



La risposta dell'Unione Europea alla disinformazione

Sandra Cavallo, Capo Unità aggiunto,
DG Comunicazione "Reti negli Stati Membri"

10/5/2023

Perche' ci occupiamo di disinformazione

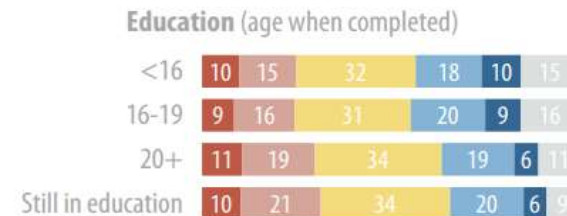
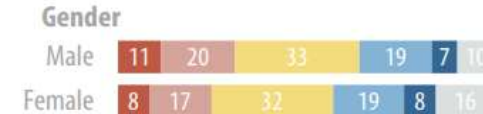
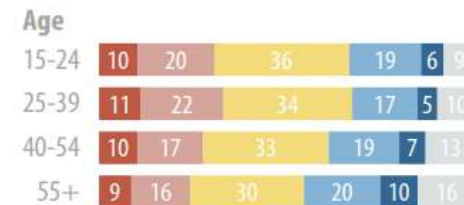
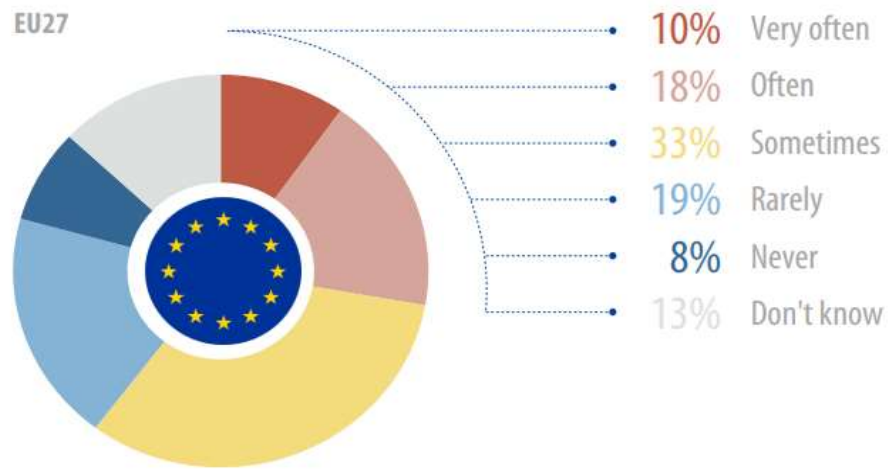
83% of Europeans think that 'fake news' is a threat to democracy

66% of Europeans think that regularly - very often, often and sometimes - are exposed to disinformation

