



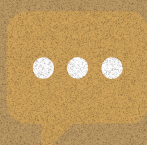
Demokracia në Veprim
Demokratija na Delu
Democracy in Action

MONITORING OF SOCIAL MEDIA DURING THE ELECTION CAMPAIGN

Early Elections for the
Assembly of Kosovo

7 JUNE, 2026

DEMOCRACY IN ACTION



Prepared by: Democracy for Development (D4D), as part of the domestic election observation mission “Democracy in Action”

Copyright ©2026. Democracy for Development (D4D) & Democracy in Action (DiA).

All rights reserved. Except for brief quotations for the purpose of criticism and review, no part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of D4D/DiA.

TABLE OF CONTENTS

KEY FINDINGS

INTRODUCTION

MONITORING METHODOLOGY.....

KEY FINDINGS

General

ATTACKS AGAINST WOMEN CANDIDATES.....

HATE SPEECH ON ONLINE PORTALS

Women candidates and hate speech

Hate speech against candidates for prime minister.....

Hate speech against political parties

Analysis of the most frequently used words in public comments

CONCLUSIONS

RECOMMENDATIONS.....

ANNEX 1: GLOSSARY OF KEY TERMS

4

5

6

7

7

13

14

14

15

16

17

18

19

20

KEY FINDINGS

423 VIOLATIONS

SOCIAL NETWORKS
WHERE THE
HIGHEST NUMBER
OF VIOLATIONS
OCCURRED



Facebook
376



Tik Tok
47

NATURE OF THE REPORTED VIOLATIONS



299
Hate speech



117
Defamatory/deni-
grating language

4

Disinformation

2

Misinformation

1

Meme

TYPE OF CONTENT THROUGH WHICH THE VIOLATIONS WERE POSTED



406
Comment

8

Written
post

7

Video

2

Post and
photo

MOST TARGETED PARTIES



413
Individual candidate

9

Political
party

1

Other

MOST TARGETED CANDIDATES, BY POLITICAL ENTITY

314 VV
37 PSD

25 PDK
22 AAK

20 LDK
1 NDS

4 OTHER

INTRODUCTION

The early elections for the Assembly of Kosovo, held on 7 June 2026, took place during a tense political period marked by continued political clashes, a polarized public debate and intensified digital communication. The election campaign was relatively short, concentrating political activity and the communication of electoral contestants within a limited period, particularly on social media platforms and online media.

In this context, social networks and online media continue to play an increasingly important role in political communication, public information and the shaping of public debate. Digital platforms have become one of the main tools of the election campaign, enabling political parties and candidates to communicate directly with voters. At the same time, they also create space for the spread of hate speech, personal attacks, disinformation and other forms of communication that may undermine the quality of public debate and the integrity of the electoral process.

To assess the quality of online political communication during the election campaign, Democracy for Development (D4D), as a member of the Democracy in Action (DiA) coalition, monitored the activity of political entities, candidates for prime minister and candidates for members of parliament on social networks, as well as public comments and reactions to the content published. The monitoring focused on identifying cases of hate speech, defamatory and denigrating language, disinformation, misinformation and other forms of problematic communication that could negatively affect democratic debate.

The report does not aim to provide a final legal assessment of each identified case. Rather, it seeks to document and analyze patterns of problematic communication in the online space, identifying trends, narratives and forms of expression that may affect the quality of public discourse during the electoral process.

The report's findings show that, among the cases of problematic communication during the campaign, hate speech and defamatory/denigrating language dominated, accounting for almost all identified violations. At the same time, the monitoring identified a high level of personal attacks against individual candidates, as well as a

significant concentration of cases in the final days of the campaign, when online political activity reached its highest intensity.

In addition to monitoring social networks, the report also includes an analysis of hate speech on online portals through the Pikasa platform, offering a broader overview of how public debate develops in the digital space during electoral processes. Particular attention was paid to the impact of hate speech against women candidates, candidates for prime minister and political parties, as well as to the identification of the narratives and terms most frequently used in public comments.



This report aims to contribute to strengthening the integrity of electoral processes, promoting standards of democratic communication and raising awareness of the impact that hate speech and other forms of problematic communication may have on political participation, public debate and citizens' trust in democratic processes.

MONITORING METHODOLOGY

The monitoring of the election campaign in the online environment was conducted through systematic daily observation of the activities of political entities and candidates on digital platforms. The monitoring process included:

- Official pages of political entities, where statements, programmes, electoral promises and political positions are published;
- Official pages of candidates for prime minister, which serve as the main channels for communication with citizens and for the promotion of political platforms;
- Official pages and profiles of candidates for members of parliament, including posts, videos and interactions with the public.

The monitoring covered the social networks Facebook, Instagram and TikTok, which are the main platforms for political communication during the election campaign. The monitoring included 21 political entities and 902 candidates for members of parliament.

The focus of the monitoring was the identification and documentation of content that undermines standards of democratic communication and the integrity of the electoral process. In particular, the monitoring covered:

- The use of hate speech, denigrating language and disparaging content in posts, videos and promotional materials published by political entities and candidates;
- Hate speech, defamatory language and verbal attacks published by third parties, namely social media users, particularly in the comments on posts by candidates and political entities;
- Disinformation and misinformation containing false or manipulative information that may affect public perception and the integrity of the electoral process.

All identified cases were classified according to the type of violation, the platform on which they were published, the author of the content, the targeted party and the gender dimension, in order to analyze the trends and forms of problematic communication during the election campaign.

Use of the Pikasa platform for data analysis

To ensure in-depth and standardized monitoring, the team used the Pikasa platform, an analytical tool that enables the automatic collection and processing of data from social networks. Pikasa helped with:

- Identifying and classifying negative, offensive or inappropriate comments
- Measuring interactions (likes, shares, comments) to understand the spread and impact of political content
- Categorizing violations by type (hate speech, defamation, disinformation, misinformation, etc.)
- Identifying the candidates and parties most targeted during the campaign

Using Pikasa, the monitors analyzed a total of 86,576 items shared on Facebook, including posts by parties and candidates, as well as comments from social media users.

