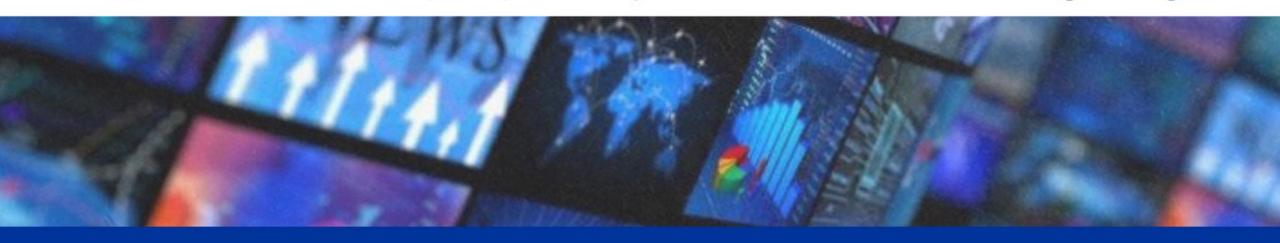


## Societal Implications of Media Platformisation

Opportunities and Pitfalls for Policy and Governance in the Digital Age









## Insights from EuromediApp Spring School

Phoebe Kwan & Jason Bonsall



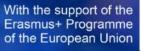


Spring School
in Venice
(Apr 2023)











## Key Insights

- Diversity of Perspectives
- Value of Open-mindedness
- Addressing the Asymmetries



## Policy Recommendations

#### • Group 1

- Discussed the risk of the use of unregulated AI tools with journalism
  - Called on national research foundations across the EU to allocate necessary funding for research on the use of AI in journalism to see how it can be employed to serve a democratic and pluralistic society

#### • Group 3

- Discussed how advertising paid by governments or state-owned companies affects media pluralism
  - Called for the reporting and disclosure of media ownership and fund allocation for all enterprises receiving state advertising funds, including micro-enterprises

#### • Group 4

- Discussed the indirect ways in which states could still control media outlets given the restrictions in this bill
  - Called for practical and specific measures applicable to the countries with compromised democracy and nations with a threat of undermining democratic foundations







### Group 2 Policy Recommendations

- 1. Amend the language of the bill in paragraph 36 where it says "The Commission may, where relevant, examine the reports..." so that it would say "*should*" instead of "*may*".
- 2. Add an additional paragraph to Article 18 stipulating that National Regulatory Authorities conduct *Citizen Juries*.
  - Including the definition of a Citizen Jury as a group of individuals who represent a broad range of ideologies within their country or community coming to consensus on one or more specific questions (Coote & Lenaghan, 1997; Lenaghan, 1999).
- 3. Advocate for the inclusion of ethical analysis of algorithms as a sub-point in Article 25 of the EMFA
  - Ethical analysis of algorithms referring to the impact assessments of algorithms on certain stakeholders in relation to the ethics that these stakeholders value (Taddeo & Floridi, 2018)







# Thank you for your attention







### Works Cited

- Coote, A., et al. Citizens' Juries: Theory Into Practice. Institute for Public Policy Research, 1997, <a href="https://books.google.it/books?id=zkKxwj7z1l4C">https://books.google.it/books?id=zkKxwj7z1l4C</a>.
- 2. Lenaghan, J. (1999). Involving the public in rationing decisions. The experience of citizens juries. Health Policy, 49(1-2), 45-61. <a href="https://doi.org/10.1016/S0168-8510(99)00042-1">https://doi.org/10.1016/S0168-8510(99)00042-1</a>
- 3. Taddeo, M. & Floridi, L. (2018). How Al can be a force for good. *Science*, *361*(6404), 751-752. <a href="https://doi.org/10.1126/science.aat5991">https://doi.org/10.1126/science.aat5991</a>



