



THE ROLE OF OBSERVERS IN MONITORING OF ONLINE CAMPAIGNS



CHESNO

MONEY IN POLITICS



— Advocacy on party reporting restoration

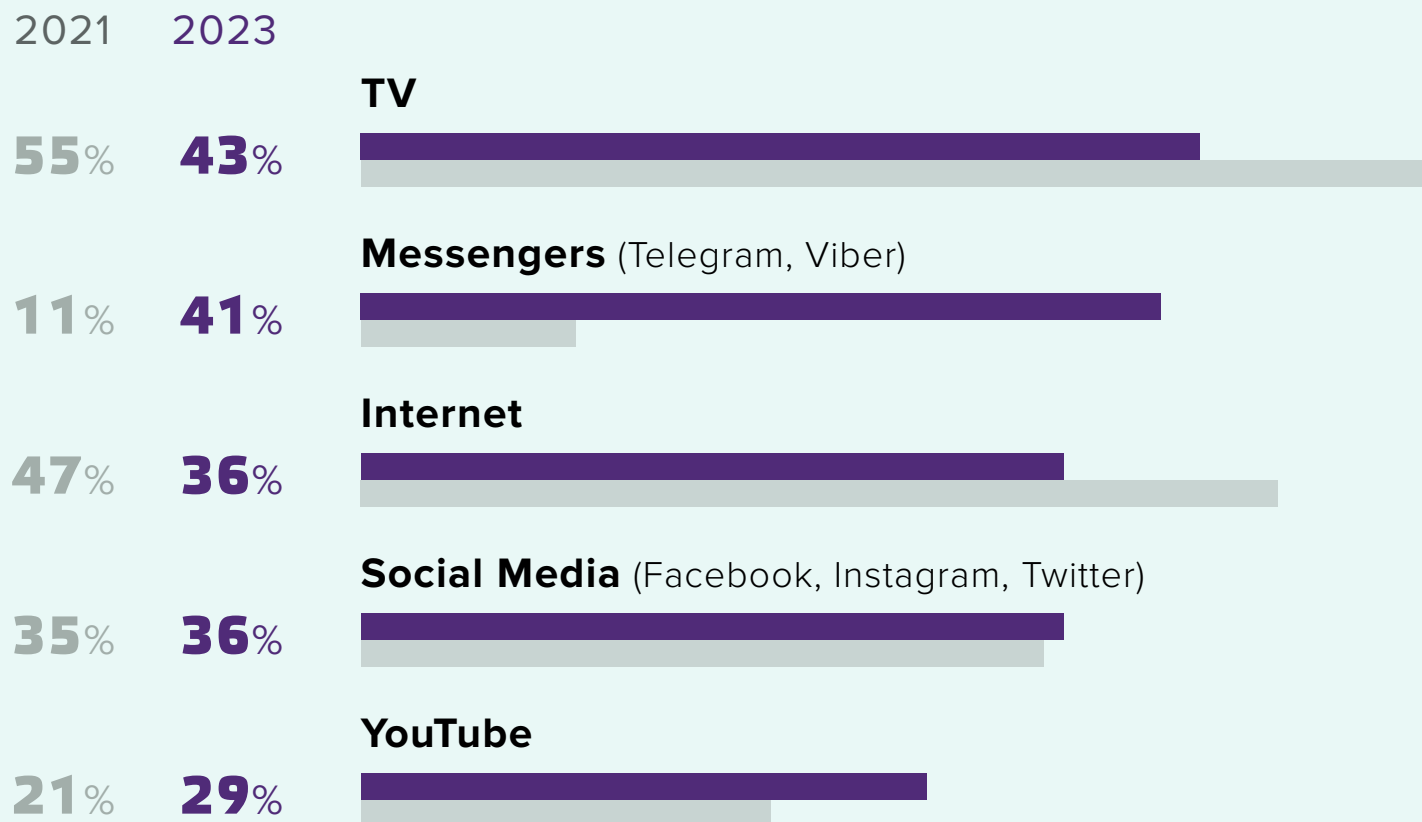
— Monitoring of online and offline political campaigns

