



Addressing hate speech in the media: the role of regulatory authorities and the judiciary

INTERNATIONAL CONFERENCE

Organised by the Council of
Europe in partnership with
the Croatian Agency for
Electronic Media

6-7 November 2018
Zagreb, Croatia

Role of the media self-regulatory mechanisms ONLINE? Disinformation & hate speech

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Role of the media self-regulatory mechanisms **ONLINE? Disinformation & hate speech**

- I. Different angle(s)?
 1. **Disinformation** vs. hate speech?
 2. "Information disorder" adapted
 3. **Factchecking, debate & media literacy** vs. journalism?
- II. Media self-regulatory mechanism **ONLINE**
 1. Press Councils & EU approach?
 2. Platforms & code of practise?
 3. To be followed
- III. **Transparency** to build trust and resilience

I. My angle

FaktaBaari 

FAKTAPOHJAJAISEN JULKISEN KESKUSTELUN PUOLESTA

FAKTAABAARISTA KÄSIKIRJA EDU TAPAHTUMAT EN f t

Q Hae

TWITTER

FaktaBaari Retweeted

Severi Hämäri
@severihamari

Suosittelun, jämerästä: "Mitä on tehtävä disinformaatiolle?" keskustelutalaisuus järjestäjänä @EdarFi ja puhumassa @FaktaBaari @mikkovsalo

FaktaBaari Retweeted

Eduskunnan kirjasto
@EdarFi

"Mitä on tehtävä disinformaatiolle? – #disinformaatio, vaaleihin vaikuttaminen ja #faktantarkistus. Eduskunnan kirjasto ja @FaktaBaari järjestävät keskustelutalaisuuden 8.11.2018." buff.ly/2AMeT2Z #vaalivaikuttaminen

Totuus?

FAKTAABAARI EDU KRIITTISEN AJATTELUN JA OSALLISTUMISEN PUOLESTA

TOIMITUS | 31.10.2018

europarl

TAISTELU ON ALKANUT #EUVAALIT2019

TOIMITUS | 05.10.2018

FAKTAABAARI SEURAA HELSINGIN HUIPPUKOUKUSTA

TOIMITUS | 11.07.2018

FAKTAABAARI #TRUMP/PUTIN #HELSINKI2018



A multi-dimensional approach to disinformation

*Report of the independent
High level Group on fake news
and online disinformation*

Disinformation?

- ***Disinformation is understood as verifiably false or misleading information***
- *...that is created, presented and disseminated for economic gain or to intentionally deceive the public,*
- *...and may cause public harm.*



Brussels, 26.4.2018
COM(2018) 236 final

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL
COMMITTEE AND THE COMMITTEE OF THE REGIONS

Tackling online disinformation: a European Approach

Tackling related but also different challenges to ease "confusion"

Hate speech

- Illegal (Europe)
- Can be taken down (definition)
- Example: Someturva and legal cases (AI) www.someturva.fi
- EU level 2016
- EMOTIONS!

Disinformation

- Difficult to regulate (freedom of speech)
- Can be limited = educational challenge
- Faktabaari EDU - Media literacy with Fact-checking www.faktabaari.fi/edu
- EU level 2017
- "Information"

Bridge case: #FEMFACTS on gender & disinformation

FEMFACTS

#femfacts combatting media disinformation

#FemFacts is a Newsmavens consortium project dedicated to tracking and debunking damaging misrepresentations of women in European news media.

STRATEGIC PARTNERS:



DENNÍK N

derStandard.at

EESTI EKSPRESS

ISTINOMJER

MicroMega

NÉPSZAVA

wyborcza

WikiTRIBUNE

dS De
Standaard

WG
WYBORCZA

THE IRISH TIMES

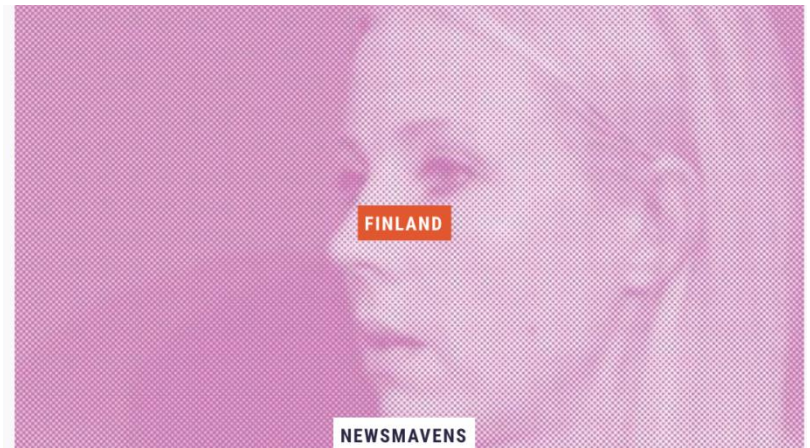
The Market Mogul



Raskrinkavanje.ba

EL PAÍS

TEURACTIV



Internet trolls jailed over pro-Russia hate campaign against Finnish journalist

The founder and contributors of anti-immigration websites MV-Lehti and Uber Uutiset, have received prison sentences for harassing and slandering a Finnish reporter.



Tabatha Leggett NEWSMAVENS, FINLAND

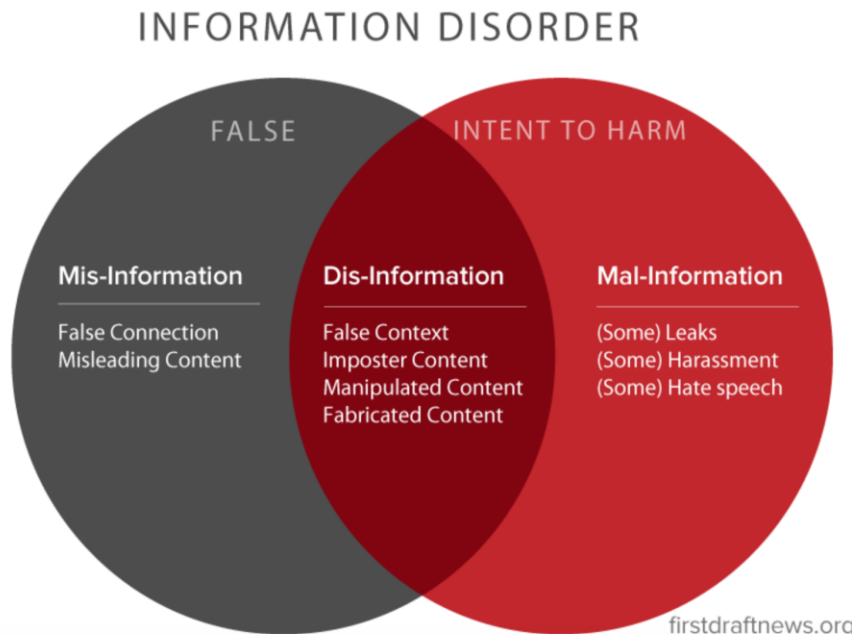


Information disorder framework (+ EU)

Mis-information - false information is shared, but no harm is meant.

Dis-information - verifiably false or misleading information that is created, presented and disseminated for economic gain or to intentionally deceive the public, **and may cause public harm.**

Mal-information - genuine information is shared to cause harm, often by moving information designed to stay private into the public sphere.





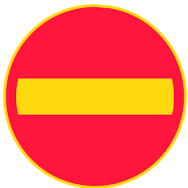
Faktabaari traffic signs for fact-based public debate via media literacy



Misinformation → Faktabaari **factchecks** with traffic lights (true, 50/50, false)



Disinformation → Faktabaari with **pedagogical blogs** presenting disinformation in context while inspiring critical thinking for prevention and warning



Malinformation → Faktabaari **pedagogical blogs** **selectively** for warning & prohibition

@Faktabaari #EDU

- #voterliteracy for critical thinking and participation

VAALIT TULEVAT
– OLETKO VALMIS?

FAKTANTARKISTUSTA KOULUILLE JA OPETTAJILLE

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Taitto: Markus Neuvonen

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Faktabaari EDU



Helsingin ranskalais-suomalainen koulu
lycée franco-finlandais d'Helsinki

Replacing "F*ke news"
with #vvvsanasto (FI)



#Virheellinen



#Vääristely



#Vahingoittava

@FactBar #EDU potential?



