



Candidates and parties in TV news Parliamentary elections 2020

**11 February 2020
Bratislava**

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The project of media monitoring ahead of the general elections was conducted thanks to the support from the *National Endowment for Democracy* (NED).

INTRODUCTION

MEMO 98 has had a long track record of media monitoring during the elections in Slovakia as well as internationally. Our first [report](#), published on 31 January, analyzed the period from the announcement of the date of the elections to the Slovak National Council (i.e. the Slovak parliament) on 5 November 2019 until 26 January 2020 and focused on *Facebook and Instagram*, where we monitored the activity (the number of posts) as well as interaction (the total number of reactions, comments and shares) of political parties, their leaders and top candidates. We decided to monitor *Facebook* and *Instagram* with regards to the global trend of increased influence of social media during elections.

Since we wanted to have the most precise and updated information about all the sources that people in Slovakia use to obtain information about domestic politics, we ordered an exclusive, custom-designed survey from the Focus agency which was conducted in the second half of January 2020.

The poll results show that majority of the population draws information about domestic politics most often from **TV**, mentioned as the top-of-mind (indicated as the first) source by as many as **52%** respondents. Within the broad category of TV, the most frequently mentioned TV channels include *TV Markíza* and *RTVS*. *TV Markíza* was mentioned by one third of interviewed respondents (33%), for whom the TV in general is the primary, most frequently used source of information and *RTVS* was selected by 28% of the interviewed respondents. One in five respondents (19%) mentioned *TV JOJ* (19%) and 12% indicated *TA3*.

Online media (web pages) represents the first most frequently used source of information about domestic politics for **17%** of respondents. These interviewed individuals most often get information from *aktuality.sk* (27%) website, followed by *sme.sk* (10%), *topky.sk* (9%) and *denníkn.sk* (7%).

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9% of respondents indicated that their primary most frequently used source of information about domestic politics are social media networks. *Facebook* is the dominant leader within the category of social networks, mentioned by an overwhelming majority of respondents (99%). When it comes to *YouTube*, only 1% of the interviewed mentioned this channel as the first source of information about politics.

8% of the interviewed respondents indicated their **own social environment** (friends, acquaintance, colleagues etc.) as the primary most frequently used source of information about domestic politics, while **7%** mentioned the **radio**. *Rádio Slovensko* (RTVS) was the most frequently mentioned radio station – indicated by 56% of the respondents for whom radio is the primary most frequently used source of information. Other radio stations that follow include *Expres* (20%) and *Vlna* (5%). **Press** is the primary most frequently used source of information about domestic politics for **5%** of the interviewed. Among the print titles, *Pravda* (24%) is the one with the highest number of readers, followed by *Nový čas* (20%) and *SME* (16%), - all of them daily newspapers.

If we look at the sources of information about domestic politics **from the perspective of socio-demographic characteristics**, TV is indicated as the primary source of political information mainly for older people (as much as 95% in the age group 65+ and 94% in the age group 55-64). The situation is similar also in case of obtaining information from the radio (84% and 68% in the two oldest age cohorts) as well as in case of getting information from friends, acquaintance and colleagues (both age groups 55%). On the other hand, online media as a source of information is used predominantly by younger and middle-aged people (largest share in the age category of those aged 25-34: 55%). When it comes to social media networks, this source is most preferred primarily by the youngest monitored group of those aged 18-24 (as much as 65%), while this is also the group of the most frequent users of *YouTube* (25%) as a source of information.

If we look at the results of the survey **from the perspective of voting preferences** of the given respondents, voters of SMER-SD (94%), SaS (91%) and SNS (90%) indicate TV as the most frequent source of information about domestic politics. Just for comparison, this source of information is the least relevant among the voters of PS/Spolu (77%) and Kotlebovci-ĽSNS (76%). Radio as the most frequent source of information about domestic politics was mentioned by the voters of KDĽ (77%), SNS (73%) and SMER-SD (70%). Online media represents the most frequent source of information mainly for voters of PS/Spolu (55%), Kotlebovci-ĽSNS (47%) and OĽANO (46%). When it comes to social media networks, these represent the most frequently used source of information about domestic politics for voters of Kotlebovci-ĽSNS (48%), PS/Spolu (46%) and OĽANO (44%). If we focus on the group of undecided voters, here the most frequent source of information are friends, acquaintance and colleagues (50%), followed by online media (42%) and social media networks (36%).

Given the survey results and the context of the upcoming elections, we decided to monitor of nationwide TV channels, online versions of the selected media as well as the key social networks.

Our second report evaluates presentation of the political parties and movements as well as their leaders running in the elections in the main news programs of the nationwide TV channels – RTVS, TV Markíza TV JOJ and TA3 – during the three weeks of the campaign starting from the mid-January to early February (14 Jan – 3 Feb.).¹ The report simultaneously offers an analysis of the media coverage of some other political stakeholders (the president of Slovakia and the Slovak government). The criteria on which we focused included airtime the individual channels provided to the respective parties and other political stakeholders as well as the tone (positive/neutral/negative), in which they were presented.

KEY FINDINGS

- **When it comes to the parties running for the elections, those with most media coverage in total were the members of the incumbent government - SNS (14%) and SMER-SD (13%) – SNS in TA3 and in the public broadcaster RTVS, while SMER-SD in private TV JOJ and Markíza. All other parties received less than 5%.**
- **When it comes to the tone of coverage about contestants, most of it was neutral. We also registered a significant share of critical information – as much as 55% information about Kotlebovci-LSNS was negative (in TV JOJ it was 72%), 27% for SMER-SD and 22% for SNS. Among the TOP 10 most covered parties, only SaS had a larger share of positive than negative coverage.**
- **Several widely relevant social topics and issues dominated the monitored period – *Investigation of the murder of journalist Ján Kuciak and his fiancée Martina Kušnírova* (this topic dominated on every TV channels, in total it had 14% share across all channels, with the largest one in TV JOJ – 21% and the smallest in TA3 – 9%).**
- **When it comes to the election campaign and its respective aspects, clearly the most substantial coverage across all TV channels was dedicated to the actual process of the campaign (*the campaign – topics, messages*): the total of 82 minutes (7%). The campaign was the second most intensively covered topic.**

¹ In relation to the news of TV Markíza and TV JOJ, the period started on 15 January. The analysis of the discussion programs included the period between 5 November 2019 and 9 February 2020.