Eurobarometer 2020 and 2022

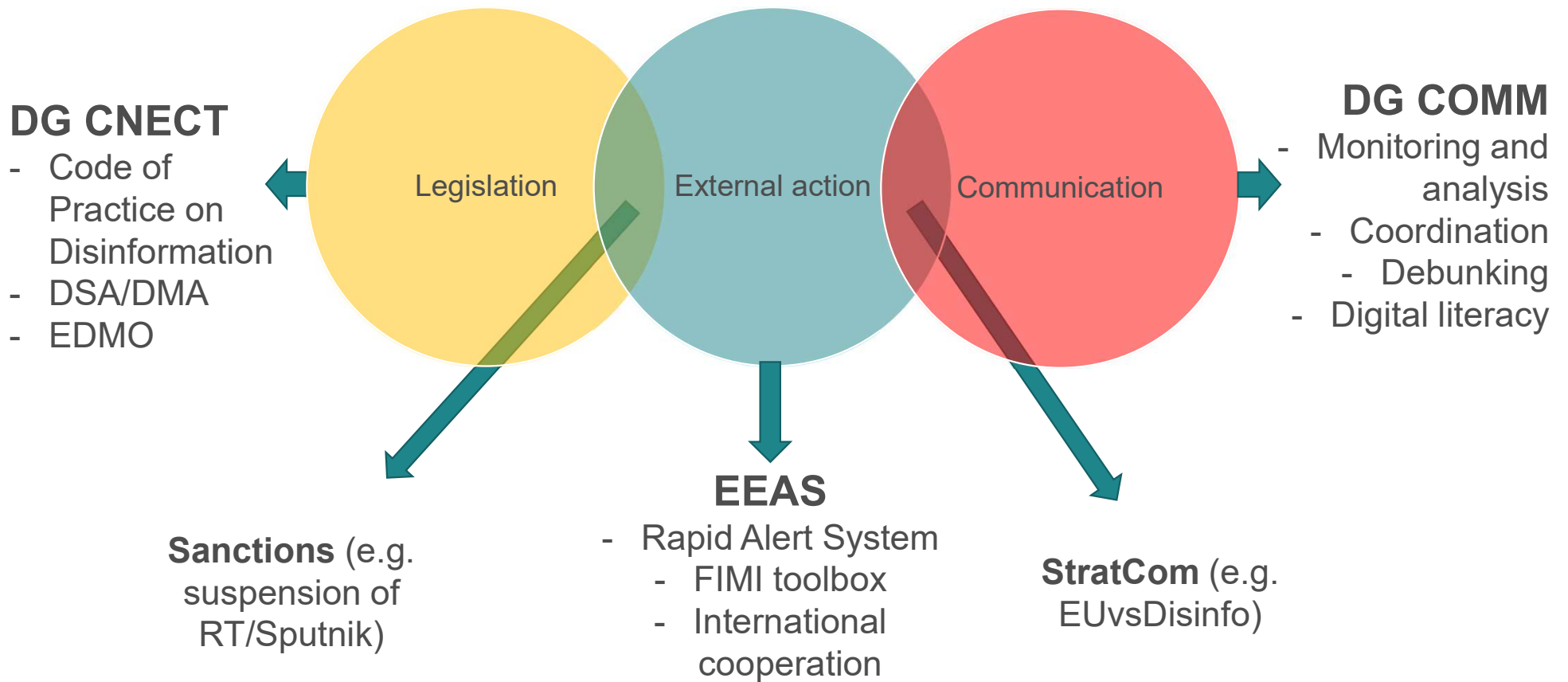
- Makes it harder to make free and informed voting choices while it increases polarisation
- Impacts citizens' trust in democracy, indirectly discouraging them from voting
- Is threatening to health, infrastructure, etc.

How often do you think that you have been exposed to disinformation over the past 7 days?

