Media Convergence and Social Media update from the EC

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Media Convergence and Social Media

European Commission

25th NEM General Assembly
Brussels
May 30, 2018

Our activities in 2017-2018

R&I

✓ X ongoing projects

✓ Ongoing evaluations on H2020 2018 topics ICT-28 (social media) and ICT-32 (STARTS)

✓ No media or STARTS topics for 2019

✓ H2020 WP update for 2020 includes possibilities

✓ MFF for media and social media and STARTS

Policy

✓ Fake news policy file → Communication

✓ Social media policy

✓ Media literacy

✓ Orphan works (part of copyright)

✓ Studies

Media and social media policy
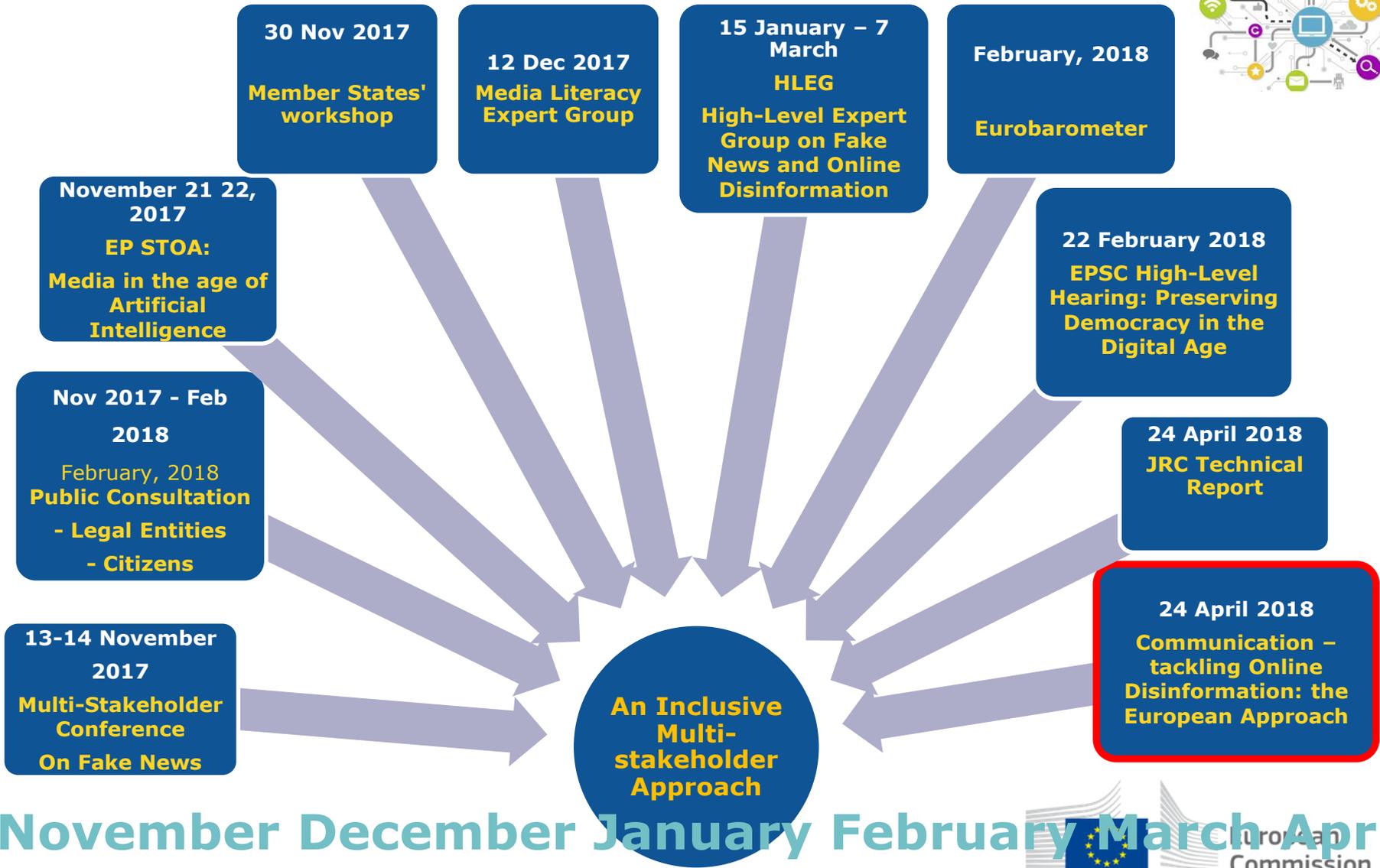
Tackling online disinformation - background

