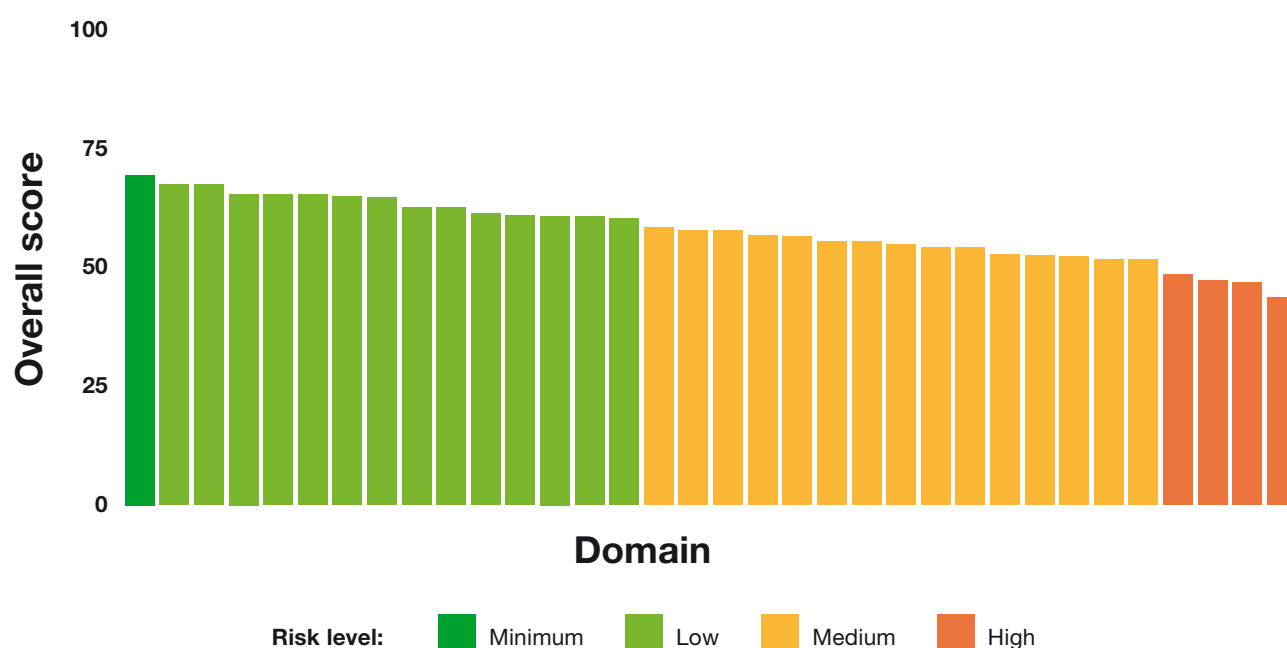
Market overview

The sample was defined based on the sites' reach (using each site's Alexa rankings, Facebook followers, and Twitter followers), relevance, and the ability to gather complete data for the site.

Table 1. Media sites assessed in Colombia (in alphabetical order)

News outlet	Domain	News outlet	Domain
Blu Radio	www.bluradio.com	HSB Noticias	www.hsbnnoticias.com
Cambio	www.cambiocolombia.com	Kien y Ke	www.kienyke.com
Canal uno	www.canal1.com.co	La FM	www.lafm.com.co
Caracol Radio	www.caracol.com.co	La Patria	www.lapatria.com
Caracol TV	www.noticias.caracoltv.com	La República	www.larepublica.co
Cuestión Pública	www.cuestionpublica.com	La Silla Vacía	www.lasillavacia.com
Diario del Cauca	www.diariodelcauca.com.co	Las 2 Orillas	www.las2orillas.co
Diario del Huila	www.diariodelhuila.com	Minuto 30	www.minuto30.com
Diario del Sur	www.diariodelsur.com.co	Noticias RCN	www.noticiasrcn.com
Diario El País	www.elpais.com.co	Portafolio	www.portafolio.co
El Colombiano	www.elcolombiano.com	Publimetro	www.publimetro.co
El Espectador	www.elespectador.com	Pulzo	www.pulzo.com
El Heraldó	www.elheraldo.co	RCN Radio	www.rcnradio.com
El Nuevo Siglo	www.elnuevosiglo.com.co	Semana.com	www.semana.com
El Tiempo	www.eltiempo.com	Vanguardia Liberal	www.vanguardia.com
El Universal	www.eluniversal.com.co	Vorágine	www.voragine.co
Extra	www.extra.com.co	W Radio	www.wradio.com.co

