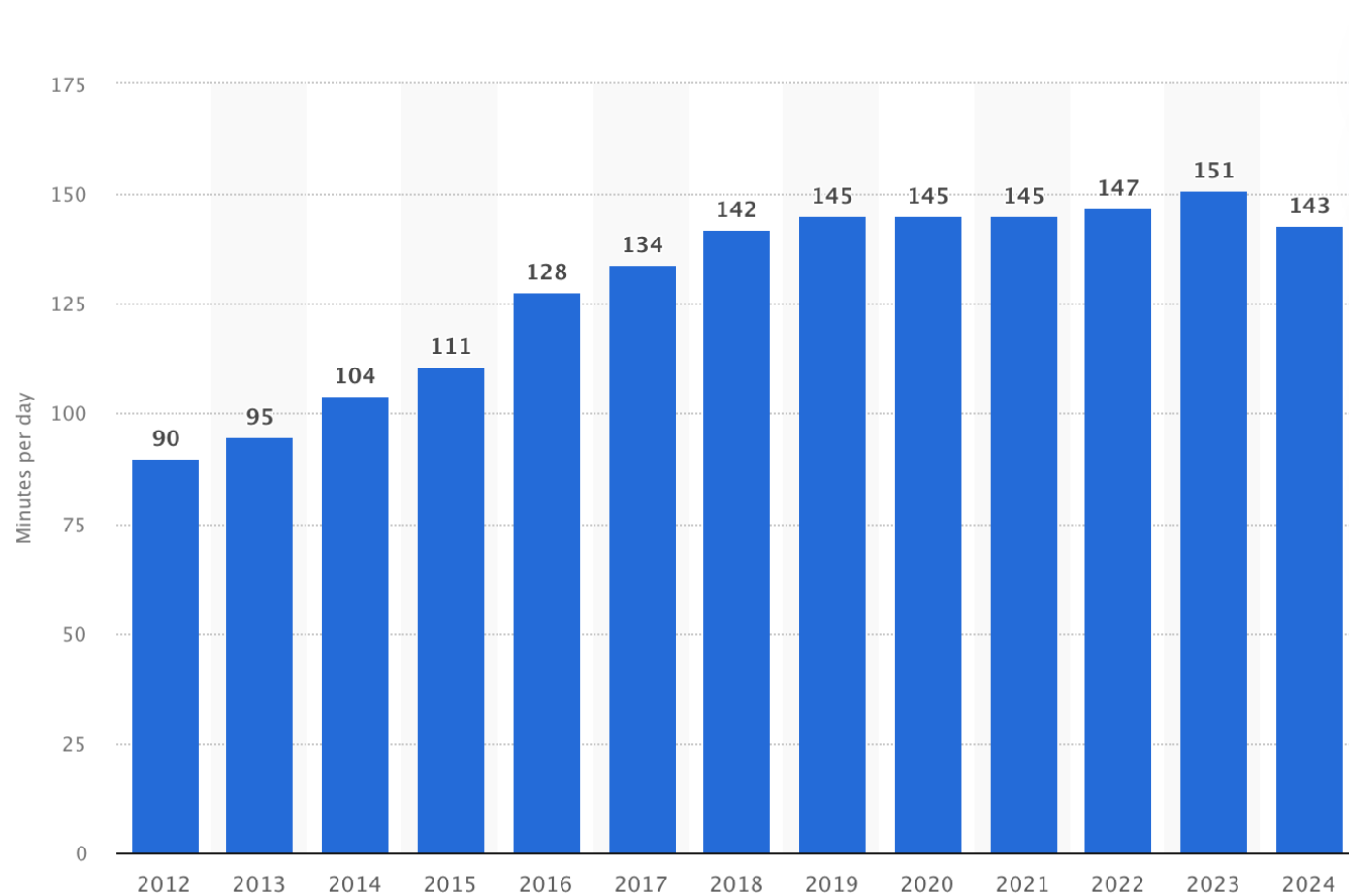# User empowerment against disinformation online

Fight against Disinformation Conference
University of Cyprus, Nicosia, 22 April 2024

