



#### AGENDA

- **Statistical Prerequisites**
- **European Digital Media Observatory**
- **Digital Services Act**
- **Artificial Intelligence Act**



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within European Regions,  
Transnational Higher Education  
and Mobility

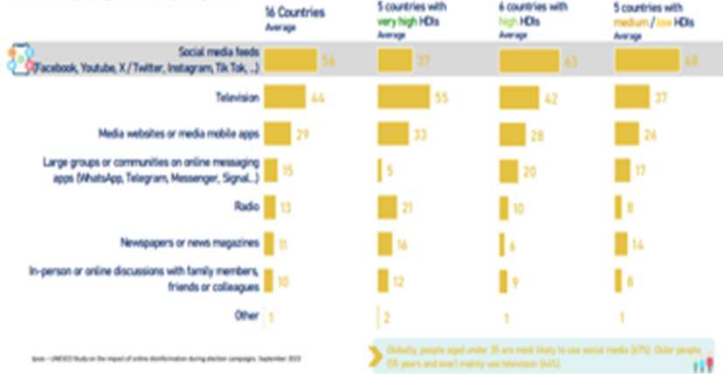
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**January 29-31, 2025**

## Social media the main source of information globally

Question: Where do you primarily get your news and information from?  
(Whole sample - Up to 2 answers per respondent)



## Trust in social media lower than traditional media

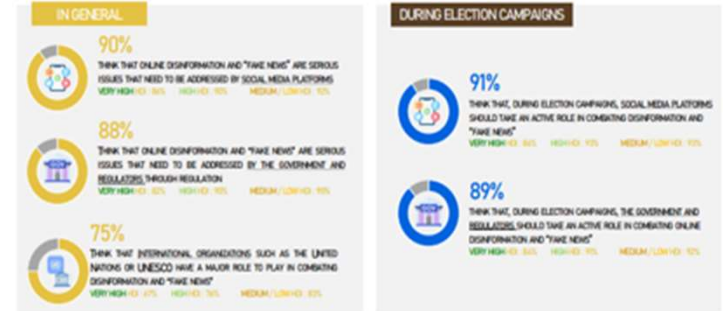
Question: To what extent would you say you trust the news and information provided by these sources of information?  
(Whole sample - Each item is only displayed for people telling that they use this source of information)



# UNESCO Global Survey

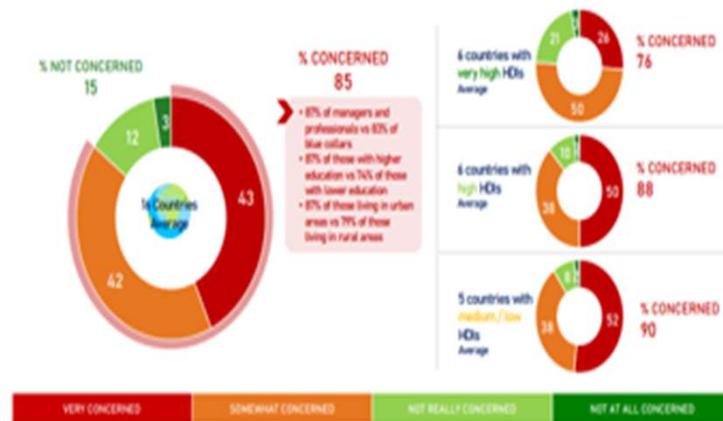
## All stakeholders have a major role to play, including during election periods

Question: Do you agree or disagree with each of the following statements?  
(Whole sample)



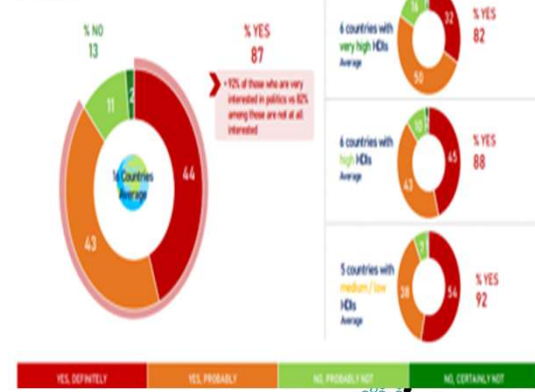
## 85% concerned about the impact of disinformation in their country

Question: Would you say you are concerned about the impact and influence of disinformation and "fake news" on the population in your country?  
(Whole sample)



## Vast majority say disinformation has already had a major impact on political life, especially in countries with lower HDI

Question: Do you think that disinformation and "fake news" have already had a major impact on political life in your country?  
(Whole sample)



## Very high concern about possible impact of disinformation on upcoming elections

Question: And more specifically, looking ahead to next year's elections\* in your country, are you concerned that disinformation and "fake news" could have an impact on the campaign and on the vote of a significant proportion of voters?  
(Whole sample)

