

Parldigi MasterClass

National- und Ständerat

Desinformation

Bern, 9. September 2024

Prof. Dr. Florent Thouvenin, Lehrstuhl für Informations und Kommunikationsrecht,
Universität Zürich

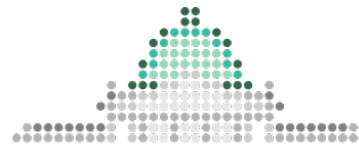
Prof. Dr. Tommaso Venturini, Medialab,
Université de Genève

Eine Veranstaltung von:



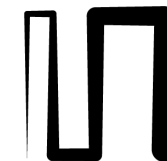
**Universität
Zürich** ^{UZH}

Digital Society Initiative



Parldigi

Unterstützt durch:



**Stiftung
Mercator
Schweiz**

Muss man Angst vor Verschwörungs-Memes haben?

Tommaso Venturini

Medialab, Universität Genf

tommasoventurini.it

Inhaltsverzeichnis

1. Von «Fake News» zu «Junk News»
2. Von «Junk News» zu den Zyklen der Aufmerksamkeit
3. Von den Zyklen der Aufmerksamkeit zur Beschleunigung der digitalen Medien
4. Von der digitalen Beschleunigung zu Verschwörungs-Memes

2016, Falschmeldungen und «moralische Panik»

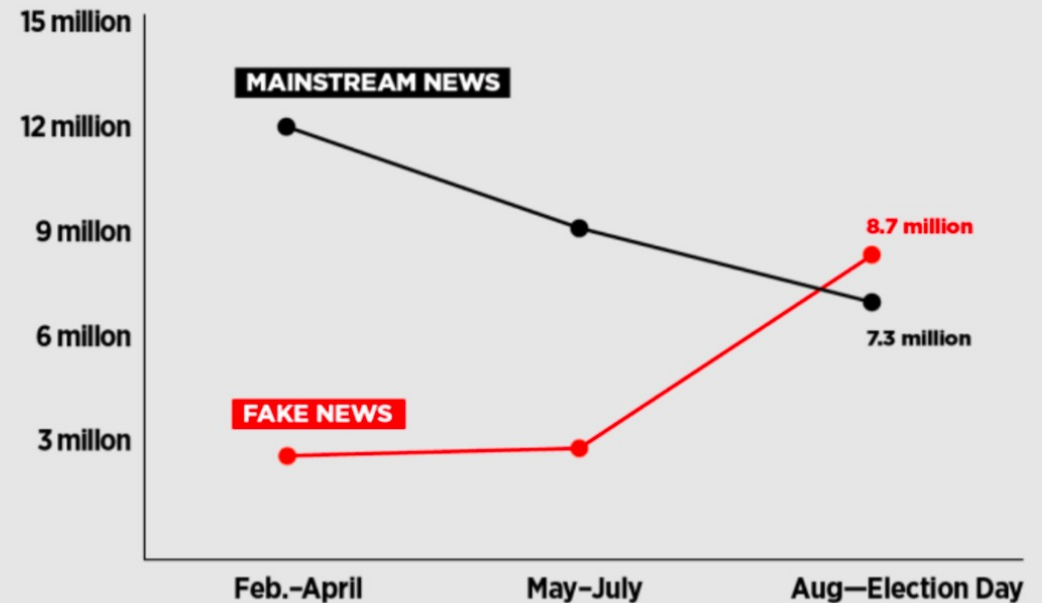
This Analysis Shows How Viral Fake Election News Stories Outperformed Real News On Facebook

A BuzzFeed News analysis found that top fake election news stories generated more total engagement on Facebook than top election stories from 19 major news outlets combined.

Posted on November 16, 2016, at 10:15 p.m.



Total Facebook Engagements for Top 20 Election Stories



ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

www.buzzfeed.com/craigsilverman/viral-fake-election-news-outperformed-real-news-on-facebook

Digitale Desinformation = Fake News?

Fake News: Inhalte, die versuchen, als offizielle Nachrichten zu gelten, um der Leserschaft falsche Informationen glaubhaft zu machen



Figure 1: LeSoir.info in February 2017 (left) and LeSoir.be in March 2017 (right).

4 Gründe, den Begriff «Fake News» zu vermeiden

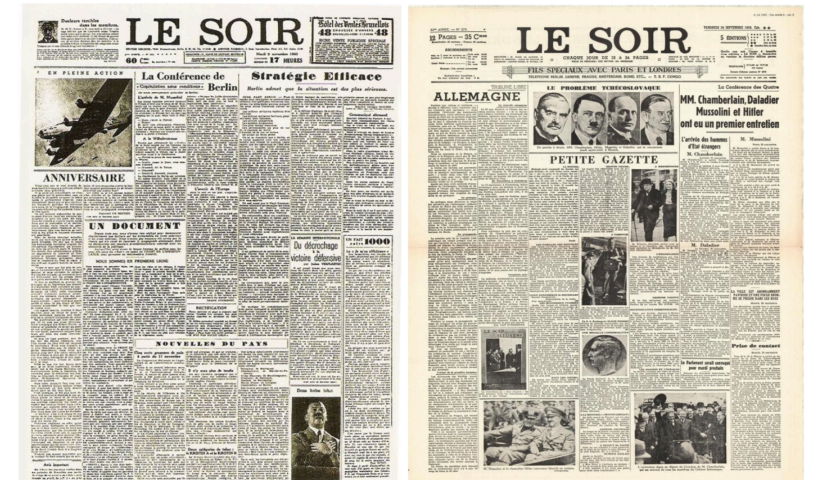
Die Literatur sagt Folgendes über den Begriff «Fake News»:

- Es besteht kein Unterschied zu klassischer Desinformation (und Satire).
- Er beruht auf einer grob vereinfachenden Vorstellung von Journalismus.
- Er basiert auf einer abschätzigen Vorstellung der Leserschaft.
- Er ist politisch gefährlich.

Lookalike news websites in 2017



Lookalike newspapers in 1943



Digitale Desinformation

Fake News



Junk News



Figure 1: LeSoir.info in February 2017 (left) and LeSoir.be in March 2017 (right).

These Are 50 Of The Biggest Fake News Hits On Facebook In 2017

Viral fake news generated more engagement on Facebook in 2017 than the previous year, according to a BuzzFeed News analysis.



Posted on December 28, 2017, 8:31 pm

Top 10 Fake News Articles by Facebook Engagements



Digitale Desinformation

Fake News



Junk News

Inhalte, die versuchen, als offizielle Nachrichten zu gelten, um der Leserschaft falsche Informationen glaubhaft zu machen

LÜGEN

Inhalte, die für kurze Zeit viel Aufmerksamkeit erregen

ABLENKUNG

Venturini, T. (2019).

From Fake to Junk News, the Data Politics of Online Virality

In D. Bigo, E. Isin, & E. Ruppert (Hrsg.), *Data Politics: Worlds, Subjects, Rights*

