

A photograph of a subway tunnel. On the left, a train is approaching with its headlights on. On the right, several people are walking on the platform. The tunnel walls are curved and have a metallic, reflective surface. The lighting is warm and yellowish, creating a sense of depth and perspective.

GDI

Global
Disinformation
Index

Disinformation Risk Assessment: The Online News Market in Chile



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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.

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UC | Chile



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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. The disinformation surrounding the COVID-19 pandemic is a recent — and deadly — example. By disrupting society's shared sense of accepted facts, these narratives undermine public health, safety and government responses.

To combat ad-funded disinformation, the Global Disinformation Index (GDI) deploys its assessment framework to rate news domains' risk of disinforming 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 domain risk assessment 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 **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 0 (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 Chilean 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 Chile, based on a study of 34 news domains. These findings are the result of the research led by the GDI with Pontificia Universidad Católica de Chile from January through June 2022. Sites that are rated as presenting a minimum-risk are named and profiled in the report. 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 Chile will provide 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, and, as part of this mission, be shared with ad tech industry stakeholders and other parties acting to defund disinformation.

Key findings: Chile

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

Nearly a quarter of the domains were assessed to present a high risk of disinforming their online users, yet none of the sites reviewed in this study received the maximum-risk rating.

- Eight sites in the sample were rated as high-risk.
- These sites do not publish online any guidelines to ensure the accuracy of their stories, and rarely have policies for the correct attribution of stories, facts, and media. Their policies provide little to no information on posting and moderating user comments.
- They provide little information on editorial principles and practices, and little or no transparency about their funding and ownership structures to online users.

More than half of the domains in Chile fell within the medium-risk category.

- Eighteen sites in the sample presented a medium risk of disinforming their online users.
- A large portion of the sites analysed could improve their performance by providing more information about their operational policies.
- These sites lack public information regarding their sources of funding and their ownership.
- More disclosure about their guidelines and policies regarding attribution, ensuring accuracy, and editorial principles would benefit their scores.

Nearly a quarter of the Chilean media outlets analysed show low or minimum disinformation risk.

- Seven sites were ranked as low-risk. The content on these sites was observed as almost free from negative targeting and sensational language. These sites also performed well in terms of article bias and tended to use accurate headlines.
- The low-risk sites still presented some room for improvement when it comes to guidelines and policies to mitigate disinformation risk.
- Only one site was rated as having a minimum-risk rating. 24 Horas (www.24horas.cl), the only public TV station in the country, received high scores on presenting unbiased, neutral and accurately titled articles on the site. Most importantly, this site has most of the operational checks and balances in place and posts them on its website.

The Chilean media market: Key features and scope

News consumption in Chile has experienced significant changes in recent decades, due to increasing access to the internet and mobile telephony technology.

According to the 2021 Digital News Report, internet penetration in Chile reached 78% of a population of nearly 18 million people, and 84% of Chileans get their information from online sources.² Conversely, fixed broadband access is at 57%, almost 30% less than the OECD average. The biggest challenge to internet access, then, seems to involve providing the proper infrastructure, especially given how the COVID-19 pandemic has enhanced the necessity of being connected in myriad ways.³

The digital advertising market in Chile has grown in the last few years. In 2021 digital advertising investment in Chile reached 235,759 million Chilean pesos (nearly US\$ 275 million), which represented an increase of about 43% compared to reported digital ad spending in 2020, and 235% compared to 2016.⁴

Even though trust in Chilean media outlets as a whole has risen in recent years — as the aforementioned 2021 Digital News Report shows, from 30% in 2020 to 36% in 2021 — it is still lower than the international standards.⁵ In this sense, it could be argued that the state of trust in Chilean media is only beginning to recover from the substantial fall it experienced between 2019 (45%) and 2020 (30%, as stated); at least partially as a result of the 2019 protests that demanded not only better living standards and more equality, but also targeted news coverage from the mainstream Chilean media.⁶

On the other hand, trust in news found on social media has decreased from 34% in 2020 to 32% in 2021. This decline can be attributed to an increasing

acknowledgment of the risk of disinformation on digital platforms, as well as to the more prominent role assumed by traditional media since the start of the COVID-19 pandemic.⁷

Chile is the country with the most concentrated media ownership in Latin America, which has cast public doubts on editorial decisions made by the mainstream media.⁸ This state of the media ecosystem itself was, as noted previously, one of the key criticisms that the media faced during the 2019 social protests in the country.