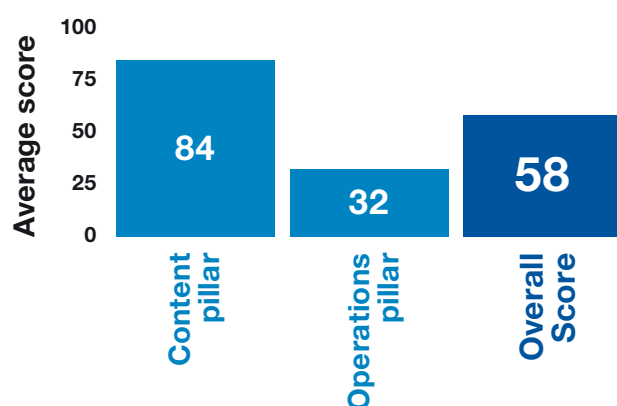
Source: Global Disinformation Index

Figure 1. Disinformation risk ratings by site

Source: Global Disinformation Index

The findings for Colombia's news sites in the sample show that 1 site out of 34 is classified as minimum-risk, 14 as low-risk, 15 as medium-risk, and 4 sites fell in the high-risk category in terms of disinformation risk. The overall average score for the Colombian sites is 58 out of 100. Overall, many of the high-risk factors in Colombia come from weak journalistic and editorial checks and balances in their newsrooms. Hence, domains achieved an average score of only 32

on the **Operations pillar**, compared with the higher average score of 84 on the **Content pillar**. The low score in the **Operations pillar** suggests that many of the disinformation risk factors come from a lack of transparency of the site's operations and policies, especially editorial policies, sources of funding, and ownership. Colombian sites could considerably improve their scores by disclosing more information about their operational and editorial policies.

Figure 2. Overall market scores, by pillar

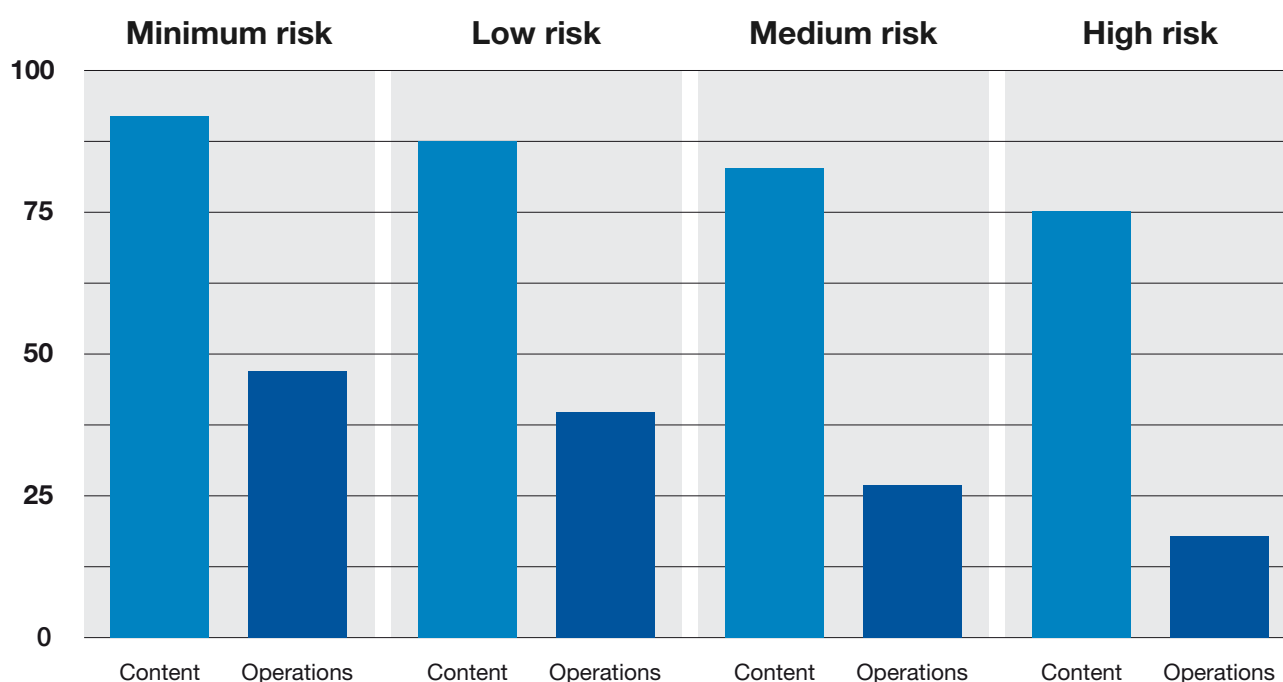
Source: Global Disinformation Index

In Colombia, one site received a minimum-risk rating. This site scored very high on all the **Content** indicators. The articles assessed are mostly neutral and unbiased, carry bylines as well as headlines that match the story's contents, and do not negatively target groups or individuals. This site had most of the key operational policies considered by the GDI methodology in place, including thorough information about its funding and guidelines for its user-generated comment section.

