



PSM combating disinformation: challenges and opportunities

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Context: Why PSM matters?

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NORDIS

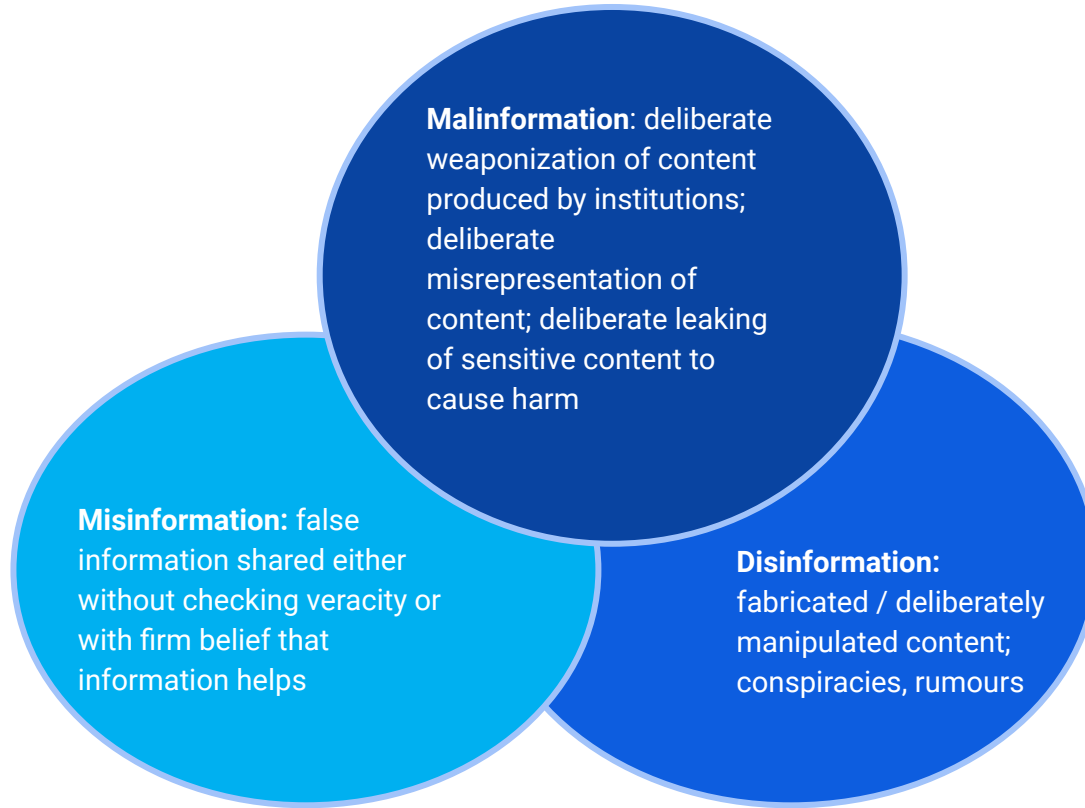
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Today's complex context of information disorder (Wardle, 2022)

New Yle law brings restrictions on text-only content

In future Yle should attach moving pictures or audio to text based articles. The rules do not apply to minority languages.



Image: Berislav Jurišić / Yle

YLE NEWS

2.3. 09:56

ipi.media/mission-report-media-freedom-in-hungary-ahead-of-2022-election/

Hungary's public service media have been deformed into an audiovisual propaganda tool of the ruling party. Editorial independence is virtually non-existent for news programming at the public radio and TV, which uncritically amplify Fidesz's messaging. During the 2022 election campaign, the public broadcaster has provided unbalanced and unprofessional news coverage. The leader of the opposition has received zero airtime on the public television. Political control over the state news agency is extremely high, with the prime

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ANALYSIS

The BBC is facing its biggest funding threat yet — and there are parallels to the ABC

The Drum / By Jonathan Yerushalmy

Posted Mon 17 Jan 2022 at 9:28pm, updated Mon 17 Jan 2022 at 10:47pm



Today's complex contexts of PSM (e.g., Horowitz & Dragomir, 2021)



SEE RELATED DOCUMENTS

Resolution 2255 (2019)



PRINT

Public service media in the context of disinformation and propaganda

Author(s): Parliamentary Assembly

Origin - *Assembly debate* on 23 January 2019 (5th and 6th Sittings) (see [Doc. 14780](#), report of the Committee on Culture, Science, Education and Media, rapporteur: Mr Petri Honkonen). *Text adopted by the Assembly* on 23 January 2019 (6th Sitting).