In fact, the 2019 social protests encapsulated political and cultural elements that related to disinformation. This process further eroded the trust in various institutions, including the media, as reflected in several opinion polls. For instance, 65% of respondents of the 2020 Bicentennial National Survey said they had little or no trust in the media.⁹ This distrust, however, does not seem to apply to the radio: the CEP Survey conducted between April and May 2022 positioned it as the third-most trusted institution, at 44% (with newspapers scoring 24% and television 16%).¹⁰

Although no legislative actions have been taken yet in this regard, there have been responses from civil society. For instance, for the 2020 National Plebiscite, which asked citizens about the possibility of writing a new constitution, the Servicio Electoral (Electoral Service) launched an online campaign in which they reminded the population to consult the official information channels and not to believe everything they came across on the internet.¹¹ A year later, the presidential election posed several challenges in terms of disinformation risks, particularly during the balloting, which saw candidate Gabriel Boric defeat José Antonio Kast. Due to this, the Electoral Service had to repeatedly alert the citizens to several instances of false information.¹²

Other initiatives in this regard have come from academic research, which has tried to make sense of how disinformation works in Chile, and several fact-checking organisations that have either worked independently or aligned themselves with universities. The most recent presidential election saw various fact-checking teams examining televised debates and then informing the public the results of this process. The practice of checking information has also been prominent in regards to COVID-19 since the pandemic began. This meant having to face emerging pressure from viewers to fact-check and to divulge the corresponding results as quickly as possible, even during the debate broadcasts. An alternative could be to inform the audience what to expect not only in terms of timing, but also about how fact-checking actually works.

In sum, although overall trust in the Chilean media has risen recently, there are still areas for improvement. While media credibility suffered during the 2019 social protests, evidence shows that overall media reputation is recuperating. Examples as recent as the 2021 presidential election highlight the need to be alert and to help the audience navigate this level of uncertainty with regard to journalism and truth. Another way the media might contribute to restoring their reputation is to be more transparent and to set up checks and balances to increase their accountability.