Data collection and analysis process

All collected data were stored and organized in a central database, including:

- Official posts and statements by political parties and candidates
- Comments and reactions from third parties, including hate speech, defamation and disinformation
- The type of violations identified during monitoring
- The platform where the post or comment was made
- The reach and spread of content, based on the number of interactions generated, as an indicator of visibility and online engagement, but not as a direct measure of its actual impact on voters' attitudes or electoral behavior.

After data collection, the monitoring team conducted an in-depth analysis to identify communication patterns, the most targeted entities and the impact of violations on the overall atmosphere of the campaign.

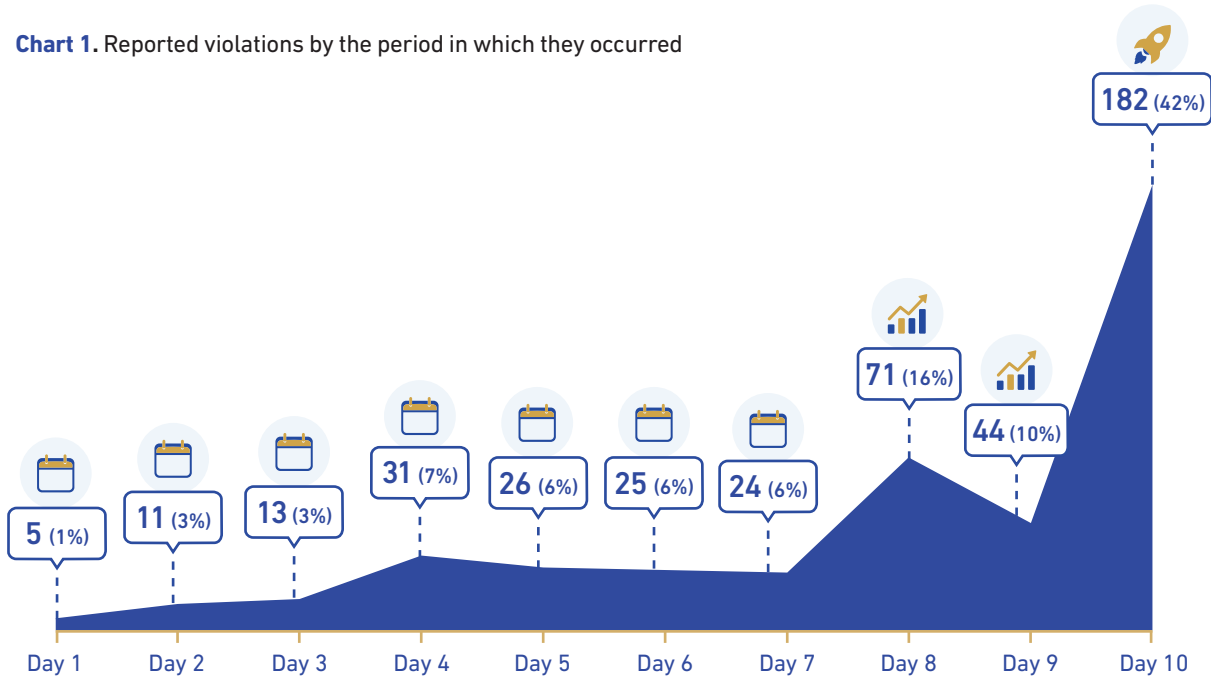
KEY FINDINGS

General

Fushata zgjedhore për zgjedhjet e parakohshme parlamentare në Kosovë u zhvillua nga data 28 maj deri më 5

qershor 2026, duke i paraprirë ditës së votimit të mbajtur më 7 qershor 2026. Monitorimi ka përfshirë 21 subjekte politike me 902 kandidatë.

Chart 1. Reported violations by the period in which they occurred



During the 10-day election campaign for the early elections for the Assembly of Kosovo, a total of 423 violations were identified on social networks. Analysis of their distribution shows that the violations were not evenly spread throughout the campaign, but were clearly concentrated in its closing phase.

In the first days of the campaign, the number of violations was relatively low, accounting for only 1% to 7% of the daily total. This suggests that problematic activity on social networks was more limited at the beginning of the campaign, when political entities were mainly focused on presenting their programmes and electoral activities.

Towards the end of the campaign, there was a notable increase in violations. In the final three days alone, 68% of all violations recorded during the monitoring period were registered. This shows a significant intensification of problematic content at the decisive moments of the -

electoral race, when political parties and their supporters seek to influence undecided voters and mobilize the electorate.