May 2017 – President **Juncker's Mission Letter to Mariya Gabriel,** Commissioner for the Digital Economy and Society

June 2017 - **European Parliament's Resolution to the Commission** "to analyse in depth the current situation and legal framework with regard to fake news and to verify the possibility of legislative intervention to limit the dissemination and spreading of fake content"

March 2015 - **European Council Action Plan** The European Council invited the High Representative to develop an action plan to address Russia's on-going disinformation campaigns

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Tackling Fake News – the process

30 Nov 2017

Member States' workshop

12 Dec 2017
Media Literacy Expert Group

15 January – 7 March
HLEG
High-Level Expert Group on Fake News and Online Disinformation

February, 2018

Eurobarometer

November 21 22, 2017
EP STOA:
Media in the age of Artificial Intelligence

22 February 2018
EPSC High-Level Hearing: Preserving Democracy in the Digital Age

Nov 2017 - Feb 2018
February, 2018
Public Consultation
- Legal Entities
- Citizens

24 April 2018
JRC Technical Report

13-14 November 2017
Multi-Stakeholder Conference
On Fake News

An Inclusive Multi-stakeholder Approach

24 April 2018
Communication – tackling Online Disinformation: the European Approach

November December January February March April

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Public consultation & Eurobarometer

- ➢ **Open public consultation**
  - ▪ **Date:** from November, 13 to February, 23
  - ➢ **2986 replies:**
    - ▪ 2784 from individuals
    - ▪ 202 from legal organizations & journalists
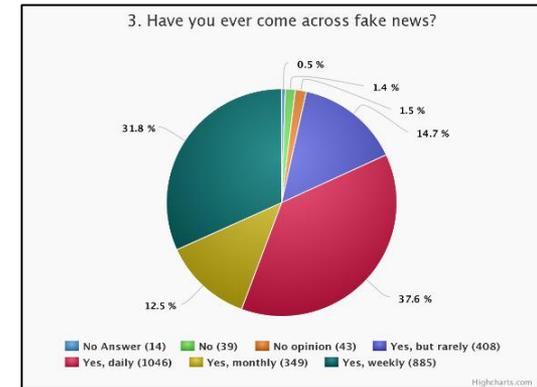
- ➢ **Eurobarometer**
  - ▪ **Fieldwork:** from 7 to 9 of February
  - ▪ **Publication**: April, 2018
  - ➢ 28,000 citizens interviewed
    - ▪ 28 Member States

3. Have you ever come across fake news?

0.5 %
1.4 %
1.5 %
14.7 %
31.8 %
37.6 %
12.5 %

No Answer (14)　No (39)　No opinion (43)　Yes, but rarely (408)
Yes, daily (1046)　Yes, monthly (349)　Yes, weekly (885)
Highcharts.com