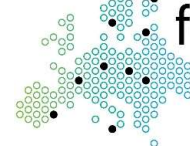


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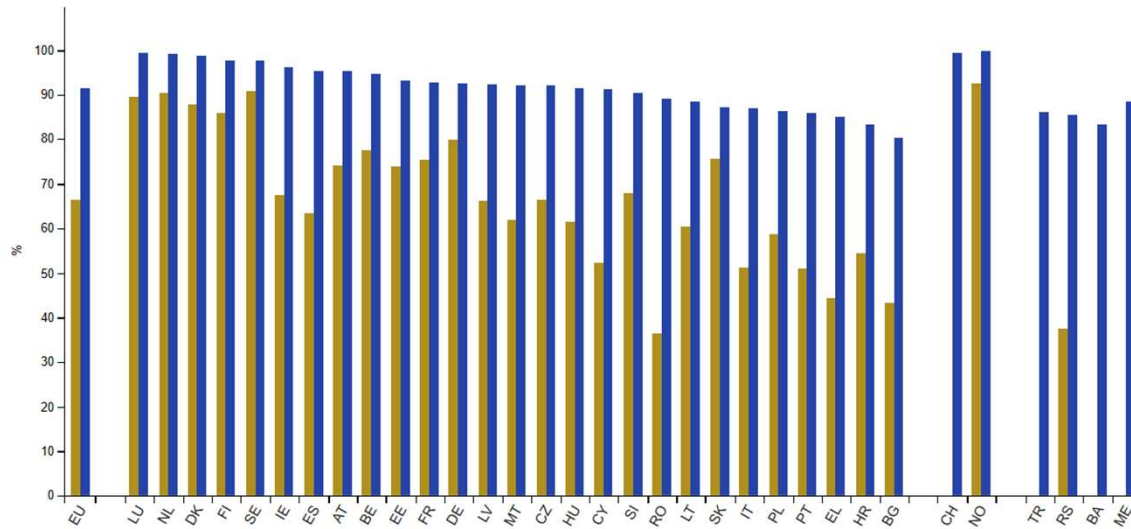
European Union's Strategy Tackling AI-generated Disinformation and Social-Media Threats  
Nicoleta Annemarie-Munteanu  
Lucian Blaga University of Sibiu



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Internet access of individuals, 2023 and 2010



19 March 2024  
eurostat

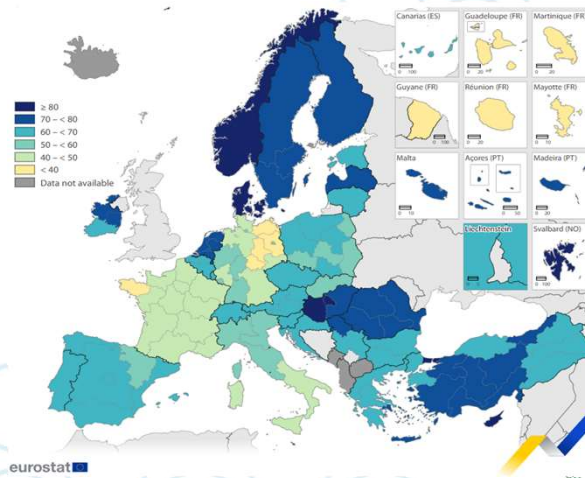
The share of EU internet users was 92% in 2023, up from 67% in 2010.

18% of EU internet users expressed their civic or political opinions online in 2023.

54% of EU internet users interacted with public authorities in 2023.

70% of EU internet users ordered or bought services or goods online in 2023.

59% of EU individuals using social networks in 2023



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**Generative AI and Disinformation: Recent Advances, Challenges, and Opportunities**  
 University of Sheffield  
 co-funded by the European Union  
 Published February 2024

AI-generated content is now **co-existing** with out-of-context and tampered images, videos, and other more considered traditional kinds of information

2023 elections

Influence voters by seeding doubts about election integrity/independence of the political candidates

Ordinary citizens find it hard to distinguish AI-generated content from human-authored content is being weaponised by disinformation

Low cost and commodification of generative AI

Fast growing number of cases of misuse in large-scale disinformation and foreign influence disinformation campaigns

European Commission  
**26 March 2024**

**Guidelines under the DSA for the mitigation of systemic risks online for elections**

**TOOLS**

**DIGITAL SERVICES ACT DSA** + **EDMO Taskforce On 2024 European Elections** = **The EU Artificial Intelligence Act**

Digital Services Coordinators  
 Regulation on transparency of political advertising  
 Commission Recommendation

