**Table 2. Important characteristics of the news sources based on expert judgment**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Media (with a link to the main page) | Percentage of misleading + dishonest headlines, % | Target audience’s age | Target audience’s level of education | Political views | Portrayal of the government | Reliability (according to experts) | Familiarity index |
| Vzglyad https://vz.ru/ | 43+4 | 0.57 | 0 | -1 | -0.86 | 5.71 | 35 |
| Lenta.ru https://lenta.ru/ | 40 + 1 | -0.08 | 0.08 | 0.83 | 0.41 | 7.25 | 60 |
| Ridus  https://www.ridus.ru/ | 31 + 4 | -0.2 | 0 | -0.33 | -0.33 | 5.88 | 41 |
| Mir Novostey  https://mirnov.ru/ | 30 + 2 | 0.29 | -1 | -1 | -0.15 | 3.83 | 34 |
| Life.ru https://life.ru/ | 16 + 3 | 0 | -0.83 | -0.75 | -0.66 | 4.08 | 60 |
| Vesti.ru https://www.vesti.ru/ | 16 + 3 | 0.08 | -0.41 | -0.91 | -1 | 5.83 | 60 |
| Kommersant https://www.kommersant.ru/ | 15 + 0 | 0 | 0.58 | 1 | 0.75 | 8.81 | 60 |
| RBC https://www.rbc.ru/ | 13 + 1 | 0 | 1 | 0.66 | 0.75 | 9.41 | 60 |
| Novaya Gazeta https://www.novayagazeta.ru/ | 11+3 | -0.1 | 0.6 | 1 | 1 | 9 | 55 |

We also assessed outlet reliability as well as their political orientation and target audience via expert judgment. Our expert pool included 12 journalists from a variety of media, reflecting a range of political orientations and based in different geographical locations. The participants were asked to rate each familiar outlet according to the following criteria: portrayal of the government (pro-government, oppositional, neutral), political orientation (conservative, liberal. neutral), reliability (rate from 1 to 10), age of the target audience (young people, elderly people, any age), educational level of the target audience (well-educated, without a high level of education, no preference). The full questionnaire for the experts is presented in Appendix C. The results of this assessment, as well as the ranking of our news sources according to the percentage of misleading/dishonest headlines are in Table 4 (the table reflects the mean values for each question).

In order to convert textual answers into quantitative, we assigned numerical values to each potential answer. The option “neutral/no preference” is 0, the options on one end of each spectrum are “-1” (for young people, for less educated people, conservative, pro-government), the options on the other end of the spectrum are “1” (for elderly people, for educated people, liberal, oppositional). Then we calculated mean values for each answers and “converted” them back into text for easier readability. “Extremes”, such as -1 or 1, have their original names: liberal, conservative, etc. The values between 0.4 and 0.6 are marked with the label “moderately” -- “moderately liberal’, ‘for moderately young audience”, etc. The values more than 0.1 and less than 0.4 are marked with the label “slightly” -- ‘slightly liberal’, ‘for slightly older audience’. Finally, the values less than one and more than 0.6 are marked with “rather”: ‘rather conservative’, ‘rather old’. The value between 0 and 0.1 is marked ‘neutral’. All the corresponding numbers are also provided. Reliability was originally measured as a spectrum from 1 to 10, and we provide the mean value for each answer.