FaktaBaari[®]

Q Hae



WELCOME TO THE FACTBAR EDU FOR "VOTER LITERACY" AND PARTICIPATION

📅 06.11.2018 📄 TOIMITUS

The Finnish fact-checking organisation Faktabaari (FactBar) has since 2017 adapted professional fact-checking methods for school environments with educators to cover the elections. Join us 13.11. to learn how and evaluate the potential for FactBar EDU?

While Faktabaari sees methodological fact-checking already as such encouraging critical thinking, Faktabaari #EDU voter literacy project has pushed us further.

www.faktabaari.fi/edu

II. EU tackle #disinformation & Press Councils?



A multi-dimensional approach to disinformation

*Report of the independent
High level Group on fake news
and online disinformation*

Referred
among media
organisations

👏 Guidelines to [#tacklefakenews](#) via 🇪🇺 EU experts group:

- 👏 multi-stakeholder approach
- ❌ avoid censorship
- 🔍 transparency
- 📖 media+info literacy
- 👊 empower users+journalists
- 🌐 news ecosystem diversity+sustainability
- 🧐 research
- 📱 code of principles for [#socialmedia](#) groups

“European approach” & Press Councils



Brussels, 26.4.2018
COM(2018) 236 final

**COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL
COMMITTEE AND THE COMMITTEE OF THE REGIONS**

Tackling online disinformation: a European Approach

“No reference”



Communication “Tackling online disinformation: a European approach” adopted on 26 April 2018

Scrutiny of ad placements and disrupting advertising revenues of accounts and websites that spread disinformation.

1

Addressing the issue of fake accounts and online bots

3

Empowering consumers to report disinformation and access different news sources, while giving prominence to authoritative content

5

Making political advertising and issue based advertising more transparent

2

Empowering the research community to monitor the spread and impact of online disinformation

4



EU-wide Code of Practice on disinformation presented on 26 September 2018

EU-wide Code of Practice on disinformation

1

Independent EU network of fact-checkers

2

Secure and resilient election processes

3

Media literacy

4

Quality journalism

5

NEXT STEPS:

On 16 October, representatives of online platforms and the advertising industry presented individual roadmaps to put the Code in practice. These include tools to make political advertising more transparent, training for political groups and election authorities, the installation of European election centres and cooperation with fact-checkers.

Implementation of the Code of Practice on disinformation in view of the EU elections of Spring 2019

By December 2018, the Commission will report on the progress made. The report will also examine the need for further action to ensure the continuous monitoring and evaluation of the outlined actions.

”European approach” & media self-regulation? 16.10.2018

Digital Single Market

NEWS ARTICLE | 16 October 2018

Roadmaps to implement the Code of Practice on disinformation

Representatives of online platforms and the advertising industry present individual roadmaps to implement the self-regulatory Code of Practice on online disinformation published on 26th September.

The detailed individual roadmaps contain concrete actions showing that platforms plan to extend their tools against disinformation to all EU Member States ahead of the EU elections.

Platforms roadmaps

<https://ec.europa.eu/digital-single-market/en/news/roadmaps-implement-code-practice-disinformation>

New comprehensive ONLINE approach?

**REPORTERS
WITHOUT BORDERS**
FOR FREEDOM OF INFORMATION

COUNTRIES

OUR ACTIONS

GET INVOLVED

Helping journalists

Who are we?

Q

EN

MAKE A DONATION



INFORMATION & DEMOCRACY Global communication and information space: a common good of humankind COMMISSION

**Entities that create means,
architectures and norms
for information and
communication**

<https://rsf.org/en/global-communication-and-information-space-common-good-humankind>

Provocation: "Media self-regulatory" mechanisms compared

Tool:	Press Councils	Code of Practice
Sphere:	"Offline"	"Online"
Target:	Professional media	Media platforms
Purpose:	For quality journalism	for democracy
Actors	Human driven	Algorithm driven
Perspective:	NO for regulation – freedom of speech	Possible regulation? If, on what?

Press Council direction - "responsible journalism"?