- In general, the election campaign was more intensively covered only in the news of TV Markíza, which dedicated almost 70 minutes to this topic (roughly 3.5 minute a day). This TV channel covered 8 various campaign aspects, the largest number across all TV channels. Among these aspects, the most intensively covered one was *the campaign - topics, messages* (more than 31 minutes) - in total, it came third in the news of this particular channel.
- In RTVS, there were 6 election topics in total (total airtime around 39 minutes). TV JOJ and TA3 brought information about 5 aspects related to the campaign (in total, 26 and 21 minutes respectively). The public nationwide RTVS and private TV JOJ also dedicated most of their airtime to *the campaign - topics, messages* (19 and 18 minutes respectively) - in TV JOJ, this was actually the second and in RTVS, the third most frequently presented topic. In summary, TA3 dedicated the least airtime to the campaign and its most frequently covered topic (*the campaign - topics, messages*) only made it to the 6th position among all other topics covered by the TA3 news.
- Just like in the previous monitored periods, all TV channels dedicated the biggest coverage to the government - in the summary of all monitored TV channels, it was 35%. RTVS dedicated the largest share to this topic in the monitored period (42%).
- During regular political discussions on RTVS and mainly on TA3, SMER-SD and SNS clearly dominated - in RTVS, SNS was the most frequently invited party (5-times), while the PS/Spolu and Za ľudí parties, with long-term higher ratings in opinion polls only 4 times when combined. In TA3, the ratio was 22:4 (13 representatives of SMER-SD and 9 representatives of SNS).

POLITICAL PARTIES

The government enjoyed the largest airtime (35%) among all parties/political players in the summary of the monitored TV channels, which was similar to other periods of time before several other past elections. Quite clearly, it was RTVS that dedicated the biggest airtime in its main news programs to the government (almost 42.3%), followed by TV JOJ (39.6%). In TA3, the government enjoyed a little smaller portion of airtime (30.7%) and in TV Markíza it was 29.5%.

In RTVS and TV JOJ, one can see a certain similarity with the period ahead of several past elections, when they both dedicated relatively generous airtime to the government, however, in the case of RTVS in the past there was a certain palpable shift to reduce it after the beginning of the official campaign (it should be noted that the official campaign in the media was significantly shorter). In comparison to the previous elections, there is a visible difference in the news of TA3, which used to dedicate relatively large airtime

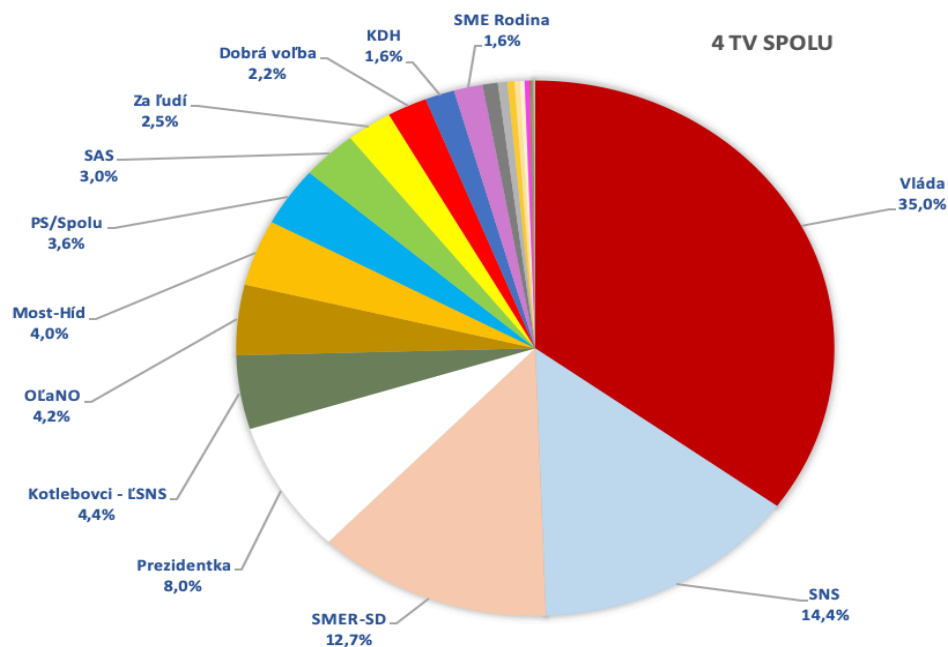
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to the government. Conversely, when looking at TV Markíza, this is a long-term trend – the government receives a stable share of approximately 30% on this TV channel before the elections.

Looking at candidate parties, SNS received the largest total airtime from all the monitored TV channels (more than 14.4%), followed by SMER-SD (12.7%), while Most-Híd, the third coalition party received only 4%. Most airtime among the opposition parties was enjoyed by Kotlebovci-ĽSNS (4.4%), followed by OĽANO (4.2%) and the coalition of PS/Spolu (3.6%), SaS (3.0%) and Za ľudí (2.5%).

Chart no. 1

News airtime for political parties – summary of TV channels (14 Jan – 3 Feb 2020)



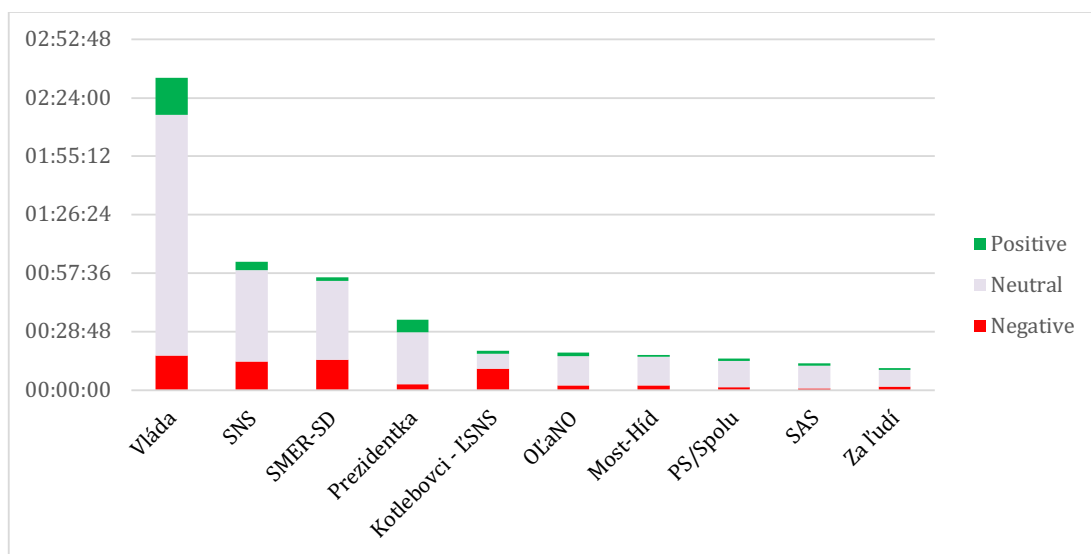
When it comes to the tone of presentation, most information about the candidate parties as well as the government or the president was neutral although we have registered a quite substantial share of critical information in relation to several stakeholders. This mainly concerns the Kotlebovci-ĽSNS party (with 55% negative information, most of it in TV JOJ – 72%), but also for SMER-SD (27% of information in total) as well as SNS (more than 22% of information). In the case of SNS (the party of A. Danko, the parliament speaker), this has been significantly influenced by the recorded phone call with the indicted A. Zsuzsová as well as in the context of Mr. Danko past statements.