- 1.** The Parliamentary Assembly considers that public service media have an indispensable mission to fulfil in democratic societies. They should be a forum for pluralistic public debate and a means of promoting a broader democratic participation of individuals, and also a factor of social cohesion and integration of all people, groups and communities.
- 2.** Editorial and institutional independence, as well as sufficient and stable funding, constitute indispensable conditions for public service media to effectively fulfil their mission. In return, public service media should deliver high-quality journalism by focusing on matters of public concern and providing the public with reliable information and a diversity of opinions. This is all the more important in the new media environment, where the dissemination of disinformation, propaganda or hate speech is growing exponentially, in particular via social media.
- 3.** While hate speech may require legal prosecution, disinformation, propaganda and more broadly information disorder – created from decontextualised facts, leaps of logic and repetitious falsehoods – can more easily be countered by the provision of reliable information. Commercial media might not always do this, especially when they are owned by entrepreneurs with political connections or ambitions. Public service media, as independent sources of accurate information and unbiased commentary, are by definition well placed to counteract the phenomenon of information disorder.



Framework: How PSM matters?

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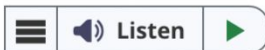
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ARTICLE

A Framework for Assessing the Role of Public Service Media Organizations in Countering Disinformation

Minna Horowitz , Stephen Cushion, Marius Dragomir, Sergio Gutiérrez Manjón & Mervi Pantti 

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Abstract

Public service media (PSM) are widely acknowledged as part of the variety of solutions to disinformation. The remit of PSM, formed around values of universality, equality, diversity,

In this article

Abstract

Context

CZ, ES, FIN, UK
14 statistical indicators

- Media landscape (resilience)
- Audiences
- PSM

Content

CoE mandates
Late 2020

- Fact-checking
- Content addressing disinformation
- Critical literacy
- Children and young people
- “Innovations”
- Collaborations

Commentary

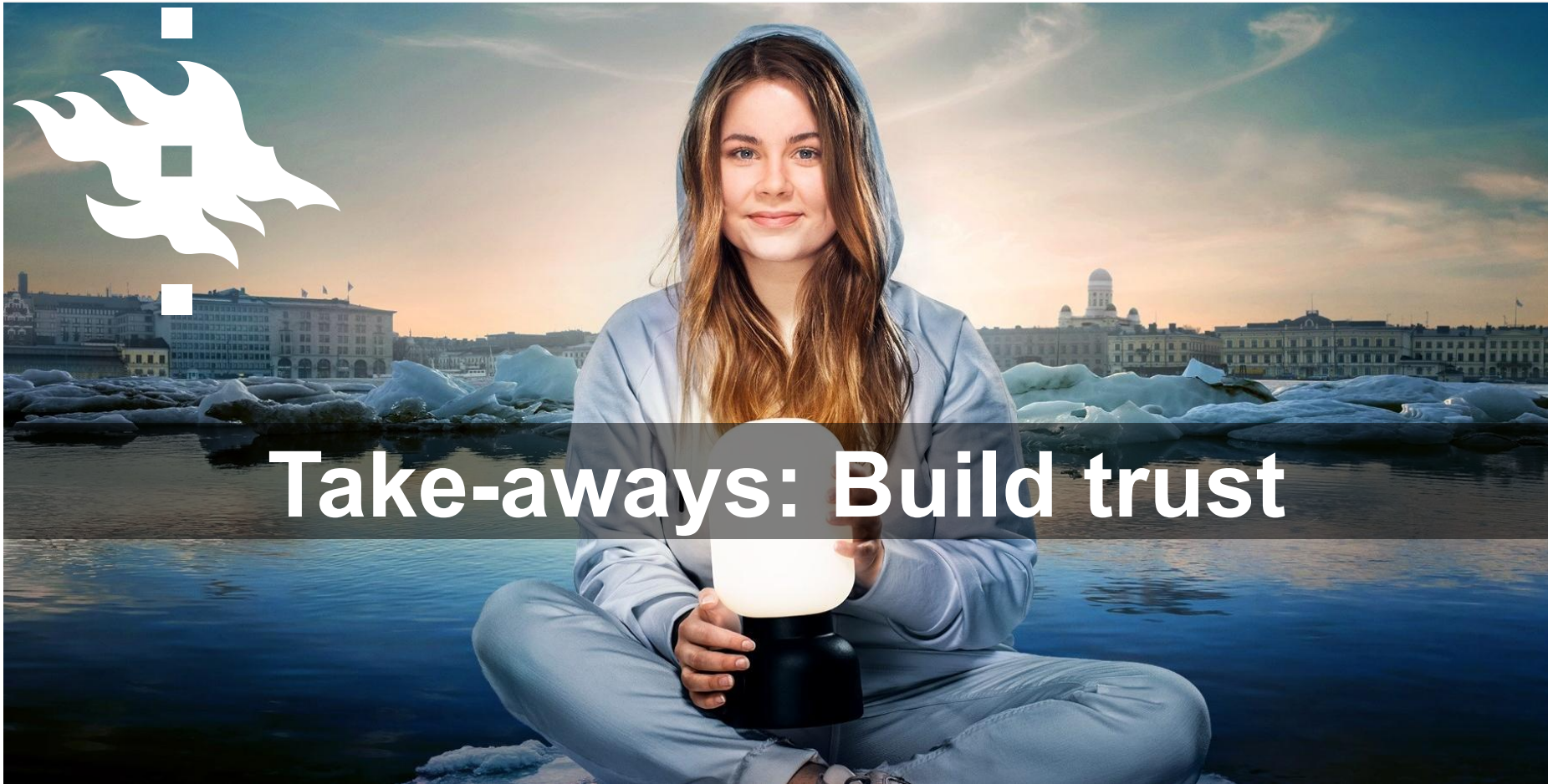
PSM representatives
Fact-checkers
Experts in MIL
21 interviews