There are fourteen sites in Colombia rated as low-risk sites. These sites tend to perform relatively well on the **Content pillar** indicators, especially for having neutral and non-sensational content that avoids negatively targeting any specific individual or groups. However, they lack operations transparency and editorial safeguards, including disclosing information on their sources of funding.

Fifteen out of thirty-four sites (forty-four percent of the sites in the sample) were assessed with a medium-risk rating. While these sites generally perform well on providing reliable and unbiased content, they face a similar issue with those in the low-risk category, i.e. transparency of their operations and editorial policies. Such policies are associated with strong universal journalistic standards, which have been set by the Journalism Trust initiative (JTI). Most of the sites that currently fall in the middle range for disinformation risk could move into a lower-risk group by improving their operations scores.

Four sites were assessed to present a high disinformation risk. The content from these sites features a fair level of bias, sensational language, and sensationalised visual elements. These sites scored below the pillar average for the negative targeting indicator. They also fail to meet universal standards for most of the editorial and operations policies assessed by GDI's framework.

Figure 3. Average pillar scores by site risk rating level

Source: Global Disinformation Index

Pillar overview

Content pillar

The **Content pillar** focuses on the reliability of the content provided on the site. The analysis for this pillar is based on an assessment of 20 anonymised articles for each domain. These articles are drawn from the most frequently shared pieces of content during the data collection period and a sample of content pertaining to topics which present a disinformation risk, such as politics and health. All article scores are based on a scale of zero (worst) to 100 (best).

The Colombian sites scored above the **Content pillar** average scores on the *Negative targeting* (scoring 96 out of 100), *Article bias* and *Sensational language* indicators (both scoring 88 out of 100). Most of the sites tend to avoid targeting specific individuals and groups, and 13 sites scored 100 in this indicator. Colombian sites also feature mostly unbiased reporting and analysis, and use fairly neutral language for their content.

The *Visual presentation* indicator received a relatively high average score of 86 points. Few articles in the

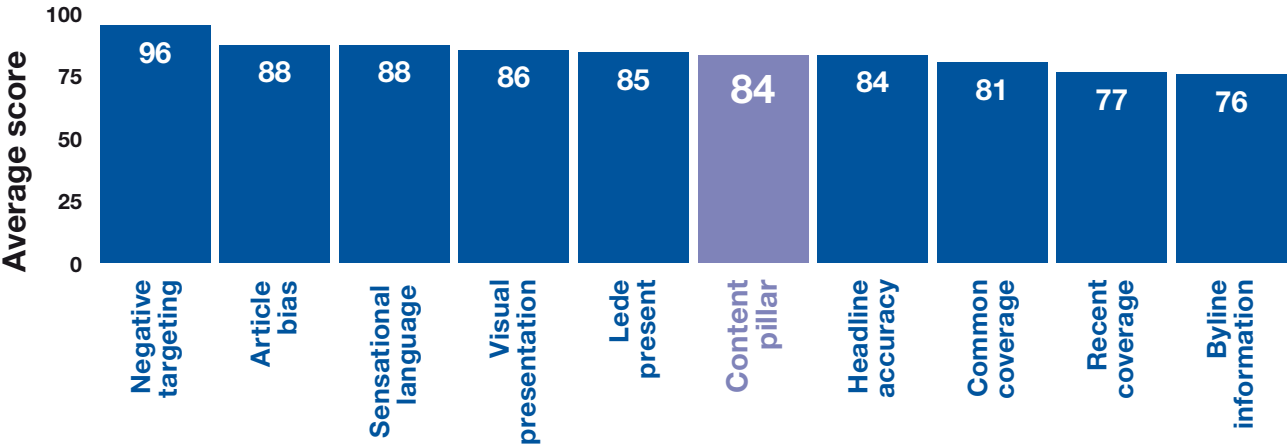
sample resort to sensational or manipulated images, video thumbnails, graphs or other visual elements to elicit an emotional response from the reader. Additionally, the *Lede present* indicator scored 85 on average, as most of the domains start their articles with fact-based leads. Starting with a fact-based lead means that readers can immediately have a clear idea and verify the main facts of a story. It also indicates that the publication anchors its reporting to facts and events, rather than couching events in biased or inflammatory narratives.

