



Hungarian hub  
against disinformation  
**HDMO**

# **Information Integrity Matters:**

## **Disinfo Quarterly Brief #3**

Insights, tools, and trends  
from the Hungarian EDMO hub

July 2026

## Disinfo Quarterly Brief #3

### Editorial Note

Dear Readers,

After one and a half years as HDMO coordinator, this is my final contribution to the Disinfo Brief.

Looking back, this period has given me a much deeper understanding of how important — and at times how consequential — this kind of work can be. The past electoral campaign in particular demonstrated that disinfo analysis, fact-checking, and media literacy are inseparable, and matter most precisely when the pressure is highest.

I leave with a great deal of respect for what this consortium has built together. Each partner brings such expertise and a commitment that goes beyond what is required. I am grateful to have worked alongside such colleagues, and I am confident their work will remain highly relevant for Hungary's information environment in the months and years ahead.

I wish the HDMO consortium continued strength and success — and I hope you find this edition of the Disinfo Brief both useful and insightful.

Enjoy the read!

A. T.

# Insights from the HDMO Project

## HDMO print supplement

The [newest HDMO Supplement in the Magyar Hang weekly edition](#) is out (in Hungarian).

It contains articles from all partners:

- How could the Hungarian information environment be healthier?
- “Hungarian Maidan”: disinformation from a Russian script before the Hungarian elections
- Packaged in a tabloid, disguised as neutral
- Have abortions increased or decreased since the introduction of the heart sound decree?
- Awards and training for conscious media use and recognition of misleading information
- What do you need to know about the EU migration pact?



# Insights from the HDMO Project

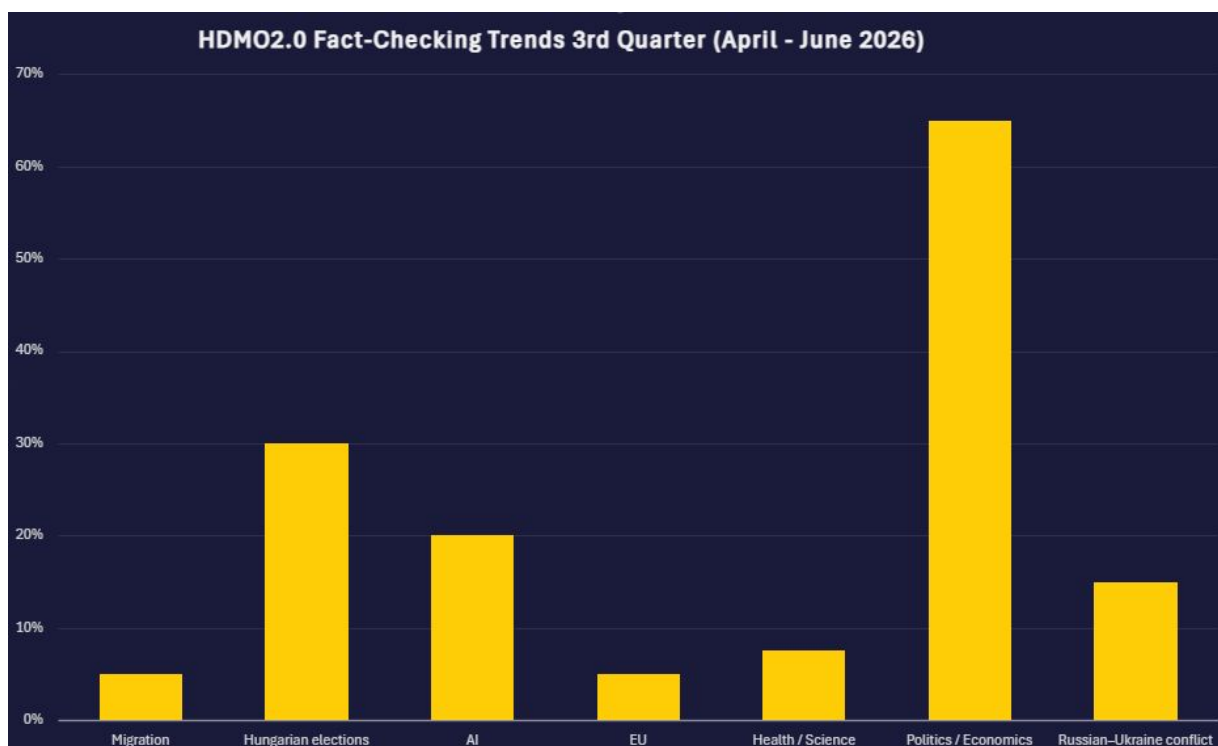


[HDMO hub at anti-disinformation conference](#) in Budapest:

As part of the “Weeks Against Disinformation” programme series, jointly organised by the French Embassy in Hungary and the Hungarian French Institute, the French Institute hosted a conference focusing on the challenges facing the information environment, election campaigns, and democratic processes. At the conference, Ágnes Urbán (Mérték Media Monitor) and Bulcsú Hunyadi (Political Capital) presented their latest research findings on the Hungarian election campaign, while a representative of VIGINUM shared insights from the French perspective.