— Research on how political parties use personal data

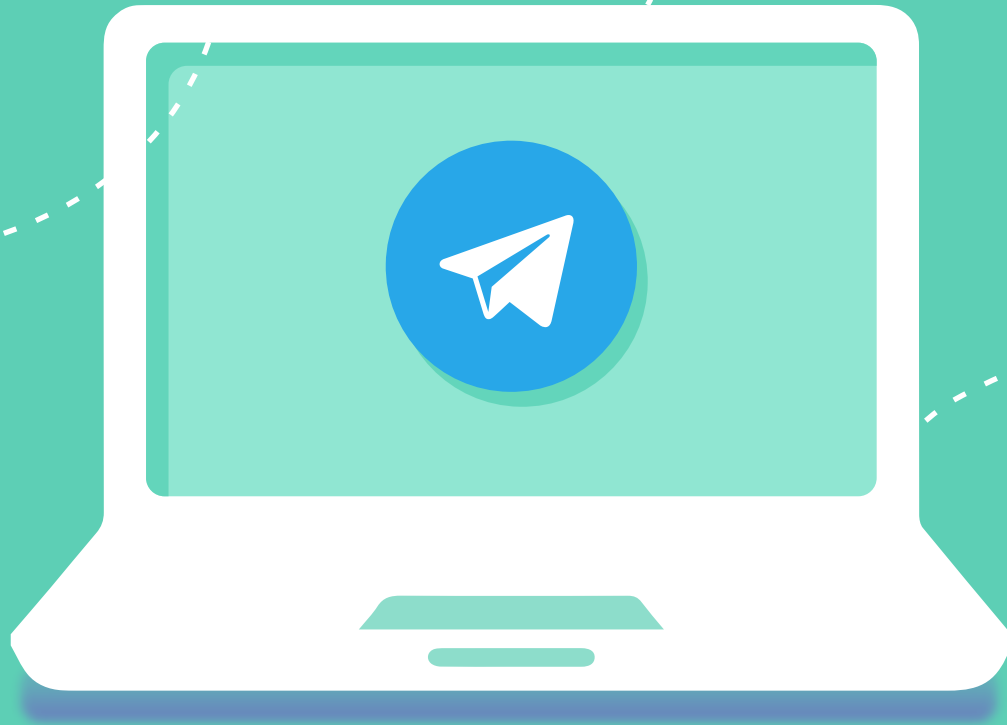
TOP-5



MEDIA CONSUMPTION IN UKRAINE (TOP 5)



TELEGRAM



CHESNO

METHODOLOGY

Based on social network analysis

Large Ukrainian Telegram channels
(>100k followers)