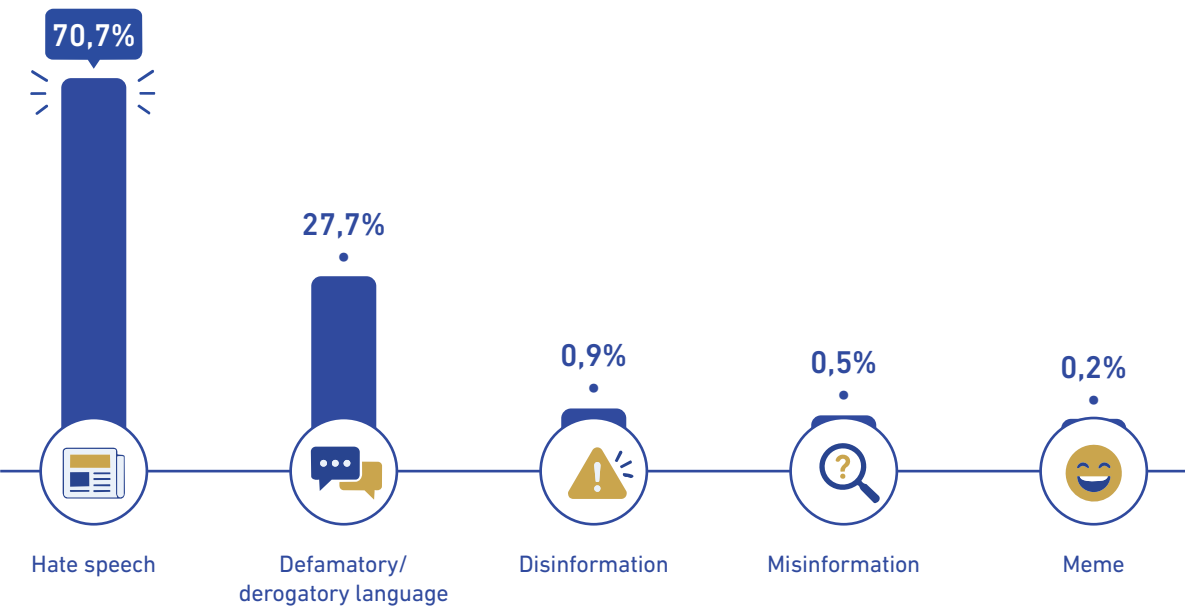
Particularly concerning is the fact that 42% of all violations were recorded on the final day of the campaign. This high concentration suggests that the period immediately before voting presents the greatest risk for the spread of disinformation, hate speech, personal attacks and other forms of communication that undermine the democratic standards of the electoral process.

The data also show that more than half of all violations (58%) were recorded in the final two days of the campaign, indicating that political communication on social networks becomes significantly more aggressive and less controlled as polling day approaches.

These findings highlight the need for responsible institutions, monitoring organizations and social media platforms to strengthen monitoring and response capacities in the closing phase of election campaigns, since this is

precisely when the vast majority of violations occur and when the risk of negative impact on the integrity of the electoral process is highest.

Chart 2. Proportion of reported violations by type of violation



The analysis of the types of violations identified during social media monitoring shows that problematic discourse during the election campaign was almost entirely dominated by forms of communication aimed at denigrating, attacking and inciting divisions against political opponents.

Dominance of hate speech

Hate speech accounted for 70.7% of all identified violations, making it by far the most widespread category compared with all other forms of violations. This high level shows that political communication on social networks was characterized mainly by the use of offensive, stigmatizing and divisive language against certain individuals or groups. The broad spread of this form of communication indicates a high level of political polarization and a tendency to replace debate on programmes and policies with attacks against opponents.

Spread of defamatory and denigrating language

The second most frequent category was defamatory and denigrating language, which accounted for 27.7% of violations. Combined with hate speech, these two categories represented 98.4% of all identified cases. This shows

that the overwhelming majority of violations were related to forms of aggressive and degrading communication against political opponents, creating an online environment characterized by conflict, discrediting and personal attacks.

Minimal presence of disinformation and misinformation

Disinformation accounted for only 0.9% of the identified cases, while misinformation accounted for 0.5%. These relatively low percentages show that the main problem on social networks during this campaign was not the spread of false or manipulative information, but the use of offensive and inflammatory language against political actors and their supporters.

Nevertheless, although the number of cases was small, the potential impact of disinformation remains important, since such content can reach broad audiences and influence voters' perceptions.

Limited use of problematic memes

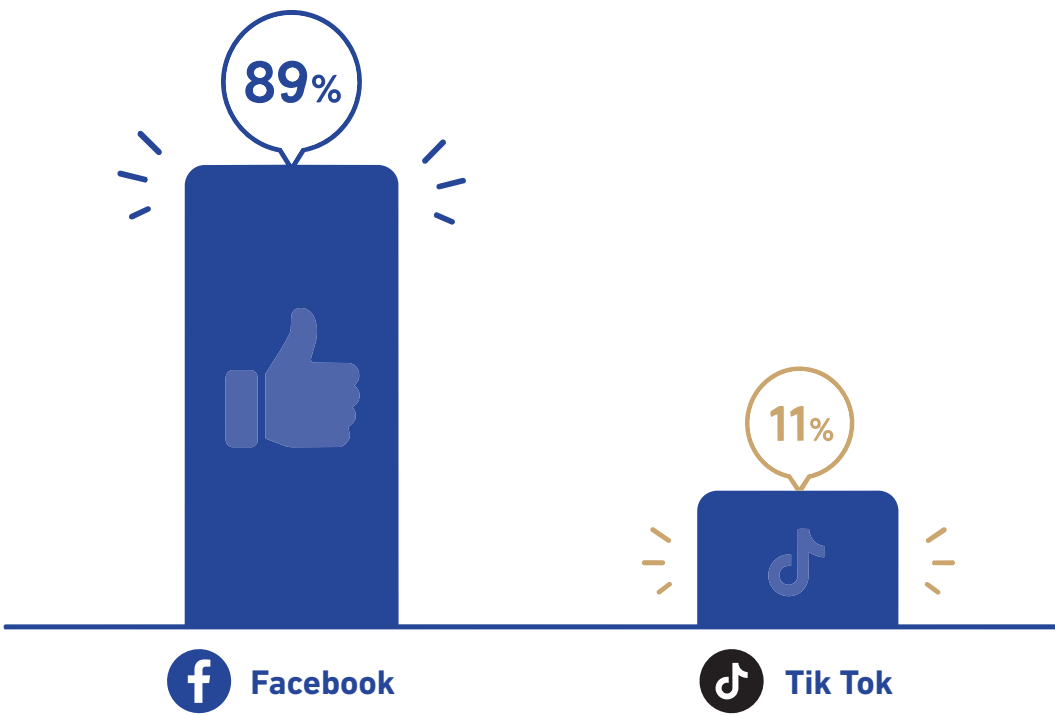
Memes accounted for only 0.2% of the identified cases. This shows that satirical or ironic content of a problematic

nature was not a significant form of problematic communication during this campaign. Unlike trends observed in some international electoral processes, where memes are widely used to discredit opponents, in the case of Kosovo problematic communication appeared mainly through direct statements rather than humorous or satirical content.

on Facebook, while only 11% were recorded on TikTok.