The *Headline accuracy* indicator was scored at 84, in line with the average **Content pillar** score. Authors occasionally use inaccurate headlines or make use of “clickbait.” The use of clickbait elements such as sensationalised headlines and all capitalised words was especially common among sites in the medium and high risk categories. The *Common coverage* and *Recent coverage* indicators scored below the pillar average with 81 and 77 points, respectively. Some of these articles failed to report on recent news items and their news were not covered by other credible sources. This suggests that some stories might not be current or relevant.

The *Byline information* indicator scored the lowest, with an average score of 76 points. In the sample there were significant failures in identifying the authors of the articles, especially for the high-risk sites. Overall, there are noteworthy failings in *Byline information* (76 points)

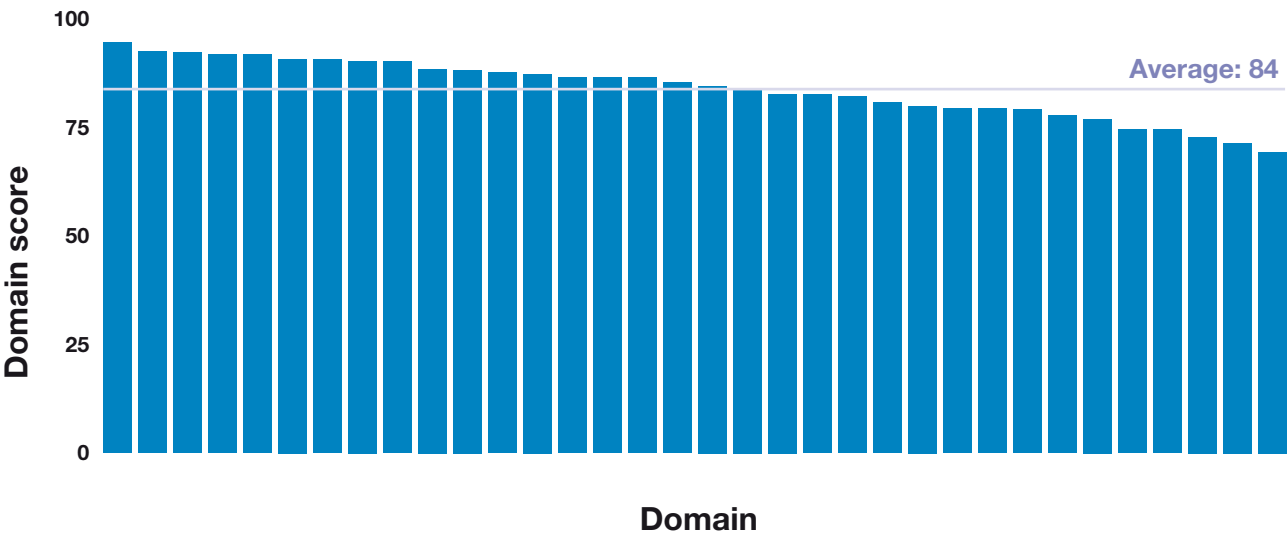
and *Recent coverage* (77 points). However, there is very little *Negative targeting* (96 points). This is an important highlight given that the sample coincided with the Colombian campaigns for presidential elections.

Figure 4. Average Content pillar scores by indicator



Source: Global Disinformation Index

Figure 5. Content pillar scores by site



Source: Global Disinformation Index

Operations pillar

The **Operations pillar** assesses the operational and editorial integrity of a news site. All scores are based on a scale of zero (worst) to 100 (best), as scored by the country reviewers according to the information available on the site.