MP's channels

Two types of ads: marked and hidden

NETWORK OF CHANNELS OF MEMBERS OF PARLIAMENT ON TELEGRAM

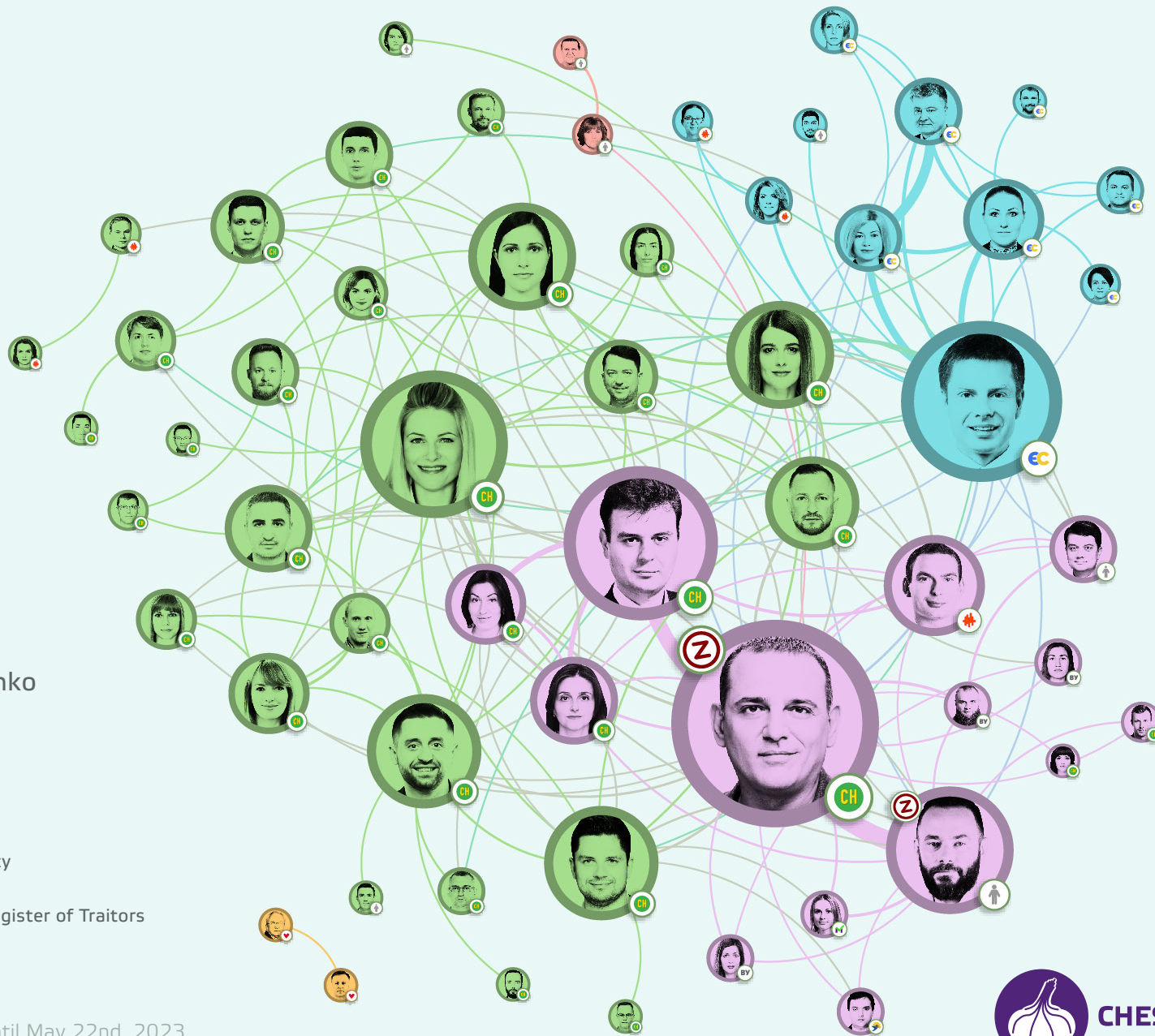
Group around:

● Gryshyna
 ● Buzhanskyi
 ● Honcharenko

CH Servant of the People
 ↑ Non-factional
 # Holos (Voice)