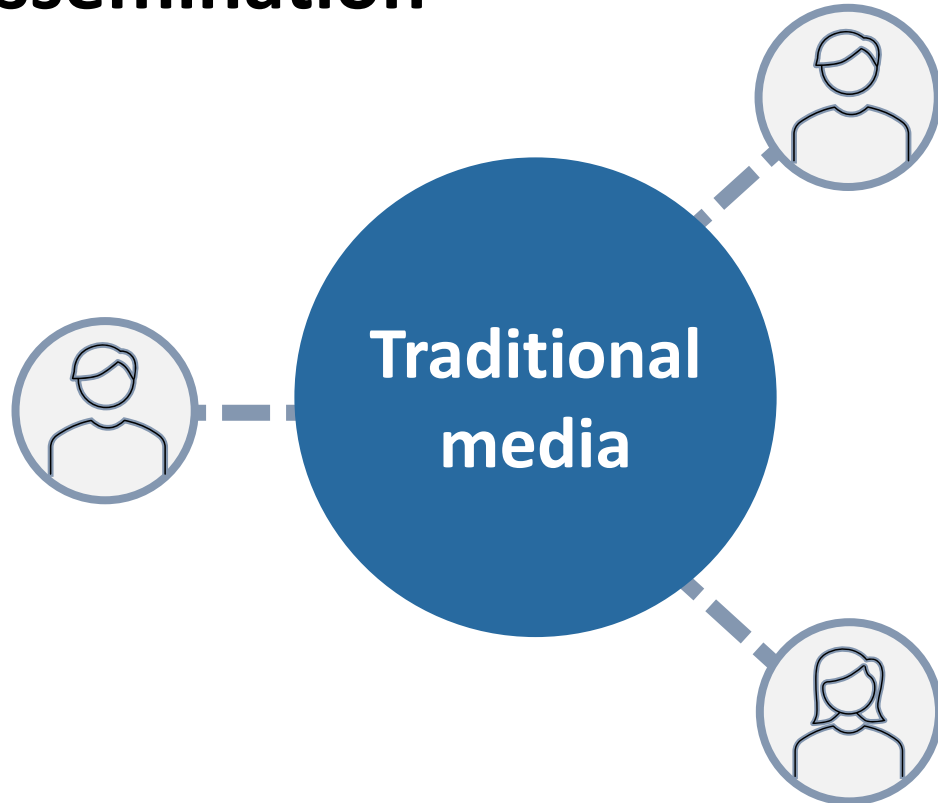**Maja Cappello**
Head of Department for Legal Information

Observatoire européen de l'audiovisuel
European Audiovisual Observatory
Europäische Audiovisuelle Informationsstelle

COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

Daily time spent on social networking by internet users worldwide from 2012 to 2024
(in minutes)

the new hub of information dissemination

Traditional media

Online media

ONLINE MEDIA

the new hub of **dis**information dissemination

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ONLINE MEDIA

the new hub of **dis**information dissemination

Lawful but AWFUL!