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In general, the government was presented neutrally (roughly 80% of information about the government had a neutral character), but at the same time, positive information prevailed over negative. Looking at the top 10 most intensively covered parties or political stakeholders, the president Zuzana Čaputová enjoyed the most positive presentation and among the parties, only SaS had a larger share of positive information compared to the negative.

Chart no. 2

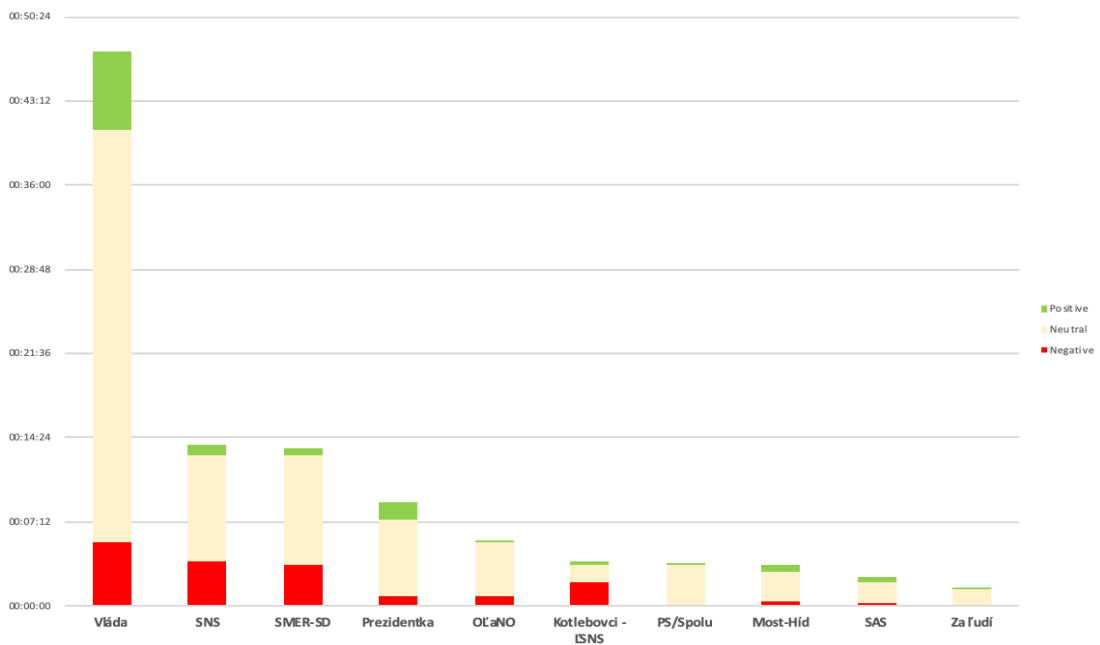
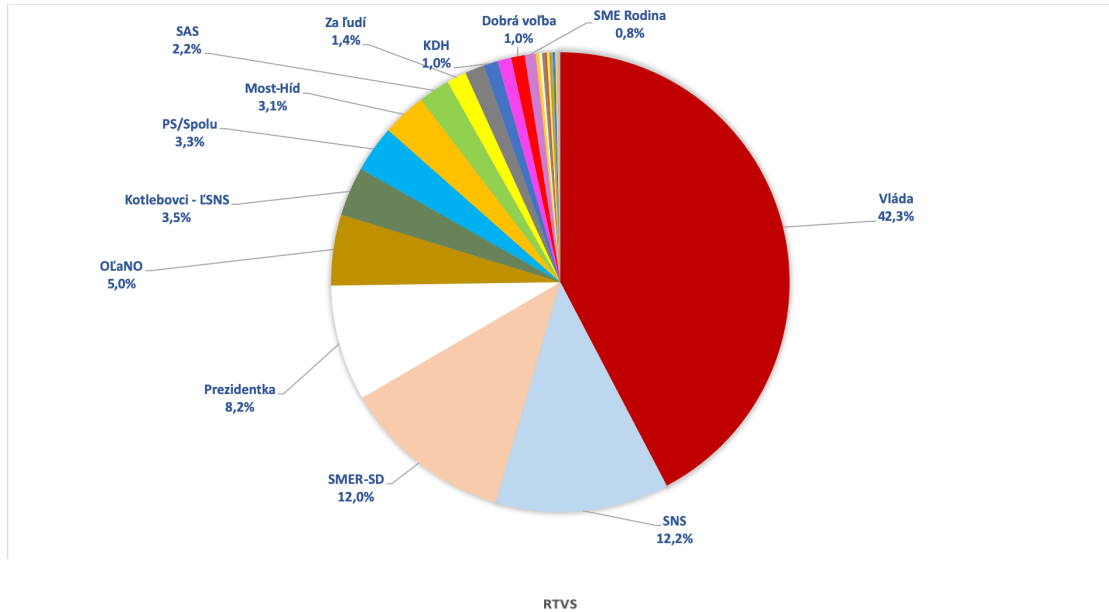
The tone of presentation of political parties in the news – summary of TV channels (14 Jan - 3 Feb 2020)



RTVS dedicated comparably large news airtime to the two government parties- SNS (12.2%) and SMER-SD (12%) – just for comparison, Most-Híd as the third party in the ruling coalition only received 3.1%. Together with the major portion of airtime that this public TV channel provided to the government, this resulted in the total of two thirds (66.5%) of the relevant political airtime.

Charts no. 3-4

Airtime and the prevailing tone for political parties in the news – RTVS (14 Jan - 3 Feb 2020)