# Fact-checking Trends & News

## From Lakmusz' and AFP's Newsrooms



During the 3rd quarter of the project, fact checkers from Lakmusz and AFP did monitor a surge of claims related to the election in Hungary.

In the last phase of the electoral campaign, [AFP uncovered disinformation from a Russian playbook, published as an in depth-investigation](#). Media outlets favourable to Prime Minister Viktor Orban, Russia-aligned channels and social media influencers had all been pushing a narrative that the opposition – with the help of Ukraine – would orchestrate a bloody uprising afterwards. In fact, on voting day itself, April 12, 2026, public media broadcast a report claiming that, if Orban and his Fidesz party – who had ruled for the previous 16 years – were to hang on only by a slim majority, Kyiv would "try to incite a bloody uprising with snipers and drone operators" reminiscent of the "Maidan" protests that had rocked Ukraine back in 2014.



## Fact-checking Trends & News

The aim, experts told AFP, would be to discredit anyone who questioned the election results. But when the scale of the landslide victory of Peter Magyar and his opposition Tisza party became clear, that narrative immediately became obsolete and abruptly disappeared.

The AFP investigation is also available in English [here](#).

In the last weeks of the election campaign in April, Lakmusz focused on checking political claims. For example, we [fact-checked the program of the Tisza party](#), and debunked [a misleading claim in the pro-Fidesz media](#) targeting a leading Tisza politician. We also uncovered [a network of TikTok and Facebook accounts](#) posting AI-generated political content targeting Péter Magyar and Tisza.

After the 12 April election, we continued our political fact-checking activity, covering, for example, [parliamentary debates](#). We published [a prebunking article on the EU's Migration Pact](#), and [an investigation into the post-election operation of the Megafon influencer network](#), until now an important actor in the Hungarian disinformation ecosystem.

# Disinfo Trends: Research & Analysis



## [Shades of Propaganda - Content Analysis of News Coverage During the 2026 Hungarian Parliamentary Election Campaign.](#)

As part of the HDMO project, Mérték Media Monitor analysed the political and public affairs content of seven mainstream news sources (six pro-government and one independent) between March 16 and April 10, 2026, during the four weeks of the 2026 election campaign.

Mérték focused on the pro-government news sources, examining how government propaganda messages appeared across different types of media outlets (public service news sources, serious and tabloid news portals, and commercial television stations).

# Disinfo Trends: Research & Analysis



## [Synthetic Influence - Deepfakes and artificial intelligence in the Hungarian election campaign.](#)

Political Capital's analysis examines the growing role of artificial intelligence in shaping political communication during the Hungarian parliamentary election campaign, with a particular focus on AI-generated video content.

## [HDMO's Election Monitoring: a Summary.](#)

During the Hungarian parliamentary election campaign, HDMO not only informed the public about online behaviors that could undermine the integrity of the election, but also alerted Very Large Online Platforms to potential violations of their platform rules. The two main dimensions of our reporting activity have been: political advertisements and inauthentic coordinated online behavior.

# Media literacy



On 29 May 2026, HDMO organized its **first pan-European workshop**, with participation from other EDMO hubs. Planned as an online transfer knowledge workshop, the first edition took place in a hybrid format, hosted in Budapest by the French Institute during a series of events dedicated to Media literacy. ML experts from **CEDMO, DE FACTO, GADMO, IDMO, BELUX, BROD and NORDIS** joined **online the 2 hour-meeting**.

From the HDMO side, colleagues from the Idea Foundation and AFP presented Hungarian best practices in media literacy education. HDMO members took part to the meeting in person, joined by a representative from French national ML organisation Le Clemi.



In the same week, the French Institute inaugurated an immersive pedagogical exhibition called *Fabricated*.

The exhibition was designed by Inholland, with contributions from AFP and the HDMO project.



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## [Dangerous Health Tips and Hallucinating AI: New educational materials added to Detekto.hu](#)



What should a child do with a video that promises “miraculous” weight loss in just a few days? Or with the confident, but unsourced answers provided by artificial intelligence chatbots? **The new educational materials on the Detekto.hu learning platform offer guidance for such situations, through concrete examples and interactive exercises.**



### [InfoGrund Teacher of the Year 2025 Award Ceremony](#)

The Idea Foundation presented the InfoGrund Teacher of the Year Award at a ceremony held at the Godot Gallery. Izabella Dávidné Békés, a teacher at the Miklós Zrínyi High School in District X, received the 2025 InfoGrund Teacher of the Year Award.

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***HDMO is the EDMO hub in Hungary, an EU co-funded 30-month project.***