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European Audiovisual Observatory
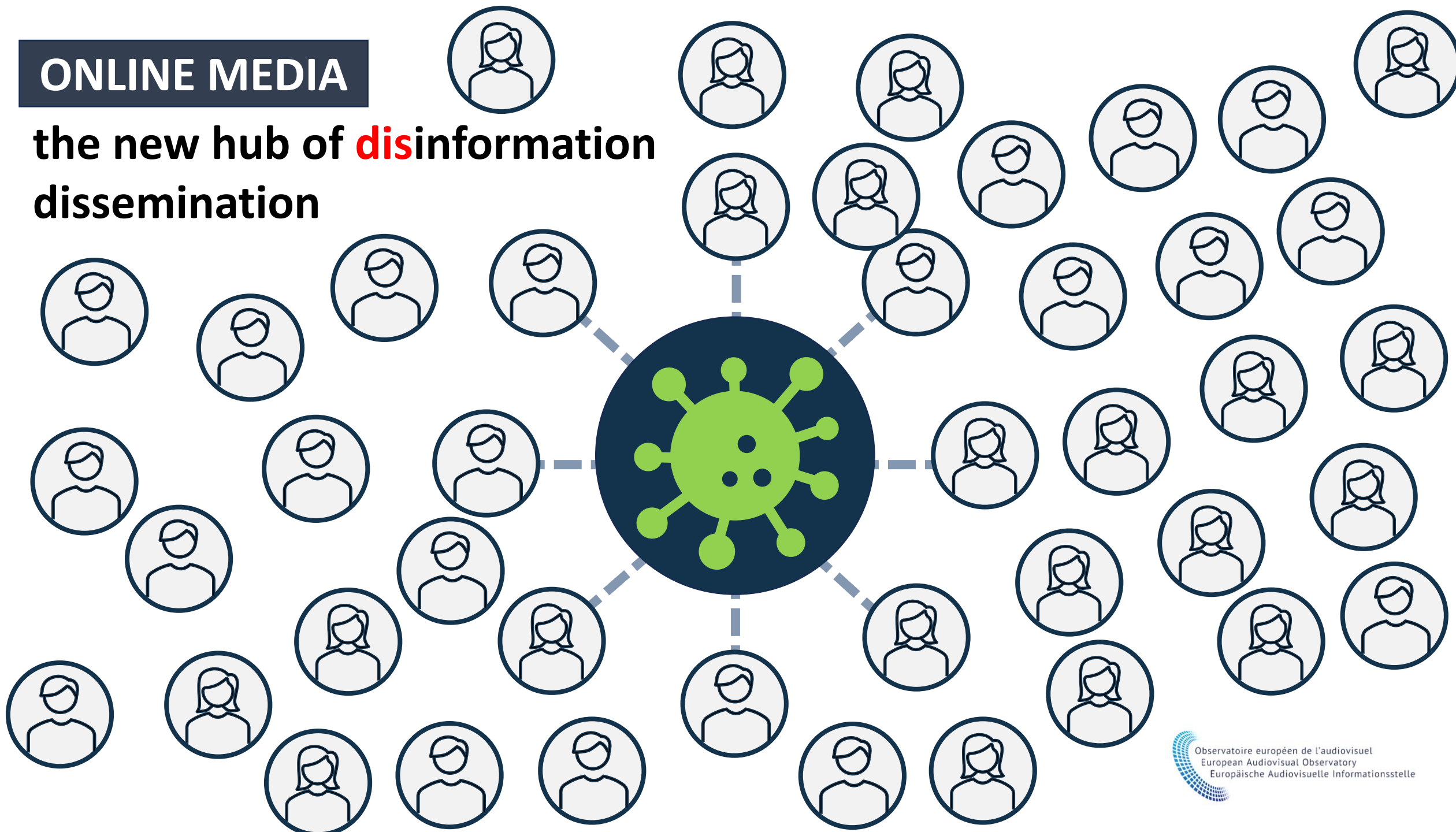Europäische Audiovisuelle Informationsstelle
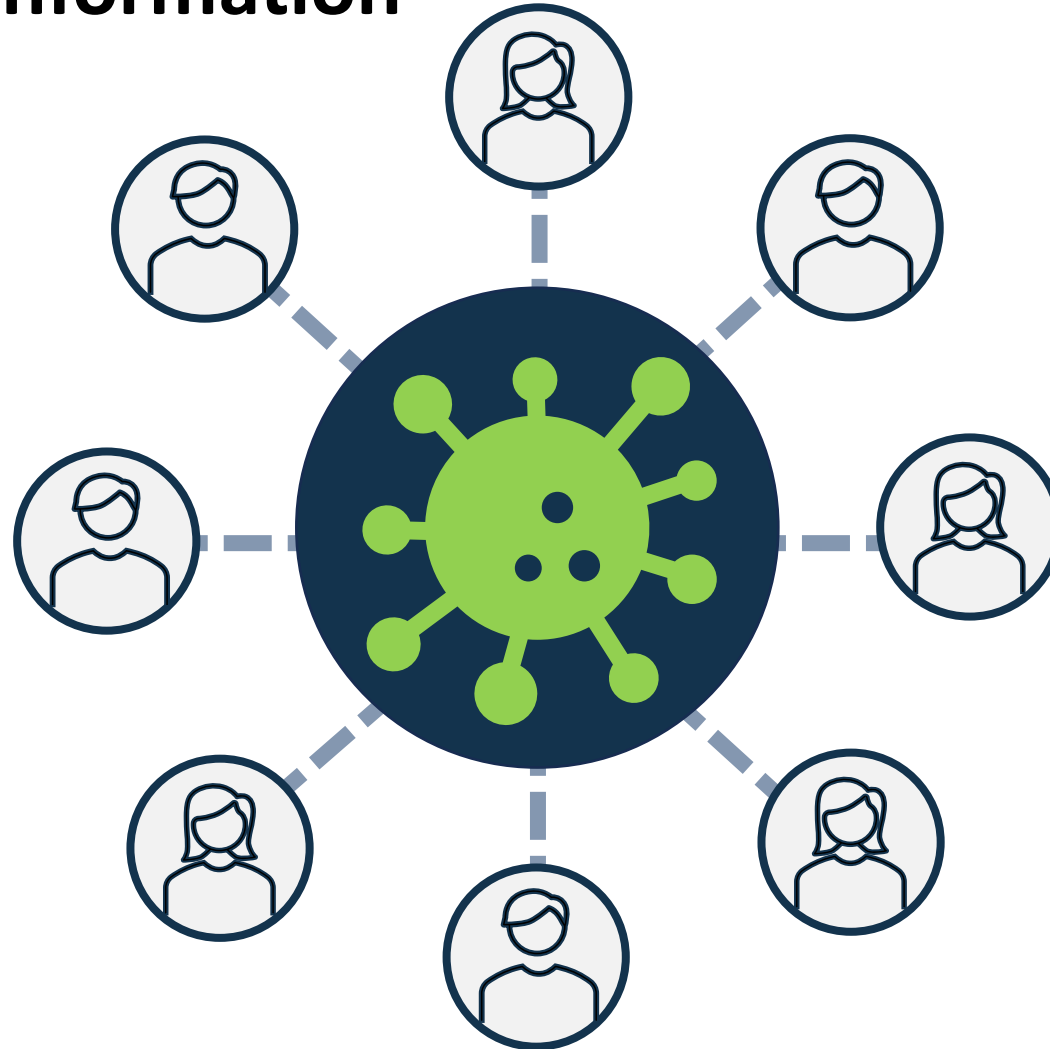
ARTICLE 10.1 ECHR