The Strengthened Code of Practice on Disinformation 2022

on inclusive and resilient electoral processes in the Union

**EDMO**  
 European Digital Media Observatory  
 TASK FORCE ON THE 2024 EUROPEAN PARLIAMENT ELECTIONS

**TOOLS**

Established January 2023  
 Presented EDMO Annual Conference May 2023

Monitor  
 Counter  
 Provide

Attempts to condition and undermine public confidence in the democratic process

Information and tools in the effort to promote an honest European debate in the run-up to the elections

Comprehensive geographic coverage of the European Union

Multidisciplinary approach of EDMO and its coverage of the whole Union through its national and regional Hubs

**TOOLS**

The Digital Services Act (DSA) + Digital Market Act (DMA)

**DIGITAL SERVICES ACT package**

To create a **safer digital space** in which the fundamental rights of all users of digital services are protected

To establish a **level playing field** to foster innovation, growth, and competitiveness, both in the European Single Market and globally

**TOOLS**

**DIGITAL SERVICES ACT**

For citizens:
 

- better protection of fundamental rights
- more control and choice
- stronger protection of children online
- less exposure to illegal content

For providers of digital services:
 

- legal certainty
- a single set of rules across the EU
- easier to start-up and scale-up in Europe

For society at large:
 

- greater democratic control and oversight over systemic platforms
- mitigation of systemic risks, such as manipulation or disinformation

For business users of digital services:
 

- access to EU-wide markets through platforms
- level-playing field against providers of illegal content

**TOOLS**

**DIGITAL SERVICES ACT**

Very large online platform **VLOPs**

Online platform **VLOSEs**

Hosting services

Intermediary services

**Digital Services Act entering into force**

As of **17 February 2024**, the DSA rules apply to all platforms. Since the end of August 2023, these rules had already applied to designated platforms with **more than 45 million users in the EU** (10% of the EU's population), the so-called Very large online platforms (VLOPs) or Very large online search engines (VLOSEs).

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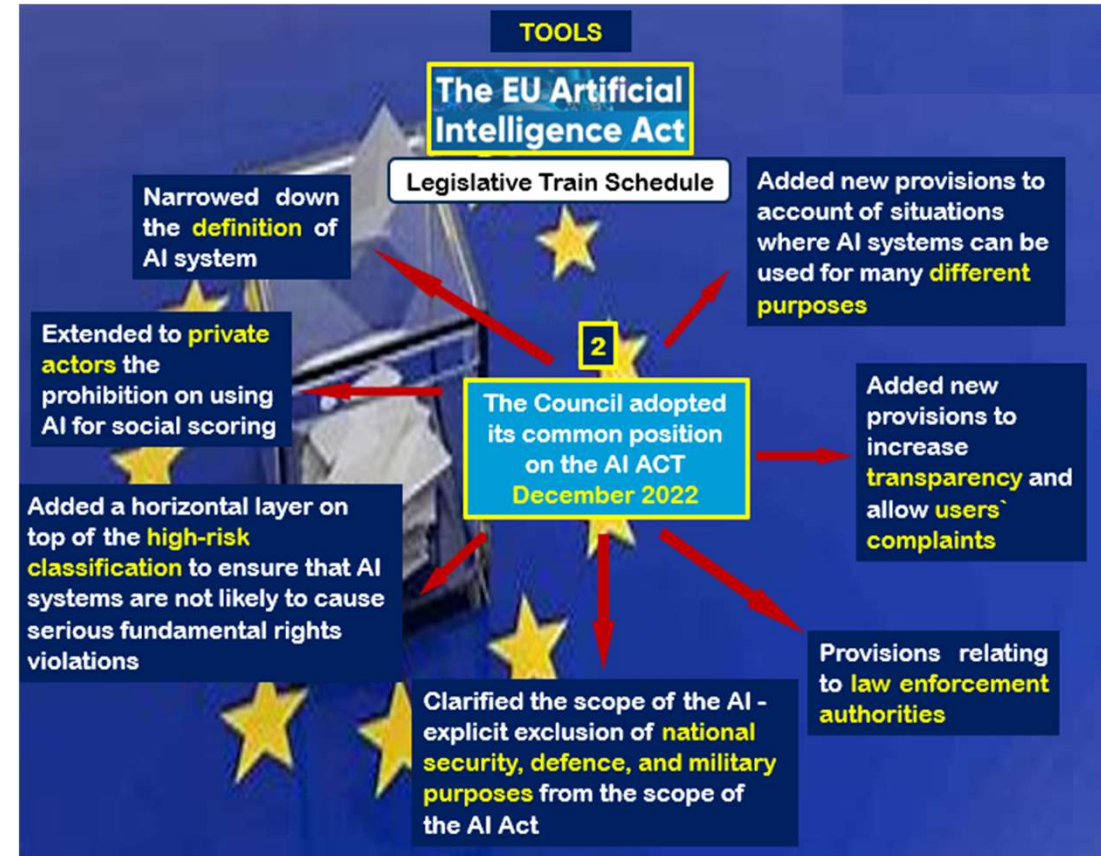
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**TOOLS**