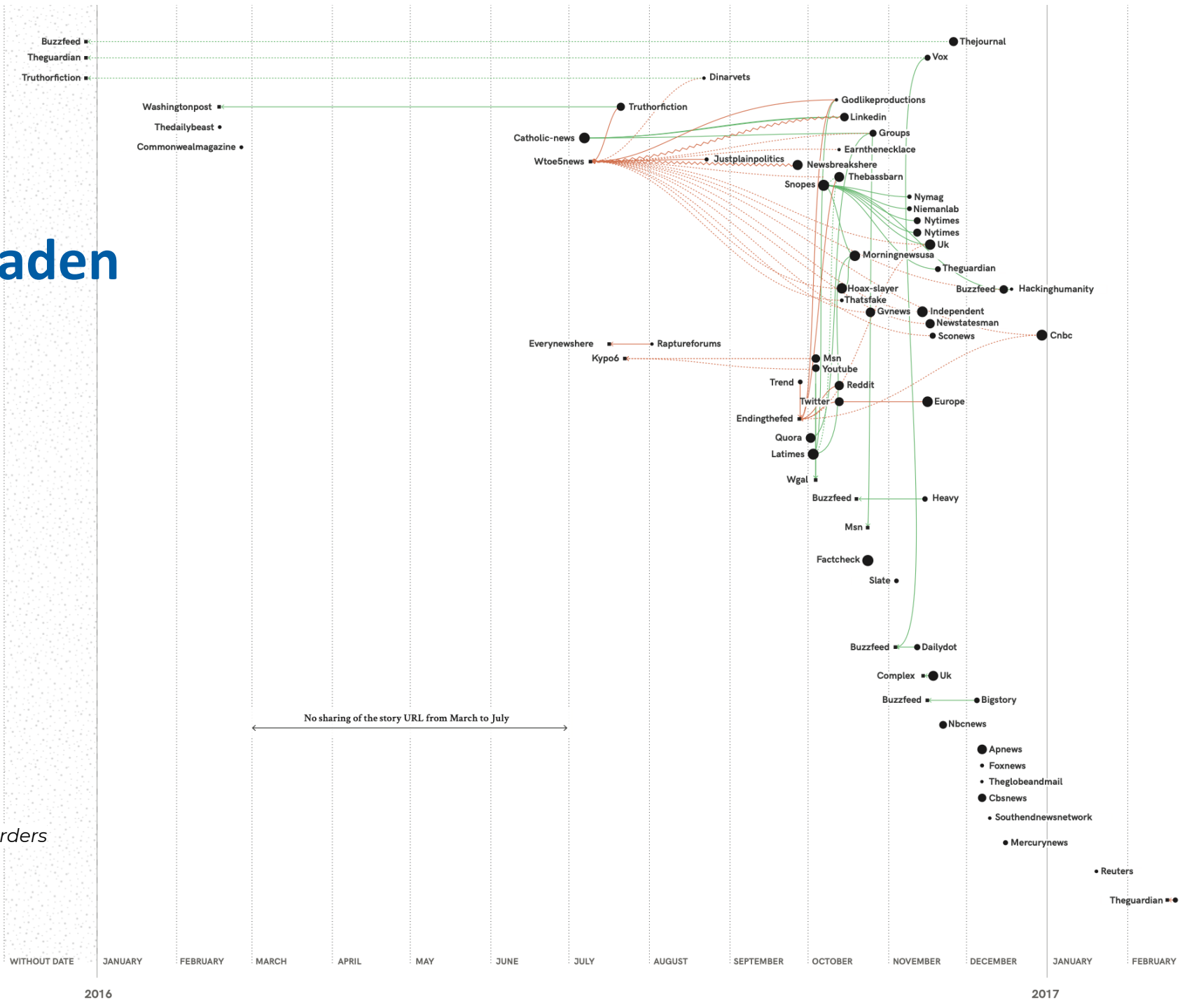
Junk News und Informationskaskaden

WTOE 5 NEWS

YOUR LOCAL NEWS NOW



Bounegru, L., Gray, J., Venturini, T., & Mauri, M. (2018)
A Field Guide to "Fake News" and other Information Disorders
 Amsterdam: Public Data Lab
fakenews.publicdatalab.org



Zyklen der Aufmerksamkeit

Up and down with ecology— the “issue-attention cycle”

A problem must be dramatic and exciting to maintain public interest because news is “consumed” by much of the American public (and by publics everywhere) largely as a form of entertainment. As such, it competes with other types of entertainment for a share of each person’s time. Every day, there is a fierce struggle for space in the highly limited universe of newsprint and television viewing time.

Downs, A. 1972
**Up and down with Ecology:
The “Issue-Attention Cycle”**
Public Interest 28

The Rise and Fall of Social Problems: A Public Arenas Model¹

The amount of attention received by a given social problem varies dynamically over time:

- a) problems that have achieved some success are constantly in danger of undergoing a decline and being displaced; and
- b) while some problems may rise, decline, and reemerge, very few maintain a high level of attention over many years.

Hilgartner, S. & Bosk, C. 1988
**The Rise and Fall of Social Problems: A Public Arenas
Model**
American Journal of Sociology 94(1)

Digitale Plattformen und Beschleunigung der Aufmerksamkeitszyklen

1. Eine **Ökonomie der flüchtigen Aufmerksamkeit** basierend auf Mikrotransaktionen der Aufmerksamkeit
2. **Überwachungs- und Empfehlungstechnologien**, die oberflächliches Engagement fördern
3. **Metriken der «Eitelkeit»**, die die User dazu animieren, die neusten Trends zu teilen
4. **Internet-Subkulturen** mit Fokus auf Viralität
5. **Politische Trolling-Strategien**, um die Debatte zu stören und die allgemeine Aufmerksamkeit auf etwas anderes zu lenken

Social Media und Beschleunigung der Aufmerksamkeitszyklen

Covington, P., Jay A., and Emre S., 2016

Deep Neural Networks for YouTube Recommendations

10th ACM Conference on Recommender Systems

Jede Sekunde werden zahlreiche Stunden Videomaterial auf YouTube hochgeladen. Das Weiterempfehlen dieser kürzlich hochgeladenen («frischen») Inhalte ist für YouTube enorm wichtig ...

Neben der einfachen Empfehlung neuer Videos, die Benutzer sehen möchten, **gibt es ein zweites, wichtiges Phänomen, bei dem virale Inhalte identifiziert und verbreitet werden.**

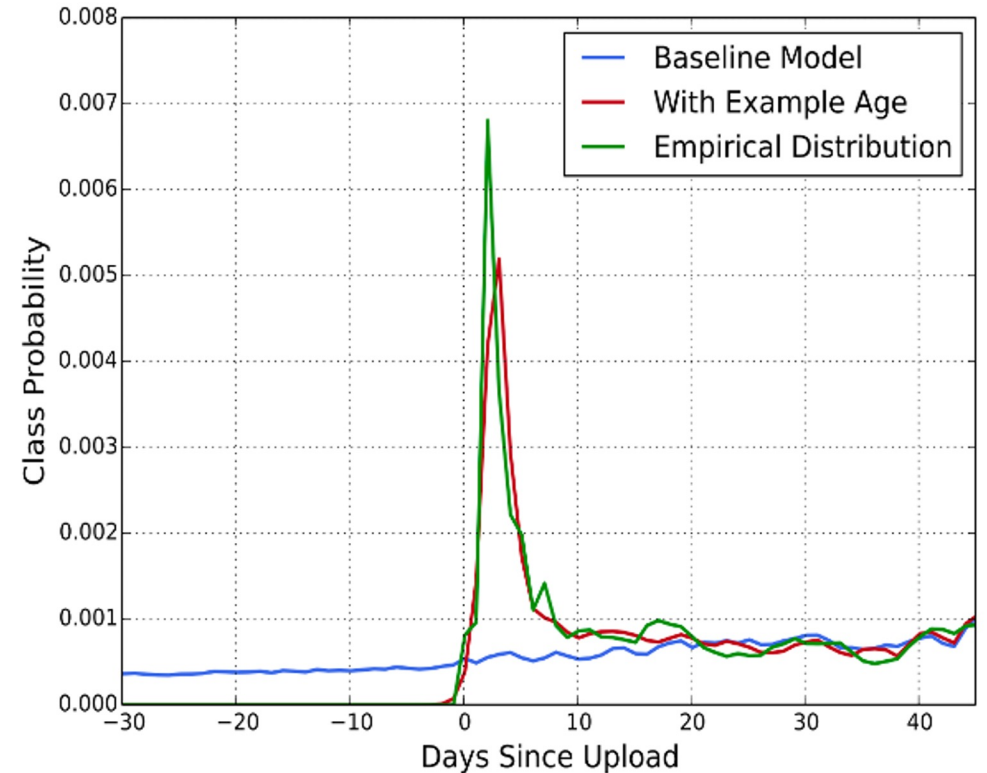


Figure 4: For a given video [26], the model trained with example age as a feature is able to accurately represent the upload time and time-dependant popularity observed in the data. Without the feature, the model would predict approximately the average likelihood over the training window.

The Rise and Fall of Social Problems: A Public Arenas Model¹

Stephen Hilgartner
Columbia University

Charles L. Bosk
University of Pennsylvania

This paper develops a model of the process through which social problems rise and fall. Treating public attention as a scarce resource, the model emphasizes competition and selection in the media and other arenas of public discourse. Linkages among public arenas produce feedback that drives the growth of social problems. Growth is constrained by the finite “carrying capacities” of public arenas, by competition, and by the need for sustained drama. The tension between the constraints and forces for growth produces successive waves of problem definitions, as problems and those who promote them compete to enter and to remain on the public agenda. Suggestions for empirical tests of the model are specified.