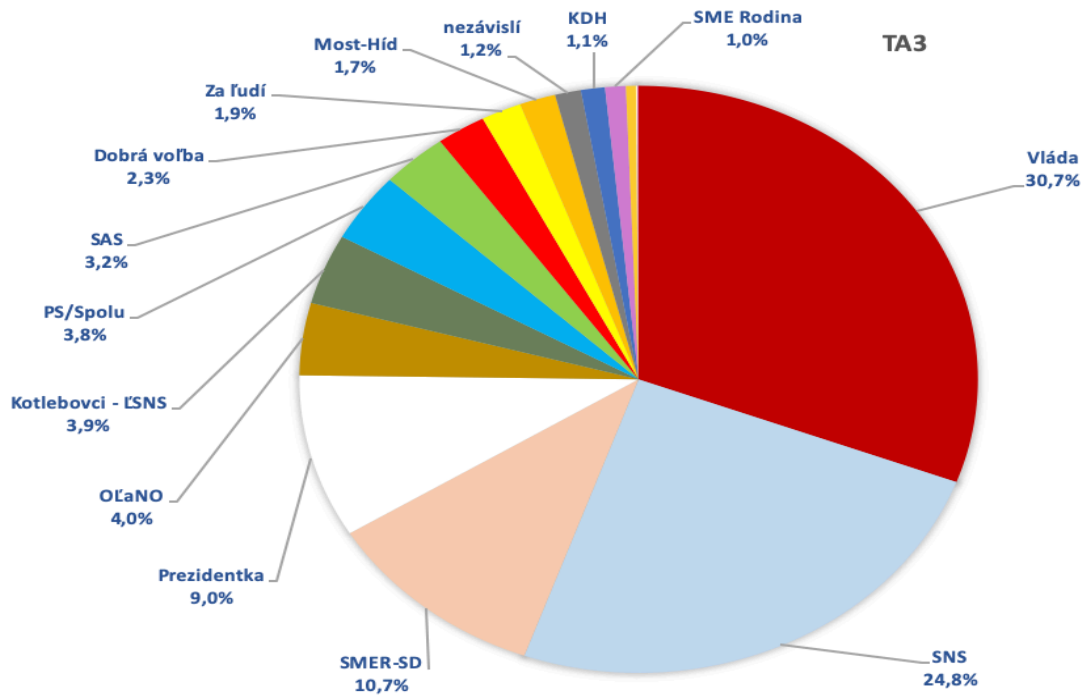


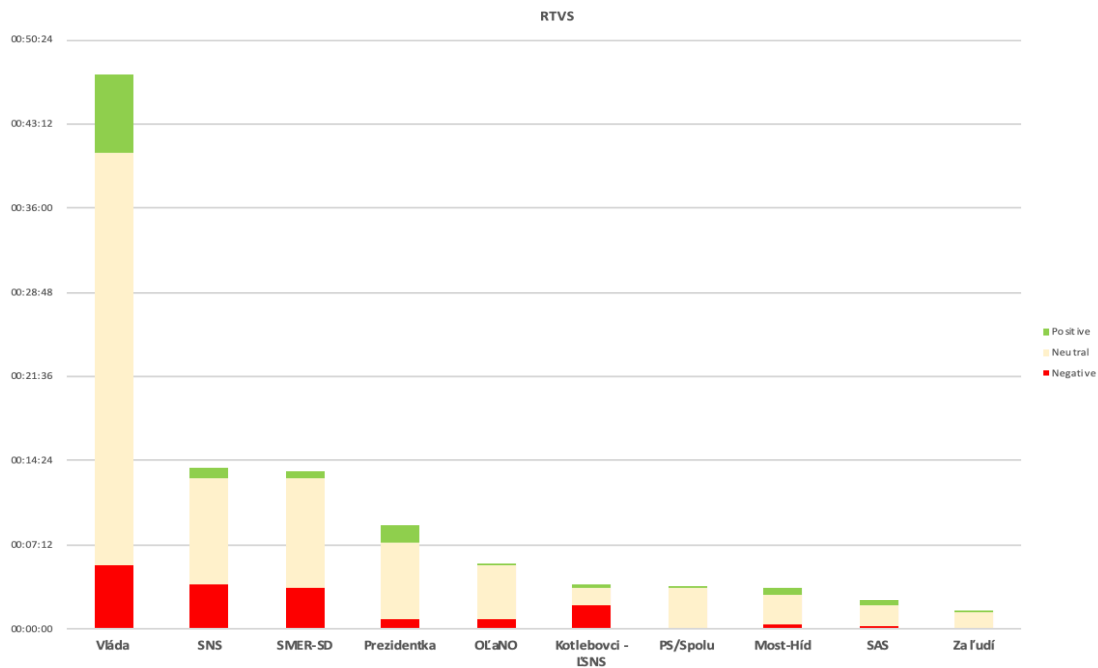
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SNS clearly dominated in the TA3 newscast gaining 24.8% of news airtime, which clearly accounts for the largest ratio of time dedicated to the respective parties among all monitored TV channels. The second most frequently presented party was once again a member of the incumbent government: SMER-SD with 10.7%. On the other hand, all other parties gained 4% or less (OĽaNO, Kotlebovci-ĽSNS, PS/Spolu). When it comes to the actual tone of information, this TV channel brought the smallest share of information with negative sentiment. Looking at the major political parties, only Kotlebovci-ĽSNS were presented with a substantially more negative image as well as SMER-SD. At the same time, TA3 was the only TV channel where SNS had a comparable share of negative and positive information – it was presented with more criticism elsewhere, mainly in TV JOJ.

Charts no. 5-6

Airtime and the prevailing tone for political parties in the news – TA3 (14 Jan - 3 Feb 2020)

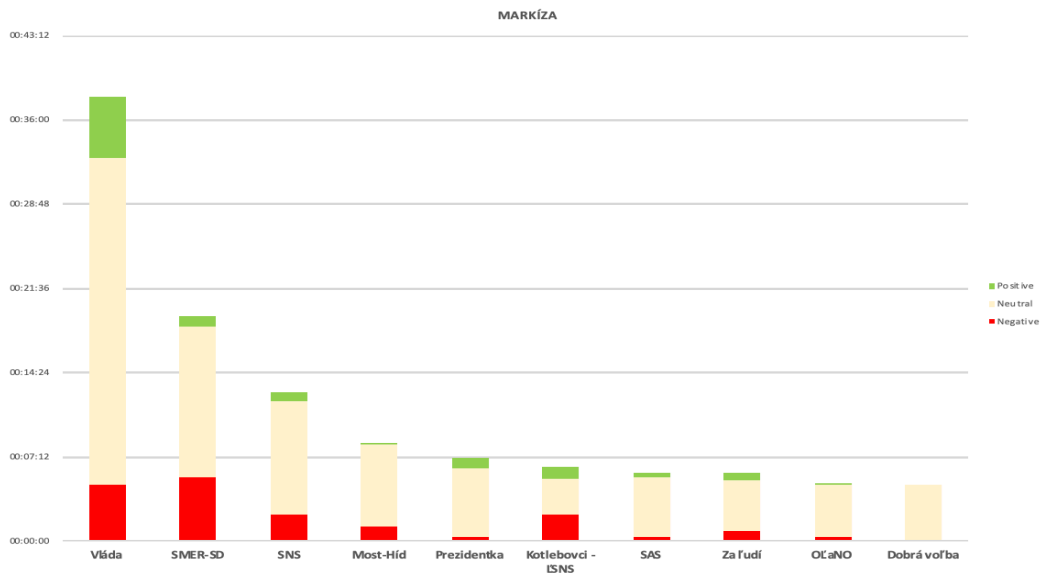
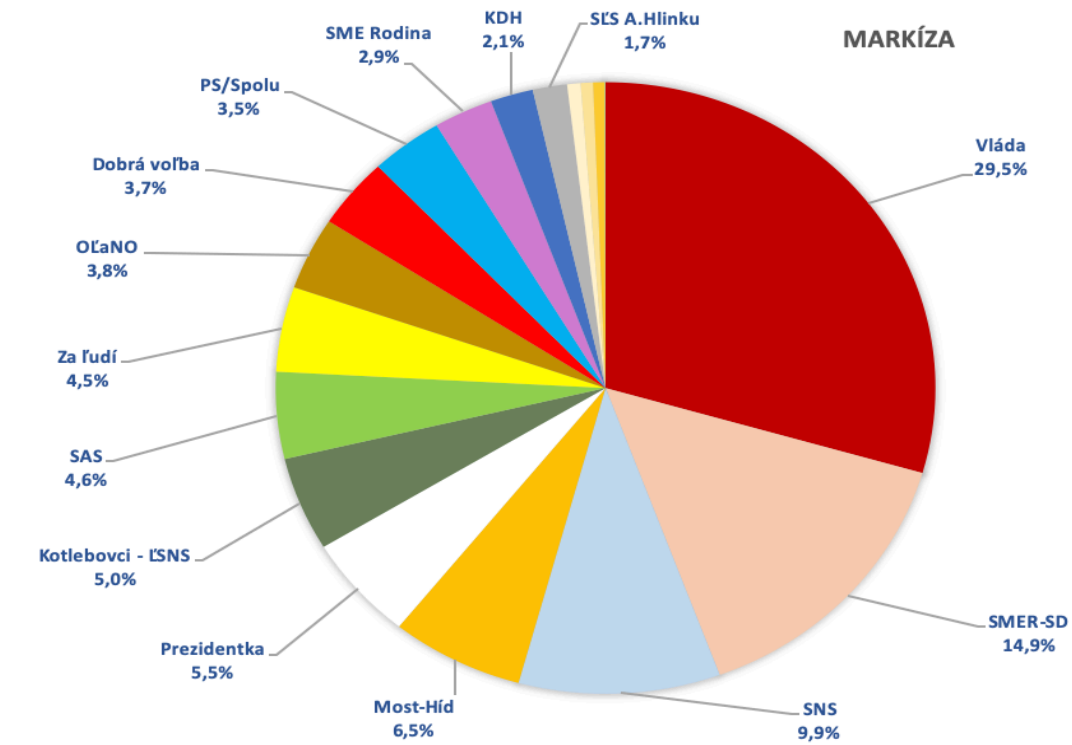