Everyone has the right to **freedom of expression**. *This right shall include freedom to* **hold opinions** *and to* **receive and impart information** *and ideas* **without interference** *by public authority and* **regardless of frontiers**. *[...]*

the new hub of **dis**information dissemination

ARTIFICIAL INTELLIGENCE and our changing consumption habits

DAILY LIFE AI APPLICATIONS

- **Web research**

- **Machine translation**

- **IoT**

- **Digital assistants**

Useful tools...

GENERATIVE AI

- **ChatGPT:** enter a prompt, obtain a detailed text answer

- **DALL-E:** enter a prompt, obtain a realistic image

- **SORA** *(not available to the general public yet)*: enter a prompt, obtain a photorealistic video

...with potentially dangerous outcome

Political consultant behind fake Biden robocalls says he was trying to highlight a need for AI rules

OpenAI holds back public release of tech that can clone someone's voice in 15 seconds due to safety concerns

BY **THE ASSOCIATED PRESS**
March 30, 2024 at 1:24 AM GMT+1

Sam Altman, chief executive officer of OpenAI.
STEFAN WERMUTH—BLOOMBERG/GETTY IMAGES

ADDRESSING DISINFORMATION

USER EMPOWERMENT

- **Media literacy campaigns**

- **Fact-checking measures**

- **Content labelling by online platforms**

- **Possibility for users to flag disinformation**

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EU FRAMEWORK

LEGAL and POLICY

- **The Action Plan against disinformation (2018)**
- **Code of Practice against disinformation (2018)**
- **The Audiovisual Media Services Directive (2018)**
- **The Media and Audiovisual Action Plan (2020)**
- **The European Democracy Action Plan (2020)**
- **The Digital Services Act (2022)**
- **Strengthened Code of Practice against disinformation (2022)**
- **The European Media Freedom Act (2024)**

EDMO

- **European Digital Media Observatory (2020)**
  The EU's largest interdisciplinary network to counter disinformation

EU FRAMEWORK

2022 Strengthened Code of Practice on Disinformation

- Agreed by industry players – for the first time in 2018 – on self-regulatory standards to fight disinformation.

