

ACCESS TO INFORMATION AND ONLINE NARRATIVES DURING KOSOVO'S 2026 PARLIAMENTARY ELECTIONS

A FOCUS ON THE
SERB COMMUNITY





Publisher: NGO Aktiv
Address: Kralja Petra 183a,
North Mitrovica
Email: info@ngoaktiv.org
Website: www.ngoaktiv.org
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INTRODUCTION

This factsheet provides an overview of the information environment during Kosovo’s parliamentary elections held in June 2026, with a particular focus on online narratives, disinformation, access to official information, and the implementation of language rights. The monitoring aimed to assess how citizens, particularly members of non-majority communities, were informed throughout the electoral process and to identify both the challenges and positive practices that characterized the election cycle.

METHODOLOGY

The monitoring was conducted throughout the electoral period, beginning with the preparatory activities preceding the official start of the election campaign and continuing until the certification of the final election results. The analysis covered the official communication of institutions involved in the electoral process, publicly available information, media reporting, and content published on social media. Particular attention was paid to the availability of information in Serbian and Albanian, as well as to identifying the dominant online narratives and disputed claims that accompanied the electoral process.

ELECTIONS AT A GLANCE

INDICATOR	DATA
Election date	7 June 2026
Election campaign period	28 May – 7 June
Number of political entities	21
Number of candidates	902
Total population (2024 Census)	1,602,515
Total number of registered voters	2.092.174
Number of eligible voters in Kosovo	1.959.962
Total voter turnout	812.345
Certification of the election results	7 July 2026

KEY FINDINGS

Access to information during the electoral process was not equally ensured in both official languages.

The monitoring found that voters had access to essential information throughout the electoral process, including voter registration, voting procedures, electoral deadlines, and election results. However, access to information was not provided equally for Serbian and Albanian language users, despite both languages having official status in Kosovo.

An analysis of the Central Election Commission's official website revealed differences between the Serbian and Albanian language versions in terms of the availability of documents, statistical data, and information on previous electoral processes. The monitoring also identified technical shortcomings in the Serbian language version of the website, including broken links, outdated contact information, content available only in Albanian, spelling and language errors, and limited access to certain voter services. Some decisions and documents were published with delays in Serbian or were not made available at the same time as on the Albanian language version of the website. The final election results are still not available on the Serbian language version of the website.

At the same time, the monitoring identified positive progress in communication through social media. During the election campaign, a significant share of informational content, including visual materials, videos, and voter guidance, was also made available in Serbian, representing an improvement compared to previous electoral cycles.

Key Facts



Differences were identified between the Serbian and Albanian language versions of the Central Election Commission's official website.



Some documents and information were either not published simultaneously or were not available at all in both official languages.



Social media provided a positive example of improved multilingual communication.

Voting Rights of Displaced Persons and Out-of-Kosovo Voting

During the electoral process, the issue of voting rights for displaced persons eligible to vote in Kosovo once again came to the forefront. As in previous electoral cycles, a large number of displaced voters holding valid Kosovo identification documents travelled from Serbia to Kosovo to cast their ballots at regular polling stations. Ahead of the elections, [the Commissariat for Refugees and Migration of the Republic of Serbia](#) issued a public notice and established a dedicated telephone hotline to provide information on the exercise of voting rights.

According to data from [the Central Election Commission](#), a total of 2,092,174 voters were eligible to vote in this electoral process. Of these, 1,959,962 were assigned to vote at polling stations in Kosovo, while 132,212 were registered to vote outside Kosovo. Within this category, 100,970 voters registered to vote by mail to an address outside Kosovo, 3,518 registered to receive their ballot at an address in Kosovo, and 27,724 registered to vote at diplomatic missions. The way in which displaced persons residing in Serbia were able to exercise their voting rights differed from the modalities available to most voters registered to vote outside Kosovo, who could cast their ballots by mail or at diplomatic and consular missions.

Although this issue has recurred over several electoral cycles and regularly requires the organized travel of a large number of displaced voters to Kosovo, it has yet to become the subject of a serious public or institutional debate on possible long-term solutions. During this electoral process, there were no visible initiatives by institutions in Pristina, the authorities in Serbia, or international actors aimed at identifying a sustainable model that would facilitate the exercise of voting rights for this category of voters.

Dominant Political Narratives and Disputed Claims Shaped the Online Debate During the Electoral Process

In the period leading up to the elections, throughout the election campaign, and following the announcement of the results, the online space was characterized by an intensive exchange of political messages, accusations, and competing narratives. In addition to official information published by the relevant institutions, a significant portion of the public debate took place through the media, social media platforms, and official statements issued by political actors.

