**Table 5. Distribution of headline types vs. important characteristics of news outlets**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Media (with a link to the main page) | Percentage of misleading + dishonest headlines, % | Global Engagement index (place in a ranking) | Number of visitors for past 6 months | Daily Pageviews per Visitor | Daily Time on Site, min | Bounce rate ,% | Total sites linking-in |
| Vzglyad (https://vz.ru/) | 43+4 | 1,823 | 27.32M | 3.01 | 5:26 | 58.2% | 4,422 |
| Lenta.ru (https://lenta.ru/) | 40 + 1 | 418 | 154.02M | 2.76 | 3:35 | 66.6 | 11,897 |
| Ridus (https://www.ridus.ru/) | 31 + 4 | 7,943 | 13.94M | 1.28 | 2:40 | 89.0% | 1,678 |
| Mir Novostey  (https://mirnov.ru/) | 30 + 2 | 58,098 | 715.81K | 1.1 | 2:35 | 93.6% | 738 |
| Life.ru (https://life.ru/) | 16 + 3 | 2,106 | 27.02M | 1.68 | 2:51 | 81.2% | 1,062 |
| Vesti.ru (https://www.vesti.ru/) | 16 + 3 | 700 | 89.93M | 1.42 | 2:48 | 79.8% | 10,441 |
| ProVladimir (https://provladimir.ru/) | 15 + 3 | 275,610 | 440.06K | 1.4 | 2:22 | 77.0% | 118 |
| Kommersant (https://www.kommersant.ru/) | 15 + 0 | 2,421 | 23.11M | 1.55 | 2:41 | 83.5% | 12,544 |
| RBC (https://www.rbc.ru/) | 13 + 1 | 639 | 93.57M | 1.73 | 2:55 | 77.5% | 14,326 |
| Novaya Gazeta (https://www.novayagazeta.ru/) | 11+3 | 5,051 | 15.43M | 1.37 | 2:49 | 87.6% | 4,800 |

Our data on the political orientation, reliability and target audience of the news outlets come from different sources. To assess popularity, we implement the metrics and the statistics provided by the two major platforms for Internet-marketing and traffic analysis[[1]](#footnote-1): alexa.com/siteinfo/ and SimilarWeb[[2]](#footnote-2). All the relevant characteristics of these news sources, as well as the ranking of our news sources according to the percentage of misleading/dishonest headlines are in Table 2. The table is sorted by the percentage of misleading and dishonest headlines on the site of the news source. All the characteristics are explained below. They are based on estimated traffic from all over the world and use data normalization to correct for biases. The characteristics were true as of September 2019.

Global Engagement Index (GEI) is calculated using Alexa’s proprietary methodology that combines a site's estimated traffic and visitor engagement over the past three months and serves as the primary way for many advertisers to learn the popularity and significance of Web sites in a given market. Bounce rate is the percentage of the visitors that open only one page. It indirectly reflects the ability of the site to retain the visitors’ interest: the higher its value, the lower the site’s efficiency. Total sites linking-in is the total number of sites that contain links to the news outlet in question at least once. It is an indirect way of measuring the site’s reliability and popularity: bona fide sites, as a rule, get more mentions.

1. We thank *Reporters sans frontières* for the suggestion to consult these sites. [↑](#footnote-ref-1)
2. The number of visitors comes from SimilarWeb, the rest of the characteristics from Alexa. [↑](#footnote-ref-2)