## The EU Artificial Intelligence Act

Legislative Train Schedule

**3** Parliament's negotiating position adopted in June 2023

- Amended the definition of AI systems to align it with the definition agreed by the Organisation for Economic Co-operation and Development (OECD)
- Substantially amended the list of AI systems prohibited in the EU
- Enshrined in the AI Act a layered approach to regulate general-purpose AI systems including foundations AI models including generative AI models (such as Chat GPT) that generate art, music and other content
- Established an AI Office, a new EU body to support the harmonised application of the AI Act, provide guidance and coordinate joint cross-border investigations
- Agreed that research activities and the development of free and open-source AI components would be largely exempted from compliance with the AI Act rules

**TOOLS**

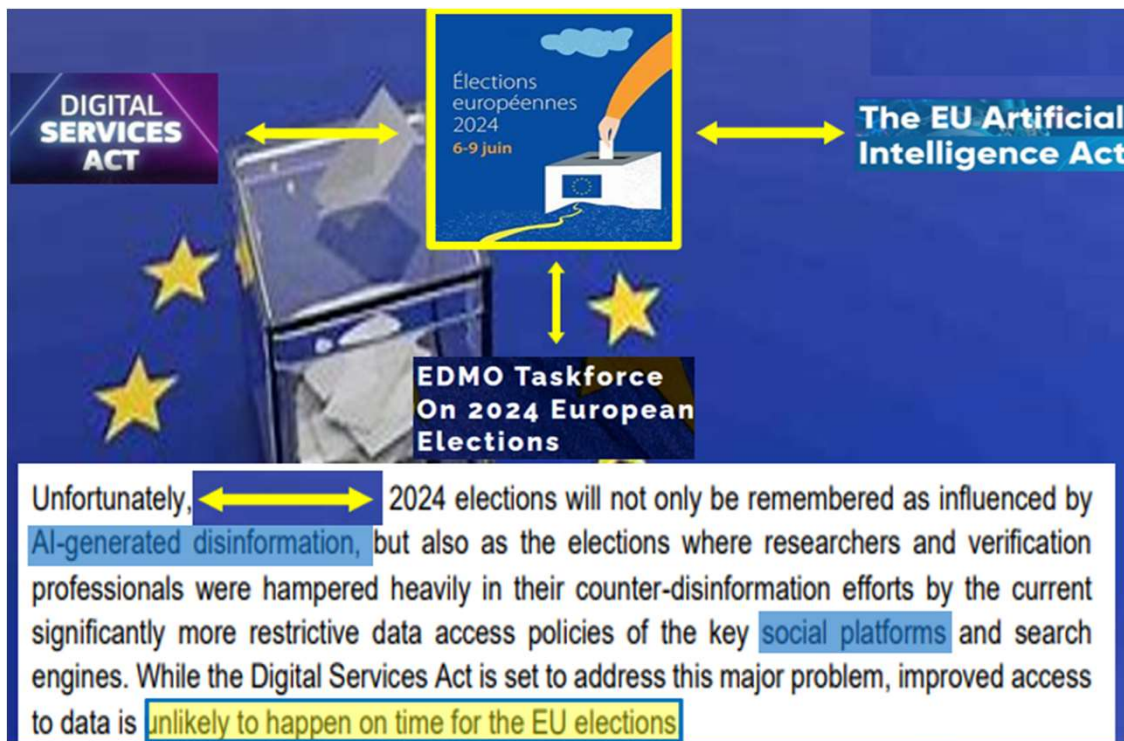
## The EU Artificial Intelligence Act

Legislative Train Schedule

**4** The Council presidency and the European Parliament's negotiators  
 → provisional agreement on the AI Act December 2023

**5** Parliament endorsed the AI Act on March 2024  
 (The AI Act is formally adopted by Parliament during its April 2024 plenary session before the final Council endorsement)





While the EU's approach is a good start, it's a work in progress. The effectiveness will likely improve over time as new technologies and strategies evolve. What's your take on the situation? Do you think these regulations are enough?

## EDUCATION

The European Union has been actively working on tools and regulations to combat AI-driven disinformation, particularly with the implementation of the Digital Services Act (DSA) and the Digital Markets Act (DMA).

The effectiveness of these tools is still evolving. The DSA, for instance, requires large platforms like Facebook and Google to address harmful content, including disinformation spread by AI. It also mandates transparency about how AI systems are used in content moderation and advertising.

There have been steps forward, like the push for more accountability in how algorithms amplify content. However, AI disinformation is still a major challenge. The technology is advancing quickly, and platforms often struggle to detect and counteract AI-generated deepfakes, bots, or automated misinformation campaigns in real-time.



# TACKLING AI-GENERATED DISINFORMATION EU&USA



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