Popularity (π) of each issues (i) is incremented at each time (t) by

$$\hat{\pi}_{t+1}^i = \max\left(\pi_t^i + \alpha(\pi_t^i - \pi_{t-1}^i) + x, 0\right)$$

1. Boost of trending topics

If negative, popularity is set to zero

2. No negative attention

$$\pi_t^i = \frac{\hat{\pi}_t^i}{\sum_j \hat{\pi}_t^j}$$

After increment, the popularity (π) of each item (i) is divided by the sum of all popularities so that they sum is always 1

3. Inelasticity of total attention

Castaldo, Venturini, Frasca & Gargiulo (2022)

Junk news bubbles. Modelling the rise and fall of attention in online arenas

New Media & Society, 24(9)

$x \sim \mathcal{N}(0, 1/2n)$
plus a random factor (x)

its increment of t-1 multiplied by α

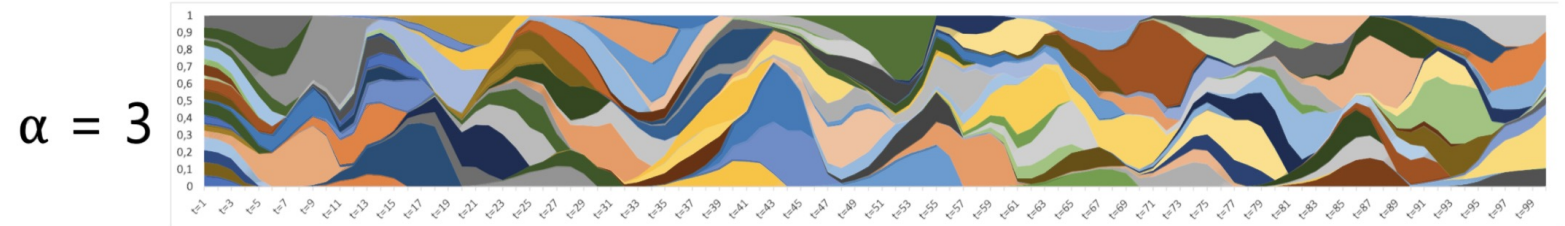
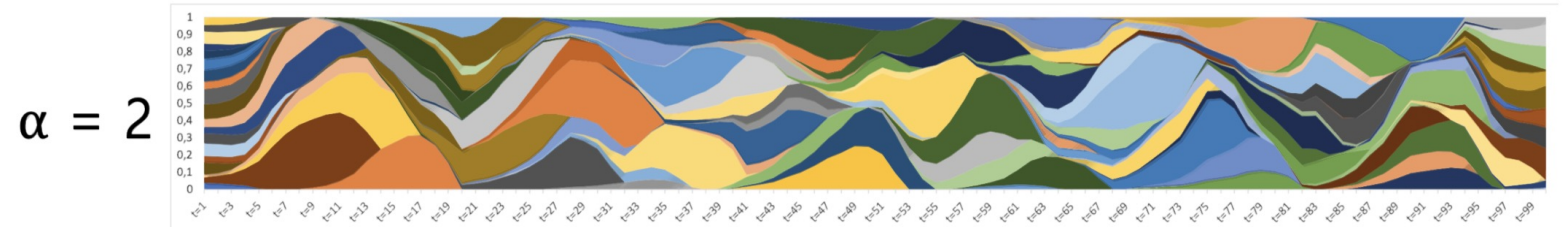
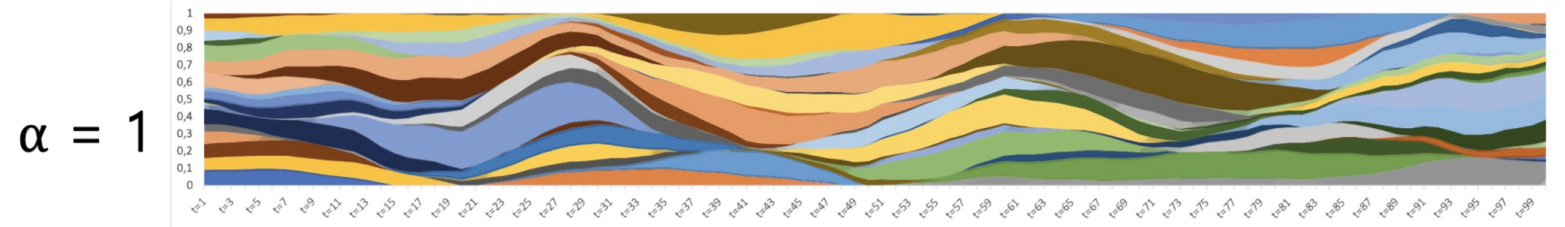
The Rise and Fall of Social Problems: A Public Arenas Model¹

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$$\hat{\pi}_{t+1}^i = \max(\pi_t^i + \alpha(\pi_t^i - \pi_{t-1}^i) + x, 0)$$

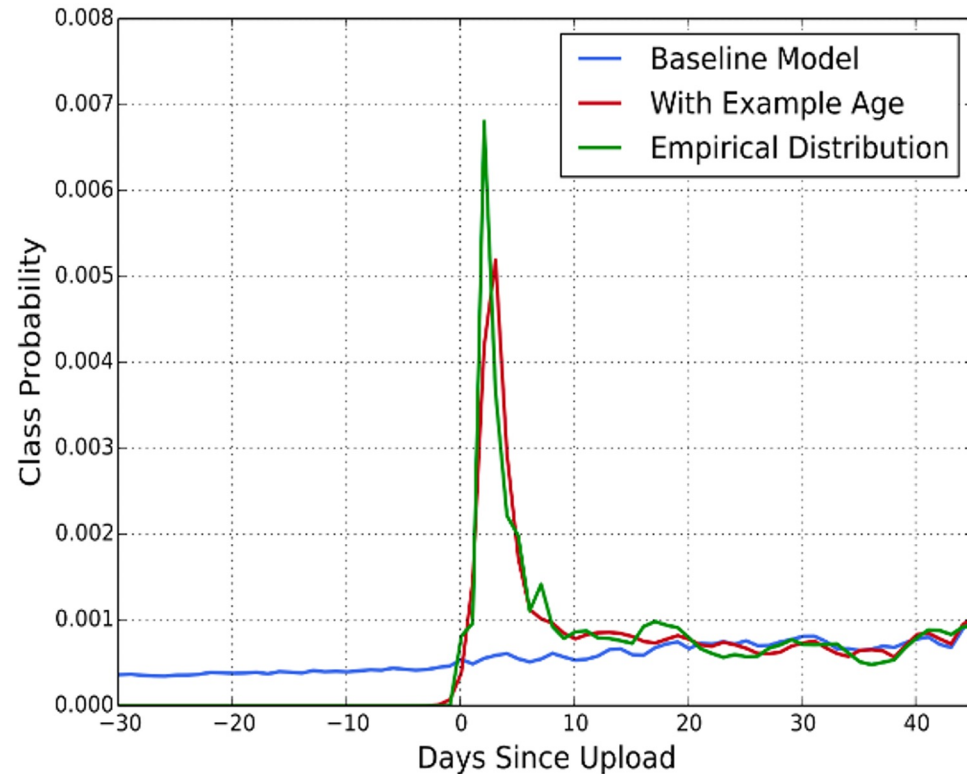


Castaldo, Venturini, Frasca & Gargiulo (2022)

[Junk news bubbles. Modelling the rise and fall of attention in online arenas](#)

New Media & Society, 24(9)

Empfehlungsalgorithmen und Viralität



Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement

TOPICS: Pope Francis Endorses Donald Trump



photo by Jeffrey Bruno / CC BY-SA 2.0 / cropped & photo by Gage Skidmore / CC BY-SA 3.0 / cropped

1 BABYSITTER TRANSPORTED TO HOSPITAL AFTER INSERTING A BABY IN HER VAGINA 1,204,400 Babysitter transported to hospital after inserting a baby in her vagina	2 FBI SEIZES OVER 3,000 PENISES DURING RAID AT MORGUE EMPLOYEE'S HOME 1,145,470 FBI seizes over 3,000 penises during raid at morgue employee's home	3 Charles Manson to be released on parole, to Johnson County, TX 1,125,031 Charles Manson to be released on parole, to Johnson County, TX	4 Police: Chester Bennington Was Murdered 1,042,032 Police: Chester Bennington Was Murdered	5 MORGUE EMPLOYEE CREMATED BY MISTAKE WHILE TAKING A NAP 993,205 Morgue employee cremated by mistake while taking a nap
6 Angry Woman Cuts Off Man's Penis for Not Making Eye Contact During Sex - TRENDING 981,423 Angry Woman Cuts Off Man's Penis for Not Making Eye Contact During Sex - TRENDING	7 Female Legislators Unveil 'Male Ejaculation Bill' Forbidding The Disposal Of Unused Semen 966,498 Female Legislators Unveil 'Male Ejaculation Bill' Forbidding The Disposal Of Unused Semen	8 President Trump Orders the Execution of Five Turkeys Pardoned by Obama 914,429 President Trump Orders the Execution of Five Turkeys Pardoned by Obama	9 ELDERLY WOMAN ACCUSED OF TRAINING HER 65 CATS TO STEAL FROM NEIGHBORS 690,437 Elderly woman accused of training her 65 cats to steal from neighbors	10 COUPLE HOSPITALIZED AFTER MAN GETS HIS HEAD STUCK IN HIS WIFE'S VAGINA 672,093 Couple hospitalized after man gets his head stuck in his wife's vagina

Figure 4: For a given video [26], the model trained with example age as a feature is able to accurately represent the upload time and time-dependant popularity observed in the data. Without the feature, the model would predict approximately the average likelihood over the training window.



VICE News

The Conspiracy Singularity Has Arrived

With the pandemic and a global uprising against racial injustice to be explained away, conspiracy communities are bleeding into each other, merging into one gigantic mass of suspicion.



By [Anna Merlan](#)

July 17, 2020, 5:15pm

Share

Tweet

Snap

Bündnisse des Misstrauens



5 Coalitions of Distrust Features of Coronavirus Conspiracy Theories

DOI: 10.4324/9781003315438-6

In the previous two chapters, we catalogued the conspiracy theories that emerged and converged during the first year and a half of the pandemic. To do this adequately, we included the longer histories of those conspiracy theories. This might give the impression that there is nothing new under the sun when it comes to conspiracism—and documenting that longer history helps correct the widespread but inaccurate claim that conspiracy theories exploded on social media during the pandemic in a way that had never been seen before. In this chapter, however, we counter the equally misleading claim that the circulation of conspiracy theories in the online environment during the pandemic was merely business as usual. This chapter is concerned with identifying what is distinctive about Covid-19 conspiracy theorising, over and above some of the general mechanisms and features of conspiracy theories we outlined in the introduction. If the content is not necessarily new—as we have seen, many of them reuse tropes, fears and rhetoric—what tendencies can we see emerging in the creation and circulation of pandemic conspiracy theories, and the uses to which they have been put? In what follows, we consider some key characteristics.¹ Not all these characteristics are unique to the pandemic; what we see, rather, is that existing trends

Marc Tuters Tom Willaert (2022)

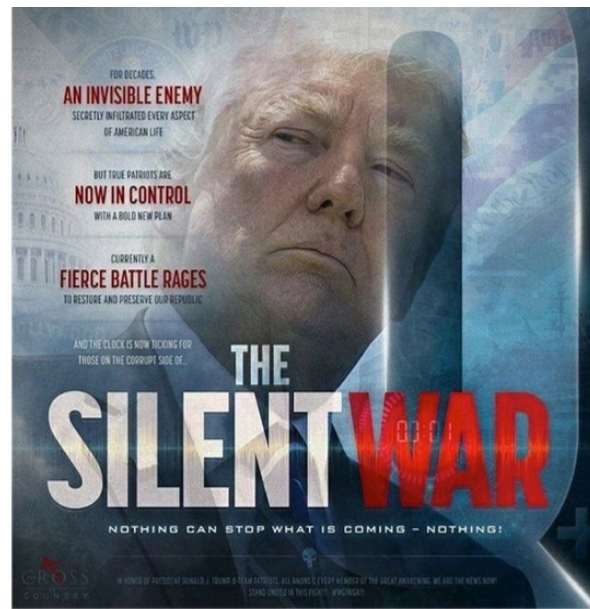
Deep state phobia:

Narrative convergence in coronavirus conspiracism on Instagram

Convergence, 28(4)



#agenda2030, #control,
#populationcontrol, #depopulation,
#freemarket, #agenda30, #truth,
#corruption, #agenda21, #nwo,
#rothchild [sic], #rockafella,
#newworldorder, #corona,
#coronavirus, #covid, #covid_19,
#covid19, #event201,
#wedonotconsent, #vaccines,
#antivaxx, #alternativemedicine,
#antivaccine, #virus, #viruses



#UnitedNotDivided #QAnon #Q #Qarmy
#CalmBeforeTheStorm
#TheStormIsUponUs
#ThePlanToSaveTheWorld #Trump
#GeneralFlynn #MAGA #KAG
#SlavesNoMore #JuanOSavin #JFK
#JFKJR #SheepleNoMore #Hollyweird
#EliteApocalypse #ClintonBodyCount
#MilitaryTribunals
#CrimesAgainstChildren
#EnemyOfTheChildren #DarkToLight
#Pedoqate #Obamaqate #SpyGate

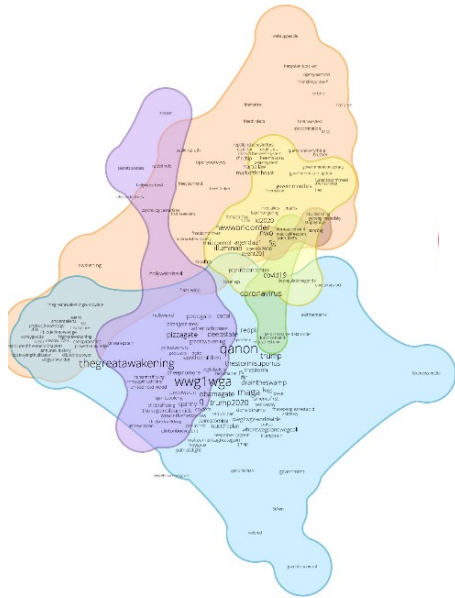


#pedowood #followthewhiterabbit
#frazzledrip #filmyourhospital
#clintonbodycount #adrenochrome
#thegreatawakening
#ghislainemaxwell #darktolight
#qanon #trump2020 #hollywood
#sextrafficking #redpill
#childtrafficking #digitalsoldiers
#epsteinisland #pedogate
#thesepeoplearesick
#godsavethechildren #obamaqate
#pizzagate #maga #draintheswamp

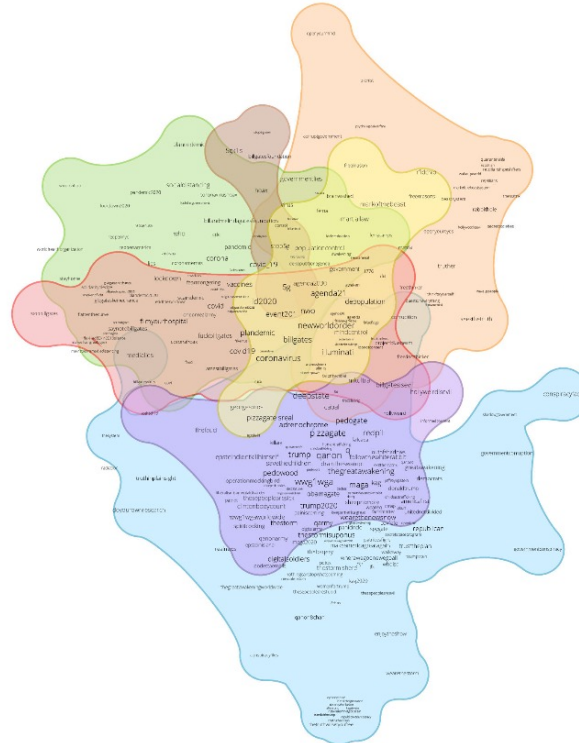
Marc Tuters Tom Willaert (2022)

Deep state phobia

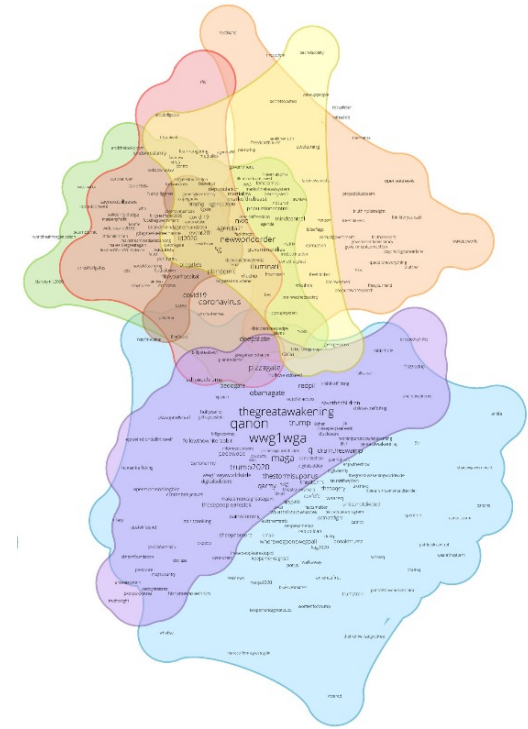
1st quarter



2nd quarter



3rd quarter



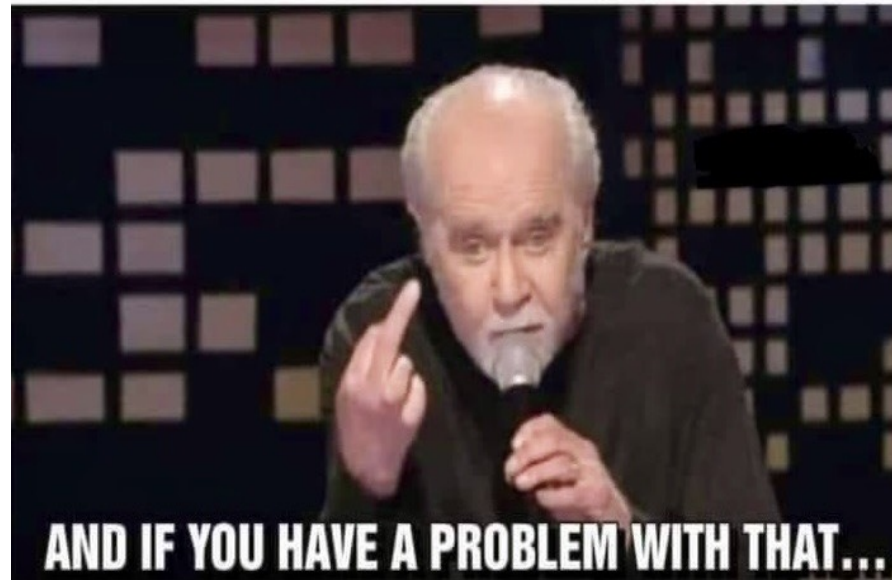
Qanon

"New World Order"

Verschwörungstheorien → Verschwörungs-Memes



I DON'T want a digital ID.
I DON'T want a social credit score.
I DON'T want an electric car.
I DON'T want a 'great reset'.
I DON'T want to eat bugs.
I DON'T want to be locked down.
I DON'T want to rent my home.



Verschwörungen ohne Theorie

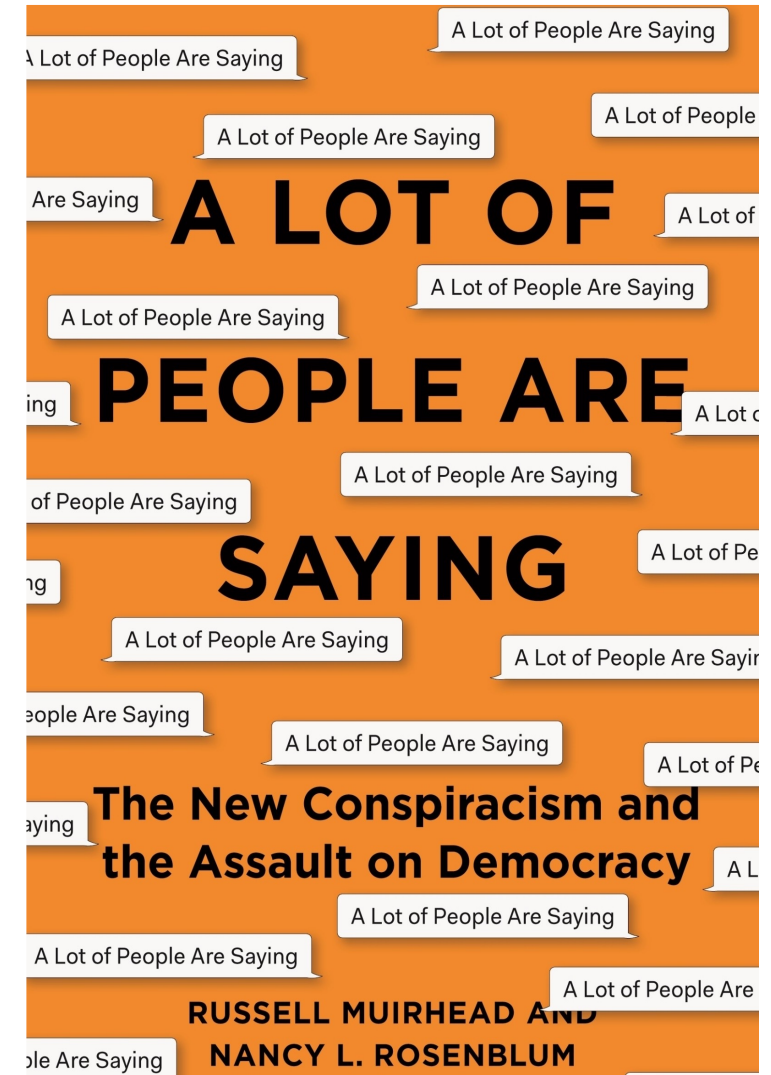
Muirhead, R., & Rosenblum, N. (2019)

A Lot of People are Saying

The new conspiracism is something different. There is no punctilious demand for proofs, no exhaustive amassing of evidence, no dots revealed to form a pattern, no close examination of the operators plotting in the shadows...

This is conspiracy without the theory. What validates the new conspiracism is not evidence but repetition.

When Trump tweeted the accusation that President Barack Obama had ordered the FBI to tap his phones in October before the 2016 election, no evidence of the charge was forthcoming. What mattered was not evidence but the number of retweets the president's post would enjoy: the more retweets, the more credible the charge



Muss man Angst vor Verschwörungs-Memes haben?

Klassische Verschwörungstheorien haben hohe Eintrittshürden. Das Festhalten an ihren Überzeugungen erfordert eine gewisse «Verschwörungsalphabetisierung» und die Beherrschung einer Reihe von kanonischen Texten, Argumenten, Beweisen usw.

Um Teil einer memetischen Subkultur zu sein und zu dieser beizutragen, genügt es, die Funktionsweise von Internet-Memes zu verstehen – was ebenfalls eine Kompetenz ist, jedoch eine für den durchschnittlichen Internetnutzer leichter zugängliche.

Aufgrund der Aufmerksamkeit entwickelt, die den Plattformen zukommt, gedeihen Memes genau deshalb, weil sie sich einfach merken, wiederholen und in neuer Zusammenstellung wiederverwerten lassen. Im Vergleich zur Belesenheit, die für klassische Verschwörungstheorien nötig ist, sind Verschwörungs-Memes «einfach», und dennoch nicht weniger gefährlich.

Isoliert und einzeln genommen sind Internet-Memes oberflächlich und unbedeutend. Doch ihr Echo in den digitalen Plattformen kann kulturelle und politische Folgen haben, die ähnlich gravierend sind wie die der klassischen Verschwörungstheorien, obwohl sie weniger Engagement erfordern.

[Auszug aus einem noch zu veröffentlichenden Buch: Marc Tuters und Tommaso Venturini. The Memeplex Post-QAnon Platformized Paranoia]

Referenzen

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Online Conspiracy Theories, Digital Platforms and Secondary Orality
Theory, Culture & Society, 39(5), 61–80. doi.org/10.1177/02632764211070962
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From Fake to Junk News, the Data Politics of Online Virality
In D. Bigo, E. Isin, & E. Ruppert (Hrsg.), *Data Politics: Worlds, Subjects, Rights* (S. 123–144). London: Routledge.
www.tommasoventurini.it/wp/wp-content/uploads/2018/10/Venturini_FromFakeToJunkNews.pdf
- Venturini, T., & Munk, A. K. (2021)
Controversy Mapping. A Field Guide
Cambridge: Polity www.politybooks.com/bookdetail?book_slug=controversy-mapping-a-field-guide--9781509544509
- Castaldo, M., Venturini, T., Frasca, P., & Gargiulo, F. (2022)
Junk news bubbles modelling the rise and fall of attention in online arenas
New Media & Society, 24(9), 2027–2045. doi.org/10.1177/1461444820978640
- Bounegru, L., Gray, J., Venturini, T., & Mauri, M. (2018)
A Field Guide to “Fake News” and other Information Disorders
Amsterdam: Public Data Lab. fakenews.publicdatalab.org

February 24
Citizen Science Studies / Highlights / Projects
 February 24
Bransford's D project
 Digital Media Studies / Highlights / Projects
 February 24
Bransford's D project
 Digital Media Studies / Highlights / Projects
 February 24
Bransford's D project
 Digital Media Studies / Highlights / Projects
 February 24
Bransford's D project
 Digital Media Studies / Highlights / Projects

Where most initiatives to combat disinformation are limited to detecting and removing bad news – with the risk of perpetuating an image of citizens as passive and glib – Citizen Facts aims to give new impetus to investigative journalism, by combining it with the potential for participation offered by digital technologies.
 Funded by the European Media and Information Fund of the Galleanian Archival Foundation, this initiative is the first of its kind in Europe. It aims to provide civic education and clean up public debate. Citizen Facts aims to give new impetus to investigative journalism, by combining it with the potential for participation offered by digital technologies.

[Read the project presentation](#)

January 23
Staying with the trouble of networked news
 Digital Media Studies / Publications
 January 23
Staying with the trouble of networked news
 Digital Media Studies / Publications
 January 23
Staying with the trouble of networked news
 Digital Media Studies / Publications

I have collaborated with the **Citizen Water Hub** and **CitizenWare** to develop an interactive website to map global and local water settings and situations in which network graphs and maps are created and used in science. In doing so, we draw on cases from our research, engagement and teaching activities involving mapping networked news, making sense of networked news, and making sense of networked news.

[Read the paper in Frontiers in Big Data](#) (open access)

Van Geenen, D., Gatti, J. M. V., Bongaers, L., Venturini, T., Jacomy, M., & Meunier, A. (2023). Staying with the trouble of networked news. *Frontiers in Big Data*, 7(1), 1143902.
 In this article, we explore how problems with network practices hinder the diverse settings and situations in which network graphs and maps are created and used in science. In doing so, we draw on cases from our research, engagement and teaching activities involving mapping networked news, making sense of networked news, and making sense of networked news.

[Read the paper in Frontiers in Big Data](#) (open access)

November 21
The Controversial Lion
 Controversy mapping / Publications
 November 21
The Controversial Lion
 Controversy mapping / Publications
 November 21
The Controversial Lion
 Controversy mapping / Publications

Venturini, T. (2022). **Online Conspiracy Theories, Digital Platforms and Secularity of Reality. Toward a Sociology of Online Monsters**
 Digital Media Studies / Highlights / Publications
 November 21
Highlights from the year:
 November 21
Highlights from the year:
 November 21
Highlights from the year:

The collaboration between complex systems and social sciences can bring about a real renaissance of the study of collective phenomena. But it is not the one we imagine. Dashed by the masses of big data and computational techniques, we often forget that the research that is currently most fruitful is slow. The evolution of digital media studies is a process of more (more data, more calculation, more quantitative...), but a question of "how". It lies in the ability to generate new traces, new analytical combinations, new visualisations and tools. For too long, social inquiry has been bogged down in the quasi-quantitative opposition which, despite its historical nature, has ended up neutralising our capacity for scientific imagination. The encounter with complex systems can be a turning point.

[Download the slides of my presentation](#)

September 21
Computation as a qualitative method. Investigating IPCC Leadership
 Digital Media Studies / Publications
 September 21
Computation as a qualitative method. Investigating IPCC Leadership
 Digital Media Studies / Publications
 September 21
Computation as a qualitative method. Investigating IPCC Leadership
 Digital Media Studies / Publications

A presentation I gave at the Centre for Data Culture and Society at Edinburgh, discussing how to use advanced computational techniques of qualitative methods to investigate the organisational dynamics of the Intergovernmental Panel on Climate Change.

[Download the slides of my presentation](#)

November 20
Highlights from the year:
 November 20
Highlights from the year:
 November 20
Highlights from the year:

November 20
Going the extra mile of complexity
 November 20
Going the extra mile of complexity
 November 20
Going the extra mile of complexity

February 24
Qualitative (or non-binary) Methods
 Digital Methods / Highlights / Publications
 February 24
Qualitative (or non-binary) Methods
 Digital Methods / Highlights / Publications
 February 24
Qualitative (or non-binary) Methods
 Digital Methods / Highlights / Publications

Tommaso is researcher at the CNRS Center for Internet and Society, associate professor at the CNRS Center for Internet and Society, and founder of the Public Data Lab.
 In 2017 and 2018, Tommaso has been awarded research fellowships of the CNRS Center for Internet and Society and recipient of the Advanced Research Fellowship of the CNRS Center for Internet and Society.

February 21
Internet Subcultures (master course)
 February 21
Internet Subcultures (master course)
 February 21
Internet Subcultures (master course)

July 20
Bridging in Network Organisations the Case of International Panel on Climate Change
 Digital Methods / Highlights / Publications
 July 20
Bridging in Network Organisations the Case of International Panel on Climate Change
 Digital Methods / Highlights / Publications
 July 20
Bridging in Network Organisations the Case of International Panel on Climate Change
 Digital Methods / Highlights / Publications

My research activities focus on:
 Digital Media Studies
 Controversy Mapping
 Science & Technology Studies
 Social Modernization
 Digital Media Studies / Highlights / Publications
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 Digital Media Studies
 Controversy Mapping
 Science & Technology Studies
 Social Modernization
 Digital Media Studies / Highlights / Publications

April 20
Junk News Bubbles
 Digital Media Studies / Highlights / Publications
 April 20
Junk News Bubbles
 Digital Media Studies / Highlights / Publications
 April 20
Junk News Bubbles
 Digital Media Studies / Highlights / Publications

September 20
Memory: Tracing the Repetition-with-Variation of Formalism on xchan/poli
 Digital Media Studies / Digital Methods / Highlights / Publications
 September 20
Memory: Tracing the Repetition-with-Variation of Formalism on xchan/poli
 Digital Media Studies / Digital Methods / Highlights / Publications
 September 20
Memory: Tracing the Repetition-with-Variation of Formalism on xchan/poli
 Digital Media Studies / Digital Methods / Highlights / Publications

June 20
"A Difficult Crossing" Inevited Speech at the French Complex Systems Conference
 Conferences / Digital Methods
 June 20
"A Difficult Crossing" Inevited Speech at the French Complex Systems Conference
 Conferences / Digital Methods
 June 20
"A Difficult Crossing" Inevited Speech at the French Complex Systems Conference
 Conferences / Digital Methods

April 20
Data Inquiries
 Digital Media Studies / Highlights / Teaching
 April 20
Data Inquiries
 Digital Media Studies / Highlights / Teaching
 April 20
Data Inquiries
 Digital Media Studies / Highlights / Teaching

April 20
What do we use when we look at networks
 Digital Methods / Highlights / Publications
 April 20
What do we use when we look at networks
 Digital Methods / Highlights / Publications
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What do we use when we look at networks
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October 19
Drafting an atlas of artificial intelligence's matters of reflection
 Highlights / Projects / Science and Technology Studies
 October 19
Drafting an atlas of artificial intelligence's matters of reflection
 Highlights / Projects / Science and Technology Studies
 October 19
Drafting an atlas of artificial intelligence's matters of reflection
 Highlights / Projects / Science and Technology Studies

June 21
A collaborative path to scientific discovery
 Science and Technology Studies
 June 21
A collaborative path to scientific discovery
 Science and Technology Studies
 June 21
A collaborative path to scientific discovery
 Science and Technology Studies

April 20
Data Inquiries
 Digital Media Studies / Highlights / Teaching
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Data Inquiries
 Digital Media Studies / Highlights / Teaching
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Data Inquiries
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October 19
Drafting an atlas of artificial intelligence's matters of reflection
 Highlights / Projects / Science and Technology Studies
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Drafting an atlas of artificial intelligence's matters of reflection
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Drafting an atlas of artificial intelligence's matters of reflection
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September 19
Machine learning as a qualitative method: Investigating the composition of the IPCC Bureau
 Digital Methods / Publications
 September 19
Machine learning as a qualitative method: Investigating the composition of the IPCC Bureau
 Digital Methods / Publications
 September 19
Machine learning as a qualitative method: Investigating the composition of the IPCC Bureau
 Digital Methods / Publications

May 19
What do we use when we look at networks
 Digital Methods / Highlights / Publications
 May 19
What do we use when we look at networks
 Digital Methods / Highlights / Publications
 May 19
What do we use when we look at networks
 Digital Methods / Highlights / Publications

April 19
Political Anthropological Research on International Social Sciences (PARISS)
 Highlights / Publications / Science and Technology Studies
 April 19
Political Anthropological Research on International Social Sciences (PARISS)
 Highlights / Publications / Science and Technology Studies
 April 19
Political Anthropological Research on International Social Sciences (PARISS)
 Highlights / Publications / Science and Technology Studies

October 20
On Bitting Off More than You Can Chew
 Conferences / Digital Media Studies / Digital Methods
 October 20
On Bitting Off More than You Can Chew
 Conferences / Digital Media Studies / Digital Methods
 October 20
On Bitting Off More than You Can Chew
 Conferences / Digital Media Studies / Digital Methods

July 20
Similarity Sampling by Machine Learning
 Digital Methods / Highlights / Publications
 July 20
Similarity Sampling by Machine Learning
 Digital Methods / Highlights / Publications
 July 20
Similarity Sampling by Machine Learning
 Digital Methods / Highlights / Publications

August 20
A network view on reliability: using machine learning to understand how we access news websites
 Digital Media Studies / Highlights / Publications
 August 20
A network view on reliability: using machine learning to understand how we access news websites
 Digital Media Studies / Highlights / Publications
 August 20
A network view on reliability: using machine learning to understand how we access news websites
 Digital Media Studies / Highlights / Publications

February 19
Writing with Data
 Digital Methods / Teaching
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March 19
DOOM (systems theory for the Disorders of Online Media) project
 Digital Media Studies / Highlights / Publications
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February 19
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Drinking with Tommaso Venturini

Publications (in GScholar) | Projects | Teaching | Conferences

Publications (in GScholar) | Projects | Teaching | Conferences



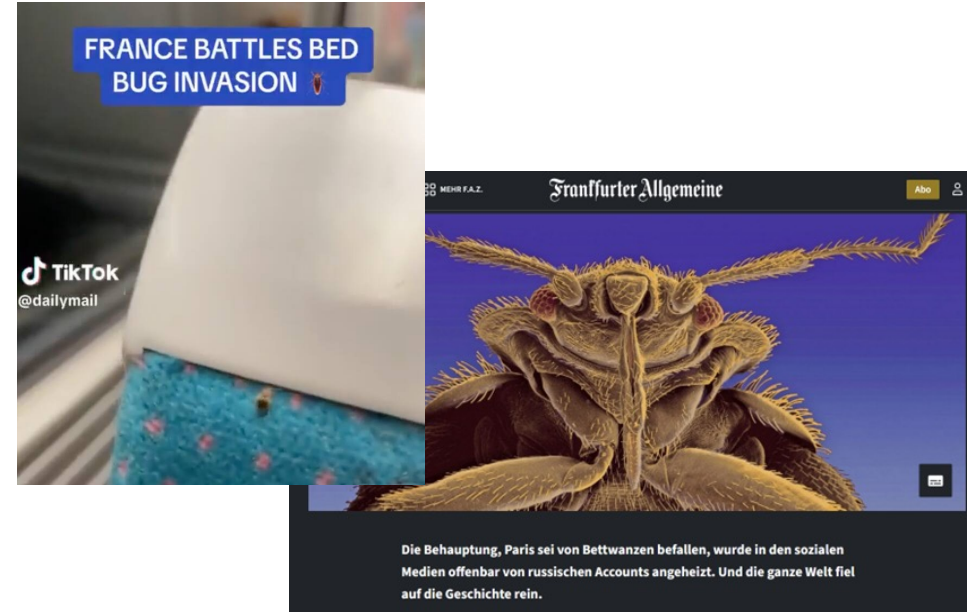
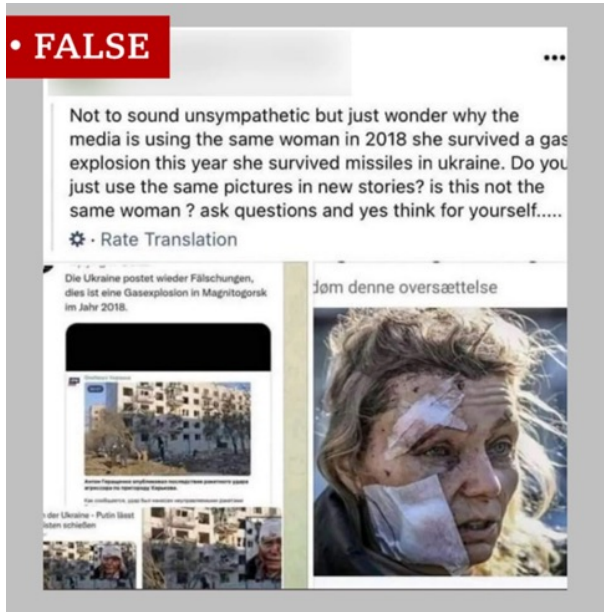
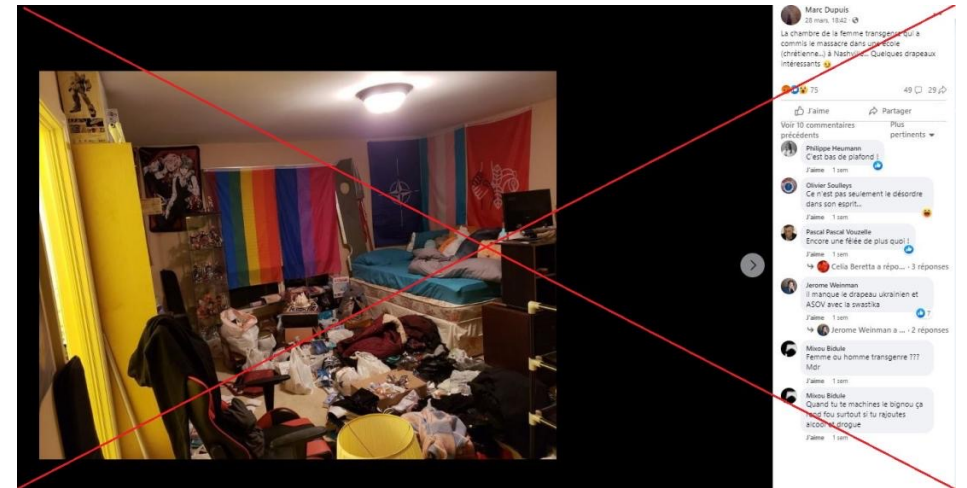
Universität
Zürich ^{UZH}

Rechtswissenschaftliche Fakultät

Desinformation: Perspektive des Rechts

Prof. Dr. Florent Thouvenin





Von links nach recht: Infosperber, CNN, AFP via EDMO, BBC, via Correctiv, TikTok via Blick, Frankfurter Allgemeine

Ausgangslage

- **Desinformation** ist vor allem ein Problem des **digitalen Medien- und Informationskonsums**
 - hohe **Reichweite**
 - schnelle, teilautomatisierte **Verbreitung**
- Länder mit starker **politischer Polarisierung** erscheinen besonders anfällig für Desinformation
- Resilienz durch **vielfältiges** und **qualitativ hochwertiges Mediennutzungsrepertoire**
- **Social Media** und **Messengerdienste** spielen eine grosse Rolle
 - **soziale Bedürfnisse** wie z.B. Zugehörigkeit
 - dadurch Interaktion mit (Des)Information

- Deshalb: **Governance-Massnahmen** müssen bei Social-Media-Plattformen und Messengerdiensten ansetzen.

Ausgangslage

— **Langfristige Wirkung von Desinformation auf die Gesellschaft**

- Zunehmende Polarisierung (Jenke, 2023)
- Destabilisierung des Vertrauens in Politik und Medien (Zimmermann & Kohring, 2020)
- Einfluss auf Abstimmungen und Wahlen durch Manipulation des öffentlichen Diskurses (Allcott & Gentzkow, 2017; Fletcher et al., 2018; Neuder et al., 2017)
- Einfluss auf die Gesundheit (Sharma et al., 2020)

— **Effektive Wirkung von Desinformation allerdings (noch) weitgehend unklar...**

Handlungsoptionen

Staatliche Regulierung

Ko-Regulierung (gemeinsame Regulierung von Staat und Branchenvertreter:innen)

Ko-Regulierung (gemeinsame Regulierung von Staat und Branchenvertreter:innen)

Ko-Regulierung (gemeinsame Regulierung von Staat und Branchenvertreter:innen)

Betroffene Grundrechte

Grundrechte der Verbreitenden

- Meinungsfreiheit
- Wirtschaftsfreiheit
- Fernmeldegeheimnis

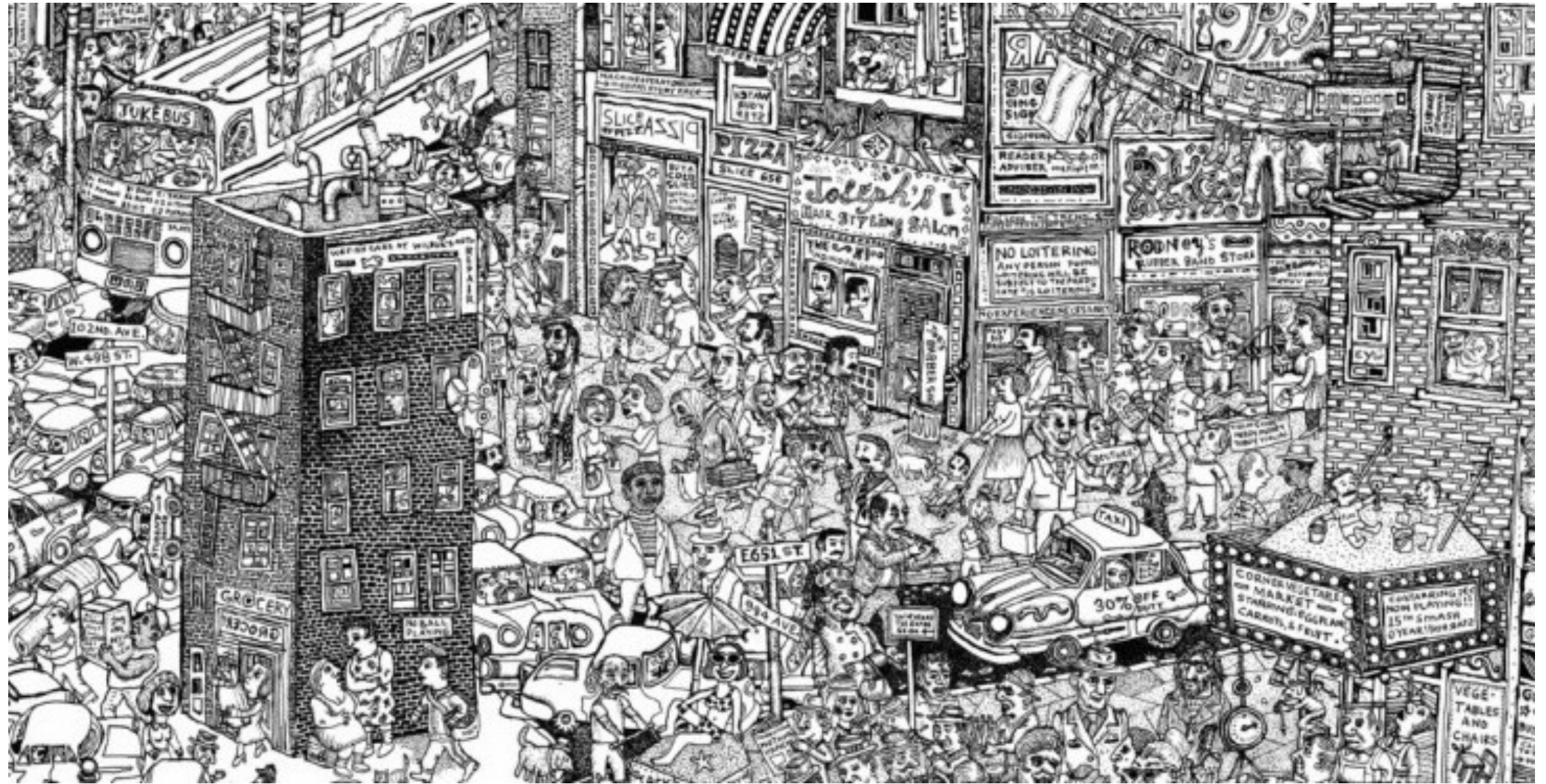
Grundrechte Dritter (Kanäle)

- Meinungsfreiheit
- Wirtschaftsfreiheit
- (Medienfreiheit)



Grundrechte der Rezipient:innen

- Meinungsfreiheit
- Wirtschaftsfreiheit
- Persönliche Freiheit
- Wahl- und
Abstimmungsfreiheit





Gesetzliche Vorgaben

Schutz von Individuen

- Persönlichkeitsrecht (Art. 28 ff. ZGB)
- Strafrechtlicher Persönlichkeitsschutz (Art. 173 ff. StGB)

Schutz von Systemen

- Wahlen und Abstimmungen (Art. 34 BV)
- Wettbewerb (UWG)
- Öffentlicher Frieden (StGB)
- Verfassungsmässige Ordnung (StGB)
- Beziehungen zum Ausland (StGB)
- etc.

Ansätze in der EU

- Digital Services Act (DSA)
- Medienfreiheitsgesetz
- Aktionsplan gegen Desinformation
- Verhaltenskodex zur Bekämpfung von Desinformation
- Europäische Beobachtungsstelle für Digitale Medien
- Unabhängige Faktenchecker
- Taskforce für Strategische Kommunikation
(insb. East StratCom Task Force)



Massnahmen – Staatliche Regulierung

- **Desinformations(schutz)beauftragte:r oder Desinformations-Monitoringstelle**
- **Kennzeichnungspflicht für Werbung**
- **Kennzeichnungspflicht für politische Werbung**
- **Massnahmen re automatisierte Accounts (Bots)**
 - kein Verbot
 - Begrenzung der Aktivitäten pro Zeitraum
 - Kennzeichnungspflicht für Bots



Massnahmen – Ko-Regulierung

- **Prozedurale Massnahmen für Plattformen**
 - internes Beschwerdemanagement
 - aussergerichtliche Streitbeilegungsstelle
- **Transparenzvorgaben für Plattformen**
- **Recht auf Zugang für Nutzer:innen**
- **Recht auf Zugang zu Daten**



Massnahmen – Selbstregulierung (insb. Branchenregulierung)

– Erweiterung Kompetenzen Presserat

- Journalist:innen
- auch für Inhalte auf Social Media

| Schweizer Presserat
– Conseil suisse de la presse
| Consiglio svizzero della stampa
– Cussegl svizzer da la pressa
| Swiss Press Council

– Schaffung eines Digitalrates

- Gemeinsame Grundsätze der Plattformen
- Beschwerdeinstanz



Massnahmen – Selbstorganisation

- **Sperren von Nutzer:innen auf Social Media (Deplatforming)**
- **Löschen und Sperren von Inhalten**
- **Downranking von Inhalten**
- **Flagging von Inhalten**
 - User Flagging
 - Trusted Flaggers
- **Einschränkung des Weiterleitens**



Indirekte Massnahmen

- **Teilnahme an Europäischen Gremien und Initiativen**
- **Steigerung der Medien- und Digitalkompetenz**
 - Zielgruppe: ältere Menschen
 - Zielgruppe: jüngere Menschen
- **Stärkung des Informationsjournalismus**
- **Gründung einer (kostenlosen) Medienplattform**





Universität
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Homepage



Publikationen

Vielen Dank!

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Bericht

Governance von Desinformation in digitalisierten Öffentlichkeiten

Stand: Ende Juni 2023

Autor:innen: Florent Thouvenin, Mark Eisenegger, Stephanie Volz, Daniel Vogler, Mariela Jaffé

Center for Information Technology,
Society, and Law (ITSL)
Universität Zürich

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Bitte zitieren Sie diesen Bericht wie folgt:

Thouvenin, F.; Eisenegger, M.; Volz, S.; Vogler, D.; Jaffé, M., (2023). Governance von Desinformation in digitalisierten Öffentlichkeiten. Bericht für das Bundesamt für Kommunikation (BAKOM).

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National- und Ständerat

nächste Veranstaltung **am 2. Dezember 2024**

Algorithmen in der Politik – Programmier-Crashkurs für Parlamentsmitglieder

Prof. Dr. Marcel Gygli

Institut Public Sector Transformation, Berner Fachhochschule

Lena Georgescu

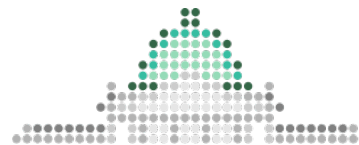
Forschungsstelle Digitale Nachhaltigkeit, Berner Fachhochschule

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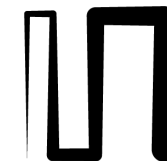
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