Facebook's dominance is linked to the broader use of this platform by political parties, candidates, activists and their supporters for political communication and election campaigning. The data show that Facebook remains the

Chart 3. Proportion of violations by social network



Conclusion

The structure of violations shows that the main problem of electoral communication on social networks during this campaign was not information manipulation, but the degradation of the quality of public debate through hate speech and defamatory/denigrating language. The fact that these two categories accounted for almost all identified violations shows that online political discourse was dominated by personal attacks and divisive rhetoric, leaving debate on programmes, policies and issues of public interest in the background.

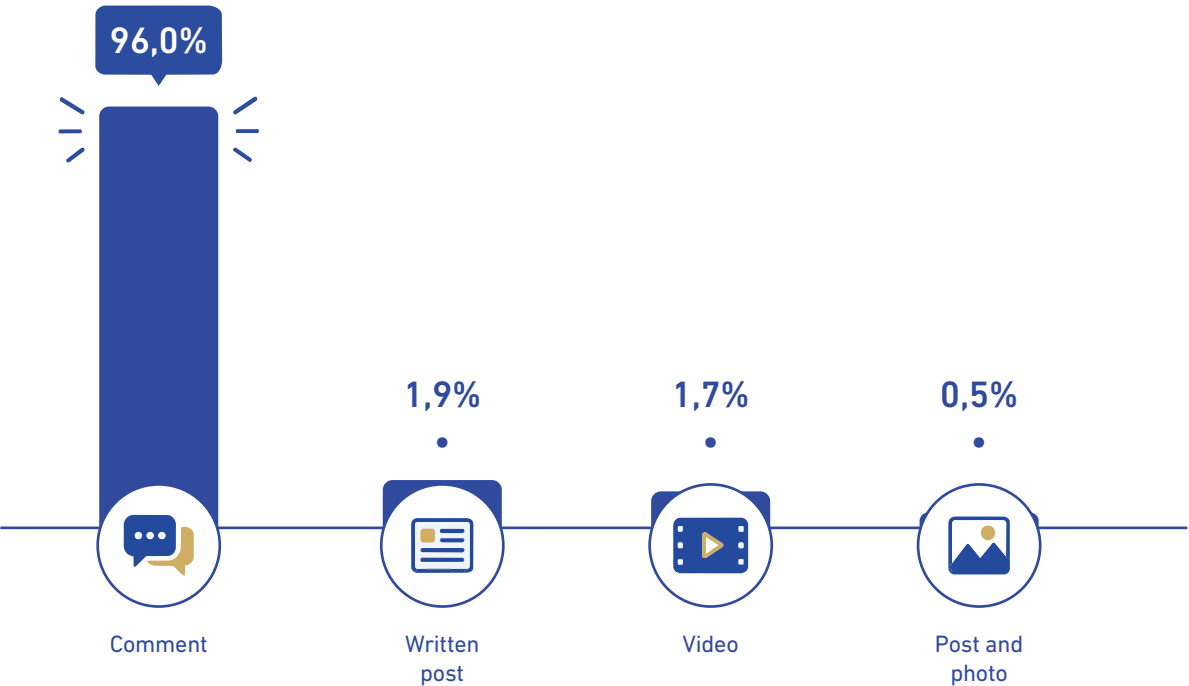
The analysis of the platforms where violations were identified shows that Facebook was the main space where problematic communication took place during the election campaign. Of all identified violations, 89% were recorded

social network with the greatest influence on online political debate in Kosovo, while also being the platform where the overwhelming majority of violations were identified.

Although TikTok carried a significantly smaller share of the identified violations, the presence of cases on this platform also shows the gradual expansion of political communication towards social networks primarily oriented toward younger audiences.

Overall, the distribution of violations by platform shows that monitoring and addressing problematic content should focus primarily on Facebook, where almost all activity contrary to the standards of democratic communication during the election campaign was identified.

Chart 4. Type of content through which violations were posted



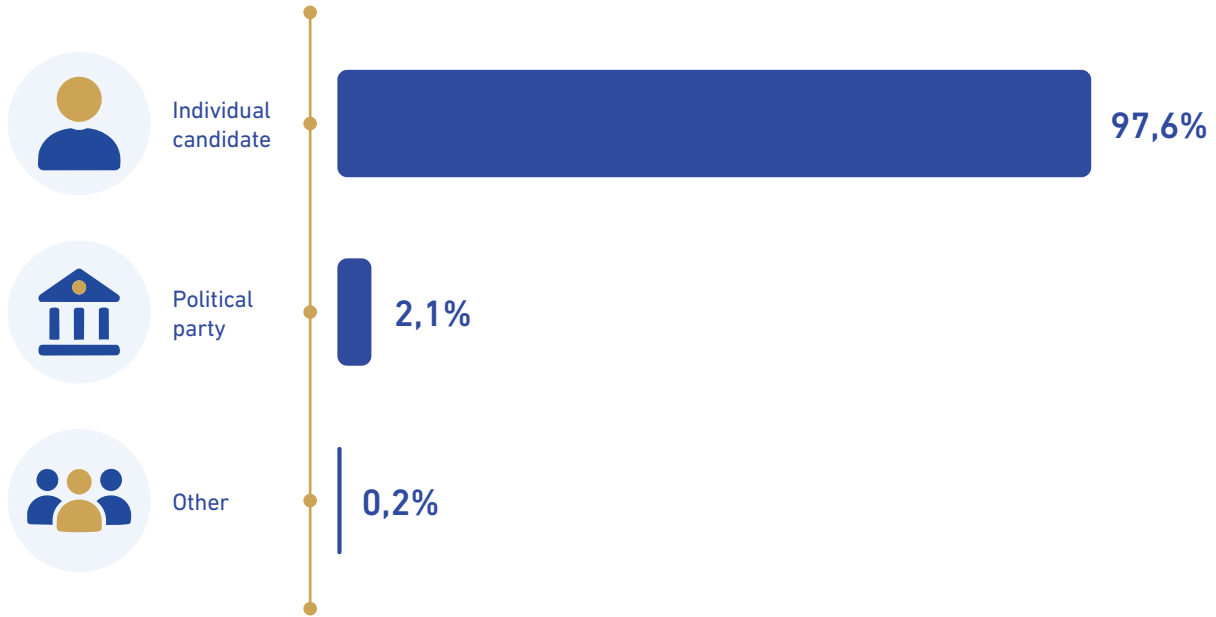
The analysis of the type of content through which violations were published shows that comments were the dominant form of problematic communication during the election campaign, accounting for 96% of all identified cases. This result shows that most violations did not come from the official communication of political entities, but from user interactions in comment sections, where content control and moderation are more limited.