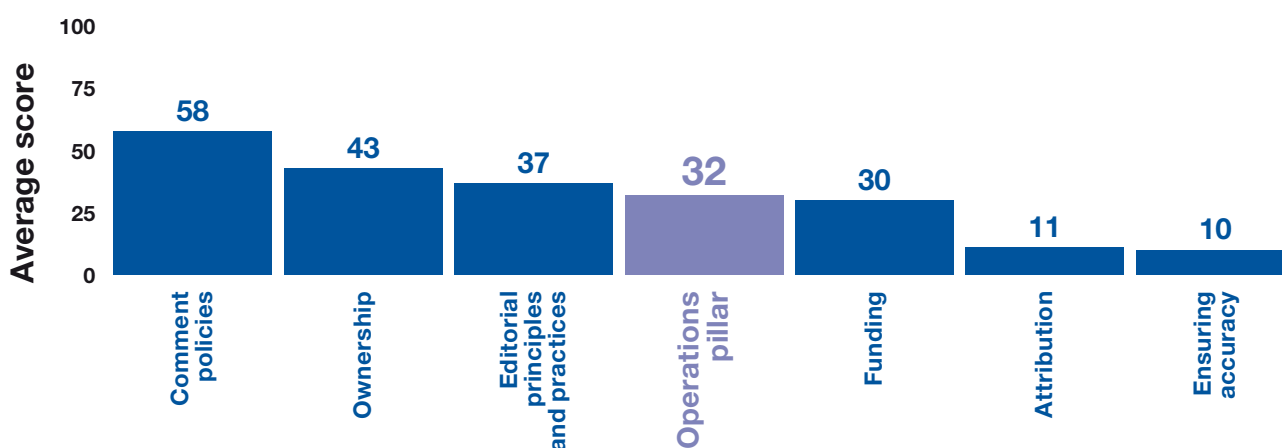
The majority of the sites scored poorly on the **Operations pillar** indicators; the average pillar score for the Colombian sites was 32 points. The sample registered the lowest scores for the *Attribution* and *Ensuring accuracy* indicators. The averages for these indicators were 11 and 10, respectively. It is important to clarify that these values do not necessarily measure whether the media follow policies to ensure accurate attribution and fact-checking practices, but rather if they publish these journalistic practices on their websites. Sites in Colombia could improve their scores by making these practices public, which would also result in greater credibility and accountability to their audience.

The score for the *Funding* indicator is also low but closer to the **Operations pillar** average, with 30 points. This means that few media outlets are fully

transparent about their funding structure. Only two news sites stood out with scores higher than 80 in this indicator. The *Editorial principles and practices* scored above the pillar average with 37 points. Most of the sites do not disclose policies or guidelines to safeguard editorial independence and to make sure that factual information is reported without bias. Colombian sites could also improve transparency about their ownership structure. The *Ownership* indicator scored fairly low (43 out of 100), albeit above the pillar's average.

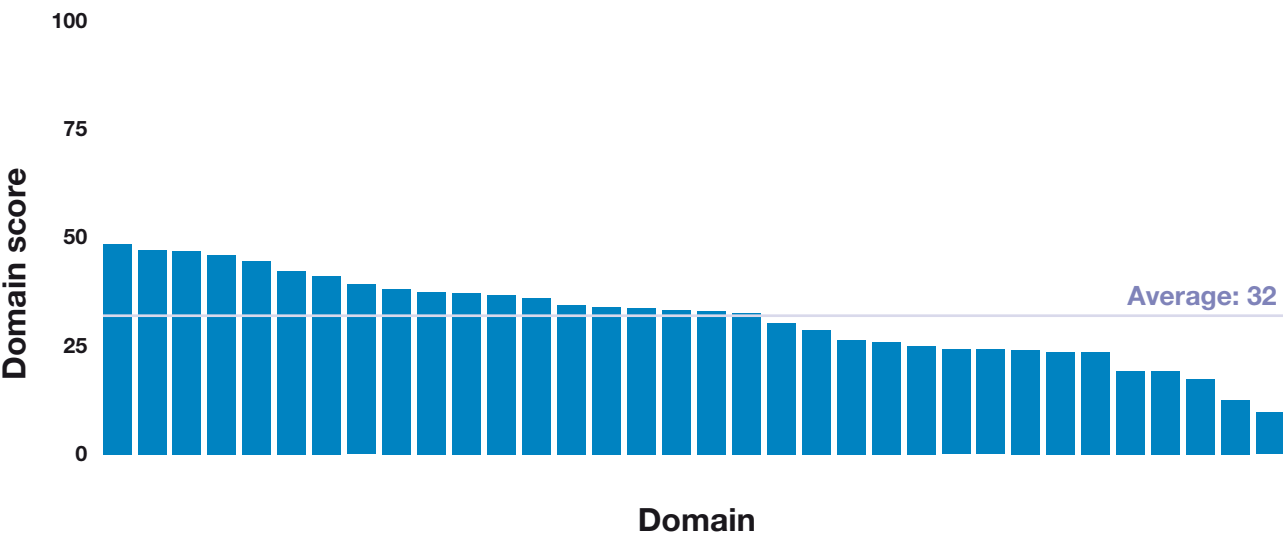
The indicator with the highest scores within the **Operations pillar** was *Comment policies*, with an average score of 58 points. More than half of the sites assessed publish guidelines regarding the user-generated comment section and audience engagement. All in all, most of the sites could improve their scores on all indicators in the **Operations pillar** by increasing transparency regarding fact-checking and attribution policies, disclosing funding and ownership information and publishing guidelines ensuring editorial independence.

