



KNOW FAKE

Ein Projekt zur Bekämpfung von Desinformation
2022-1-KA220-ADU-000089332

Positions Paper: KNOW FAKE

1. **Danger from fake news**

In modern societies, digital media have become central sources of information. Young people in particular are increasingly getting their news from the internet and social media. This development has significantly changed the way opinions are formed. Fake news poses a serious threat to democracy, as it manipulates opinions and jeopardises democratic processes.

2. **Importance of media competence**

Media literacy is essential in order to navigate an increasingly digitalised world and actively participate in democracy. It enables citizens to recognise and critically question disinformation. Educational campaigns must be developed in schools and for all citizens in order to impart these skills and thus promote informed and responsible political participation.

3. **Labelling of AI-generated content**

The growing use of artificial intelligence (AI) harbours new challenges. Content generated by AI must be clearly labelled. In 2024, 350 experts warned of the dangers of AI, including leading minds such as Sam Altman (ChatGPT) and Demis Hassabis (Google DeepMind). The danger of election manipulation, propaganda or deception through AI requires clear regulations. These include principles such as transparency, security and ethical responsibility.

4. **Responsibility of the social media platforms**

Social media plays a central role in the spread of fake news. Platforms must be held more legally responsible in order to actively prevent the spread of disinformation. Clear guidelines are necessary for this.

5. **Media literacy as a democratic foundation**

Media literacy is a decisive factor for democratic competence. Further training for teachers, project days and the critical examination of AI in educational concepts are necessary.



6. Protection of the independence of the media and media pluralism (see attached information on the EU Media Freedom Act)

The independence of the media is essential for democracy. New regulations are intended to better protect the independence of the media and media pluralism in the EU in future. (Media Freedom Act). We support the European initiative and are in favour of protecting **the independence of the media and media pluralism**. Investigative journalism and media diversity are crucial for a healthy democracy.

September 2024

Koordinator:

Stiftung Medien- und Online Sucht
Deutschland



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- gemeinnützige Stiftung -

www.stiftung-medienundonlinesucht.de

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**Österreichische Gesellschaft für
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www.kinderphilosophie.at

Annex to point 6 Position paper:

New European Media Freedom Act in force since 7 May 2024

Free media are a cornerstone of any democracy and are crucial for a healthy market economy. Globally, the European Union continues to be a stronghold of free media and sets standards as a democratic continent. Nevertheless, there are increasingly worrying trends. Building on previous efforts, the Commission has therefore taken a number of measures to protect media freedom and pluralism and also to improve the free movement of services in the EU. The highlight is the [European Media Freedom Act](https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/new-push-european-democracy/protecting-democracy/european-media-freedom-act_de), which came into force on 7 May 2024. The new regulations will apply in full from 8 August 2025.

https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/new-push-european-democracy/protecting-democracy/european-media-freedom-act_de

New regulations to protect pluralism and the independence of the media

The European Media Freedom Act introduced a new set of rules to protect pluralism and the independence of the media in the EU. This ensures that public and private media can operate more easily across borders in the EU single market without being exposed to undue pressure. It also takes account of the digital transformation of the media space.

Unter anderem wird das Europäische Medienfreiheitsgesetz

- protect editorial independence
- protect journalistic sources, including against the use of spyware –
- ensure the independent operation of public service media
- improve transparency in media ownership
- protect media from unjustified content deletion by very large online platforms
- introduce a right to personalisation of media content on devices and through interfaces
- ensure transparency in state advertising for media service providers and online platforms
- ensure that, ensure that Member States assess the impact of major media market concentrations on media pluralism and editorial freedom
- strengthen the transparency of audience measurement for media service providers and advertisers

A new independent European Media Services Board will be established, composed of national media regulators or bodies, with a secretariat provided by the Commission. The body will start work in February 2025 and will, among other things, promote the effective and consistent application of EU media law. It will replace the European Regulators Group for Audiovisual Media Services (ERGA), which was established under the Audiovisual Media Services Directive.