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Flash Eurobarometer 464
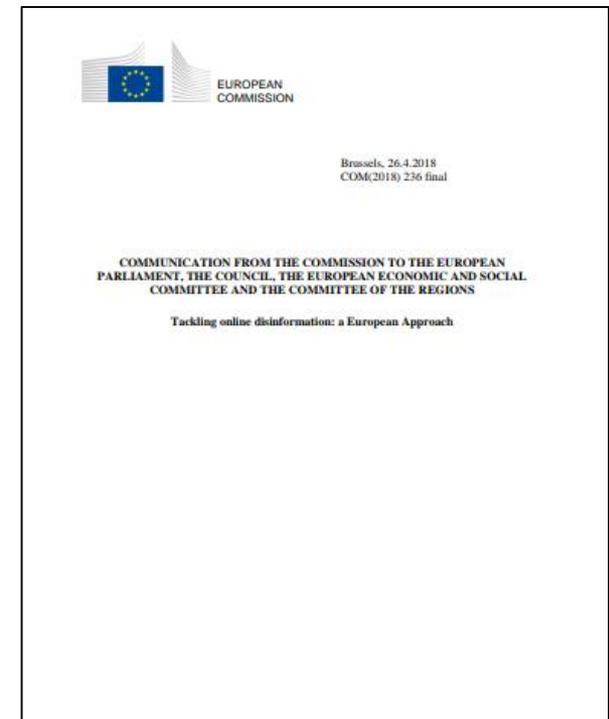
Report

European Commission

High-Level Expert Group on Fake News & Online Disinformation

➤ **Advisory Structure:** policy initiatives to counter fake news and disinformation spread online

➤ **Participants:** civil society, social media platforms, news media organisations, journalists and academia

➤**Chair:** Professor dr. Madeleine de Cock Buning

➤**Dates of meeting**
  ➤15/01
  ➤02/02
  ➤21/02

➤**Final report on 07/03/2018**

A multi-dimensional approach to disinformation

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

European Commission

The Communication "Tackling online disinformation: a European approach"

➢ Result of an **extensive consultation**

➢ **Online disinformation definition**: 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

➢ **Four** guiding principles: **Transparency, Credibility, Diversity and Inclusivity**

EUROPEAN COMMISSION

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

European Commission

Next steps

- ➢ **Multi-stakeholder Forum** for efficient cooperation among relevant stakeholders, to engage into and scale up efforts to tackle disinformation.

- ➢ EU–wide **Code of Practice** on disinformation to be published by July 2018, with a view to producing measurable effects by October 2018.

- ➢ Independent **European network of fact-checkers,** followed by a secure **European online platform** on disinformation

- ➢ **Study** to examine the applicability of EU rules and possible gaps in relation to the identification of online sponsored content.

- ➢ **Report by December 2018:** further actions?

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Media literacy

Media Literacy

REFLECT·LEARN·CONNECT
INFORMATION LITERACY

EP Pilot projects

- **Media literacy for all**

  2016:

  - 'Mind over Media in EU – Analysing Contemporary Propaganda'

  - 'Media in Action'

  2017: evaluation being finalised

  2018: → preparatory action foreseen
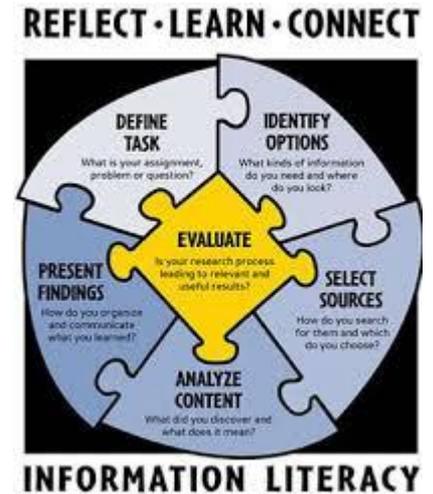
Studies

- Media literacy and online empowerment issues raised by algorithm-driven media services
  - ongoing