- Its revision process was launched in June 2021 and culminated in its signature and presentation on 16 June 2022 by 34 signatories. It fulfills the objectives of the Commission's Guidance presented in May 2021.

- 44 commitments and 128 specific measures.

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EU FRAMEWORK

2022 Strengthened Code of Practice on Disinformation

User empowerment

- **Labelling;**

- **Flagging disinformation;**

- **Reliable information better promoted;**

- **Safe design practices;**

- **Messaging apps will limit disinformation;**

- **Transparent appeal mechanism.**

EU FRAMEWORK

2022 Strengthened Code of Practice on Disinformation

Media literacy

- Commitments on tools to improve media literacy and critical thinking, awareness-raising campaigns and partnerships.

- The Code places a special emphasis on involving vulnerable groups in media literacy campaigns and cooperation with entities with relevant expertise, such as the European Digital Media Observatory (EDMO), ERGA's Media Literacy Action Group and the Media Literacy Expert Group.

ADDRESSING DISINFORMATION

SAFE ENVIRONMENT for JOURNALISTS

Creating safe working conditions for journalists, reporters, freelancers and bloggers around the world.
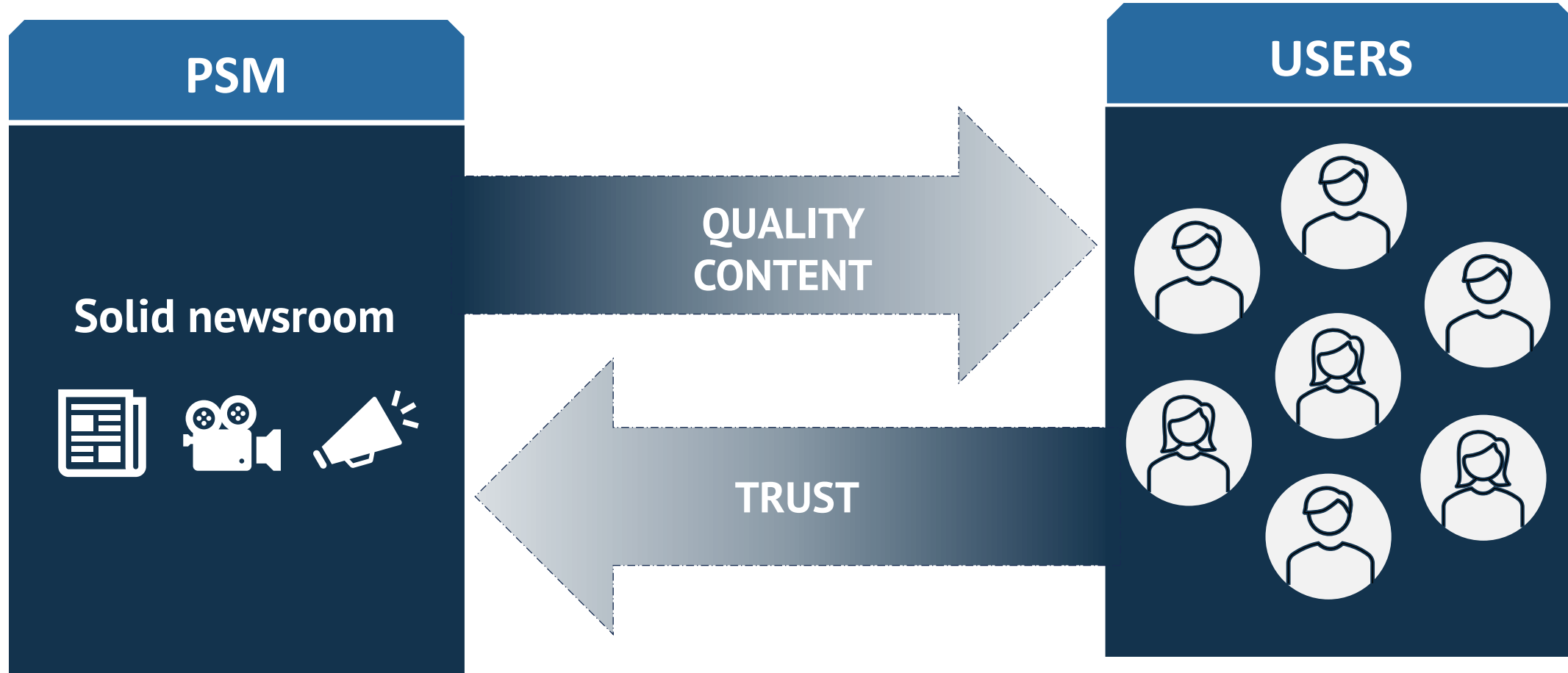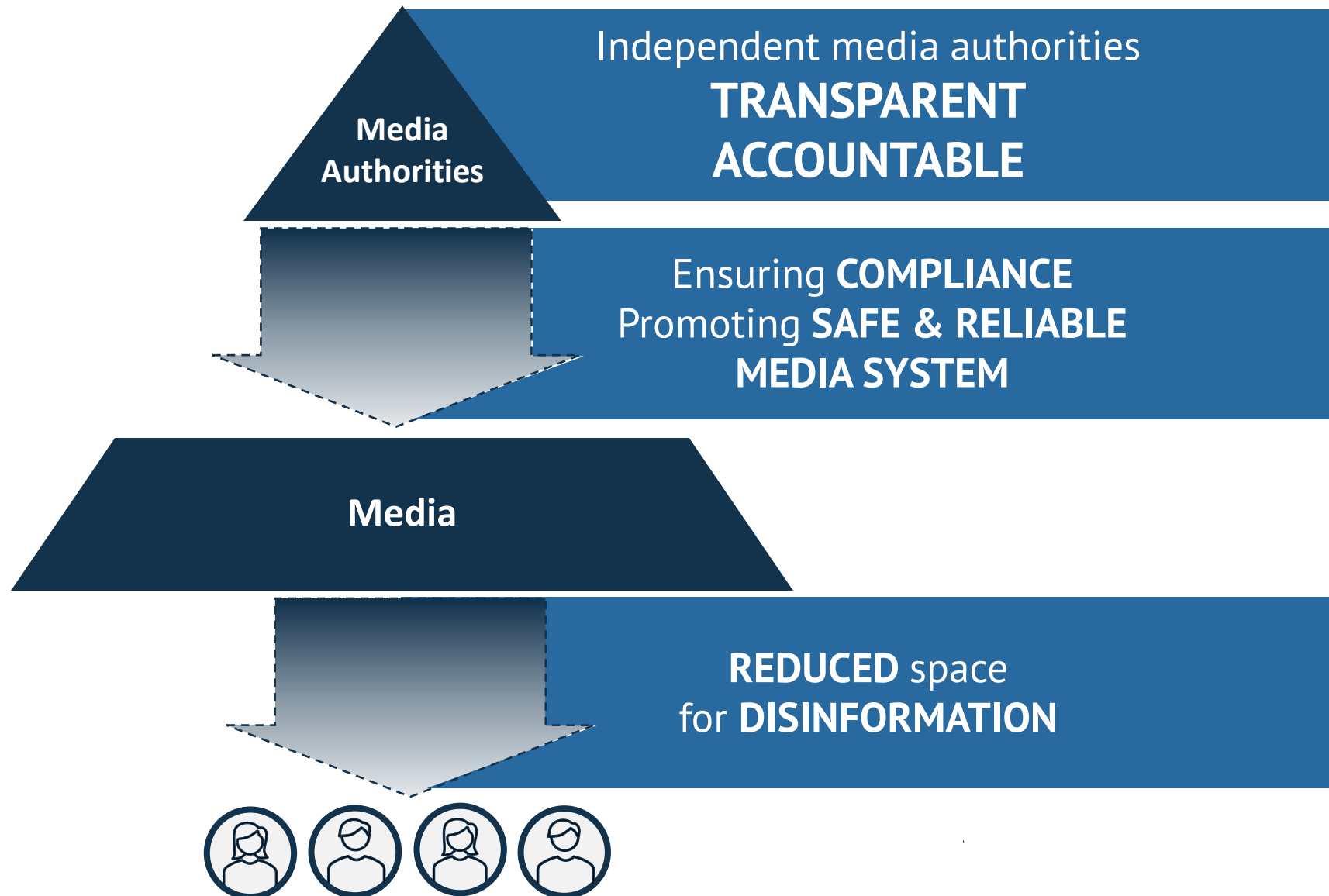
SUMMING UP the main axes of intervention