Other forms of publication had a much smaller share. Written posts accounted for 1.9% of cases, while videos accounted for 1.7%. Posts accompanied by photographs represented only 0.5% of the identified violations.

These data highlight that problematic communication during the campaign developed mainly in spaces for discussion and user reaction, more than through content published directly by pages, candidates or political entities. As a result, comments represent one of the main challenges for monitoring and addressing hate speech and other forms of communication that undermine standards of democratic online debate.

However, this does not exempt candidates and political entities from responsibility for the tone and quality of the debate taking place in their digital spaces. Through their manner of communication, the narratives they promote and the moderation practices on their pages, they can influence the creation or reinforcement of a more polarized communication environment. The absence of reaction, lack of moderation or failure to remove problematic comments may contribute to the normalization of hate speech, personal attacks and other unacceptable forms of online communication.

Chart 5. Most targeted parties



The analysis of the parties targeted by content constituting violations shows that individual candidates were the main targets of attacks and problematic communication during the election campaign. Of all identified cases, 97.6% targeted individual candidates, while only 2.1% were directed at political parties and 0.2% at other categories.

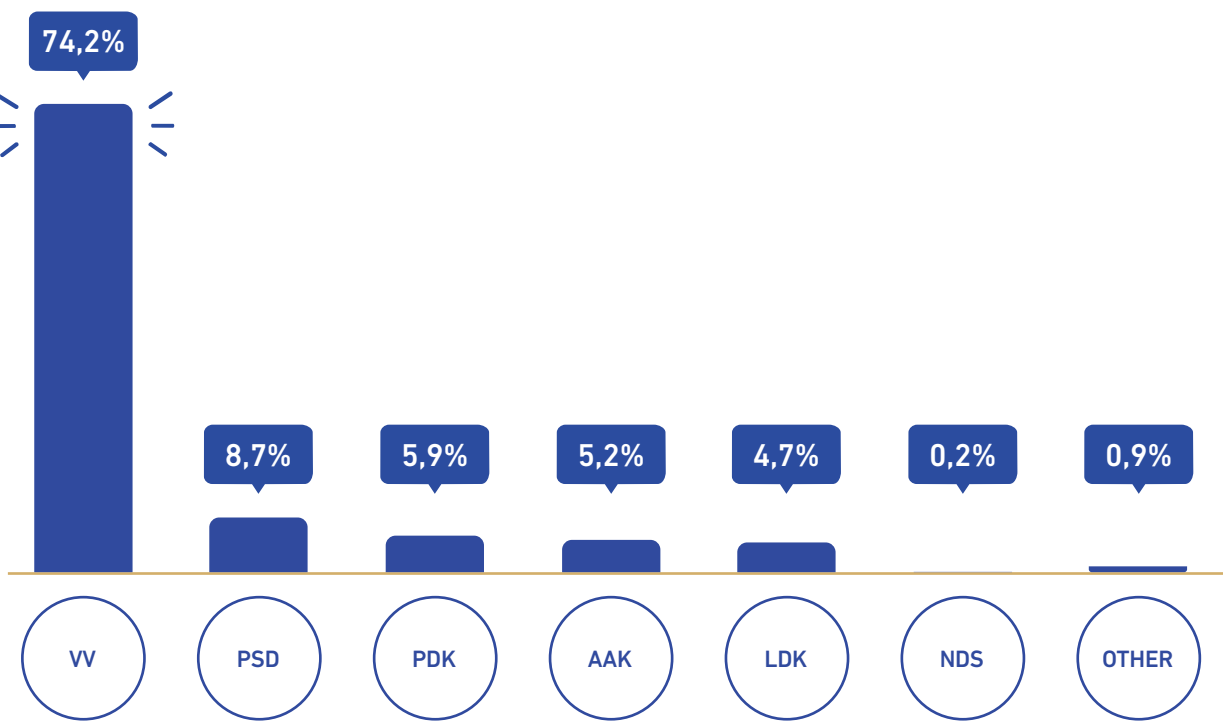
This dominance of attacks against individuals shows that online debate during the campaign was focused mainly on

the personalization of the electoral race, with attention directed at political figures rather than at the programmes or entities they represent. Such an approach contributes to an increase in personal attacks, offensive language and denigrating content, shifting attention away from discussion of public policies and programme-related issues.

The very low percentage of cases directed at political parties shows that negative communication on social networks was oriented almost entirely toward individuals, reflecting a strong tendency toward personalization of political debate in the online space during this election campaign.



