

The background of the slide is a collage of various digital screens and data visualizations. It includes a grid of blue squares, a world map, a bar chart with a rainbow bar, and several white arrows pointing upwards. The overall color palette is dominated by blues and purples.

Societal Implications of Media Platformisation

Opportunities and Pitfalls for Policy and Governance in the Digital Age

CONFERENCE BY
EUROMEDIA RESEARCH GROUP

 EUROPEAN MEDIA
AND PLATFORM POLICY
The Euromedia Research Group

 EMRG
The Euromedia Research Group

With the support of the
Erasmus+ Programme
of the European Union



Insights from

EuromediApp Spring School

Phoebe Kwan & Jason Bonsall

Spring School in Venice (Apr 2023)



EUROMEDIAPP SPRING SCHOOL
IN VENICE

11 to 15 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



CONFERENCE BY
EUROMEDIA RESEARCH GROUP

 EUROPEAN MEDIA
AND PLATFORM POLICY
The Euromedia Research Group

 EMRG
The Euromedia Research Group

With the support of the
Erasmus+ Programme
of the European Union



Works Cited

1. Coote, A., et al. *Citizens' Juries: Theory Into Practice*. Institute for Public Policy Research, 1997, <https://books.google.it/books?id=zKxwj7z1I4C>.
2. Lenaghan, J. (1999). Involving the public in rationing decisions. The experience of citizens juries. *Health Policy*, 49(1-2), 45-61. [https://doi.org/10.1016/S0168-8510\(99\)00042-1](https://doi.org/10.1016/S0168-8510(99)00042-1)
3. Taddeo, M. & Floridi, L. (2018). How AI can be a force for good. *Science*, 361(6404), 751-752. <https://doi.org/10.1126/science.aat5991>