SMER-SD had the largest airtime in TV Markíza (14.9%), while SNS came second with 9.9% of airtime. The third member of the incumbent coalition, Most-Híd had a more substantial airtime exactly on TV Markíza (6.5%) and came next as the most frequently presented party (on other TV channels, president Čaputová was the third most intensively presented political entity following the two government parties).

Charts no. 7-8

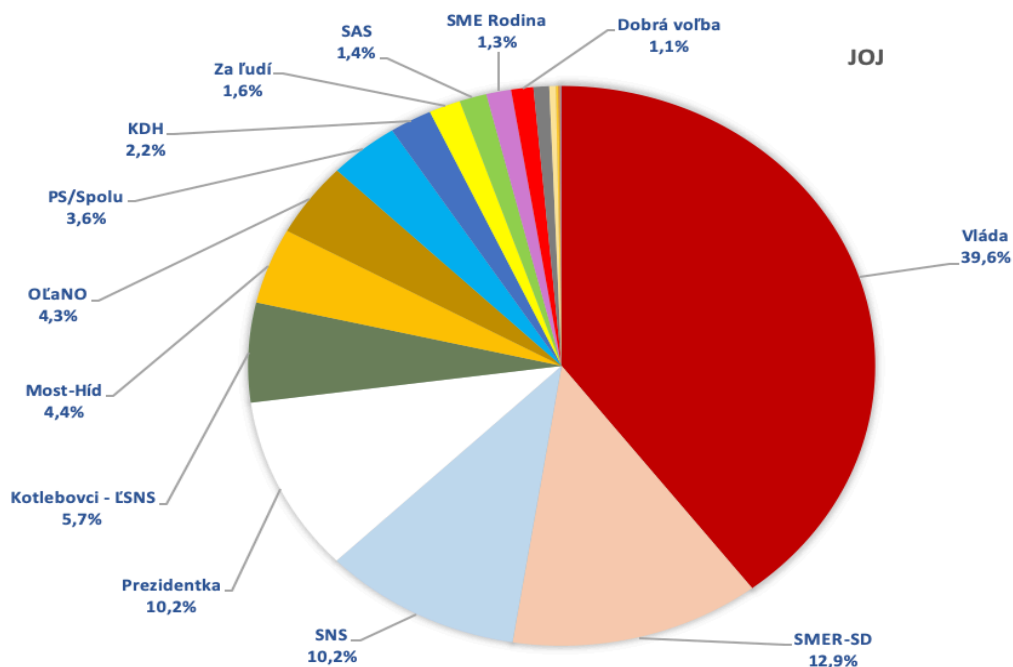
Airtime and the prevailing tone for political parties in the news - TV Markíza (15 Jan - 3 Feb 2020)

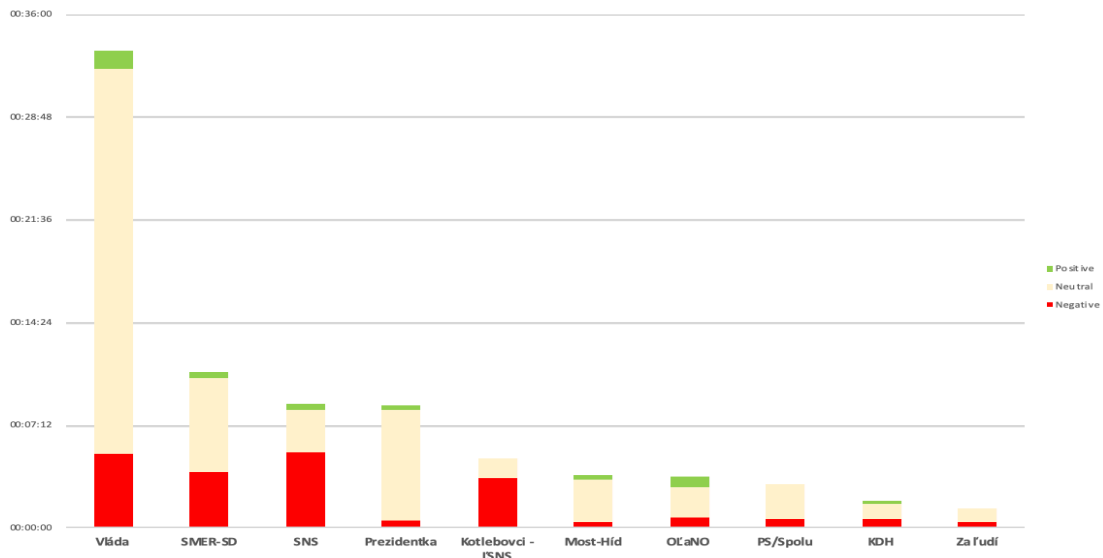


SMER-SD had the largest airtime in TV JOJ (12.9%) followed by SNS with 10.2%. president Zuzana Čaputová had an identical airtime – the longest among the monitored TV channels (her airtime was smallest in TV Markíza – 5.5%). Among all the monitored TV channels, TV JOJ offered the most critical perspective of political parties – in particular the extreme right-wing Kotlebovci-LSNS as well as coalition parties SNS and SMER-SD.