Chart 6. Most targeted political parties



The analysis of the targeted political parties shows that the Vetëvendosje Movement (LVV) was the main target of content constituting violations, accounting for 74.2% of the identified cases. This percentage is significantly higher than that of any other party and may be linked to its position as the largest political force and the main contender in the electoral race, which made it more exposed to criticism, attacks and negative communication on social networks.

After LVV, the most targeted parties were PSD with 8.7%, PDK with 5.9%, AAK with 5.2% and LDK with 4.7% of cases. The large difference between LVV and the other parties shows that problematic communication was concentrated mainly against a single political entity.

This distribution reflects a high level of political polarization on social networks, where most attacks and problematic content were directed at the party that dominated the political scene and the electoral race. At the same time, the fact that other parties were also targeted by violations shows that negative communication affected almost the entire political spectrum, although on a much smaller scale.

ATTACKS AGAINST WOMEN CANDIDATES



The analysis of cases targeting women candidates shows that women were the target of



on social networks, representing a considerable share of the problematic content identified during the election campaign. This high level of attacks against women shows that women participating in political and public life continue to face disproportionate exposure to offensive, denigrating language and other forms of online violence.



55.6%

Third parties



44.4%

Political party candidates

As for the authors of these attacks, 55.6% of cases were carried out by third parties, while 44.4% were carried out by candidates of political parties. This distribution shows that attacks against women do not stem only from political actors, but to an even greater extent from supporters, activists or other social media users who do not officially represent political entities.



The data highlight that online violence and attacks against women remain a serious challenge to equal participation in politics. The fact that more than half of the attacks come from third parties shows that addressing this phenomenon requires not only greater responsibility from political entities, but also more effective mechanisms for monitoring and moderating problematic content on social networks.

HATE SPEECH ON ONLINE PORTALS

The monitoring of 152 Albanian- and Serbian-language portals through the Pikasa platform during the period 28 May - 5 June 2026 identified a considerable level of hate speech in online spaces. Of more than 334,570 comments analyzed, 22,091 comments were identified as content containing hate speech, representing 7% of the total.

The level of 7% shows that hate speech is not a marginal phenomenon in online discussions related to the elections, but is present in a considerable part of public debate. Given the high volume of comments, the number of identified cases shows that online platforms continue to serve as spaces where political polarization, verbal attacks and other forms of divisive communication often manifest themselves.

Women candidates and hate speech

The data show that women candidates were particularly exposed to hate speech during the election campaign. Of 39,866 analyzed comments related to women candidates, 3,062 were identified as comments containing hate speech, or 8% of the total.

The fact that the share of hate speech against women candidates is higher than the overall average identified on online portals (8% compared with 7%) shows that women in politics face a higher level of negative and denigrating communication. This reflects the additional challenges women face in public and political life, where they often become targets of personal attacks that go beyond political or programme-related debate.

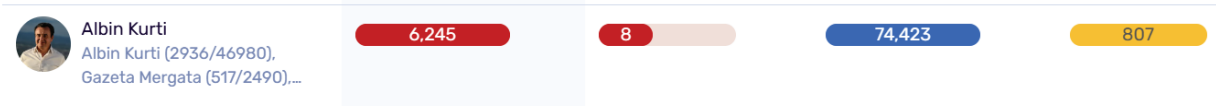
Among the most targeted women were Doarsa Kica-Xhelili, Fitore Pacolli-Dalipi, Arbëreshë Kryeziu-Hyseni and Ganimete Musliu, who recorded the highest shares of comments containing hate speech, ranging from 9% to 15% of the comments analyzed for each of them individually. These levels are significantly above the overall monitoring average and show that the most politically exposed figures are also more vulnerable to verbal attacks in the online space.

Overall, the findings confirm that hate speech remains a serious challenge to the quality of public debate and that women candidates continue to face disproportionate forms of online attacks. Such attacks may have a discouraging effect on women's participation in political life and may represent a potential obstacle to their equal representation in democratic processes.

Candidates	Hate speech comments	Hate speech %	Comments	Posts
 Doarsa R. Kica Doarsa Kica Xhelili (673/7185), Xhevdet Pozhari (59/301),...	866	9	9,358	37
 Fitore Pacolli - Dalipi Fitore Pacolli (610/3928), Gazeta Mergata (31/127), Qytet...	715	15	4,889	110
 Arbëreshë Kryeziu - Hyseni Arbëreshë Kryeziu Hyseni (293/2355), Hajrulla Çeku...	296	12	2,434	55
 Ganimete Musliu Ganimete Musliu (173/2122), NjeLajm.com (60/124)	233	10	2,245	45

Hate speech against candidates for prime minister

The analysis of comments on online portals shows considerable differences in the level of hate speech directed at candidates for prime minister during the election campaign.

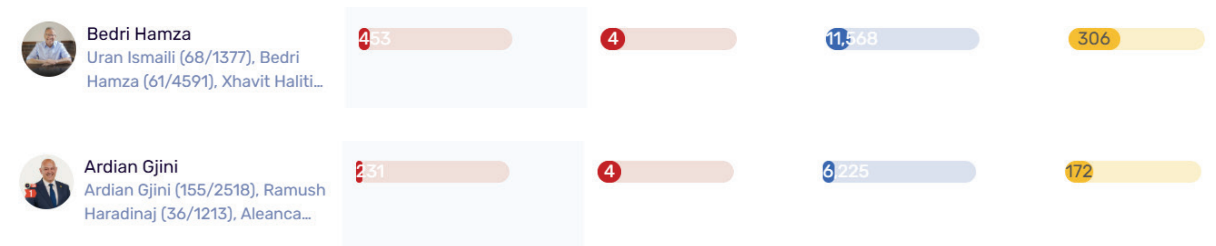


Albin Kurti was the most exposed candidate both in the number of articles and in the volume of comments. He was mentioned in 804 articles, where more than 74 thousand comments were recorded, 8% of which contained hate speech. In addition to the relatively high percentage, he also recorded the largest absolute number of comments containing hate speech, which is linked to his significantly greater exposure in public and media debates during the campaign.