USER EMPOWERMENT	**SAFE ENVIRONMENT FOR JOURNALISTS**
ROBUST PUBLIC SERVICE MEDIA	**INEPENDENT REGULATORS**

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FOR MORE INFORMATION ON USER EMPOWERMENT
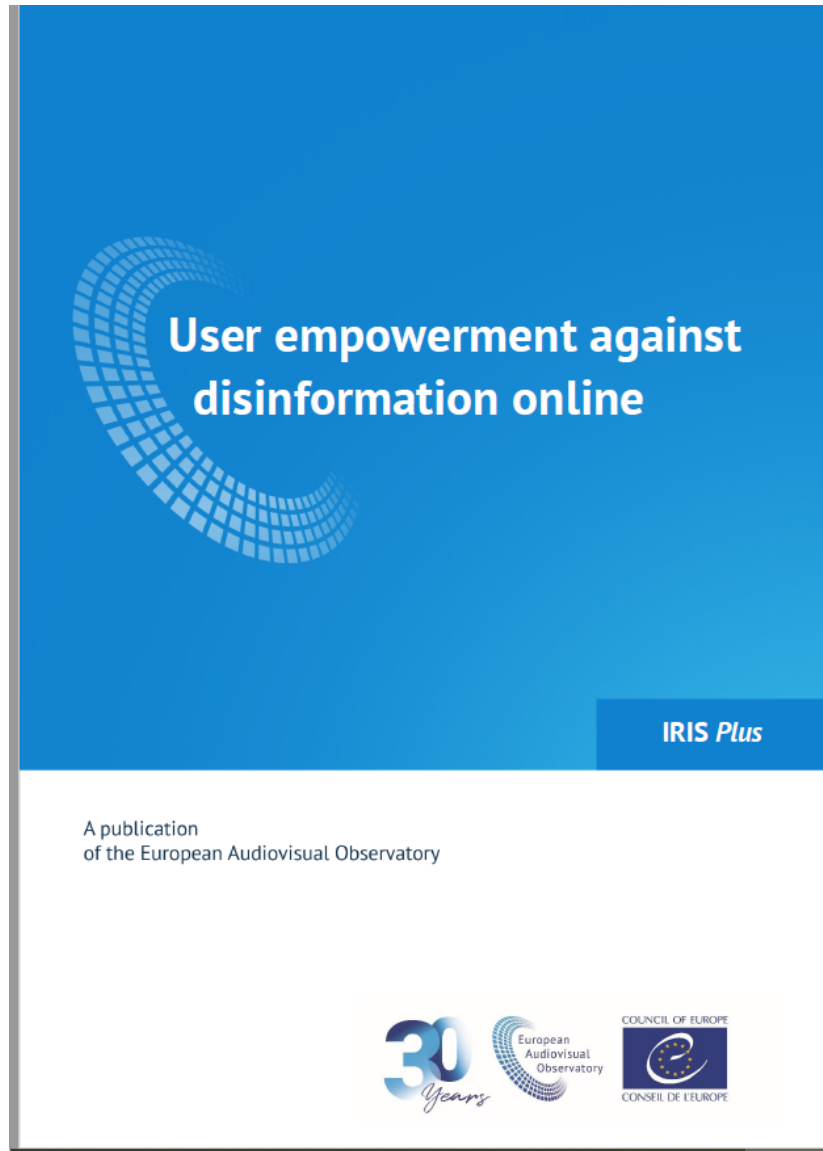
A report from the European Audiovisual Observatory

Questions or suggestions?

maja.cappello@coe.int

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