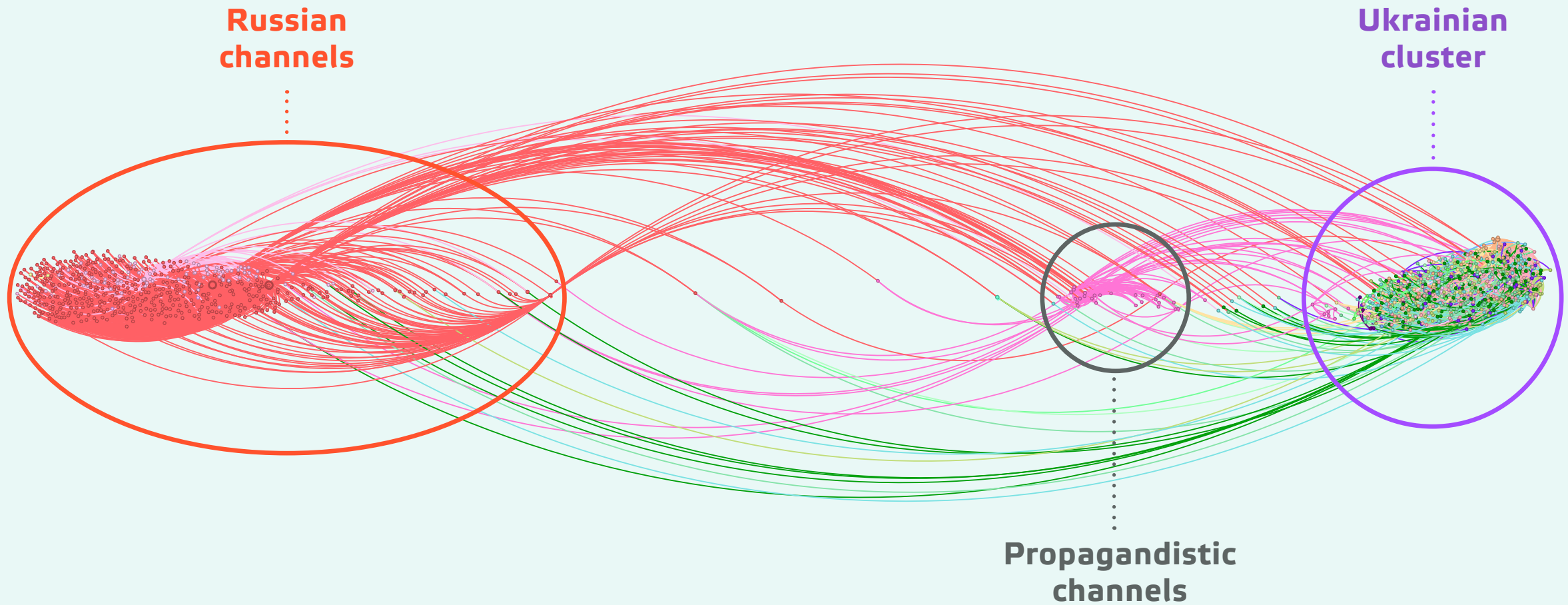
BY Restoration of Ukraine
 ☀ Dovira (Trust)
 EC European Solidarity

☀ Platform for Life & Peace
 M For the Future
 Z Listed in the Register of Traitors



The research was conducted from May 22nd to May 26th, 2023.
Data from Telegram channels were collected from the date of creation until May 22nd, 2023.

TELEGRAM CHANNELS NETWORK





ISSUES

Non-transparent platform

Possible Russian influence

Lack of evidence

(in context of political financing and reporting)

