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Detector Media

NGO

All actors • Ukraine

Name of the organization/initiative and year of foundation

[“Detector Media”](#) was founded in January 2004 (until April 2016 it was called NGO “Telecritics”).

Mission

Detector Media is an analytical center and media platform that contributes to developing democratic, free, and professional media in Ukraine and the world, promoting media consumers’ critical thinking and awareness.

Actions and projects in the context of armed conflict

The organization’s core activity is to inform readers about the most important events in Ukrainian and international media space in the context of political and social processes; assistance in improving the quality of the content of the media in Ukraine (including news); increasing citizens’

media literacy.

In the area of countering propaganda, Detector Media has developed the Index of Kremlin's Information Influence, which evaluates the level of influence of Russian propaganda on Ukrainian media and monitors messages of the Kremlin propaganda in the Russian and Ukrainian media. In 2018, Detector Media experts drafted a Concept of Propaganda Monitoring to be used by their partners from Belarus. The well-known Ukrainian media expert Igor Kulyas has also published a brochure "How to recognize propaganda in the media".

Detector Media monitors the communication policy of the Ukrainian authorities concerning the war in Donbas. Detector Media's representatives join the working and expert groups, advisory bodies involved in countering propaganda and publish books that summarize the experience of analyzing and countering propaganda from the previous two decades.

The following analytical reports were prepared during the Russian-Ukrainian war: "The Index of Kremlin's Information Influence"; "Information consumption, needs and views of the residents of eastern Ukraine", "Countering Russian information aggression: joint efforts to protect democracy, 2015", "Public attitudes towards the media, propaganda and media reform during the conflict, 2015", "How Russian propaganda affects public opinion in Ukraine, 2017", "Effectiveness of state policy in the field of information security, 2018", "Sources of information, media literacy and Russian propaganda, 2019", "How the preferences and interests of Ukrainians towards the media have changed after the 2019 elections and the beginning of the COVID pandemic, 2020 (research)," Assessment of the media needs of Donetsk and Lugansk regions, controlled territory, 2017 "(special report)," Activities of public authorities in the field of information policy and media regulation "(regular report). Detector Media experts participated in developing laws on excluding Russian programs from the European product quota and quotas for songs and radio broadcasting in the Ukrainian language.

On a daily basis, Detector Media debunks fakes of Ukrainian and foreign media and analyze journalistic mistakes and deliberate manipulations.