The monitoring found that the dominant narratives centered on four key issues: the legitimacy of the election results, the integrity of the voting process, political pressure on voters, and alleged misuse of public resources during the campaign. In most cases, these were political claims that became the subject of institutional complaints, public denials, or conflicting interpretations by the parties involved.

Pressure on Voters and Political Influence

One of the dominant narratives concerned allegations of political pressure on voters from the Serb community. Representatives of the Government of Kosovo and officials of the Republic of Serbia put forward opposing claims regarding influence over voters and the role of state institutions during the electoral process. While Acting Prime Minister Albin Kurti claimed that Serbs were under pressure to support the Serbian List, officials of the Republic of Serbia and the Office for Kosovo and Metohija argued that police operations and the arrests of Serbs constituted an attempt to intimidate Serb voters and provide political support to Nenad Rašić, leader of the For Freedom, Justice and Survival party.

Social Measures During Election Periods as a Recurring Subject of Public Debate

One of the patterns identified during the monitoring concerned the adoption of one-off social and financial support measures immediately before elections. Similar decisions were recorded across several electoral cycles, including the local elections in October 2025 and the parliamentary elections in December of the same year.

In all three cases, these measures were accompanied by public debate in which opposition political parties and other stakeholders questioned the timing of the decisions and their potential impact on voters, while the Government of Kosovo consistently maintained that the measures were intended as social and economic support for citizens.

Recurring social measures ahead of the elections

ELECTION CYCLE ↓	MEASURE ↓	TIMING ↓	REACTIONS ↓
LOCAL ELECTIONS 2025 →	One-off payment of €100 for students and funding for a student mobility scholarship programme (approximately €26 million in total)	Ahead of the October local elections	The opposition and part of the public questioned the timing of the decision, while the Government stated that the measure was intended as support for students.
PARLIAMENTARY ELECTIONS (DECEMBER) 2025 →	One-off payment of €100 for children and pensioners	Ahead of the parliamentary elections	Opposition parties argued that the measure was an attempt to influence voters, while the Government maintained that it represented traditional end-of-year support.
PARLIAMENTARY ELECTIONS 2026 →	One-off payment of €100 for pensioners, children, students, and private-sector employees, along with increases in selected social benefits	Immediately before the 7 June 2026 elections	Opposition parties, some civil society organizations, trade unions, and representatives of the business community described the measures as a misuse of public resources, while the Government rejected these claims and presented them as social support measures.

CONCLUSION

Monitoring of the information environment during Kosovo's 2026 parliamentary elections found that the Central Election Commission improved certain aspects of its communication with citizens, particularly through the more intensive use of digital channels and the increased availability of Serbian-language content on social media. At the same time, the analysis showed that equal access to information in both official languages has still not been fully ensured, primarily due to differences in the content and functionality of the language versions of official platforms.

The monitoring also found that public debate throughout the electoral process was largely shaped by political narratives and competing claims regarding the integrity of the elections, political pressure on voters, and the use of public resources. Most of these narratives originated from statements made by political actors, while their reach was further amplified through media coverage and social media. As a result, timely, transparent, and multilingual institutional communication played a crucial role in ensuring access to reliable information.

The findings of this monitoring indicate that strengthening public trust in the electoral process depends not only on conducting elections in accordance with the law, but also on the quality of the information environment, equal access to information, and the ability of institutions to respond promptly to disputed claims and public concerns.

RECOMMENDATIONS

- ✓ Ensure the simultaneous publication of all election-related information, decisions, and results in Serbian and Albanian, in accordance with the legal obligations governing the equal use of official languages.
- ✓ Establish a regular mechanism for reviewing the quality of translations, the functionality of multilingual versions of official websites, and the timely updating of voter-related content.
- ✓ Continue improving multilingual communication on social media by applying standards that ensure equal quality and accessibility of content in both official languages.
- ✓ Strengthen proactive institutional communication throughout all stages of the electoral process to provide citizens with timely and accurate information and reduce the space for the spread of unverified or misleading claims.
- ✓ Develop clear procedures for responding rapidly to information that may affect public confidence in the electoral process, including the regular publication of clarifications and relevant facts whenever necessary.
- ✓ Improve the accessibility of election-related information for non-majority communities and voters casting ballots outside Kosovo through tailored informational content and easier access to relevant services and documentation.