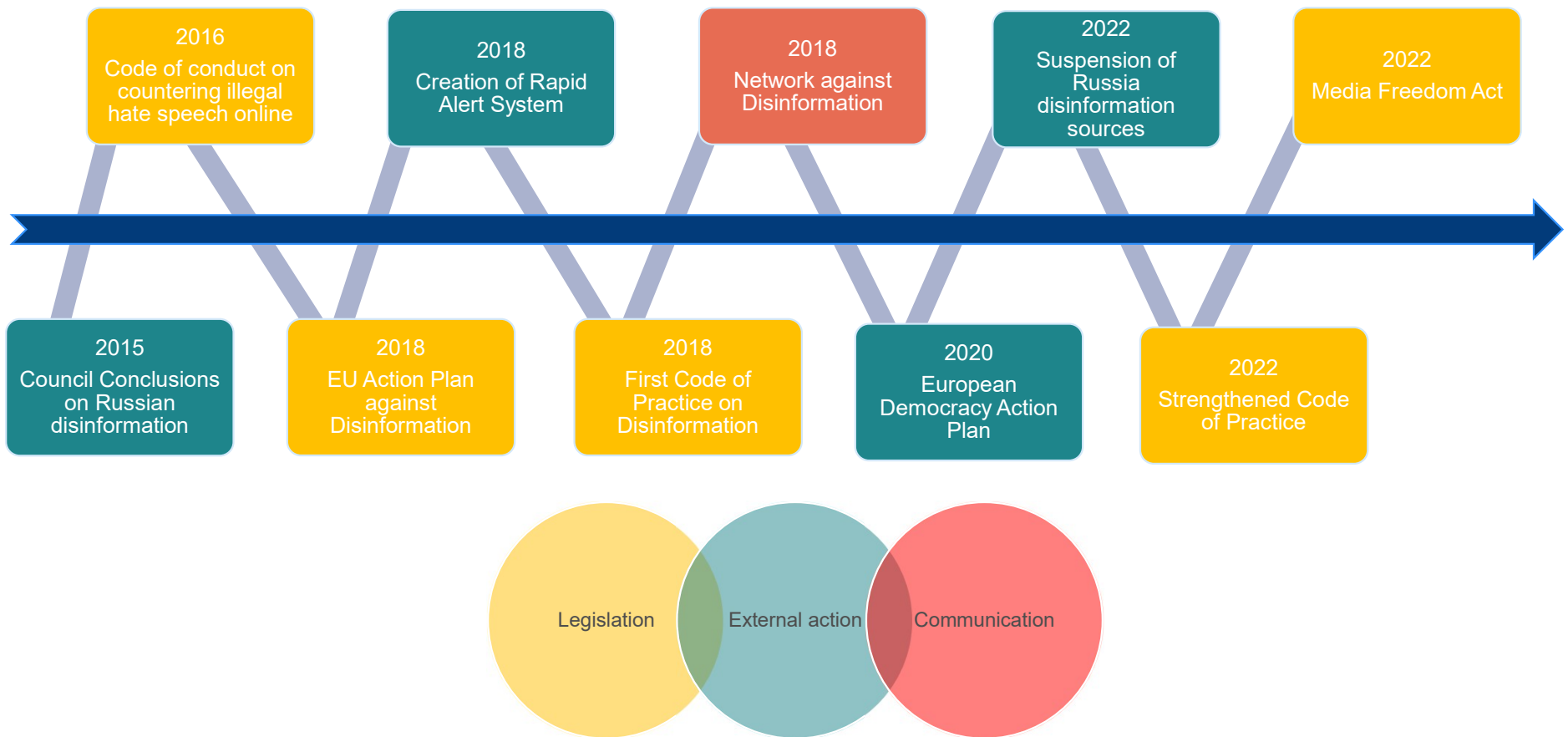


Flash Eurobarometer FL011EP – Media & News Survey 2022

What the EU is doing



EU initiatives to counter disinformation



DG CNECT: Platform regulation

Code of Practice on Disinformation (2018) and Strengthened Code (2022)

The world's first voluntary agreement among online platforms to set standards and commitments to fight disinformation.

Signatories included: **Facebook, Google, Microsoft, Twitter, TikTok and commitments includes:**

- Defunding disinformation and increasing the transparency of political and issue based advertising and increasing the coverage of fact-checking across EU countries and languages
- Setting up a Transparency Centre and creating a permanent Task-force to evolve and adapt the Code

European Democracy Action Plan (EDAP) – our current framework

In 2020 the Commission published a plan to **protect democratic processes including:**

- Strengthened Code of Practice on Disinformation
- FIMI toolbox to counter foreign interference
- Protection and support of journalists and media
- Legislation on transparency of political advertising
- In 2023, the plan will be reviewed by the European Commission ahead the next European elections in the **Defense of Democracy package** (upcoming)



DG CNECT: Platform regulation (entry into force: Nov 2022)

- Digital Services Act
 - Transparency measures and obligations for online platforms
 - Access for researchers to key data
 - Fixing vulnerabilities: obligations against manipulations of platforms services
- Digital Markets Act
 - Obligations for gatekeepers
 - Managing advertising: Transparency and accountability for advertising-driven amplification of content



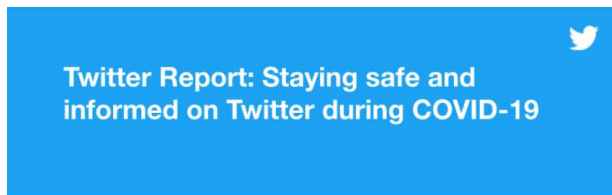
Media regulation: European Media Freedom Act

- Will lay down rules for the independence of media regulators
- Promotes transparency of media ownership and eliminating barriers to the establishment and operation of media services
- Establishes a common framework for advancing the internal market in the media sector
- Coherent with the EU's efforts in promoting democratic participation, fighting disinformation and supporting media freedom and pluralism



EU actions on COVID-19 misinformation

- Code of Practice reports



Twitter Report: Staying safe and informed on Twitter during COVID-19

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Executive Summary

Twitter remains committed to helping people to:

- find reliable information and evaluate credible sources regarding the COVID-19 pandemic,
- connect with others,
- follow what's happening in real time, and
- commit to safe behaviours, from washing hands to wearing a mask.

Twitter has an important role to play as a place for good faith public debate and discussion around critical public health matters. Throughout these unprecedented times, Twitter has continued to adapt and update our policies and enforcement, as well as increase transparency and share more data to ensure

- Pre-bunking and positive communication



European Commission

Home > Live, work, travel in the EU > Coronavirus response > Fighting disinformation

Fighting disinformation



31/05/2020

0:00 / 2:24

- Toolkit for health communicators



European Commission

Social Media Toolkit for Healthcare Professionals

Spreading authoritative information online

#VaccinesWork

EU actions on Ukraine-related disinformation

- Suspension of RT/Sputnik



* Note, RT and Sputnik were suspended under legal sanctions, not banned as RT claims above!