Charts no. 9-10

Airtime and the prevailing tone for political parties in the news - TV JOJ (15 Jan - 3 Feb 2020)





POLITICIANS

Representatives of state agencies as well as government party representatives dominated in the news of the monitored TV channels, as suggested by the findings related to presentation of political parties and other political stakeholders. In a summarized perspective, it was the prime minister and the leader of the government party SMER-SD, Peter Pellegrini who received clearly the longest airtime in the news of the monitored TV channels (more than 41 minutes in total; or 15.3%), followed by the speaker of the parliament and leader of SNS, Andrej Danko (over 27 minutes, 10%) and the president Zuzana Čaputová (over 25 minutes, 9.5%).

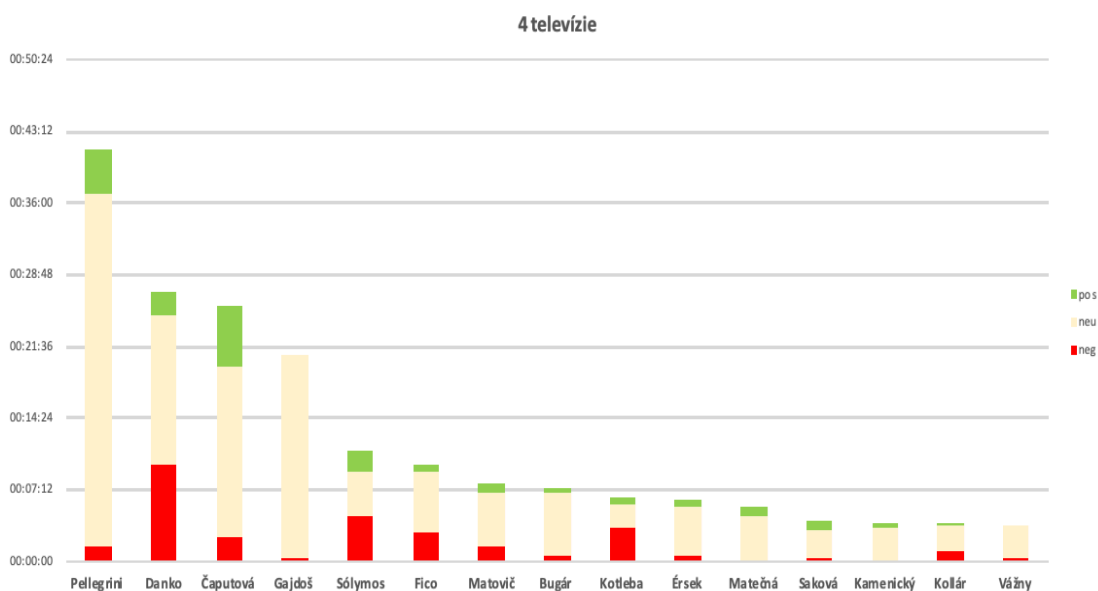
Minister of Defense, Peter Gajdoš from SNS came next (more than 20 minutes, 7.7%, although in his case, this was mainly caused by his long, almost 18-minute appearance in TA3). Then follows László Sólymos, the ex-Minister of Environment from Most-Híd, (11 minutes, 4.1%), predominantly in relation to his resignation and the events ahead of it) and Robert Fico, chair of SMER-SD (a little less than 10 minutes, 3.6%).

Among the eleven politicians, who were given at least 2% of the relevant news prime time (which represents around 4 minutes) in the total summary of political representatives, eight were representatives of the government parties. Besides them and the president Zuzana Čaputová, the only two politicians who received substantial airtime were I. Matovič, the leader of OĽaNO (almost 8 minutes, distributed evenly across all TV channels) and M. Kotleba, the leader of Kotlebovci-LSNS (more than 6 minutes, predominantly in TV JOJ and RTVS). Other leaders who are not members of the ruling coalition and who received at least 2 minutes of airtime in the whole monitored period across all TV channels included B. Kollár, A. Kiska, M. Truban, T. Drucker, R. Sulík and M. Beblavý.

A clear majority of politicians was presented in a neutral tone. The politicians with a more negative media portrayal, i.e. when the ratio of negatively toned information prevails of the positive mainly include A. Danko, L. Sólymos, R. Fico and M. Kotleba – they were treated with a more negative sentiment mainly in TV JOJ (and also in RTVS to a smaller degree). Their portrayal was relatively even in TV Markíza and conversely positive (A. Danko) in TA3. Looking at the group of politicians with substantial airtime in TV news coverage, we can also mention the highly neutral to slightly positive picture that the prime minister Peter Pellegrini had in TV Markíza.

Chart no. 11

The airtime and the prevailing tone for politicians in the news – all TV channels (15 Jan - 3 Feb 2020)