Council for Mass Media

FRONTPAGE

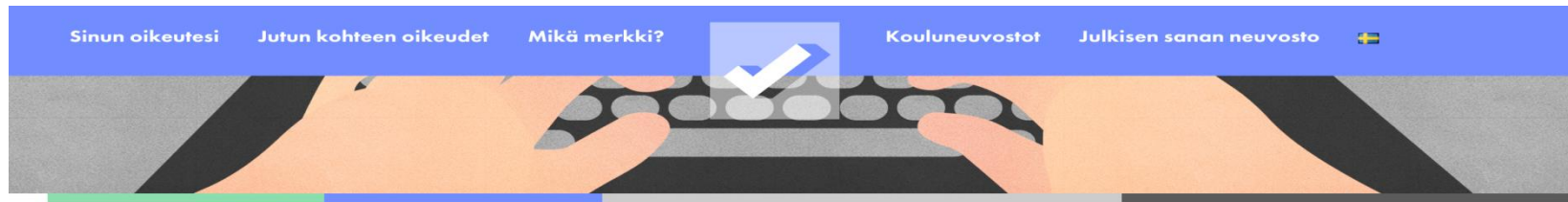
CMM

GUIDELINES FOR JOURNALISTS

HOW TO COMPLAIN

MAKE
COMPLAIN
HERE

BLOG



**Mistä tiedät,
että uutinen
on totta?**

Miten erotat aidon journalismin valemedioista tai mainonnasta?

Mistä tiedät, että media on reilu ja rehellinen?

Tästä merkistä.



<https://vastuullistajournalismia.fi/>

www.jsn.fi

Independent funding?

5/5

FUNDING FOR QUALITY:

MEDIA NEED TO BALANCE
FALLING REVENUE
AND RISING COSTS

EURACTIV [@LeclercqEU](#)



III. Transparency to build trust online

- Chance to "Check it yourself"
 - Online accountability
- What should be left for humans? What is AI and machine learning?
 - How? And who is in charge?
- Ethical questions to be taken seriously now
 - EP seminar - data supervisors – 1000 participants
 - Data economy & GDPR, E-privacy
 - Global my data 15.11

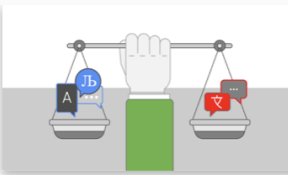
Fact-checkers transparency principles

The commitments of the code of principles

This code of principles is for organizations that regularly publish nonpartisan reports on the accuracy of statements by public figures, major institutions, and other widely circulated claims of interest to society. It is the result of consultations among fact-checkers from around the world and offers conscientious practitioners principles to aspire to in their everyday work.

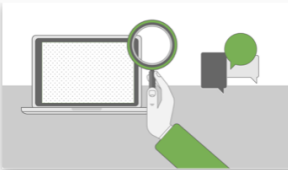
<https://ifcncodeofprinciples.poynter.org/>

The commitments that signatory organizations abide by are:



1. A commitment to Nonpartisanship and Fairness

Signatory organizations fact-check claims using the same standard for every fact check. They do not concentrate their fact-checking on any one side. They follow the same process for every fact check and let the evidence dictate the conclusions. Signatories do not advocate or take policy positions on the issues they fact-check.



2. A commitment to Transparency of Sources

Signatories want their readers to be able to verify findings themselves. Signatories provide all sources in enough detail that readers can replicate their work, except in cases where a source's personal security could be compromised. In such cases, signatories provide as much detail as possible.



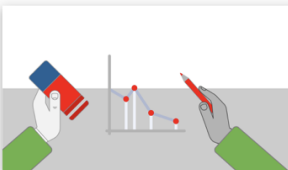
3. A commitment to Transparency of Funding & Organization

Signatory organizations are transparent about their funding sources. If they accept funding from other organizations, they ensure that funders have no influence over the conclusions the fact-checkers reach in their reports. Signatory organizations detail the professional background of all key figures in the organization and explain the organizational structure and legal status. Signatories clearly indicate a way for readers to communicate with them.