- Best practices
- Current challenges
- Future activities

Issue	Source
<i>National media landscape</i>	
Media freedom	World Press Freedom Index (RSF 2020)
Foreign intervention	Foreign Intervention on Social Media Index (Digital Society Project 2018)
Media literacy	Media Literacy Index (Lessenski 2019)
<i>Audiences</i>	
Internet access	Internet penetration (Newman et al. 2020)
Awareness of disinformation	Perception of false news (Eurobarometer 2018)
Trust	Trust in news media (Eurobarometer 2018)
Exposure	Exposure to disinformation (Eurobarometer 2018)
Confidence	Confidence in own ability to detect disinformation (Eurobarometer 2018)
<i>Public service media</i>	
PSM reach	Market share, reach or equivalent; annual reports or equivalent
PSM news reach	Weekly reach (%) online and offline (Newman et al 2020)
PSM news consumption by age	Sources of news by age (Schulz et al. 2019)
PSM news consumption by education	Sources of news by educational level (Schulz et al. 2019)
PSM news, trust	Brand trust scores (Newman et al. 2020)
PSM and populist attitudes	Cross-platform audience maps along populist attitudes (Schulz et al. 2019)

Capacities differ

- Surprisingly many activities (note: late 2020 vs. now)
- Modest degree of transferability
- Degrees and understandings of fact-checking
- Modest degree of collaborations
- Beyond trusted news: **educational** role emphasized in developing literacy solutions to information disorder



Take-aways: Build trust

Policy recommendations: The antidote is **trust**

- **Context.** Governments should ensure that PSM are politically, editorially and financially independent to be able to responsibly and credibly play a leading role in fighting disinformation. *Resources to build trust.*
- **Content.** PSM should be allocated resources to be able to produce quality content, lead in digital media literacy efforts, and expand its online presence as a way to increase its impact. *Means to build trust in multiple fronts.*
- **Collaboration.** PSM should be encouraged or even required to collaborate with other news and content producers as well as fact-checking groups and involve in more meaningful ways the citizenry in its anti-disinformation efforts as, ultimately, it is the PSM impact on audiences that will make a difference in the effort to obliterate disinformation. *Partners in enhancing and multiplying trust.*



Research on the Nordics underway.
The EBU MIS to collaborate.

<https://datalab.au.dk/nordis>



Thank you, kiitos!