- Europa webpage



- Debunking and strategic communication



Margarita Simonyan is one of the main faces of Putin's propaganda, who dedicated her life to spreading #disinfo for the Kremlin. A service for which she gets well compensated from Russian tax payers' money. Read an excellent profile prepared by @TheGEC state.gov/disarming-disi...



Targeted actions in the Member States

France: **Les Décodeurs de l'Europe**

since 2016



- A task force to monitor daily news and the public debate, and identify fake news / disinformation
- A live fact-checking mechanism with the support of Eurostat during the elections

Targeted actions in the Member States

Lithuania: a series “Europe together with Ukraine”

- The representation has cooperated with a group of independent journalists, NARA, to create videos telling stories of EU solidarity with Ukraine
- They show the stories of Ukrainian women and children who have found work, accommodation and education in Lithuania



Raising awareness



Partnering with international organisations

#ThinkBeforeSharing

THE SIX THINGS CONSPIRACY THEORIES HAVE IN COMMON

- ✓ A 'secret' plot
- ✓ A group of conspirators
- ✓ Supporting 'evidence'
- ✓ They suggest nothing happens by accident
- ✓ They assume the world is good or bad
- ✓ 'Someone' is to blame!

THE FIRST STEP TO PREVENT CONSPIRACY THEORIES IS TO KNOW THAT THEY EXIST. BE AWARE. STOP THE SPREAD.

European Commission

Promoting media literacy



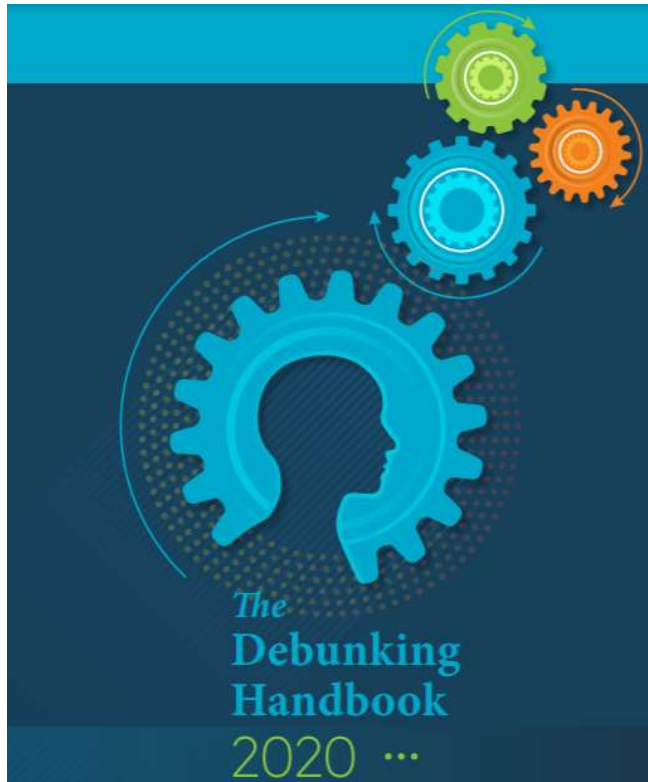
Toolkit for teachers



Guidelines for teachers

What anyone can do

The “Sandwich Method”



FACT

Lead with the fact if it's clear, pithy, and sticky—make it simple, concrete, and plausible. It must “fit” with the story.

WARN ABOUT THE MYTH

Warn beforehand that a myth is coming... mention it once only.










EXPLAIN FALLACY

Explain how the myth misleads.

FACT

Finish by reinforcing the fact—multiple times if possible. Make sure it provides an alternative causal explanation.

Report disinformation online

 <p>Facebook How do I mark a Facebook post as false news?</p>	 <p>YouTube Report inappropriate content</p>	 <p>Twitter Report a tweet, list, or direct message</p>
 <p>Instagram Reduce the spread of false information</p>	 <p>WhatsApp How to report a contact or a group</p>	 <p>TikTok Report inappropriate content</p>
 <p>LinkedIn Recognizing and reporting spam, inappropriate, and abusive content</p>	 <p>Viber How to report inappropriate content</p>	 <p>VK How do I report misleading information</p>

Stay up to date with the research & new trends



Grazie per l'attenzione!

sandra.cavallo@ec.europa.eu



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