Figure 6. Average Operations pillar scores by indicator



Source: Global Disinformation Index

Figure 7. Operations pillar scores by site



Source: Global Disinformation Index

Conclusion

The disinformation risk assessment of the Colombian news media market finds that most sites (44%) fall in the medium-risk category, and 41% of sites in the low-risk category, while 12% present high disinformation risk.

Only one site was classified as minimum-risk. Colombian news sites typically achieved relatively high scores on the **Content pillar** (on average 84 points) and low scores on the **Operations pillar** (on average 32 points).

The domains' overall ratings are generally brought down by operational shortcomings, especially regarding transparent information about a site's ownership and funding structure, and other operational and editorial policies, such as source attribution guidelines and fact-checking practices.

News sites could address these shortcomings by taking actions such as:

- Focus on adopting journalistic and operational standards, such as those set by the Journalism Trust Initiative, and make those policies transparent on the site.
- Clearly publish their sources of funding on their site rather than a parent company site. This information helps to build trust in the site and dispel doubts about how it is funded or about any potential sources of influence or conflicts of interest.
- Publish a statement of editorial independence, and guidelines for ensuring accuracy and attribution in reporting, along with guidelines for issuing corrections.
- Include fact-checking practices and ensure that they are implemented before and after publication of content.

The assessment developed in this report depicts an encouraging scenario. A significant overall risk of disinformation amongst news sites in Colombia must be addressed, but for many sites there is a clear and attainable path to lower their operational disinformation risks. Although there is a more positive overview in Colombia's news content production, fact-checking practices are meagre. Such practices are fundamental to building a more trustworthy and reliable news media ecosystem.

Appendix: Methodology

The Global Disinformation Index evaluates the level of disinformation risk of a country's online media market. The country's online media market is represented by a sample of 30 to 35 news domains that are selected on the basis of their Alexa rankings, their number of social media followers, and the expertise of local researchers. The resulting sample features major national news sites with high levels of online engagement, news sites that reflect the regional, linguistic and cultural composition of the country, and news sites that influence ideas among local decision-makers, groups or actors.

The index is composed of the **Content** and **Operations pillars**. The pillars are, in turn, composed of several indicators. The **Content pillar** includes indicators that assess elements and characteristics of each domain's content to capture its level of credibility, sensationalism, and impartiality. The **Operations pillar's** indicators evaluate the policies and rules that a specific domain establishes to ensure the reliability and quality of the news being published. These policies concern, for instance, conflicts of interest, accurate reporting and accountability.

Each of GDI's media market risk assessments are conducted in collaboration with a local team of media and disinformation experts who develop the media list for the market sample, contribute to the sampling frame for the content included in the **Content pillar** review, conduct the data collection for the **Content** and **Operations pillars**, vet and interpret the index results, and draft the market report.

Site selection

The market sample for the study is developed based on a mix of quantitative and qualitative criteria. GDI begins by creating a list of the 50 news websites with the greatest traffic in the media market. This list is provided to the country research team, along with data on the number of Facebook and Twitter followers for each site, to gauge relevance and reach. The local research team then reduces the list to 35 sites, ensuring that the sample provides adequate geographic, linguistic and political coverage to capture the major media discourses in the market. International news outlets are generally excluded, because their risk ratings are assessed in the market from which they originate.³² News aggregators are also excluded, so that all included sites are assessed on their original content. The final media market sample reflects the complete set of between 30 to 35 sites for which complete data could be collected throughout the review process.

Data collection

The **Content** indicators are based on the review of a sample of twenty articles published by each domain. Ten of these articles are randomly selected among a domain's most frequently shared articles on Facebook within a two-week period. The remaining ten articles are randomly selected among a group of a domain's articles covering topics that are likely to carry disinformation narratives. The topics, and the associated set of keywords used to identify them, are jointly developed by GDI and the in-country research team. Each country team contributes narrative topics and the keywords used to identify them in the local media discourse to GDI's global topic classifier list, developed by GDI's data science and intelligence teams. Country teams also manually verify the machine translation of the entire topic list in the relevant study languages.

The sampled articles are anonymised by stripping them of any information that allows the analysts to identify the publisher or the author of the articles. The anonymised content is reviewed by two country analysts who are trained on the GDI codebook. For each anonymised article, the country analysts answer a set of 13 questions aimed at evaluating the elements and characteristics of the article and its headline, in terms of bias, sensationalism and negative targeting. The analysts subsequently review how the article is presented on the domain and the extent to which the domain provides information on the author's byline and timeline. While performing the **Content pillar** reviews, the analysts are required to provide a thorough explanation and gather evidence to support their decisions.

The **Operations pillar** is based on the information gathered during the manual assessment of each domain performed by the country analysts. The country analysts answer a set of 98 questions aimed at evaluating each domain's ownership, management and funding structure, editorial independence, principles and guidelines, attribution policies, error correction and fact checking policies, and comments section's rules and policies. The analysts gather evidence to support their assessments as they perform each **Operations pillar** review.

Data analysis and indicator construction

The data gathered by the country analysts for the **Content pillar** are used to compute nine indicators. The **Content pillar** indicators included in the final risk rating are: *Headline accuracy*, *Byline information*, *Lede present*, *Common coverage*, *Recent coverage*, *Negative targeting*, *Article bias*, *Sensational language*, and *Visual presentation*. For each indicator, values are normalised to a scale of 0 to 100. The domain-level score for each indicator in this pillar is the average score obtained across the ten articles. The pillar score for each domain is the average of all the scores for all of the pillar's indicators, and ranges from 0 to 100.

For the **Operations pillar**, the answers of the country analysts are translated into a set of sub-indicators. The six indicators are calculated as the averages of these sub-indicator scores. The resulting **Operations pillar** indicators are: *Attribution*, *Comment policies*, *Editorial principles and practices*, *Ensuring accuracy*, *Funding*, and *Ownership*. For each indicator, values are normalised to a scale of 0 to 100. The domain score for the **Operations pillar** is the average score across indicators.

Table 2. Global Disinformation Index pillars and indicators

Pillar	Indicator	Sub-indicators	Unit of analysis	Definition	Rationale
Content	Headline accuracy	None	Article	Rating for how accurately the story's headline describes the content of the story	Indicative of clickbait
	Byline information			Rating for how much information is provided in the article's byline	Attribution of stories creates accountability for their veracity
	Lede present			Rating for whether the article begins with a fact-based lede	Indicative of fact-based reporting and high journalistic standards
	Common coverage			Rating for whether the same event has been covered by at least one other reliable local media outlet	Indicative of a true and significant event
	Recent coverage			Rating for whether the story covers a news event or development that occurred within 30 days prior to the article's publication date	Indicative of a newsworthy event, rather than one which has been taken out of context
	Negative targeting			Rating for whether the story negatively targets a specific individual or group	Indicative of hate speech, bias or an adversarial narrative
	Article bias			Rating for the degree of bias in the article	Indicative of neutral, fact-based reporting or well-rounded analysis
	Sensational language			Rating for the degree of sensationalism in the article	Indicative of neutral, fact-based reporting or well-rounded analysis
	Visual presentation			Rating for the degree of sensationalism in the visual presentation of the article	Indicative of neutral, fact-based reporting or well-rounded analysis
Operations	Attribution	None	Domain	Rating for the number of policies and practices identified on the site	Assesses policies regarding the attribution of stories, facts and media (either publicly or anonymously); indicative of policies that ensure accurate facts, authentic media and accountability for stories
	Comment policies	Policies		Rating for the number of policies identified on the site	Assesses policies to reduce disinformation in user-generated content
		Moderation		Rating for the mechanisms to enforce comment policies identified on the site	Assesses the mechanism to enforce policies to reduce disinformation in user-generated content
	Editorial principles and practices	Editorial independence		Rating for the number of policies identified on the site	Assesses the degree of editorial independence and the policies in place to mitigate conflicts of interest
		Adherence to narrative		Rating for the degree to which the site is likely to adhere to an ideological affiliation, based on its published editorial positions	Indicative of politicised or ideological editorial decision-making
		Content guidelines		Rating for the number of policies identified on the site	Assesses the policies in place to ensure that factual information is reported without bias
		News vs. analysis		Rating for the number of policies and practices identified on the site	Assesses the policies in place to ensure that readers can distinguish between news and opinion content
	Ensuring accuracy	Pre-publication fact-checking		Rating for the number of policies and practices identified on the site	Assesses policies to ensure that only accurate information is reported
		Post-publication corrections		Rating for the number of policies and practices identified on the site	Assesses policies to ensure that needed corrections are adequately and transparently disseminated
	Funding	Diversified incentive structure		Rating for the number of revenue sources identified on the site	Indicative of possible conflicts of interest stemming from over-reliance on one or few sources of revenue
		Accountability to readership		Rating based on whether reader subscriptions or donations are identified as a revenue source	Indicative of accountability for high-quality information over content that drives ad revenue
		Transparent funding		Rating based on the degree of transparency the site provides regarding its sources of funding	Indicative of the transparency that is required to monitor the incentives and conflicts of interest that can arise from opaque revenue sources
	Ownership	Owner-operator division		Rating based on the number of distinct executive or board-level financial and editorial decision-makers listed on the site	Indicative of a separation between financial and editorial decision-making, to avoid conflicts of interest
		Transparent ownership		Rating based on the degree of transparency the site provides regarding its ownership structure	Indicative of the transparency that is required to monitor the incentives and conflicts of interest that can arise from opaque ownership structures