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Research and Innovation

Ongoing projects

Immersive, VR, impaired

EasyTV

Hradia

HDR4EU

Immersify

Future Pulse

Content4All

VRTogether

X5Gon

Bloomen

Imac

I3

ImmersiaTV

STARTS Price

VERTIGO

FORWARD

Support, STARTS, content verification

CPN

MediaRoad

Marconi

Hyper360

Compact

DANCE

COGNITUS

2-Immerse

InVID

VISUALMEDIA

MPAT

VITAL MEDIA

REISearch

HBB4ALL

Ongoing evaluations

Topic ICT-28-2018

- **Future Hyper-connected Sociality**

Topic ICT-32-2018

- **S+T+ARTS ==STARTS**

ICT-28-2018

Future Hyper-connected Sociality

HORIZON2020 WP 2018-20
DG CONNECT European Commission

Specific Challenge & Scope for ICT-28-2018

- Foundation for **next generation Social Media platforms** towards a "Global Social Sphere", based on
  - **peer-to-peer/decentralised community approaches**
  - **free/open source principles**
  - **integrating new technologies**
- Enhance the role of prosumers, communities and small businesses
- Contribute to overcome the current concentration of power by central intermediaries
- New opportunity for large scale **European-based Social Media** & Networks
- Provide **measures against disinformation** **online** and stimulate trust and a positive vision as to the role of Social Media & Networks

ICT-28-2018 – four subtopics, 21 MEUR

- **Trustful and Secure Data Ecosystem for SM Media (IA) – 10 MEUR**

  a) Content verification

  b) Secure Data Ecosystem

- **Future Social Networks (RIA) – 10 MEUR**
  c) Support of new SM initiatives

- **Federation of Social Media actors (CSA) – 1 MEUR**
  d) Support of SM ecosystem community building

- Contribution from the EU of maximum 2,5 MEUR for subtopic a), 5 MEUR for subtopics b) and c) and 1 MEUR for subtopic d). This does not preclude submission and selection of proposals requesting other amounts.
- At least one proposal will be selected for subtopics a) and b). Proposals should clearly state which subtopic they address

ICT-32-2018: S+T+ARTS ==STARTS

*Innovation at the nexus of **Science**, **Technology** and the **ARTS***
*How artists can stimulate innovation
in European industry and society*

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DG CONNECT, European Commission

You will select TWO STARTS lighthouse pilots (4MEUR each)

Lighthouse pilots are GOAL driven projects!

Concrete and clearly articulated goals and clear pathway of implementation.

Artists will help achieving these goals better and faster.

Two areas:

(i) 'Art-inspired interactive human-centred environments' created by digital objects and novel media, like IoT, augmented reality or social media. The pilot will explore how these digital objects and media can lead – via artistic exploration – to novel experiences and new models for creativity for challenges in the city, in the home or for mobility.

(ii) 'Art-inspired urban manufacturing' driven by de-centralised digitally-enabled production systems and co-creation in urban environments. The pilot will explore how digitally-enabled small-scale production/ manufacturing systems and networks combined with artistic exploration and creativity in design and process - can revive the social, ecological and economic urban space.

Remark: Please make sure to attribute each proposal to one of these two areas!.

Art is key for achieving concrete solutions to concrete challenges.
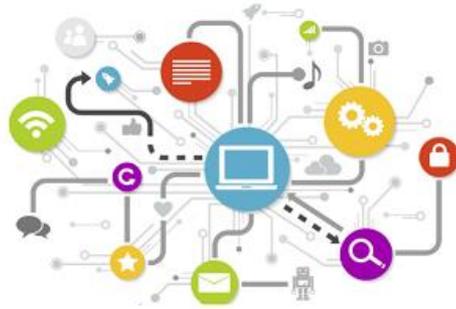
❑ We do _not_ want '*art for the art's sake'*: Not simple use of technology to create art works or as an aid for creative sectors.

❑ We do _not_ want '*technology for technology's sake'*: No simplistic use of art for branding or 'make technology acceptable' purposes. We do _not_ want art as an 'afterthought' to R&I.

❑ We do _not_ want generic discussions/platforms on innovation, acceptance of technology… There must be a clear focus on concrete technologies – or their use - in the objectives.

❑ We want proposals with a _clear_ ambitious technological or in some cases societal goal! It is NOT good enough to simply provide a frame for artists and engineers to 'meet'.

❑ We want proposals that can provide exemplary cases ('guiding lights') how the arts can help tackle concrete challenges in industry and society.

A few things for the future

- *We will be working on social media and media innovation and research*
- *We will be introducing STARTS into new areas*
- *Social media policy and tackling disinformation online will remain a key topic*
- *We need timely support for MFF to include media and creative industries – there is a lot to do!*

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Thank you!