FURTHER STEPS

1. Money flow
2. Sentiment analysis
3. Usage in the election campaigns

GOOGLE ADS

Search



Display

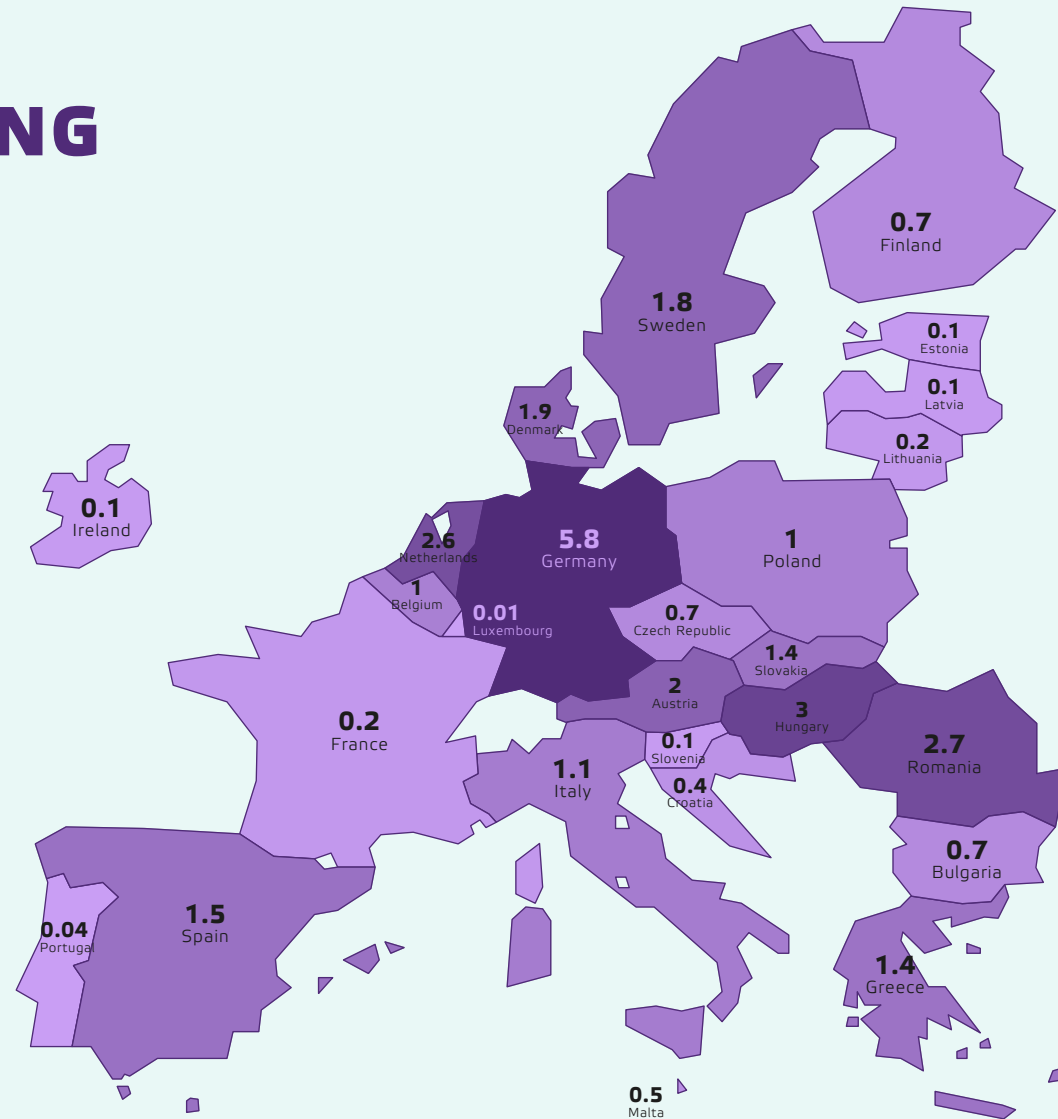


Video (YouTube, etc.)



EXPENSES ON ADVERTISING IN GOOGLE

IN EU COUNTRIES
(IN MILLION €)

