**Table 2. Other important characteristics of news outlets, adjusted**

|  |  |  |  |
| --- | --- | --- | --- |
| Media (with a link to the main page) | Percentage of misleading + dishonest headlines, % | Reliability (based on links) links/K | Average length, symbols |
| Vzglyad (https://vz.ru/) | 43+4 | 162, 592 | 4112.05 |
| Lenta.ru (https://lenta.ru/) | 40 + 1 | 77, 243 | 2062.62 |
| Ridus (https://www.ridus.ru/) | 31 + 4 | 120, 373 | 1711.62 |
| Mir Novostey  (https://mirnov.ru/) | 30 + 2 | 1 | 1212.78 |
| Life.ru (https://life.ru/) | 16 + 3 | 39, 304 | 1366.36 |
| Vesti.ru (https://www.vesti.ru/) | 16 + 3 | 116, 101 | 1279.26 |
| ProVladimir (https://provladimir.ru/) | 15 + 3 | 0.268 | 1670.93 |
| Kommersant (https://www.kommersant.ru/) | 15 + 0 | 542,795 | 4882.55 |
| RBC (https://www.rbc.ru/) | 13 + 1 | 153,104 | 3058.35 |
| Novaya Gazeta (https://www.novayagazeta.ru/) | 11+3 | 311,082 | 4026.84 |

Since some of the parameters from Alexa are quite indirect and interrelated, they cannot be used as raw data. For example, the number of links to the Web on other resources site is considered as a reflection of the site reliability. However, the parameter depends not only on the outlet’s reliability, but also on the number of its visitors. In other words, 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 3, where we also provide the metric Average length of the article, calculated per 200 random articles from each newspaper.