**Table 1. Important characteristics of news outlets**

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| --- | --- | --- | --- | --- |
| Media (with a link to the main page) | Number of clickbait + dishonest headlines // Total number | Percentage of clickbait + dishonest headlines, % | Reliability (based on links) links/K | Average length, symbols |
| Vzglyad (https://vz.ru/) | 38+7 // 100 | 38+7 | 162, 592 | 4112.05 |
| Ridus (https://www.ridus.ru/) | 43+5 //125 | 34 + 4 | 120, 373 | 1711.62 |
| Lenta.ru (https://lenta.ru/) | 67 + 4 // 198 | 34 + 2 | 77, 243 | 2062.62 |
| Mir Novostey  (https://mirnov.ru/) | 31 + 2 // 102 | 30 + 2 | 1 | 1212.78 |
| Vesti.ru (https://www.vesti.ru/) | 17+2 // 100 | 17 + 2 | 116, 101 | 1279.26 |
| Life.ru (https://life.ru/) | 16+1 // 101 | 16 + 1 | 39, 304 | 1366.36 |
| ProVladimir (https://provladimir.ru/) | 12 +4 // 100 | 152+ 4 | 0.268 | 1670.93 |
| Kommersant (https://www.kommersant.ru/) | 13 +0 // 100 | 13 + 0 | 542,795 | 4882.55 |
| RBC (https://www.rbc.ru/) | 12 + 1// 1001 | 12 + 1 | 153,104 | 3058.35 |
| Novaya Gazeta (https://www.novayagazeta.ru/) | 8+4 // 101 | 8+4 | 311,082 | 4026.84 |

To calculate reliability indices of news outlets, we implement the metrics and the statistics provided by alexa.com/siteinfo/, one of the two major platforms for Internet-marketing and traffic analysis. Alexa estimates reliability of news sites based on the total number of sites that contain at least one link to the news outlet in question. As a rule, bona fide sites get more mentions.

However, since the number of links depends not only on the outlet’s reliability, but also on the number of its visitors (i.e. more popular sites get quoted more often), this creates a “reliability bias” for more prominent sites, whereas the more obscure sites are automatically judged less reliable. Therefore, in order to be used as reliability index, the links number needs to be adjusted for the site’s prominence. In order to calculate the unbiased index we divided the number of links by the number of visitors (measured in thousands). It is shown in the column Reliability (based on links) in Table 1, where we also provide the metric Average length of the article, calculated per 200 random articles from each newspaper.