Disinformation risk ratings

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

Market overview

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

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

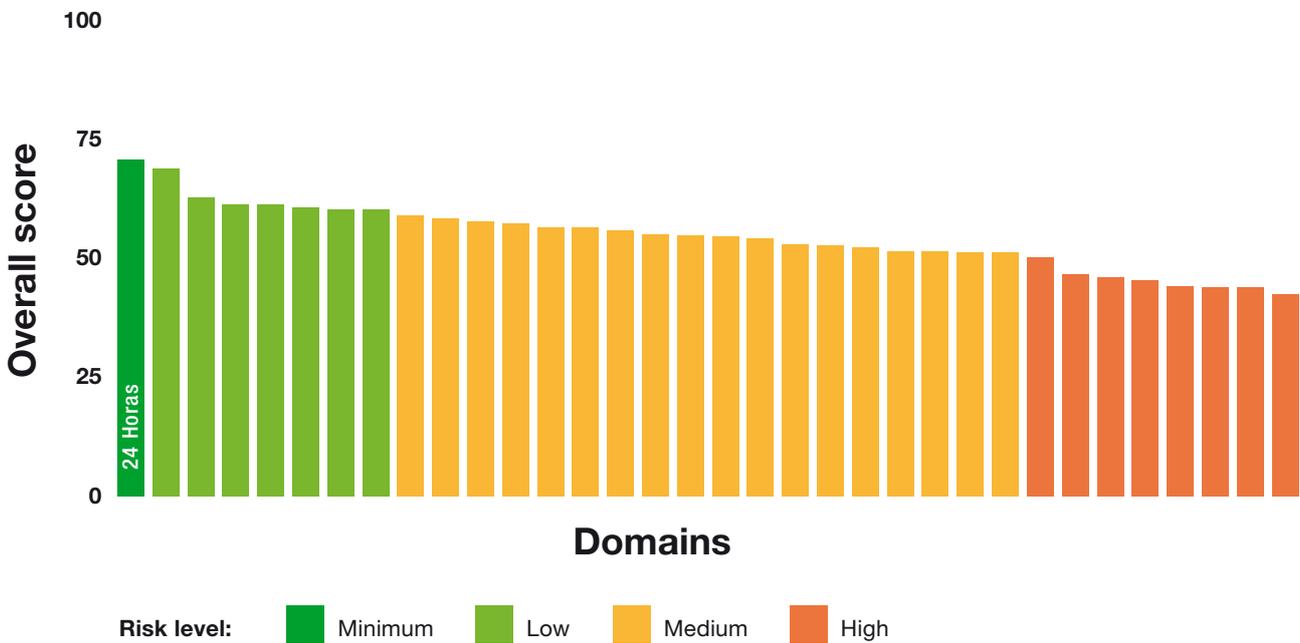
News outlet	Domain	News outlet	Domain
24 Horas	www.24horas.cl	El Universal	www.eluniversal.cl
ADN	www.adnradio.cl	EMOL	www.emol.com
BioBioChile	www.biobiochile.cl	Ex Ante	www.ex-ante.cl
Cambio 21	www.cambio21.cl	Interferencia	www.interferencia.cl
CHV Noticias	www.chvnoticias.cl	La Cuarta	www.lacuarta.com
Cooperativa	www.cooperativa.cl	La Estrella de Arica	www.estrellaarica.cl
Diario Austral	www.australvaldivia.cl	La Red	www.lared.cl
Diario de Antofagasta	www.diarioantofagasta.cl	La Segunda	www.digital.lasegunda.com
Diario Financiero	www.df.cl	La Tercera	www.latercera.com
El Desconcierto	www.eldesconcierto.cl	Las Últimas Noticias	www.lun.com
El Dínamo	www.eldinamo.cl	Mapuexpress	www.mapuexpress.org
El Líbero	www.ellibero.cl	Mega Noticias	www.meganoticias.cl
El Mercurio	www.digital.elmercurio.com	Piensa Prensa	www.piensaprensa.org
El Mercurio de Valparaíso	www.mercuriovalpo.cl	Publimetro	www.publimetro.cl
El Mostrador	www.elmostrador.cl	Pulso	www.pulso.cl
El Siglo	www.elsiglo.cl	Tele 13	www.t13.cl
El Sur	www.elsur.cl	The Clinic	www.theclinic.cl

Source: Global Disinformation Index

The findings for the Chilean news media market show that some sites have very limited disinformation risks, as eight out of 34 sites scored well enough to qualify as minimum and low risk. Many sites still face significant challenges, as seven sites in the sample received high disinformation-risk ratings. However, no site in the Chilean sample was rated as presenting a maximum disinformation risk. Lastly, more than half of the media outlets were assessed with a medium-risk rating (see Figure 1).

Only one site, 24 Horas, received a minimum-risk rating. The site performs highly on all of the **Content** indicators. All of the articles assessed are neutral and unbiased, carry bylines and headlines which match the story’s contents, and do not negatively target groups or individuals. The site also has many of the key operational policies in place, including information which meets the *Funding* and *Ownership* assessment criteria, guidelines for user-generated content, and a statement of editorial independence (although it does lack a clear process for correcting errors).

Figure 1. Disinformation risk ratings by site



Source: Global Disinformation Index

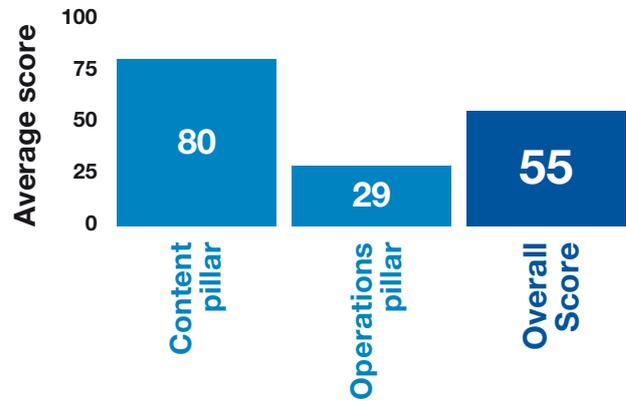
The overall score for the Chilean market shows that the sites generally perform fairly well on average when it comes to the **Content pillar** (80 out of 100), while they score poorly on average in the **Operations pillar** (29 out of 100). In other words, many of the risk factors in Chile stem from lack of disclosure of journalistic and editorial

standards, and other fundamental information that can ensure that their newsrooms function with integrity and independence. This suggests that critical improvements in Chile's media system can be achieved by focusing on these operational aspects.

Only one site in the sample achieved a minimum-risk score. Its **Content pillar** indicators scored slightly above average because it tends to publish articles without article bias and sensational language. However, the overall score for this site is high relative to the rest of the sample due to performance on the **Operations pillar** criteria, where it scored well above the average, as this site publishes operational guidelines and policies and exhibits a high level of transparency regarding its ownership structure. Seven sites in the sample were rated as low-risk sites. They tended to perform relatively well on the **Content** indicators. In fact, they had neutral and non-sensational content and avoided negatively targeting any specific individual, groups, or institutions. However, they lacked some operational transparency and editorial safeguards, including information on their sources of funding.

More than half of the sample, 18 news sites, were assessed as having a medium-risk rating. As these sites generally performed well on providing reliable and unbiased content, their average **Content pillar** score was above the average for the total group. However, they are penalised by their **Operations pillar** scores, as they severely lacked the publication of any key operational check and balances, including transparent information on the policies and guidelines they follow to ensure accuracy and correct attribution of their content, along with disclosure about their funding sources. Most of the sites that currently fall in the middle range for disinformation risk could move into a lower-risk group with improvements to their site’s operational and editorial policies.

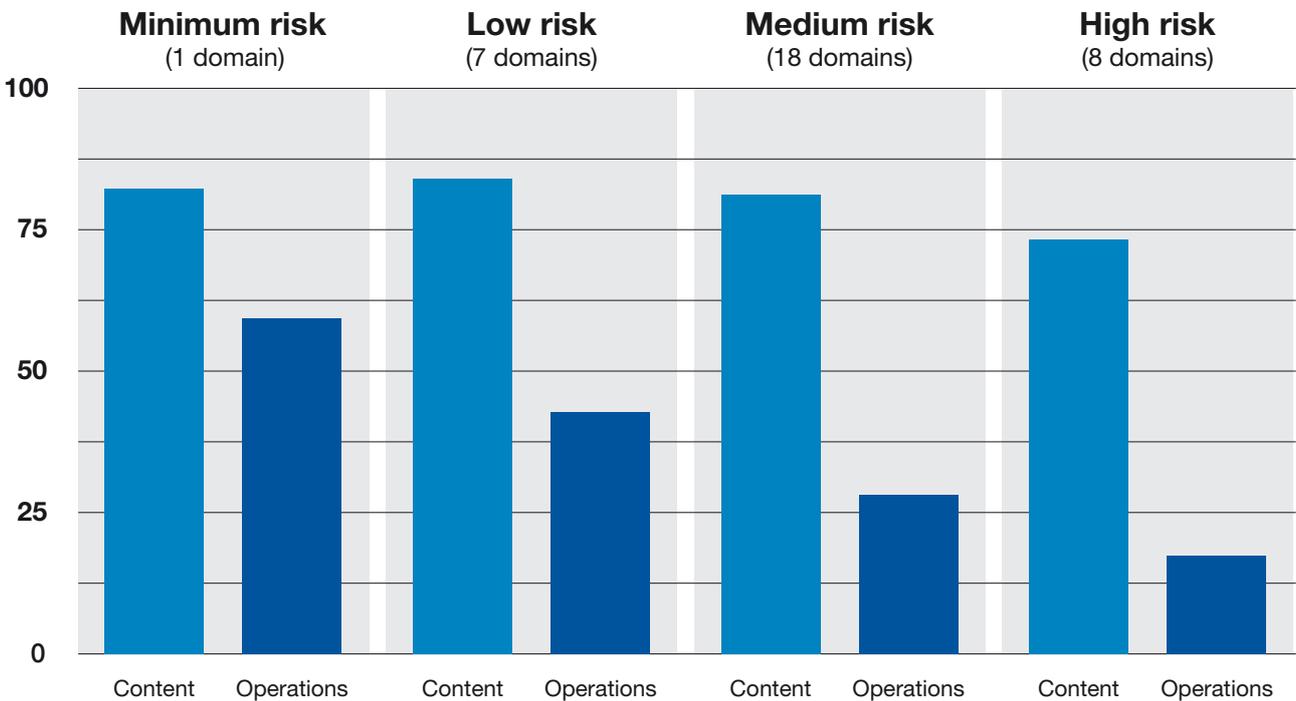
Figure 2. Overall market scores, by pillar



Source: Global Disinformation Index

The eight remaining sites — twenty-four percent of the sample — received a high-risk rating. The highest-risk domains within our sample consist largely of sites that score poorly on their **Operations pillar** indicators. They tend to fail to meet universal standards for editorial and operational policies.

Figure 3. Average pillar scores by risk rating level



Source: Global Disinformation Index

Pillar overview

Content pillar

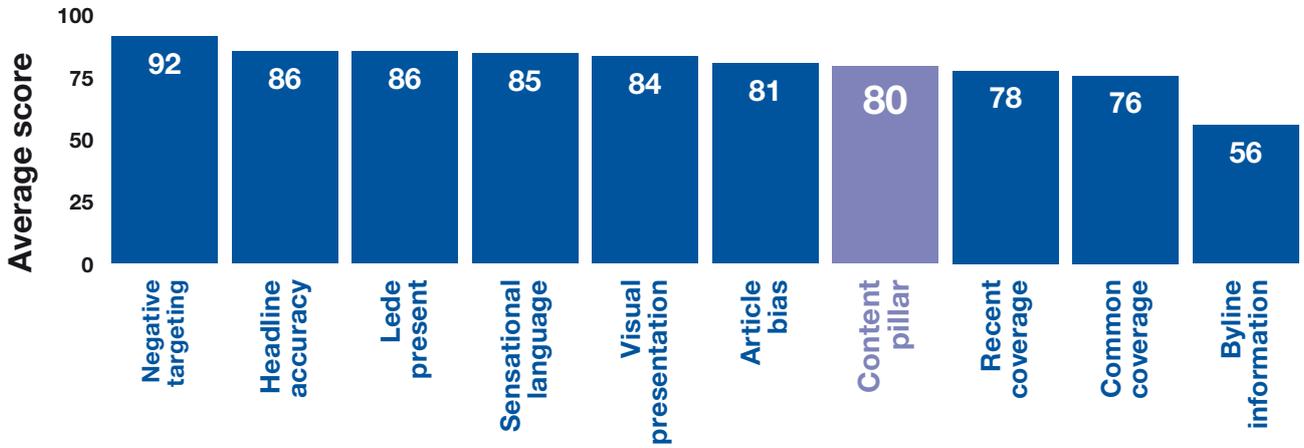
The **Content pillar** focuses on the reliability of the content provided on the site. Analysis for this pillar is based on an assessment of 20 anonymised articles for each domain. These articles are drawn from among the most frequently shared pieces of content during the data collection period and a 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 0 (worst) to 100 (best).

Most of the sites in Chile perform fairly well on the **Content pillar** indicators. The average score is 80 out of 100, and 59% of the sites studied have a **Content pillar** score

higher than the sample average. The lowest **Content pillar** score in the sample is 59. Chilean domains were found to use negative targeting in extremely rare cases, and tend to avoid resorting to inaccurate headlines, which might suggest a limited use of clickbait. Additionally, the sample featured fairly unbiased content with limited use of sensationalised language and visual cues.

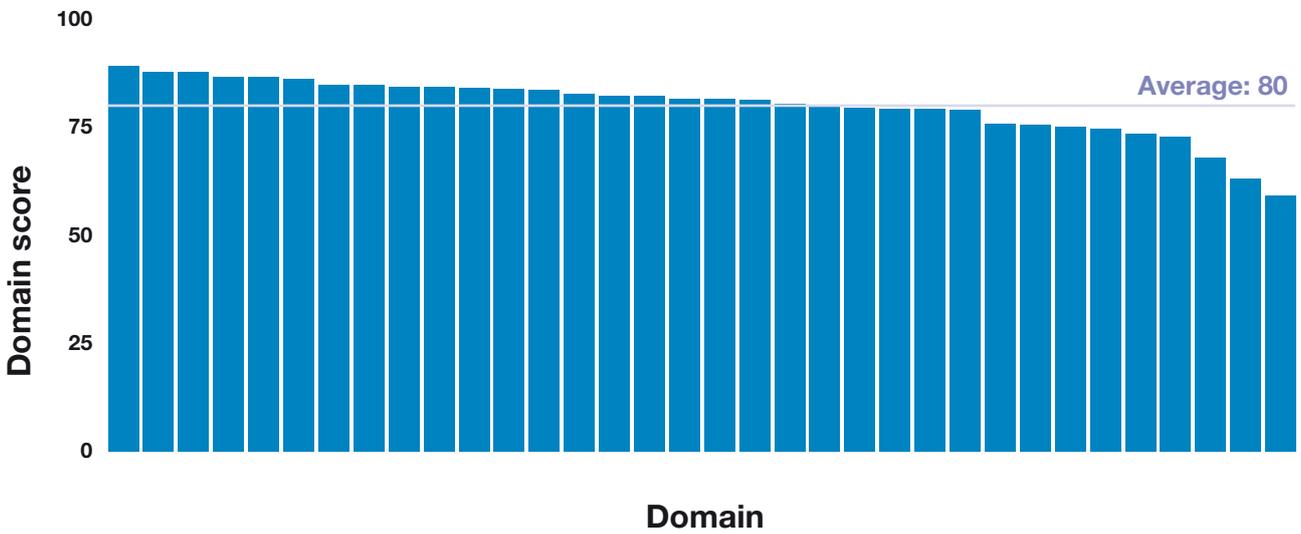
The indicator that received the worst score within the **Content pillar** was *Byline information*. Many news articles do not contain their author’s name, or any other authorship transparency. The *Recent coverage* and *Common coverage* indicators scored below the average as well. This suggests that many of the sites analysed contained news that are not covered by other media, which could lend itself to bias or manipulation and generate gaps of disinformation in the audience.