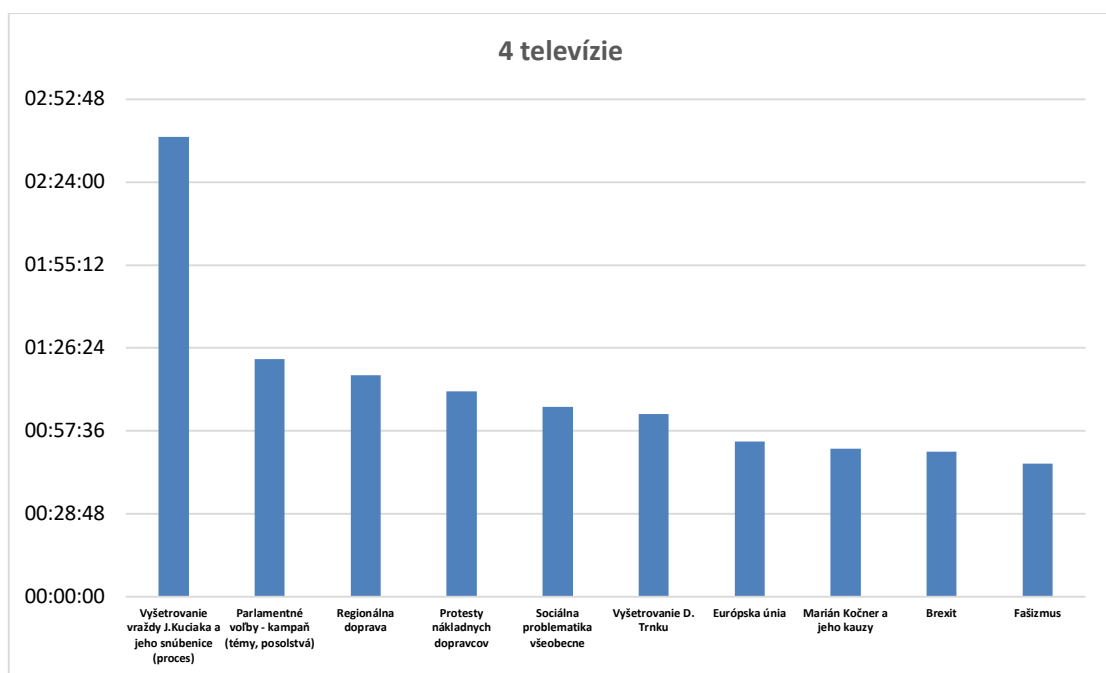
POLITICAL AFFAIRS

When it comes to topics covered in the news, also in this period and similar to the last-year's presidential elections, several other topics with nationwide relevance resonated in the media together with the campaign (for monitoring purposes, the respective affairs are listed in the *Methodology* section) – primarily it was the *process with the individuals indicted with murder of journalist Ján Kuciak and his fiancée Martina Kušnírova*. This affair dominated across all monitored TV channels – almost 160 minutes (13.7%) in total and across all TV channels. TV Markíza dedicated the biggest airtime to this affair (over 50 minutes) while it received the largest share in TV JOJ (21.2%). Conversely, it received the smallest total airtime (24 minutes) and share (9%) in TA3.

Campaign - topics messages was the second most intensively presented topic in total (82 minutes – 7.1%), with *regional transport* coming third, primarily in the shape of the dispute between the leadership of the Banská Bystrica Self-government Region (BBSK) and the local bus transport operator (77 minutes – 6.6%). When it comes to the campaign and its other aspects, these had a substantially smaller airtime – *election polls* came only on the 16th place (2.1%) and *organization, general information* on position 24. (1.0%) among all affairs generally covered in the news.

Chart no. 12

10 TOP stories in news coverage – summary of all TV channels (14 Jan - 3 Feb 2020)



In general, the campaign before the general elections was more markedly presented only in the news of TV Markíza. When comparing the respective channels, it was Markíza which dedicated most airtime to the campaign (in absolute figures, it was almost 70 minutes, approx. 3.5 minutes per day), while it covered 8 different aspects of the campaign, the largest number among all TV channels. Among these aspects, *the campaign – topics, messages* was the most intensively presented one (the third in total news coverage) with more than 31 minutes.

In RTVS, it was 6 election-related affairs (around 40 minutes in total) while TV JOJ and TA3 brought information about 5 affairs related to the campaign (26 and 21 minutes in total). The public RTVS and privately-owned TV JOJ also dedicated the largest portion of their airtime to *the campaign – topics, messages* (19 and 18 minutes) – in TV JOJ this was the second ‘biggest’ topic in their news and in RTVS

it was the third most intensively presented topic. Not only did TA3 dedicate the smallest total airtime to the campaign as such (just like during the presidential elections), but also the campaign's most intensively covered topic (*the campaign – topics, messages*) only came in the 6th place in the TA3's news in terms of dedicated airtime.

DISCUSSION PROGRAMS

Some of the media already started purely election-themed formats (TA3 did so on 8 February² and RTVS started on 10 February³), which will all culminate with debates during the election week. Some other media also organized their own discussion formats (some of them with participation of the public) and debates with the selected candidates – Denník N, Nový čas, Pravda or SME (Radio Expres announced the launch of their election debates on 11 February). We will introduce an in-depth analysis of pre-election debates in our last election-related report which will mainly emphasize voter awareness and passing of information to voters. Also, we will take a detailed look at how the TV channels complied with the provision of the Act on Election Campaign (Act no. 181/2014) and how did the Council for Broadcasting and Retransmission approach the campaign as such.⁴

In this report, we reflect the diversity of standard political debates and discussions in the monitored TV channels (*Na hrane* in TV JOJ, *Na telo* in TV Markíza, *O 5 minút 12* in RTVS and *V politike* in TA3). In the monitored period (in order to achieve higher precision of our data, we also included programs aired in the last weekend before the report was issued), the relevant TV channels aired 42 discussion programs in total.⁵ These included 117 political guests, most of them from the ruling parties SMER-SD (25) and SNS (16). The next most frequently invited party was the opposition member SaS (14) followed by OĽaNO (12). Among the parties that has long oscillated above the 5% parliament eligibility threshold, the extreme right-wing Kotlebovci-ĽSNS (4) had the smallest representation while from the democratic parties it was KDĤ and Za ľudí (both 6 representatives).

² In the *Téma dňa* program (daily at 19:30) the TV channel [plans](#) to organize the total of 66 discussion duels. Based on election polls by the AKO agency, 12 parties were selected (Dobrá voľba, KDĤ, MKO-MKS, Most-Híd, OĽaNO, PS/Spolu, SaS, SME Rodina, SMER-SD, SNS, Vlasť [as a substitute for Kotlebovci-ĽSNS, which cancelled its participation in the discussion duels], Za ľudí). The discussions are held between the TOP 11 candidates on the equal positions in the candidate lists of the respective parties.

³ On the *Jednotka* channel (working days, start at 16:25) and in *Rádio Slovensko* (start at 20:05) RTVS is [planning](#) to hold a series of debates with representatives of all parties.

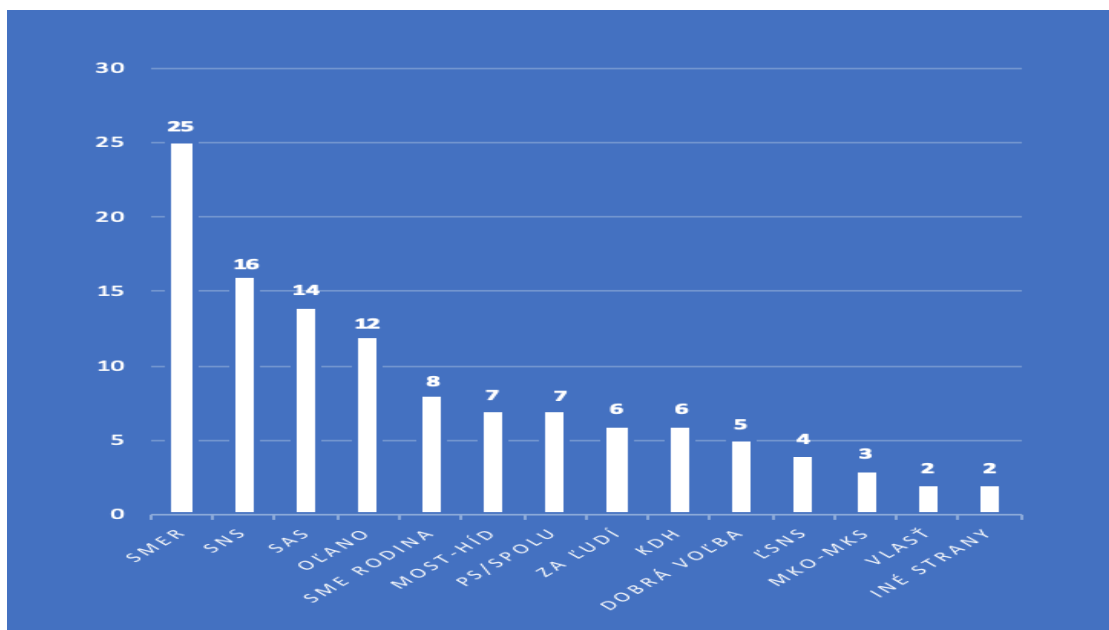
⁴ [Statement](#) of the Council on the general elections from 12 December 2019

⁵ Three programs aired on Sunday 17 November (only TV JOJ airs its program on Thursday), at the occasion of the 30th anniversary of November 1989 had a specific character, so we did not include the guests in the total statistics.

From the perspective of individual politicians, the most frequent guest was the speaker of the parliament, Andrej Danko, who was invited to discussions right from the start of the campaign (we disregard the special invitation he received in November) totaling at 7 appearances (out of which 3 times in TA3), as well as Igor Matovič. One could say that the leaders of the PS/Spolu coalition achieved the same score as they were invited 7 times in total (4 times Michal Truban and 3 times Miroslav Beblavý). Also, prime minister Peter Pellegrini received significant airtime (we disregard the special invitation he received in November) who appeared 6 times in the media since the beginning of the campaign (out of which, 4 times in TA3), just like Boris Kollár and Richard Sulík. It is of interest that there were other party representatives often invited to the discussions, not only the party leaders – Erik Tomáš and Richard Raši from SMER-SD (5 times and 4 times respectively) as well as Martin Klus from SaS (4 times).

Chart no. 13

Representation of the parties in the main political discussions – the summary of TV channels (5 Nov 2019 – 9 Feb 2020)



When it comes to the respective TV channels, TV Markíza and TV JOJ reflected the current weight of the political parties in the line-up of invited guests and their share (from the perspective of public opinion polls). A different situation was observed in TA3, where 40% of guests (22 out of 55) came from the two government parties – SMER-SD and SNS. This is yet another factor pointing out to inclination of this channel to the above parties, which has been observed in the long term.

From the taxpayer's perspective, the list of guests invited by the public nationwide TV channel – RTVS – appears to be even more problematic as SNS was the most frequently

invited party in the period starting with the announcement of the election date (i.e. after 5 Nov) – he was invited 5 times, representing almost one fifth (18.5%) of the total number of guests (from the total of 27).⁶

Criticism of RTVS management, personified by the General Manager, Jaroslav Rezník started upon his appointment in June 2017 and it has been getting stronger ever since. In summer 2018, after 60 journalists had signed the public petition against the working conditions implemented by the new management, the situation escalated and resulted in the total number of 36 respected journalists leaving RTVS (25 from the public TV and 11 from the radio, the most recent case from the end of January 2020 are another two journalists from Rádio Slovensko): all of the resignations had a common denominator – the disagreement to walking the extra mile for, and delivering servile style of journalism pleasing the government parties, in particular SNS. The results of our monitoring (in terms of the discussions as well as the presentation of political event in the news) prove this criticism right.

METHODOLOGY

MEMO 98 has had a long track record of monitoring media presentation of political parties and their representatives during elections in Slovakia as well as internationally, most recently with systematic approach during the campaign ahead of presidential elections 2019.⁷

This report is the second one from the series of analyses of media activity and coverage of the candidates, parties running in the elections and their representatives as well as other political stakeholders in the campaign ahead of the general elections for to the Slovak National Council (Slovak parliament). General elections 2020 were announced on 4 November 2019 by decision of the speaker of the parliament, Andrej Danko, which was published in the Collection of Laws the next day, which was simultaneously the official beginning of the election campaign. This report includes the period of 3 weeks, **starting 14 January and ending 3 February 2020**, three weeks before the campaign end (on 27 February the 48-hour election silence begins).

The report offers analysis of media presentation of the political parties running in the elections as well as selected individual political stakeholders in the four nationwide and most popular, full-format TV channels. The monitored criteria included airtime that the media gave to the parties and other political stakeholders in politically relevant news pieces⁸ as well as the overall tone (positive/neutral/negative) how the parties were presented. The following categories were subject to analysis:

⁶ In November 2019 – February 2020, the voter preferences of SNS oscillated between 6.8 and 5.1% (based on opinion polls by *AKO* and *Focus*).

⁷ During the campaign, on [13 March](#) and [27 March 2019](#) 2 monitoring reports were issued, which simultaneously represented a part of a wider non-governmental [activity](#) in cooperation with GLOBSEC, SSPI and STRATPOL.

⁸ These are news pieces where information on some of the monitored political entities is provided.



POLITICAL PARTIES

Coalitions, parties and movements

The parties running in the election (25) and at the same time, some other parties comprised in some of the candidate coalitions:

- the data representing OĽaNO also included airtime dedicated to Kresťanská únia, NOVA, Zmena zdola;
- the data representing the PS/Spolu coalition also included airtime dedicated to each of the parties individually, i.e. to Progresívne Slovensko and to SPOLU – občianska demokracia;
- the data representing Magyar Közösségi Összefogás - Mad'arská komunitná spolupatričnosť also included airtime dedicated to Strana maďarskej komunity - Magyar Közösség Pártja, Összefogás – Spolupatričnosť and Magyar Fórum - Mad'arské fórum).

Other political players

The monitoring also included the airtime dedicated to the president of the Slovak Republic and the Slovak government. When it comes to the government, the figures also included airtime dedicated to the prime minister, deputy prime ministers, the respective ministries as well as the Government Office.

TOPICS AND AFFAIRS

Besides airtime and the tone of presentation of the respective political parties and stakeholders, our monitoring also follows the topics and themes (26 topics in total)⁹ as well as the so-called affairs, i.e. timely and burning political and social events that resonate in the media during the monitored period (more than 90 specific as well as general affairs in total). In the period before the elections, we also include the topics that are related to the elections (so-called election-related affairs):

- Organization, general information
- Voting from abroad
- The campaign – topics, messages
- Financing of the campaign

⁹ The following areas are included among the monitored topics: the military, transport/infrastructure, economy/business/national economy, emergencies/accidents/natural disasters, charity, justice/judiciary, corruption, crime/security, culture, media, minorities, religion/the church, civil society, the ombudsman, politics, agriculture, social sphere/society, education/science, sports, public administration, elections, international affairs – Slovakia-related and non-related, healthcare, the environment etc.

- Election polls
- Election discussions and debates
- The role and relevance of the media and social networks
- The influence of other non-political entities (the church, unions etc.)
- Non-governmental election campaign activity – in general
- Non-governmental election campaign activity – antifascist, anti-extremist
- Non-governmental election campaign activity – mobilization
- Support by the politicians from abroad
- Foreign activity influencing the elections
- The anti-West card in the campaign (anti-US, anti-EU)
- The pro-Russian card in the campaign.