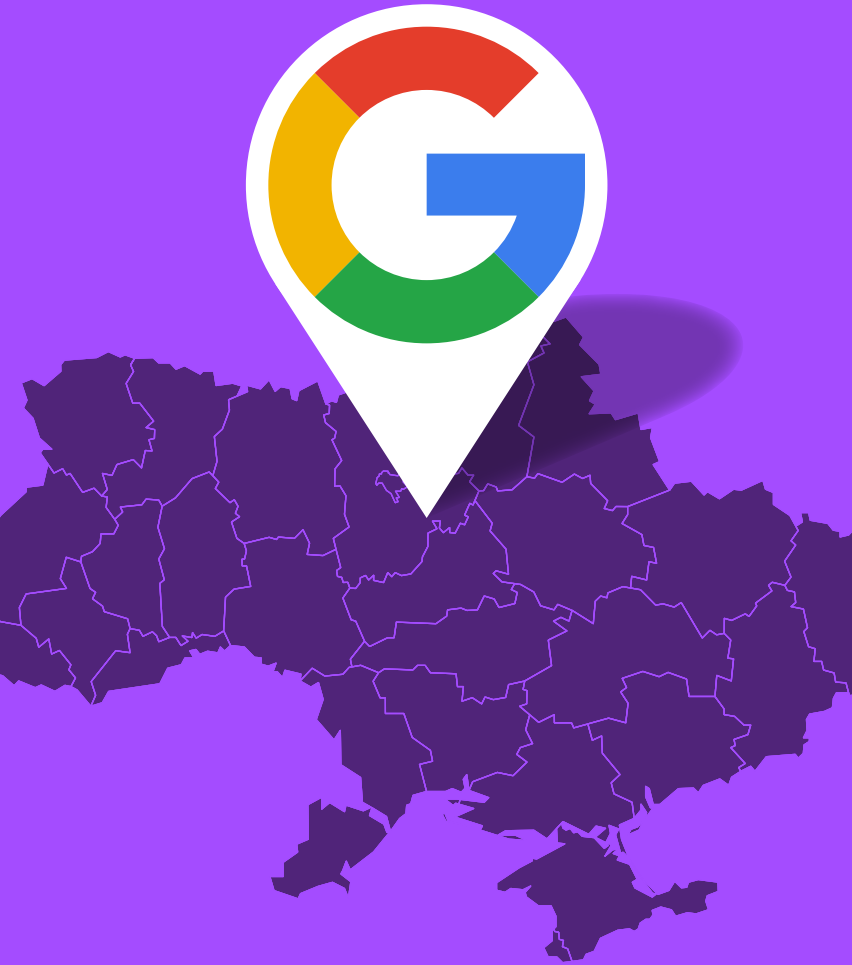


31.4
million € in total
in the EU

Data for the period from April 2019 to June 2023.

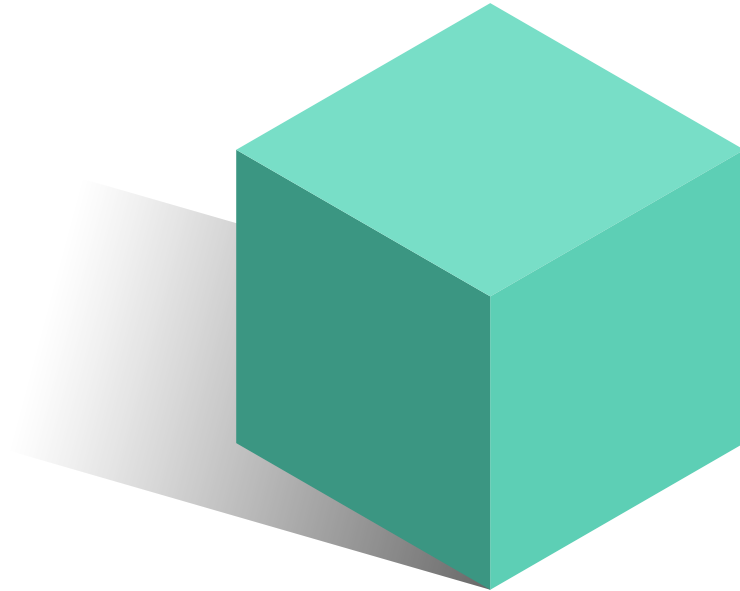


CHESNO

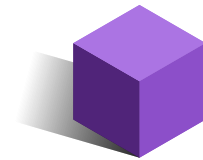


GOOGLE IN UKRAINE APPROXIMATE SPENDINGS

last 4 years
≈ **\$1.7m**



last 3 months
≈ **\$30k**



ISSUES

— Only political ads unlike Facebook

— Private data for commercial accounts

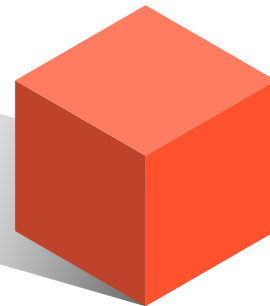
— No data on political advertising available in Ukraine



FACEBOOK

The NACP has been detecting violations of Facebook Ads in reports since 2020

CHESNO sends quarterly reports to the NACP



last 3 months
≈ **\$ 230**k

ISSUES

Not all ads are correctly identified for the Ads Library

Frequent changes in historical data

Disclaimers provide incomplete information

FOCUSES

- Improving the methodology for monitoring Telegram Ads
- Advocating for the opening of Google data on political advertising in Ukraine
- Continuing to cooperate with the NACP in monitoring Facebook advertising