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

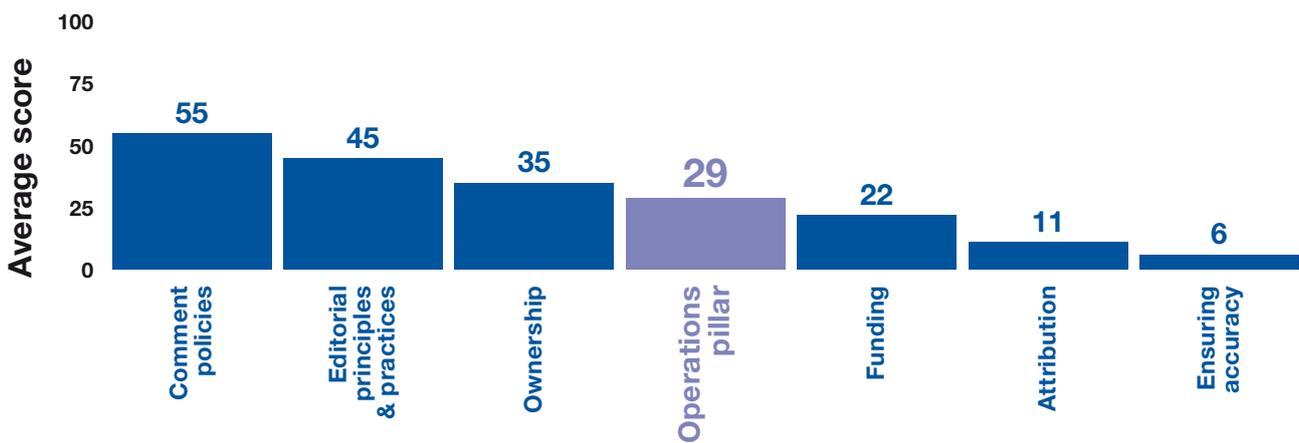
The **Operations pillar** assesses the operational and editorial integrity of a news site. All scores are based on a scale of 0 (worst) to 100 (best), as scored by the country reviewers according to the information available on the site. The operations indicators are the quickest wins to reduce disinformation risk ratings, as they represent policies that domains can immediately establish and make public.

Throughout the sample, sites tended to score lower on the **Operations pillar** than on the **Content pillar**. This was partially due to aspects such as the lack of published editorial principles or information about funding or ownership. Only two sites out of the sample scored above 50 out of the possible 100. The worst scoring indicators regarded policies that ensure accuracy of a

news site’s content. With the exception of eight sites, the websites in the sample lacked any kind of published explanation of fact-checking processes and means for post-publication corrections, which suggests that a more proactive approach to this topic should be taken under consideration.

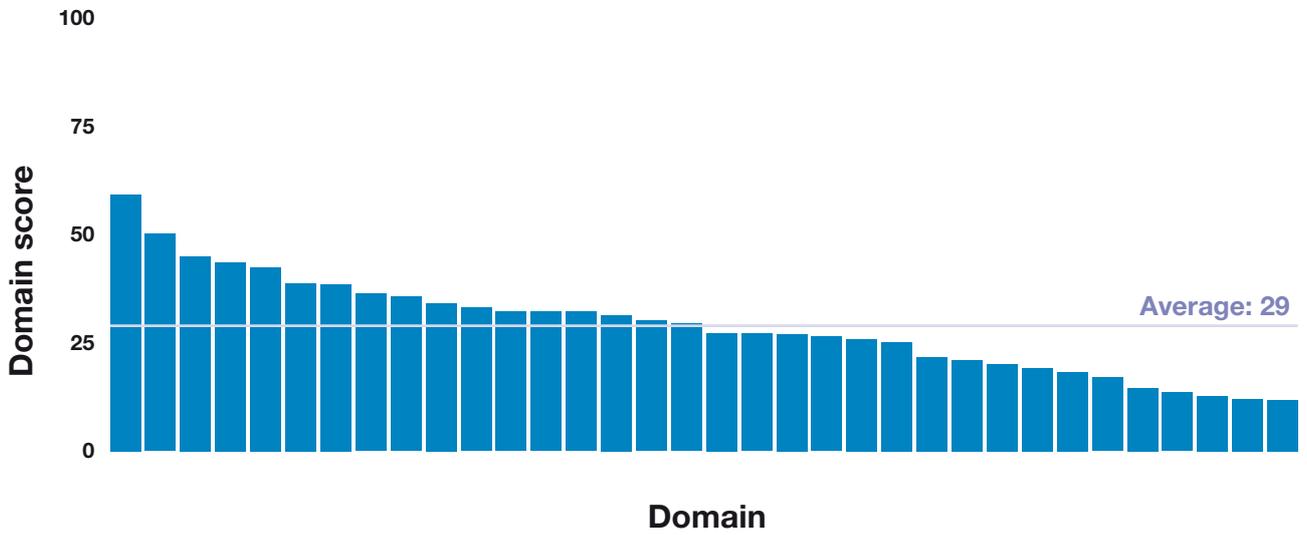
The **Attribution** indicator scored below average with a very low score of 11 out of 100. Almost half of the websites do not publish any guidelines or policies that guarantee the accurate attribution of stories, facts, and media. The **Funding** indicator follows, with a score of 22 out of 100, suggesting that Chilean media sites should take into account how important it is for the audience to know important details about who owns their company, how they get the funds to keep functioning, and other pertinent business information.