4. A commitment to Transparency of Methodology

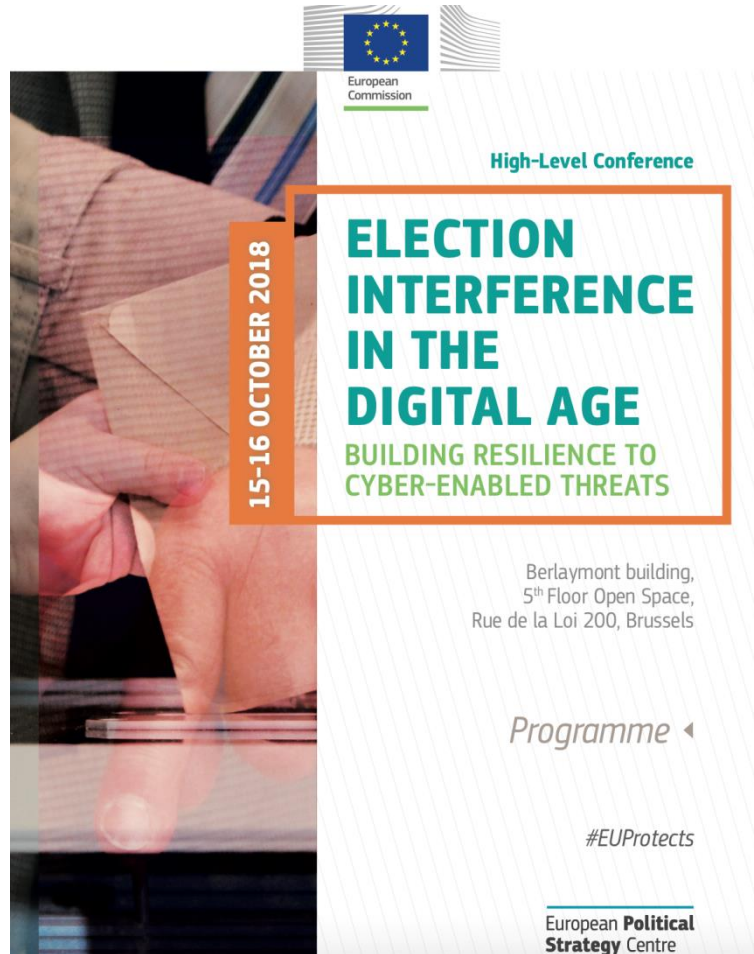
Signatories explain the methodology they use to select, research, write, edit, publish and correct their fact checks. They encourage readers to send claims to fact-check and are transparent on why and how they fact-check.



5. A commitment to an Open & Honest Corrections Policy

Signatories publish their corrections policy and follow it scrupulously. They correct clearly and transparently in line with the corrections policy, seeking so far as possible to ensure that readers see the corrected version.

Election integrity #EUElections2019



The poster features a background image of hands holding a transparent ballot box. At the top left is the European Commission logo. The main title 'ELECTION INTERFERENCE IN THE DIGITAL AGE' is in large teal letters, with the subtitle 'BUILDING RESILIENCE TO CYBER-ENABLED THREATS' in green below it. A vertical orange bar on the left contains the dates '15-16 OCTOBER 2018'. The location 'Berlaymont building, 5th Floor Open Space, Rue de la Loi 200, Brussels' is listed. At the bottom, it says 'Programme' with a right arrow, '#EUProtects', and 'European Political Strategy Centre'.

European Commission

High-Level Conference

15-16 OCTOBER 2018

**ELECTION
INTERFERENCE
IN THE
DIGITAL AGE**

BUILDING RESILIENCE TO
CYBER-ENABLED THREATS

Berlaymont building,
5th Floor Open Space,
Rue de la Loi 200, Brussels

Programme ▶

#EUProtects

European Political
Strategy Centre

https://ec.europa.eu/epsc/events/election-interference-digital-age-building-resilience-cyber-enabled-threats_en

Debating Ethics: Dignity and Respect in Data Driven Life (22-26.10.2018)



31/10/2018

International Conference 2018

The 40th International Conference of Data Protection and Privacy Commissioners took place in Brussels from 22-26 October. Data protection authorities, experts, representatives from NGOs, business, technology and government met to Debate Ethics: Dignity and Respect in Data Driven Life. Watch the highlight videos [here!](https://edps.europa.eu)

<https://edps.europa.eu>

Global My Data movement



<https://mydata.org>

Holistic approach – follow @FactBar

Build your own resilience with evidence.

European approach & privacy

5.12. state of play

Replace "F*ke news"

Hate speech – don't get misused!

Critical thinking and extra 10 seconds!

News: Prison sentences on cyber-harassment

Pro-Kremlin activists on trial in Finland for harassing reporter

FINLAND

EUROPE - CENTRAL ASIA

PROTECTING JOURNALISTS

INTERNET

FREEDOM OF EXPRESSION

PREDATORS



<https://rsf.org/en/news/pro-kremlin-activists-trial-finland-harassing-reporter>