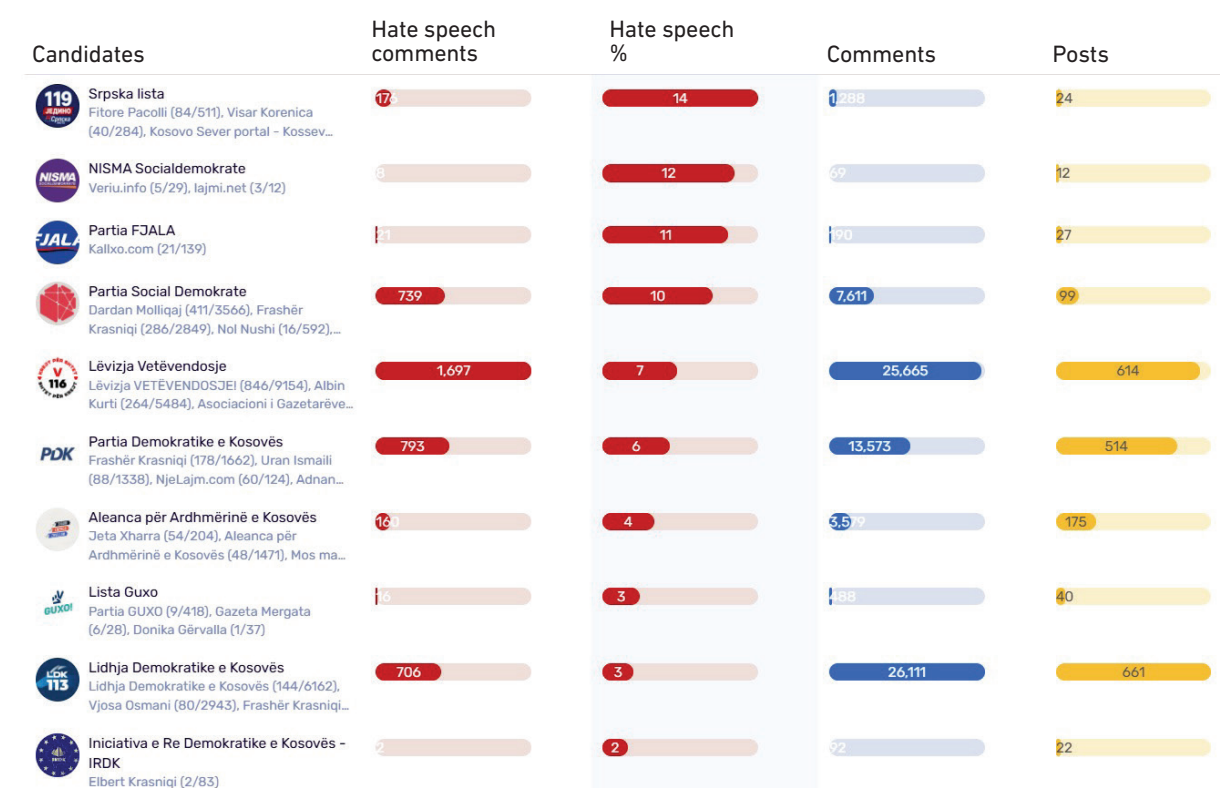
Lumir Abdixhiku recorded the second-highest level of hate speech, with 7% of comments identified as problematic. Although the overall volume of comments was significantly lower compared with other candidates, the high percentage shows that discussions about him were relatively more polarized.

By contrast, Bedri Hamza and Ardian Gjini recorded relatively lower levels of hate speech, with 4% of comments classified as such for each. These percentages are significantly below the levels identified for Albin Kurti and Lumir Abdixhiku, suggesting a lower intensity of hateful communication in content related to these candidates.

Overall, the data show that candidates with the greatest public and media exposure were more likely to face higher levels of hate speech. The fact that the share of comments containing hate speech ranged from 4% to 8% also shows that negative communication was present against all main candidates, though with varying intensity. This reflects the high level of political polarization in online discussions during the election campaign.



Hate speech against political parties



The analysis of comments on online portals shows that the number of comments containing hate speech against political parties varied significantly from one entity to another. The ranking of the most exposed parties was based on the absolute number of comments identified as containing hate speech, since percentages may appear higher for entities with a lower overall volume of comments.

The percentage of comments containing hate speech remains a complementary indicator for assessing the proportional intensity of hateful communication against each political entity. In this regard, the Serb List (14%), NISMA Social Democratic Initiative (12%), the FJALA Party (11%) and the Social Democratic Party (10%) had the highest percentages of comments containing hate speech. However, these results should be interpreted by taking into account the overall volume of comments for each party.

Among the main parliamentary parties, the Vetëvendosje Movement recorded the highest level of hate speech at 7%, followed by PDK with 6%, AAK with 4% and LDK with 3%. Although their percentages are lower compared with

some smaller entities, these parties generated the largest number of comments and consequently the largest absolute number of hate speech cases.

In particular, the Vetëvendosje Movement recorded the largest number of comments containing hate speech, followed by PDK, PSD and LDK. This is linked to the greater public and media exposure of these parties during the election campaign, as well as to the high level of political polarization that characterizes the online debate around them.

Overall, the data show that hate speech affected the entire political spectrum, but with different levels of intensity. While smaller parties recorded higher percentages of problematic comments, the larger parties were the target of the largest number of cases because of the higher level of public attention and engagement with content related to them. This reflects the high level of political polarization and antagonism in online discussions during the election campaign.