Figure 6. Average Operations pillar scores by indicator



Source: Global Disinformation Index

Figure 7. Operations pillar scores by site



Source: Global Disinformation Index

Conclusion

Our assessment of the disinformation risk in the Chilean media market shows a concentration of sites with a medium risk of disinformation.

Out of thirty-four sites, eight received either a minimum or a low risk-rating. On the other end of the spectrum, no site was scored as “maximum” risk. More than half of the media outlets in the sample were placed at the “medium” risk level. While most of them do not score particularly poorly when it comes to the **Content pillar** indicators, they seem to have much more room for improvement in the **Operations pillar**, especially regarding their operational and editorial policies.

Something very similar can be said about the eight sites that presented a “high” risk level — their shortcomings are more noticeable, when compared to the other domains, in the **Operations** than in the **Content pillar**.

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

- Making information about funding and ownership clear and accessible on their website.
- Publishing statements of editorial independence, guidelines for ensuring accuracy and ways in which to avoid conflicts of interest.
- Publishing byline information wherever possible and appropriate.
- Making public their policies regarding pre-publication fact-checking processes.
- Providing a clear indication of how published errors will be corrected and a means for readers to communicate them to the site.
- Increasing the information available on their websites about how they identify and source the elements of the articles.
- Improving and increasing the visibility of the policy regarding comments.

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** 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.¹³ 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 which cover 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 designed to evaluate 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 designed to evaluate each domain's ownership, management and funding structure, editorial independence, principles and guidelines, attribution policies, error correction and fact-checking policies, and rules and policies for the comments section. 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 twenty 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	50.5	59.8	> -0.5 and ≤ 0.5
High risk	41.2	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://reutersinstitute.politics.ox.ac.uk/es/digital-news-report/2021/chile>.
- 3 See: <https://www.df.cl/economia-y-politica/macro/acceso-universal-a-internet-de-calidad-el-eslabon-clave-en-chile-para>.
- 4 See: <https://es.statista.com/estadisticas/627680/gasto-anual-en-publicidad-digital-chile>.
- 5 See: <https://reutersinstitute.politics.ox.ac.uk/es/digital-news-report/2021/chile>.
- 6 See: <https://www.digitalnewsreport.org/survey/2020/chile-2020>.
- 7 See: <https://reutersinstitute.politics.ox.ac.uk/es/digital-news-report/2021/chile>.
- 8 See: <https://www.digitalnewsreport.org/survey/2020/chile-2020>.
- 9 See: <https://www.ciperchile.cl/wp-content/uploads/Encuesta-Bicentenario-2020-FINAL.pdf>.
- 10 See: https://www.cepchile.cl/cep/site/docs/20220608/20220608124401/encuestacep_abril_mayo2022.pdf.
- 11 See: <https://serval.cl/el-combate-del-serval-contr-la-desinformacion-y-las-noticias-falsas>.
- 12 See: <https://www.serval.cl/noticias-falsas-desmentidas-por-serval>.
- 13 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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