Source: Global Disinformation Index

Risk ratings

The overall index score for each domain is the average of the pillar scores. The domains are then classified on the basis of a five-category risk scale based on the overall index score. The risk categories were defined based on the distribution of risk ratings from 180 sites across six media markets in September 2020.

This cross-country dataset was standardised to fit a normal distribution with a mean of 0 and a standard deviation of 1. The standardised scores and their distance from the mean were used to determine the bands for each risk level, given in Table 3. These bands are then used to categorise the risk levels for sites in each subsequent media market analysis.

Table 3. Disinformation risk levels

Risk level	Lower bound	Upper bound	Standard deviation
Minimum risk	69.12	100	> 1.5
Low risk	59.81	69.11	> 0.5 and ≤ 1.5
Medium risk	50.50	59.80	> -0.5 and ≤ 0.5
High risk	41.20	50.49	> -1.5 and ≤ -0.5
Maximum risk	0	41.19	≤ -1.5

Source: Global Disinformation Index

Endnotes

- 1 The GDI assessment framework is outlined in the annex of this report.
- 2 See: <https://www.statista.com/statistics/369006/total-population-of-colombia>.
- 3 See: <https://www.statista.com/statistics/256366/distribution-of-ad-spend-in-latin-america-by-country>.
- 4 See: https://www.statista.com/topics/6055/internet-usage-in-colombia/#dossierContents_outerWrapper.
- 5 See: <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022/colombia>.
- 6 See: <https://colombiatic.mintic.gov.co/679/w3-article-238235.html>.
- 7 See: <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2020/Medicion-de-Audiencias-Moviles-en-Colombia>.
- 8 See: <https://www.statista.com/statistics/998968/distribution-users-social-media-colombia-age-gender>.
- 9 See: https://colombiatic.mintic.gov.co/679/articles-238235_archivo_pdf.pdf.
- 10 See: <https://www.statista.com/topics/7160/advertising-industry-in-colombia/#dossierKeyfigures>.
- 11 See: <https://www.statista.com/statistics/503947/digital-ad-spend-share-colombia>.
- 12 See: <https://www.statista.com/topics/7160/advertising-industry-in-colombia/#dossierKeyfigures>.
- 13 See: <https://colombia.mom-gmr.org/en/media>.
- 14 See: <https://rsf.org/en/country/colombia>.
- 15 See: <https://rsf.org/en/country/colombia>.
- 16 See: <https://rsf.org/en/country/colombia>.
- 17 See: <https://flip.org.co/images/Edicin-4-Paginas-para-la-libertad-de-expresion.pdf>.
- 18 See: <https://medialandscapes.org/country/colombia>.
- 19 See: <https://www.flip.org.co/index.php/es/capitulo-2>.
- 20 See: <https://rsf.org/en/country/colombia>.
- 21 See: <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022/colombia>.
- 22 See: <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022/colombia>.
- 23 See: <https://obsdemocracia.org/2021/03/12/muestra-nacional-colombia-2020-un-pais-en-medio-de-la-pandemia>.
- 24 See: <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022/colombia>.
- 25 See: <https://www.apoyocomunicacion.com/repositorio/boletin/periodistas/2019/Orden-Global-OXFORD.pdf>.
- 26 See: <https://colombiacheck.com/chequeos/whatsapp-y-desinformacion-parte-1>.
- 27 See: <https://cambiocolombia.com/articulo/poder/los-candidatos-salen-cazar-influencers>.
- 28 See: <https://colombiacheck.com/sobre-nosotros>.
- 29 See: <https://www.lasillavacia.com/la-silla-vacia/detector-de-mentiras/nuestra-metodologia>.
- 30 See: <https://www.cne.gov.co/prensa/comunicados-oficiales/545-kwai-y-el-cne-se-unen-para-combatir-las-fake-news-durante-las-elecciones>.
- 31 See: <https://www.somosdip.com/prueba-conoce-dip>.
- 32 In select cases, international news outlets may be included in a study if the domestic market is small, the sites are considered highly relevant, the content on the site is specific to the market assessed, and GDI has not developed a risk rating for that site elsewhere.



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