Analysis of the most frequently used words in public comments



The analysis of the most frequently used words in public comments shows that online discourse during the election campaign was characterized by frequent use of insulting, denigrating and stigmatizing language. The frequent presence of these terms shows that a significant part of online political debate took place through personal attacks and negative labeling of candidates, leaving discussion of programmes, policies and issues of public interest in the background. In particular, the use of words such as “traitor”, “criminal” and “illiterate” reflects a tendency to delegitimize political actors through accusations and personal discrediting.

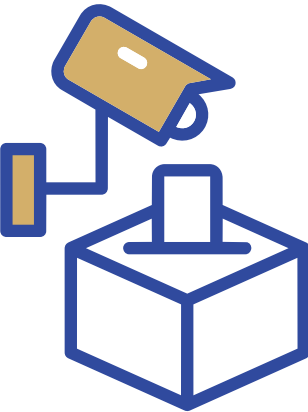
The identification of terms with vulgar and derogatory content also indicates a low level of debate culture in online spaces and a high degree of political polarization. This language not only undermines standards of democratic communication, but also contributes to the creation of a hostile and divisive environment for participants in political and public life.

Overall, the analysis of the most frequently used words confirms the monitoring findings that hate speech and denigrating communication were among the dominant forms of interaction in public comments during the election campaign.

CONCLUSIONS

The monitoring of the election campaign for the early elections for the Assembly of Kosovo held on 7 June 2026 shows that social networks and online media continued to play a central role in political communication and public debate during the election period. However, the monitoring findings show that the digital space was also accompanied by a considerable level of problematic communication, which in many cases undermined standards of democratic debate.

The analysis of the identified cases shows that hate speech and defamatory/denigrating language dominated almost the entire spectrum of identified violations. This demonstrates that online political communication during the campaign was largely characterized by personal attacks, negative labeling and divisive rhetoric, while debate on programmes, public policies and issues of interest to citizens remained in the background.



Monitoring of the election campaign for the early elections for the Assembly of Kosovo held on June 7, 2026 shows that social networks and online media continued to play a central role in political communication and public debates during the election period.

The report also identifies a pronounced personalization of attacks, since almost all violations targeted individual candidates rather than political entities. This shows that the electoral race in the online space developed mainly through attacks against political figures, fueling polarization and antagonism among supporters of different political entities.

Another important finding is the concentration of violations in the closing phase of the campaign. The sharp increase in cases in the final days shows that online communication becomes more aggressive and less controlled as polling day approaches. This period presents the greatest risk for the spread of content that may negatively affect the quality of public debate and the integrity of the electoral process.

The monitoring of online portals confirms that hate speech remains present in a considerable share of public comments. The high level of hate speech against women candidates is particularly concerning, as they faced a higher level of attacks compared with the overall monitoring average. This shows that women in politics continue to face additional barriers to their participation in public and political life.

Overall, the findings of this report show that the main challenge of online electoral communication in Kosovo is not disinformation, but the normalization of hate speech, insults and denigrating communication. Improving the quality of public debate requires greater engagement by political entities, responsible institutions, media, digital platforms and social media users themselves to promote a culture of communication based on respect, argumentation and democratic competition.

RECOMMENDATIONS

Based on the monitoring findings, particularly the dominance of problematic comments, the concentration of cases at the end of the campaign and the higher exposure of women candidates to hate speech, the following measures are recommended:



For political entities and candidates

- Adopt and implement internal rules for ethical online communication, prohibiting hate speech, personal attacks and denigrating language by candidates, activists and their representatives.
- Strengthen moderation of official pages and profiles, including the removal or reporting of comments containing hate speech, threats, gender-based attacks or other problematic content.
- Respond publicly to gender-based attacks and avoid narratives that may incite polarization, stigmatization or hostility toward political opponents.
- Appoint responsible persons to monitor online communication, with increased attention during the final days of the campaign.



For media and online portals

- Implement clear and accessible comment moderation policies, defining the categories of content that are not allowed and the procedures for removing them.
- Invest in combining automatic filters with human moderation, particularly for content containing hate speech, gender-based attacks and repeated insults.
- Avoid headlines, wording or editorial practices that may incite polarization and increase engagement through conflict.



For election management bodies and responsible institutions

- Establish coordination mechanisms with media, digital platforms, monitoring organizations and competent institutions for faster responses to problematic content.
- Intensify public monitoring and informational communication in the final days of the campaign, when the risk of the spread of problematic communication is highest.
- Develop guidelines for preventing and addressing online attacks against women candidates and other vulnerable groups.



For monitors and civil society organizations

- Continue systematic monitoring of online communication throughout the electoral cycle, with increased capacities in the period before polling day.
- Publish periodic findings in an accessible manner so that problematic cases and trends can be addressed in a timely manner.
- Develop media and digital literacy programmes, focusing on the recognition of hate speech, disinformation and online gender-based attacks.
- Provide support to candidates and targeted groups, including guidance on reporting, documenting and responding to attacks in the digital space.

ANNEX 1:

GLOSSARY OF KEY TERMS

Hate speech	Abusive or threatening speech or writing that expresses categorical prejudice against a particular group, especially on the basis of race, gender, religion or sexual orientation.
Disinformation	False information deliberately and often covertly spread, such as by starting rumours, with the aim of influencing public opinion or obscuring the truth.
Misinformation	The spread of incorrect or false information, regardless of whether it is done intentionally or unintentionally.
Out-of-context information	When a piece of information or a statement is interpreted, used or presented in a way that does not reflect its full or accurate meaning in the original context. This may happen intentionally or unintentionally and often leads to misunderstandings or misinterpretations.
Defamatory/denigrating language	Any type of language, whether written or spoken, intended to diminish, damage the reputation of, or denigrate a person, group or institution.
Meme	A funny or interesting photo, video, etc. that spreads widely on the internet

Supported by:

