

# Module 7 (Part 2)

## Making the Internet a Safer, Fairer, & Honest Space



[www.includememedia.eu](http://www.includememedia.eu)

This resource is licensed  
under CC BY 4.0



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Finnish National Agency for Education. Neither the European Union nor the granting authority can be held responsible for them

\* Note to manage waste please print this document in greyscale or black and white rather than in colour. Please print on both sides of the paper (duplex) and if you can print multiple slides or pages on one page.

# Module 7 (Part 2)

## Part 2 Focus Area:

Multi-Stakeholder Collaboration for  
Inclusive Digital Governance



# Part 2 Focus Area

## Multi-Stakeholder Collaboration for Inclusive Digital Governance



[www.includemedia.eu](http://www.includemedia.eu)

This resource is licensed  
under CC BY 4.0



Co-funded by  
the European Union

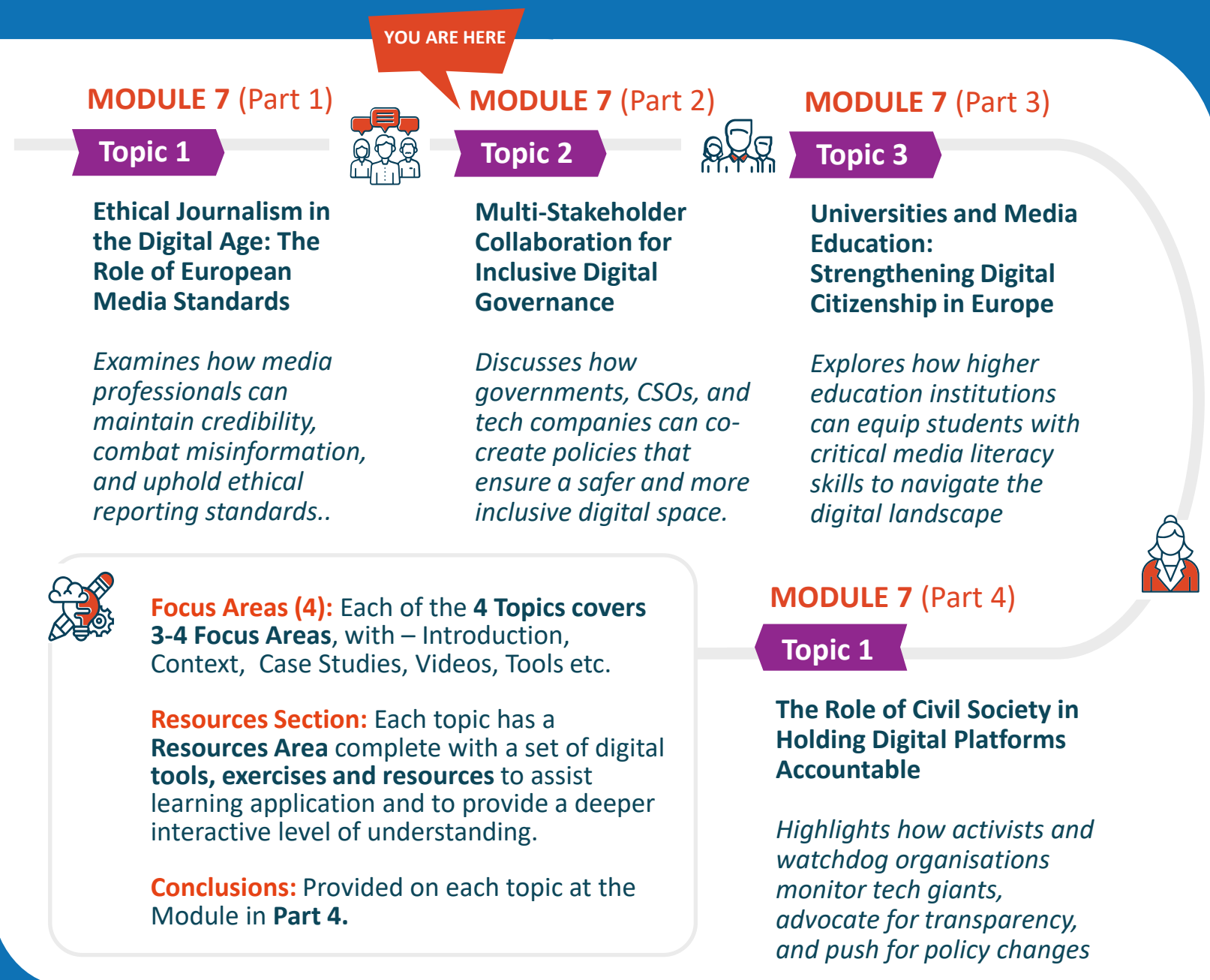
Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Finnish National Agency for Education. Neither the European Union nor the granting authority can be held responsible for them

\* Note to manage waste please print this document in greyscale or black and white rather than in colour. Please print on both sides of the paper (duplex) and if you can print multiple slides or pages on one page.

## Module 7

### Making the Internet a Safer, Fairer, & Honest Space

This Module explores ethical challenges and governance in digital media, highlighting the role of media professionals, educators, and civil society in promoting accountability, media standards, and digital literacy.



# Module Overview

This module highlights the collective role of media professionals, educational institutions, and civil society organisations (CSOs) in maintaining ethical digital environments.

It explores media standards, governance frameworks, and the importance of digital literacy in promoting responsible online spaces. Participants will examine challenges and opportunities in promoting credible journalism, multi-stakeholder governance, and digital citizenship in Europe through real-world case studies, policy discussions, and digital tools.

YOU ARE HERE

## TOPIC 01

### **Ethical Journalism in the Digital Age: The Role of European Media Standards**

Examines how media professionals can maintain credibility, combat misinformation, and uphold ethical reporting standards.

## TOPIC 02

### **Multi-Stakeholder Collaboration for Inclusive Digital Governance**

Discusses how governments, CSOs, and tech companies can co-create policies that ensure a safer and more inclusive digital space.

## TOPIC 03

### **Universities and Media Education: Strengthening Digital Citizenship in Europe**

Explores how higher education institutions can equip students with critical media literacy skills to navigate the digital landscape.

## TOPIC 04

### **The Role of Civil Society in Holding Digital Platforms Accountable**

Highlights how activists and watchdog organisations monitor tech giants, advocate for transparency, and push for policy changes.



# Module Snapshot

## Focus Area:

Ethics & Governance

## Aim:

Focuses on building multi-stakeholder governance models and accountability mechanisms for digital platforms. This section highlights the collective role of media professionals, educational institutions, and civil society in maintaining ethical digital environments. It emphasises media standards, governance, and digital literacy.



## Key Words:

- Ethical Digital Spaces
- Online Accountability
- Multi-Stakeholder Governance
- Digital Collaboration, Transparency
- Media Integrity
- Inclusive Platforms
- Universal Design
- Citizen Participation
- Fair Digital Practices
- Civil Society Engagement
- Journalism & Media Standards
- Universities and Media Education
- Policy & Regulation



01

Page 05

Module  
Overview

02

Page 06

Module  
Snapshot



03

Page 10

Learning  
Outcomes

03

Page 14

Topic 2  
Introduction:

Multi-Stakeholder  
Collaboration for  
Inclusive Digital  
Governance



05

Page 23

**Focus Area 1:**  
The role of CSOs in  
advocating for  
ethical digital  
practices



06

Page 29

**Focus Area 2:**  
Public-private  
partnerships for  
combating online  
misinformation  
and hate speech

07

Page 41

**Focus Area 3:**  
The EU's approach  
to digital rights,  
content  
moderation, and  
platform  
accountability



08

Page 66

Conclusion

# Module 7 (Part 2) Interactive Learning Elements



**52** Slides



**01** Exercises



**04** Videos



**04** Case Studies



**07** Digital Tools



**03** Toolkits & Guides



**10** Articles & Reports



**03** Real World Examples

# Learning Outcomes

## Topic 1: Ethical Journalism in the Digital Age: The Role of European Media Standards

- Analyse the role of European media standards in promoting ethical journalism and combating misinformation in the digital age.
- Evaluate the challenges journalists face in maintaining objectivity, transparency, and public trust in digital media environments.



# Learning Outcomes

## Topic 2: Multi-Stakeholder Collaboration for Inclusive Digital Governance

- Examine the roles of governments, civil society, and private sector actors in shaping inclusive and accountable digital governance.
- Assess best practices for enabling multi-stakeholder collaboration to address issues such as platform regulation, online safety, and digital rights



# Learning Outcomes

## Topic 3: Universities and Media Education: Strengthening Digital Citizenship in Europe

- Explore how universities contribute to digital literacy and responsible media consumption among students and the wider public.
- Develop strategies for integrating critical media education into higher education curricula to empower digital citizens.



# Learning Outcomes

## Topic 4: The Role of Civil Society in Holding Digital Platforms Accountable

- Identify the key advocacy tools and legal mechanisms used by civil society organisations to demand transparency and ethical governance from digital platforms.
- Evaluate the impact of civil society interventions on platform policies related to misinformation, algorithmic bias, and data privacy.



# Topic 2

## Multi-Stakeholder Collaboration for Inclusive Digital Governance





# Overview

## Multi-Stakeholder Collaboration for Inclusive Digital Governance

In today's rapidly evolving digital landscape, no single actor can ensure safety, trust, and inclusivity alone.

Governments, civil society organizations (CSOs), and technology companies must work together to address complex digital challenges. This section explores how **multi-stakeholder collaboration** shapes effective **policy-making**, focusing on **co-regulation approaches** and the vital **role of civil society** in digital governance.

# Key Definitions & Concepts

01

**Digital Governance:** Understand the role of multiple stakeholders in regulating digital spaces

02

**Platform Accountability:** Learn how social media platforms manage ethical concerns

03

**Online Safety and Human Rights:** Explore the role of stakeholders in protecting users of digital media from harmful content



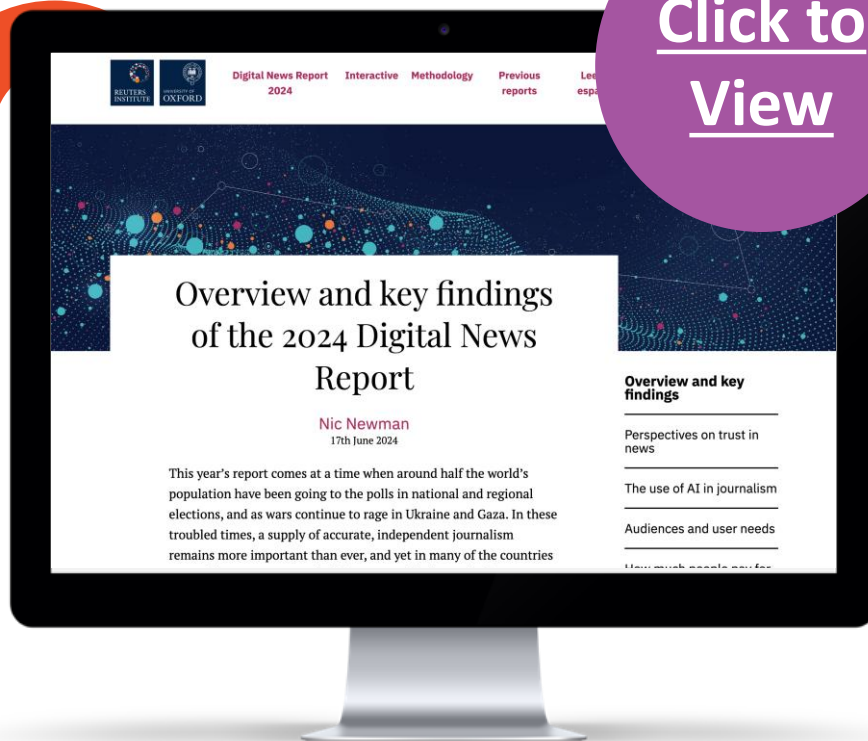
# Introduction: The Changing Landscape of News Consumption

With the rise of digital media, people increasingly turn to online platforms for news shaping how, where, and what information is consumed. This shift has led to fragmented news consumption; getting news from a mix of platforms rather than relying on a single, trusted source.

Understanding these changes is crucial in an era of disinformation and media distrust

- Platforms driven by video and creators are reshaping how especially younger audience access and engage with news. These changes carry far-reaching implications for journalism and society.
- The **Digital News Report 2024**, by the Reuters Institute and the University of Oxford, comes amid major elections and ongoing conflicts, highlighting the urgent need for accurate, independent journalism
- News media face financial instability, declining trust, and competition from big tech, enabling the spread of fake news (Nery, 2019). If unchecked, it can distort public opinion and destabilise society (Van der Lans, 2021).

# The World Digital News Report, 2024



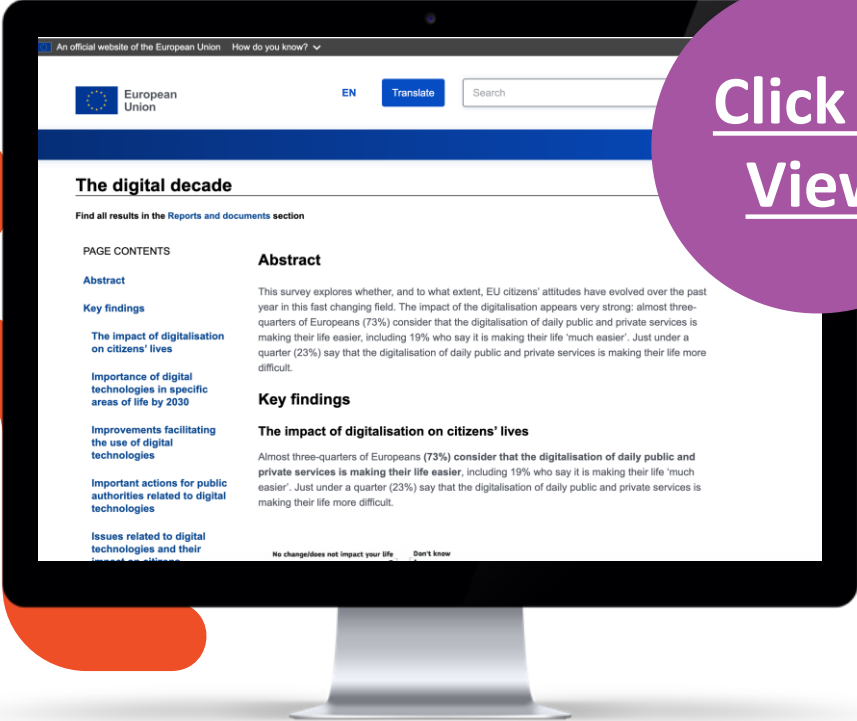
- **Fragmented news consumption:** YouTube (31%), WhatsApp (21%), TikTok (13%), and Twitter/X (10%) Concerns about **distinguishing real from fake** online news rose
- **Video**, a common source of online news consumption via online platforms (72%) rather than websites of news publishers (22%).
- **News podcasts** attracting 35% younger, educated audiences monthly, with 13% tuning into news-related shows, often via video platforms like YouTube and TikTok.

# The Eurobarometer - Report, 2024

## How Protected Do EU Citizens Feel in the Digital World?

In today's increasingly digital world, citizens must be aware of their digital rights and feel protected online. For people to truly feel safe, their rights must be upheld and enforced. However, according to the Eurobarometer Report 2024, awareness and feelings of protection vary significantly across EU countries.

**62%** of EU citizens are **aware** that **their rights** should be respected online. Awareness of digital rights is highest in the **Netherlands (85%)**, **Denmark (81%)**, **Luxembourg (81%)**, and **Lithuania (79%)**, while it is lowest in **Bulgaria (36%)** and around half in **Italy** and **Greece (49%)**. **45%** of EU citizens **feel protected** in **digital spaces**. The highest sense of protection is reported in **Poland (66%)**, **Ireland (62%)**, and **Denmark and Hungary (60%)**, while citizens in **Spain (55%)**, **Greece (51%)**, and **Cyprus (50%)** express the most concern.



[Click to  
View](#)

# Key Digital Concerns reported by EU Citizens

Building on the varying levels of awareness and protection felt by EU citizens (as shown in the previous slide), the Eurobarometer Report 2024 highlights specific concerns about the impact of digital risks.

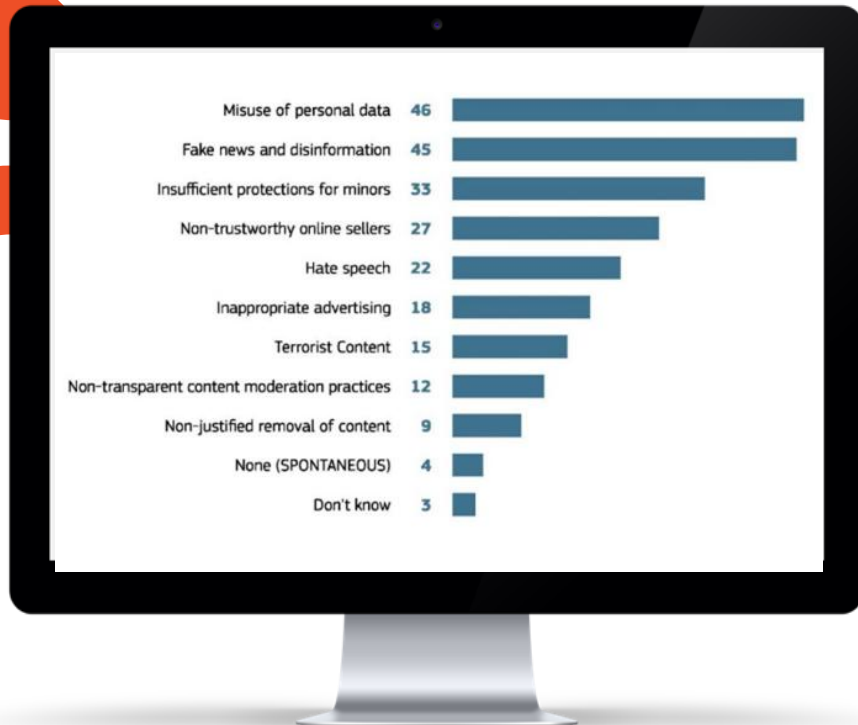
## Top concerns included:

- Misuse of personal data – 46%
- Fake news & disinformation – 45%

## Other notable concerns:

- Insufficient protections for minors – 33%
- Non-trustworthy online sellers – 27%
- Hate speech – 22%

These challenges not only threaten individual rights and safety but also risk undermining peace and social cohesion across Europe. Digital misinformation and hate speech can deepen divisions and hamper peacebuilding efforts in a connected society.



# Multi-Stakeholder Collaboration for Inclusive Digital Governance

**Exploring 3 Focus Areas in Multi-Stakeholder Collaboration for Inclusive Digital Governance**

**01**

The role of CSOs in advocating for ethical digital practices

**02**

Public-private partnerships for combating online misinformation and hate speech

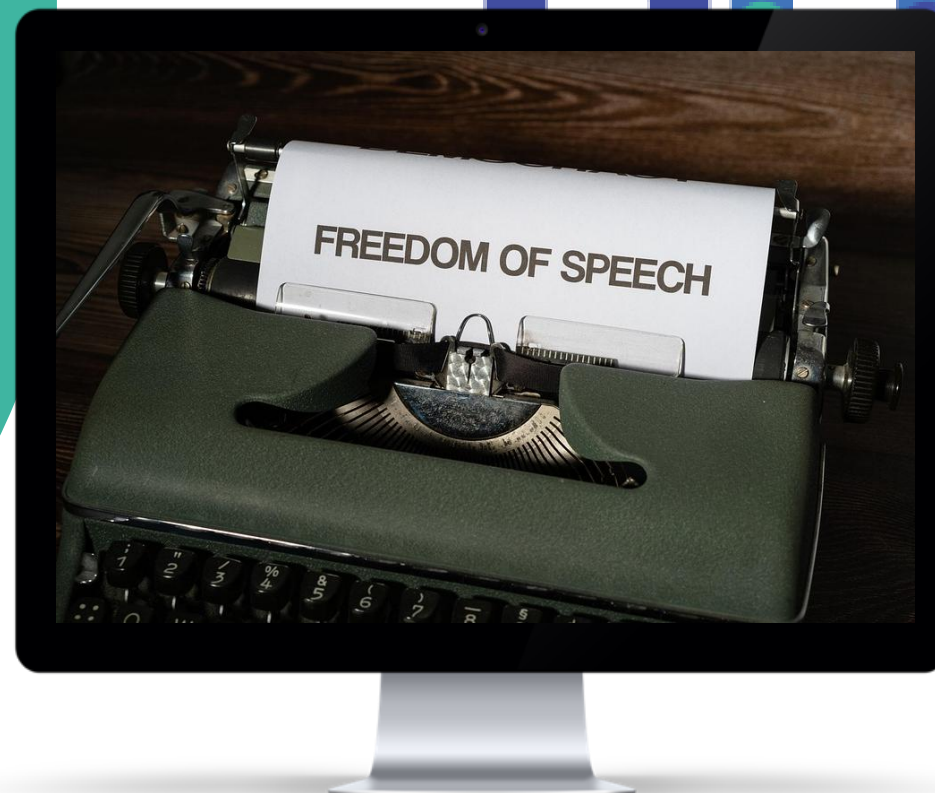
**03**

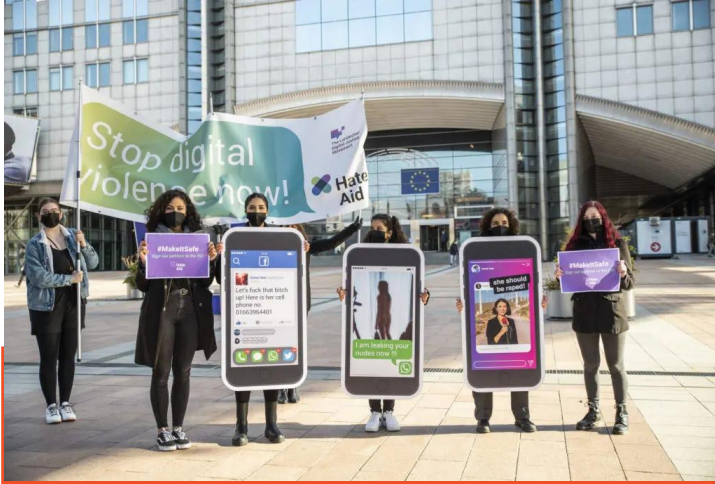
The EU's approach to digital rights, content moderation, and platform accountability



*“Addressing hate speech does not mean limiting or prohibiting freedom of speech. It means keeping hate speech from escalating into something more dangerous, particularly incitement to discrimination, hostility, and violence, which is prohibited under international law.”*

*UN Secretary-General António Guterres,  
June 2019*





## Focus Area 1

Multi-Stakeholder  
Collaboration for  
Inclusive Digital  
Governance

# The role of CSOs in Advocating for Ethical Digital Practices

*Civil society organisations (CSOs) play a vital role in advocating for transparency, accountability, and the protection of fundamental rights in digital environments.*

They act as independent **watchdogs**, **policy influencers**, and **public educators**—pushing platforms and governments to uphold **ethical standards**, **respect users' rights**, and ensure a **safer, fairer digital space** for all.

# The European Fact-Checking Standards Network (EFCSN)

- It is a civil society initiative **promoting common standards for fact-checking** across Europe.
- Developed by independent European fact-checkers to ensure ethical, transparent, and professional practices.
- **Fights disinformation** through methodologies and high editorial standards.
- **Encourages collaboration** to strengthen the integrity of public information.
- Members **commit to transparency, impartiality, and accuracy**.
- Plays a significant role in strengthening independent journalism and media credibility



Click to  
View

Click



[The European Fact-Checking Standards Network](#)

# Maldita.es

- Maldita is a civil society organisation and a **nonprofit fact-checking media outlet** based in Spain.
- Specialises in **fact-checking false news, political claims, and viral misinformation**.
- Uses **open-source tools** and **public data** to verify information.
- Engages in **media literacy programs** to help citizens recognise and avoid disinformation.
- **Collaborates with social media platforms** to reduce the spread of fake news.

[Click to View](#)

Click



[The European Fact-Checking Standards Network](#)



# Case Example: Matilda.es Exposed a Viral Hoax

## Fact-Check by Matilda.es Verdict:

*It is a hoax! a misleading interpretation of what Gates said; rethinking how we use our time with AI.*

**No call for a literal religion, nor any mention of a “globalist agenda.”**

**Claim Circulating Online from a podcast with LinkedIn co-founder Reid Hoffman.**

*"Bill Gates said we need to create a new religion focused on Artificial Intelligence to push the globalist agenda".*

**Gates used the phrase metaphorically:**

*"...It could almost be called a new religion or philosophy of how to connect with one another."*

Click



[The Case of Misinformation](#)

A **civil society organisation** focused on activism in areas of **human rights, climate change, democracy, and combating disinformation.**

Avaaz is an advocacy group that actively pushes for policy changes and social impact. It mobilises citizens worldwide to take action through **online petitions, advocacy campaigns, and policy influence.**

Click to  
View

Explore the initiative



[Saving a Free and Open Internet for All](#)

[Research on misinformation narratives on Facebook and Instagram](#) (<https://eu.usatoday.com/story/tech/2021/12/10/facebook-capitol-riot-misinformation-persists/8703998002/>)

[Investigative Reports by Avaaz](#)



*“ I was very impressed by  
Avaaz’s massive 2.8-million-  
person petition. Citizens’  
concerns have been taken  
seriously by the European  
Parliament”*

**Martin Schulz**, President of the European  
Parliament, after voting down ACTA





## Focus Area 2

Multi-Stakeholder  
Collaboration for  
Inclusive Digital  
Governance

# Public-Private Partnerships for Combating Online Misinformation and Hate Speech

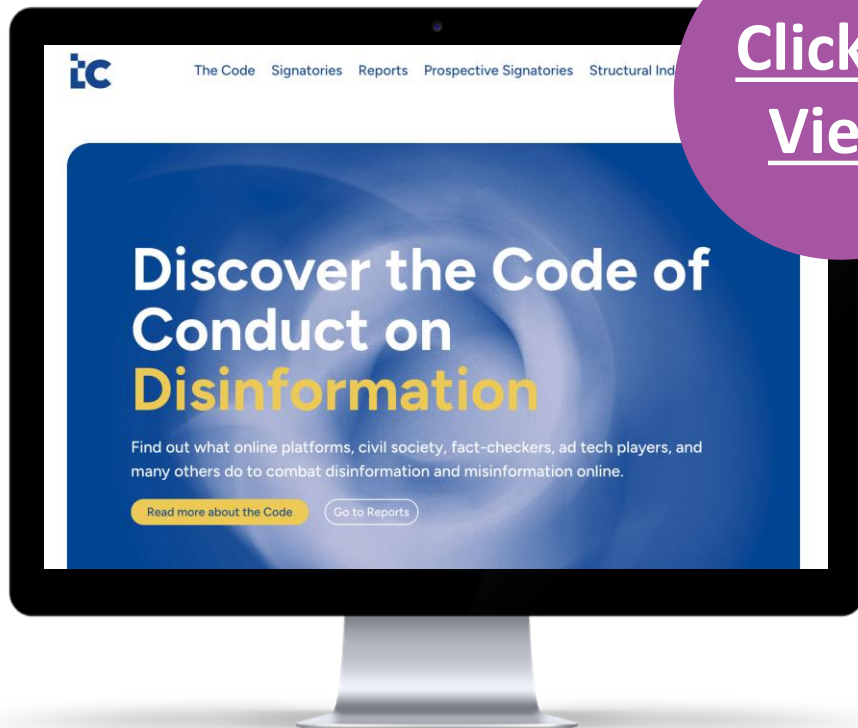
Combating false and misleading information online is critical to safeguarding democratic institutions and public confidence. The 2022 Strengthened Code of Practice on Disinformation represents a collaborative effort to combat disinformation through measures including **demonetisation, ad transparency, fact-checking, and data access for researchers.**

It has been integrated into the Digital Services Act (DSA) as a Code of Conduct on Disinformation, reinforcing efforts for a safer and more transparent online environment. Adhering to codes of conduct under **Article 45** of the DSA is a **voluntary** act.

# Signatories of the 2022 Strengthened Code of Practice on Disinformation

Addressing the complex challenge of disinformation requires coordinated efforts from a wide range of stakeholders across the digital ecosystem.

The **Code of Practice on Disinformation** brings together over 40 key players—from global tech giants and advertisers to fact-checking networks and civil society groups—to collectively commit to concrete actions that reduce harmful content online. This multi-stakeholder approach ensures shared responsibility and greater transparency in tackling disinformation.



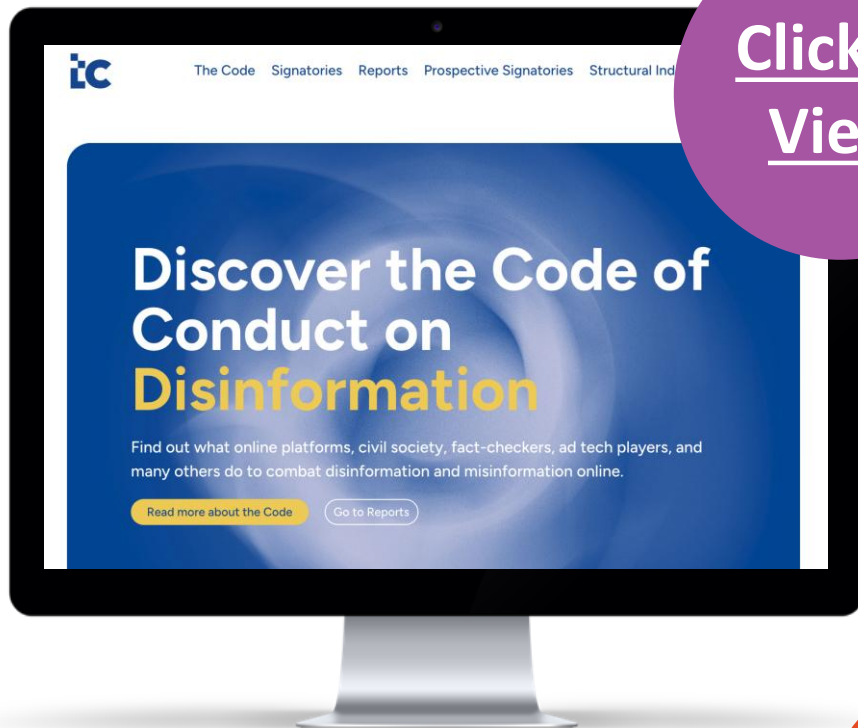
[Click to View](#)



# Signatories of the 2022 Strengthened Code of Practice on Disinformation

## The Signatories include:

- Google (Google Advertising /Search/YouTube), TikTok, European Factchecking Standards Network, Microsoft (LinkedIn, Bing, Advertisers), Meta (Facebook/Instagram/Messenger/WhatsApp), Reporters without Borders (RSF), etc.
- Each signatory agrees to the Code by completing a subscription document that outlines the commitments and measures applicable to their services. Reporting done by signatories on their implementation of the commitments can be found



[Click to View](#)



# The Santa Clara Principles

In 2018, a group of **human rights advocates** and **experts** launched the Santa Clara Principles, outlining key guidelines to ensure **transparency, accountability,** and **fairness in content moderation** by **internet platforms**.

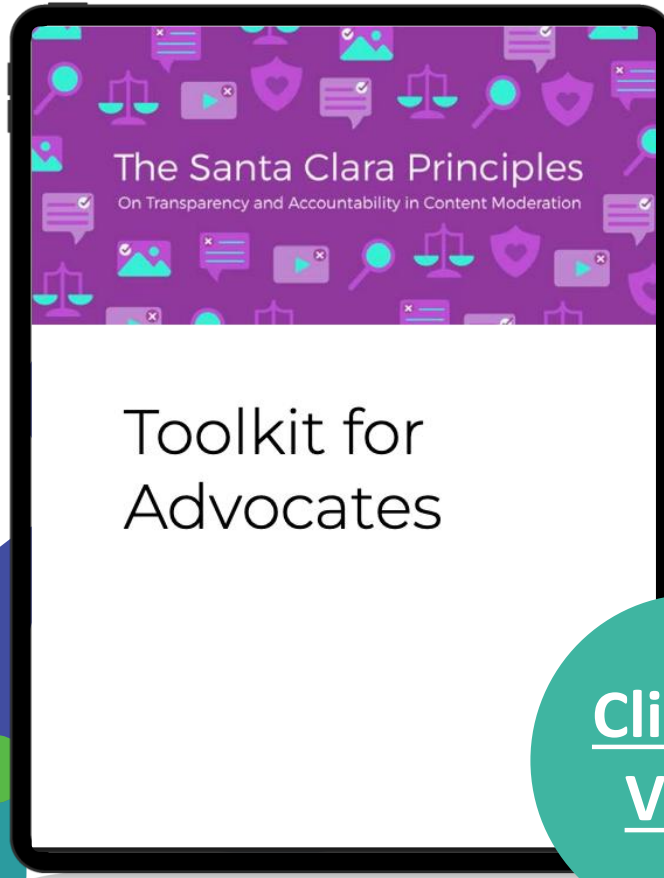
These principles aim to protect user rights and promote due process. Since then, major companies like Apple, Meta, Google, and Twitter have endorsed them, leading to increased transparency and stronger procedural safeguards across the industry.

The second iteration of the Santa Clara Principles (2021) is divided into **Foundational** and **Operational Principles** to ensure better transparency and accountability of social media platforms

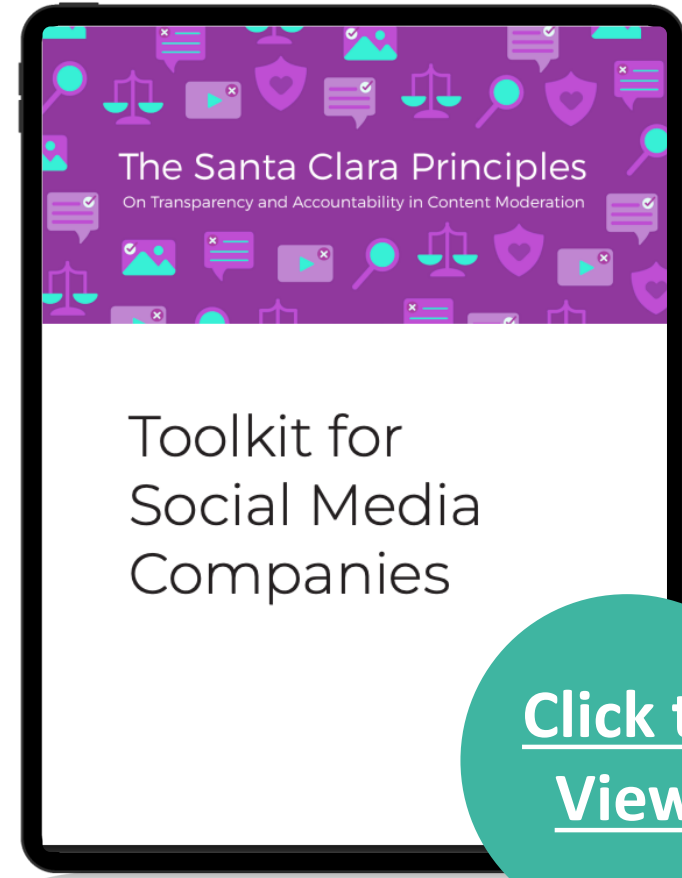


# The Santa Clara Principles

---



[Click to View](#)



[Click to View](#)

# The Counter Disinformation Network (CDN)

---



Disinformation poses a serious threat to the integrity of democratic elections by spreading false narratives and undermining public trust. In response, diverse stakeholders across Europe, including civil society, academia, journalists, researchers, think tanks, and fact-checkers, have joined forces in collaborative initiatives to strengthen election resilience.

These partnerships enhance information verification, promote media literacy, and support fact-based public discourse, playing a vital role in protecting democratic processes and fostering informed citizen participation

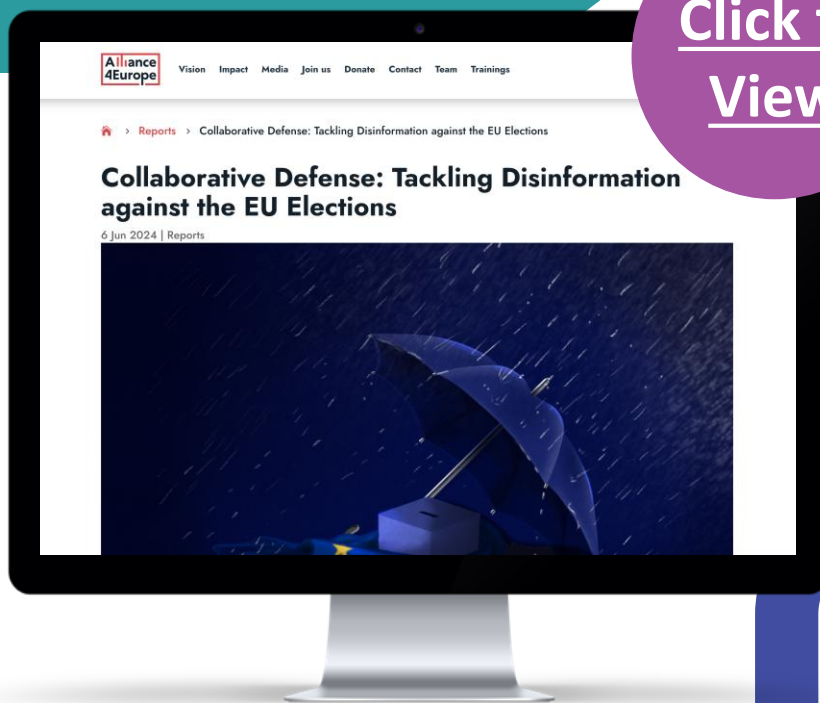
## Partners (click links to explore)

[Alliance4Europe](#), [Check First](#), [Science Feedback](#), [ISD](#), [Info Ops Polska](#), [GLOBSEC](#), [DISARM Foundation](#), [Fakenews.pl](#), [Clash Digital](#), [AI Forensics](#), [CEE Digital Democracy Watch](#), [Political Accountability Foundation](#), [Logically Facts](#) and more.

# Case Study

## Uncovering the Cases of Disinformation

[Click to View](#)



Disinformation campaigns during election periods can severely disrupt democratic processes by spreading misleading or manipulative content to influence voters.

The Counter Disinformation Network (CDN) plays a crucial role in uncovering and reporting such activities, helping hold platforms accountable and protect electoral integrity. The Counter Disinformation Network (CDN) has submitted investigative reports on 6 pre-election cases



# Case Study

## Uncovering the Cases of Disinformation

[Click to View](#)



## Case - Pro-Russian Ads Campaigns Approved by Meta:

Researchers from AI Forensics and CheckFirst uncovered over 275 pro-Russian ads approved by Meta between May 1–27, 2024, targeting users from Italy, France, Germany, and Poland. Ads reached over 3 million users and bypassed Meta’s moderation. The case highlights Meta’s failure to enforce political ad policies and suggests a broader systemic issue

[Click](#)



[Detailed Report](#)

*The European Commission launched formal proceedings against Meta for potential breaches of the Digital Services Act.*

# Overall Observations from The Counter Disinformation Network's Investigation

---



- The Cases show the power of diverse collaboration among partners.
- Multiple cases expose foreign efforts to influence EU public opinion via social media.
- Campaigns attack ruling parties, stir anti-establishment sentiment, and undermine Ukraine's support
- Common tactics of disinformation used include text obfuscation, AI-generated images, and fake or hijacked news sources.
- Online platforms fail to enforce DSA rules, sanctions, and ad transparency, highlighting a need for stronger oversight.

# Alliance4Europe's Report:

## Recommendations for Journalists, Fact-checkers, & Organisations

In an era of rapidly evolving digital threats, journalists, fact-checkers, and media organisations face increasing risks from misinformation, targeted harassment, and content manipulation.

The Alliance4Europe report provides practical guidelines to strengthen resilience of these groups, improve collaboration, and safeguard the integrity of public information.



[Click to View](#)



# Alliance4Europe's Report:

## Recommendations for Journalists, Fact-checkers, & Organisations

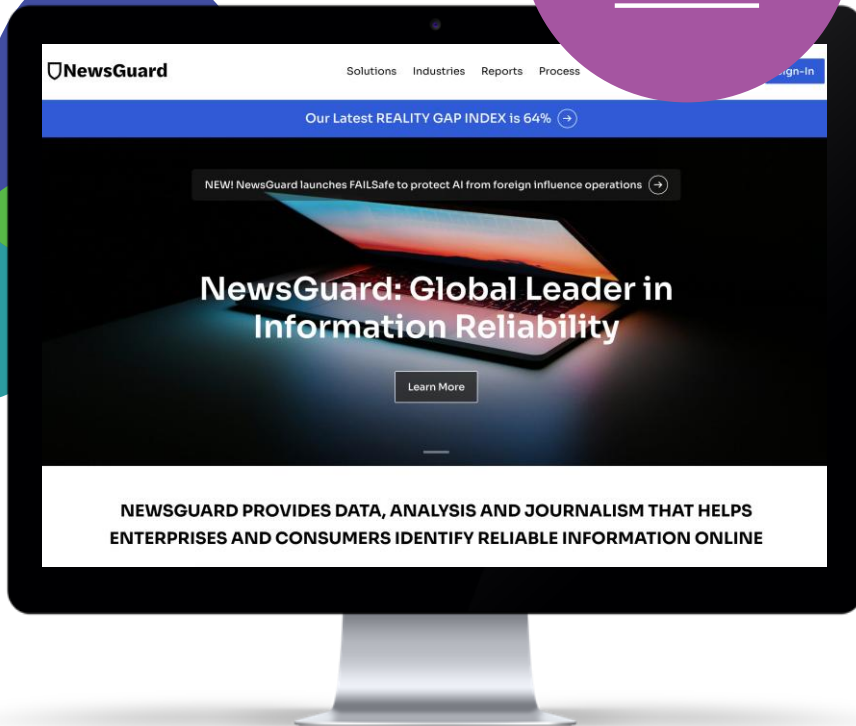


- **Be vigilant:** Avoid engaging with unsolicited emails and messages on sensitive topics and verify sender identities.
- **Share & coordinate:** Log and share suspicious messages with peers to detect patterns.
- **Use internal support:** Report threats to IT or authorities; promote cybersecurity training.
- **Train for content manipulation:** Equip teams to spot combined/misleading media.
- **Report abuse:** Flag shady political ads or AI use - either publicly or through trusted organisations in the Network.

*By following these recommendations, media professionals can better protect themselves, enhance the accuracy of their work, and contribute to a healthier information ecosystem.*

# NewsGuard

[Click to View](#)



NewsGuard is a third-party organisation that

- **Rates news websites** based on journalistic standards such as transparency, accuracy, and accountability.
- Uses a team of trained journalists to **analyze and score** news outlets, rather than AI automation.
- Provides a browser extension that **labels websites with trust indicators** (e.g., "Green" for reliable sources, "Red" for misinformation risks).
- Works with advertisers, brands, and social media platforms to prevent ad placements on unreliable news sites (a process called **brand safety**).
- Offers **News Literacy** programs to help educators and students recognise misinformation.

[Click](#)

[Fighting fake news: using NewsGuard as a free research aid and news literacy tool](#)



# The EU's Approach to Digital Rights, Content Moderation, and Platform Accountability

---



## Focus Area 3

---

Multi-Stakeholder  
Collaboration for  
Inclusive Digital  
Governance

The lack of a safe and transparent digital environment for Europeans erodes their public right to privacy, autonomy, and informed participation in democratic life. Without these protections :

- Personal data can lead to surveillance, manipulation, and exploitation not only by private companies but also by authoritarian actors. Additionally, unchecked hate speech and disinformation can fuel polarisation, undermine trust, and destabilise peace and democratic institutions.
- To address these growing challenges, the Digital Services Act (DSA) was introduced to create a safer, more accountable digital space in the EU. To address these growing challenges, **the Digital Services Act (DSA)** was introduced to create a safer, more accountable digital space in the EU.

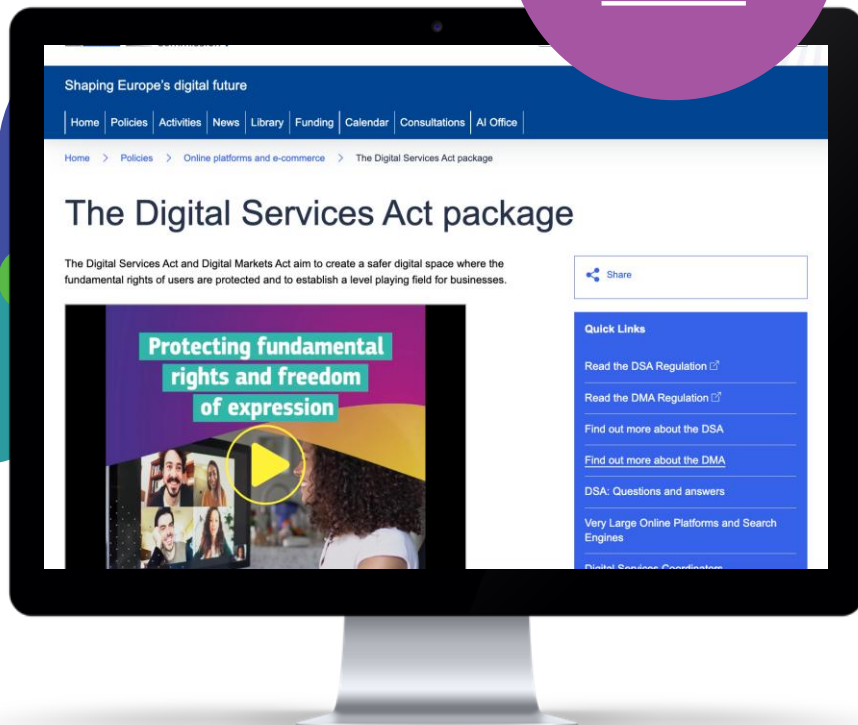
# The Digital Services Act (DSA)

The Digital Services Act (DSA) tackles illegal content, hate speech, and disinformation while ensuring platform accountability through:

## Key Provisions

- 1. Improved Removal of Illegal Content:**  
Easier reporting tools and collaboration with trusted flaggers (e.g., X, Facebook, TikTok) to tackle illegal content, hate speech, and disinformation.
- 2. Transparency & User Rights:**
  - Platforms must provide clear explanations for content removal or restrictions.
  - Users have the right to appeal decisions through out-of-court dispute resolution mechanisms. The DSA Transparency Database makes content moderation decisions publicly accessible.

[Click to View](#)



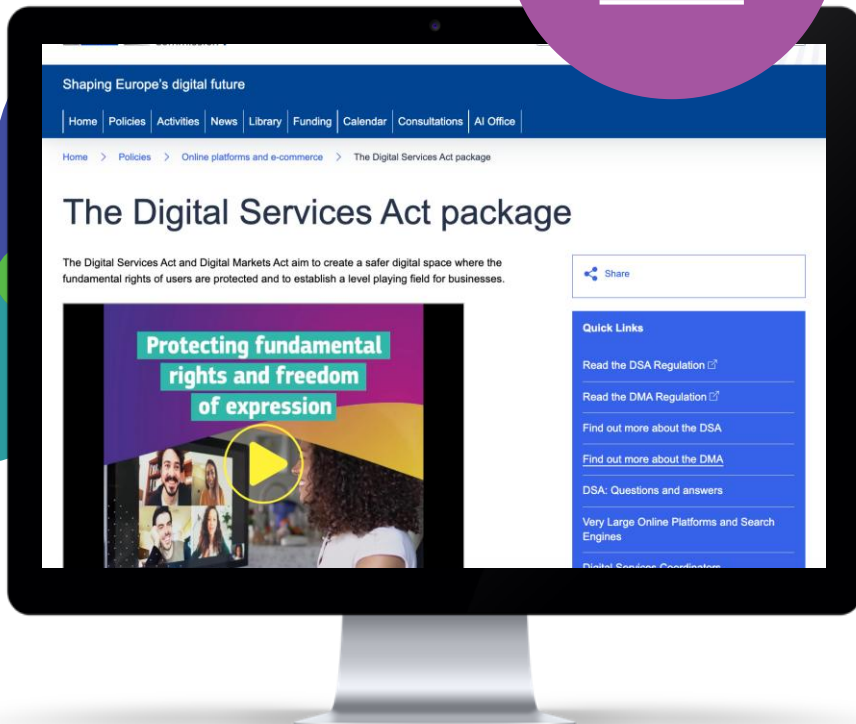
# The Digital Services Act (DSA)

## Key Provisions (cont.)

### 3. Protection of Minors & Sensitive Data:

- Children and teens are often unable to critically assess persuasive, targeted content, making them vulnerable to manipulation. The DSA provisions
- Bans targeted ads to minors to prevent exploitation and protect mental health and development
- Prohibits use of sensitive data (e.g., ethnicity, sexual orientation) to avoid discriminatory targeting and misuse
- Encourages age verification and parental controls to strengthen online safeguards for young users.

[Click to](#)  
[View](#)



# Other Provisions by DSA

[Click to View](#)

**Integrity of Elections:** Disinformation and platform manipulation can undermine democracy and polarise society. Digital Services Act

- Requires VLOPs (very large online platforms) and VLOSEs (very large online search engines) to identify, analyse, and mitigate risks to electoral processes and civic discourse
- Ensures freedom of expression is protected while combating online threats to democratic participation

## Traceability in Online Marketplaces

- A lack of accountability in e-commerce can expose consumers to fraud, unsafe products, and abuse.
- Sellers must verify their identity before listing products
- Buyers must be informed of illegal products and their rights to redress, increasing consumer trust and platform responsibility



# The EU Commission's Powers Under the DSA

To ensure a safer and more transparent digital environment, the European Commission and national authorities are granted significant powers under the Digital Services Act (DSA). These are essential for holding major tech platforms accountable and preventing harms such as illegal content, disinformation, algorithmic manipulation, and opaque decision-making processes.

By targeting the operations of large platforms especially their data and algorithmic systems, the DSA transforms them from "black boxes" into accountable actors in the digital space.

[Click to View](#)



# The EU Commission's Powers Under the DSA

[Click to View](#)



## With the Investigative Powers under the DSA, the Commission can:

- request information from platforms to check compliance with the DSA. Can impose fines for incorrect, misleading, or incomplete responses
- request access to Very Large Online Platforms (VLOP) data and algorithms
- conduct interviews with persons who might have relevant information (with consent)
- conduct inspections at VLOP premises (after consulting the DSC of the Member State)

## With Sanctioning Powers under the DSA, the Commission can:

- Impose fines up to 6% of worldwide annual turnover for breach of DSA obligations, failure to comply with interim measures, and breach of commitments
- Impose periodic penalties up to 5% of daily turnover for delays in compliance. As last resort can suspend the service if the infringement causes serious harm to users

# Cooperation & Oversight Under the DSA Framework

To ensure consistent enforcement and oversight across borders, the Digital Services Act promotes cooperation between EU institutions, national regulators, and international partners. Tackling complex digital risks like algorithmic manipulation, disinformation, and child safety requires shared expertise, joint investigations, and data-driven transparency.

These **structures aim to strengthen** regulatory coordination and promote a safer, fairer, and more accountable digital ecosystem.



# Cooperation & Oversight Under the DSA Framework

[Click to View](#)

For **cooperation** on **common issues**, the **sharing of information** and **expertise**, the Commission has so far signed administrative **agreements** with: The **Australian eSafety Commissioner**, **ERGA** (The European regulators group for audiovisual media services), **OfCom**, and also with **France, Ireland, Italy, and the Netherlands** for local DSA coordination.

The **European Centre for Algorithmic Transparency (ECAT)** conducts algorithm tests, analyses transparency reports, identifies risks, **supports investigations**, and **serves** as a research hub. It partners with the French Centre for Digital Regulation and works on age-appropriate design.

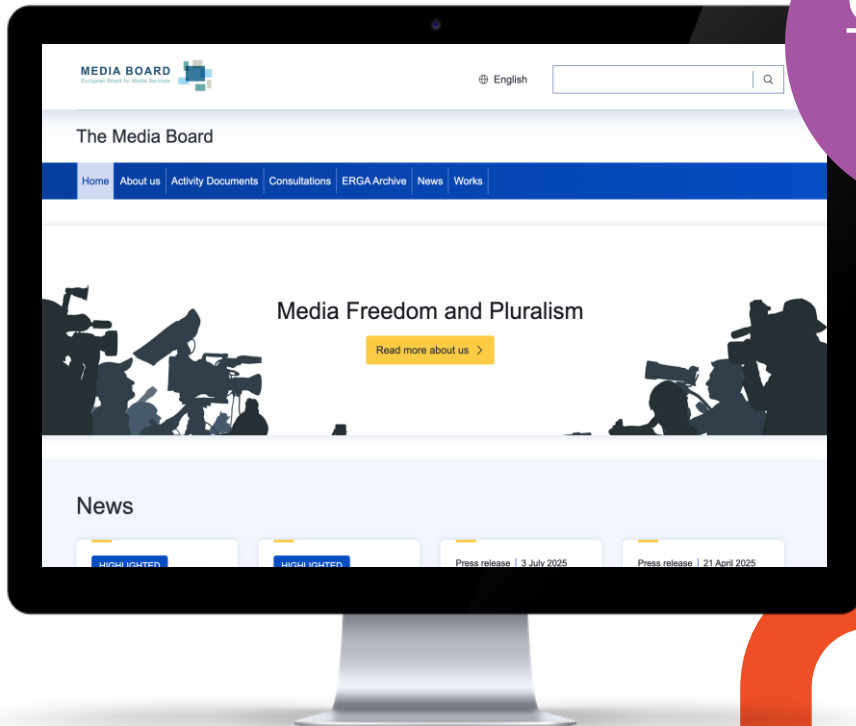
[Factsheets: Disinformation landscape across EU](#)

# The European Board for Media Services (2025)

The Media Board (2025), which replaces the European Regulators' Group for Audiovisual Media Services (ERGA, 2014) aims to support a European media framework that is free, pluralistic, trusted, and competitive.

It promotes cultural diversity, protects fundamental rights, and empowers citizens to form informed opinions and engage in democratic debate.

[Click to View](#)



# EU DisinfoLab

[Click to View](#)



In today's digital age, disinformation is not just a threat to truth; it can escalate tensions, fuel conflict, and undermine peace efforts. The EU DisinfoLab plays a vital role in supporting digital peacebuilding by identifying and dismantling disinformation campaigns that threaten democratic institutions and social cohesion. **EU DisinfoLab** is an independent non-profit organisation that **gathers knowledge** and **expertise on disinformation** in Europe. Through research, investigative work and policy judgment.

## EU DisinfoLab acts as a hub, connecting:

- Local and European fact-checkers, Digital analysts, Civil society organisations, and Policymakers.
- Together, these networks feed into peace mediation frameworks, strengthening media literacy and disinformation resilience in conflict-sensitive environments.

# Case Study

## Indian Chronicles: Targeting the EU and UN to Serve Indian Interests

[Click to  
View](#)



**EU DisinfoLab** uncovered a vast and long-running disinformation campaign dubbed Indian Chronicles, which operated for 15+ years.

- Over 750 fake media outlets across 119 countries were found spreading anti-Pakistan and pro-India narratives.
- The campaign targeted at international institutions like the UN and the EU, undermining diplomatic processes and fuelling regional tensions.
- The operation blurred the line between activism and information warfare, manipulating public opinion and potentially inflaming geopolitical conflict.
- The case exposed how information disorder can erode trust in institutions, and how disinformation can directly impact international peace and diplomacy.

# Case Study

## Indian Chronicles: Targeting the EU and UN to Serve Indian Interests

[Click to  
View](#)



### Peacebuilding Relevance:

The investigation prompted action in EU diplomatic circles and called for more robust digital transparency frameworks. It reinforced the need for global collaboration between fact-checkers, researchers, and policy bodies to safeguard peace-oriented communication channels.

This case illustrates how **disinformation is not just a domestic threat but a geopolitical tool** that can undermine peace and democracy on a global scale



# OSINT Toolkit to Detect and Analyse IBD-focused FIMI

[Click to View](#)



The European External Action Service (EEAS) has developed an open-source intelligence (OSINT) toolkit to combat Foreign Information Manipulation and Interference (FIMI), focusing on Identity-Based Disinformation (IBD); false narratives targeting people or groups based on ethnicity, religion, gender, or nationality. These targeted attacks aim to divide societies, sow fear, and erode trust in democratic institutions, particularly during critical times such as elections, conflicts, or peacebuilding efforts.

The open-source intelligence (OSINT) toolkit published by the European External Action Service (EEAS), focuses on Foreign Information Manipulation & Interference (FIMI) linked to Identity-Based Disinformation (IBD)

# OSINT Toolkit to Detect and Analyse IBD-focused FIMI

[Click to View](#)



## The toolkit includes tools for:

- Archiving evidence
- Verifying content & actors
- Tracing disinformation sources
- Assessing coordination & impact

This toolkit empowers researchers, policymakers, and civil society to better detect, analyse, and respond to identity-based disinformation, reinforcing societal resilience and democratic integrity.

[Click To Watch Video](#)



# Social Media 4 Peace: An EU+UNESCO Project-2023

[Click to View](#)



In conflict-prone regions, harmful online content such as hate speech and disinformation can exacerbate tensions and undermine fragile peace processes.

To better understand and counter these risks, a research project, "Social Media 4 Peace", focused on Bosnia and Herzegovina, Kenya, and Indonesia, examined the root causes, scale, and impact of such content. The study also evaluated existing regulatory frameworks and the effectiveness of self-regulation and civil society efforts.

# Social Media 4 Peace: An EU+UNESCO Project-2023

[Click to View](#)



## Some key findings:

- Online hate speech and disinformation undermine peacebuilding efforts in these countries
- National laws addressing harmful content show inconsistencies with international standards
- Lack of transparency in how companies allocate the roles of moderation tasks
- CSOs lack strong coalitions for coordinated action

Click



[Read Full Report here](#)

*These insights are crucial for developing coordinated strategies to protect peace and promote safer digital environments.*



## Topic 2: Resources Section

Explore the following real-world cases and tools to understand and verify content in digital media

**01**

### **Digital Tools:**

Fake News Debunker by InVID & WeVerify, The Narrative Toolbox

**02**

### **Case Study:**

The European Fact-Checking Standards Network (EFCSN): Role in the 2024 European Elections

**03**

### **Activity: Group Discussion**

Fact-Checking Exercise: Verifying Online Content

**04**

### **Other Resources:**

Research reports, articles, & documentaries





## Resources: Tools

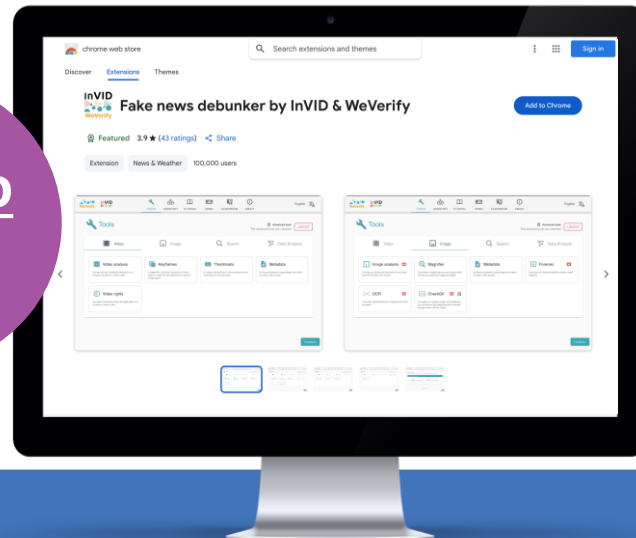


### Fake News Debunker by InVID & WeVerify

A free Chrome extension designed to assist journalists, fact-checkers, and human rights defenders in verifying online content, particularly images and videos shared on social media platforms.

#### Demo

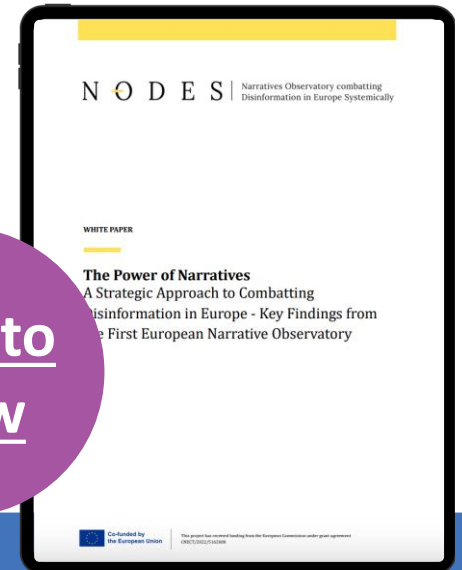
Click to  
View



### The Narrative Toolbox

(see pp. 23-28) by NODES, The toolbox helps to combat disinformation by mapping narratives, building bridges between divided communities, and identifying common cognitive traps

Click to  
View





# More Tools to Identify Reliable Information Online

## FaktaBaari (Fact Bar):

A Finnish fact-checking service with tools designed for media literacy education ([PDF](#)).

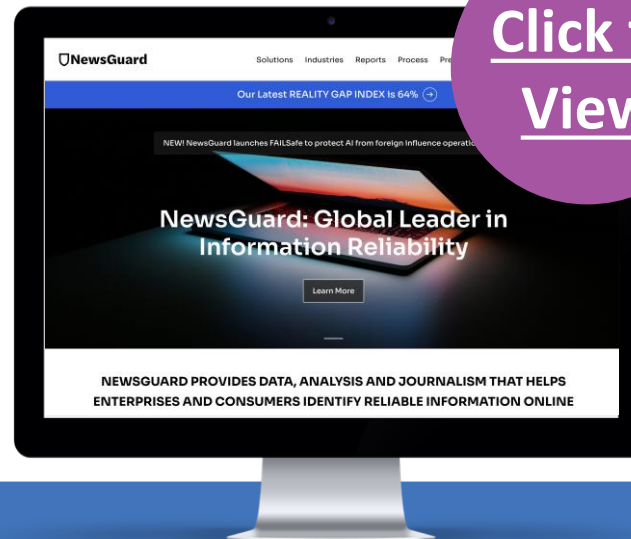
[Click to View](#)



## NewsGuard:

Provides trust ratings for news websites based on credibility and transparency

[Click to View](#)



## Hoaxy:

Visualizes how false information spreads online and tracks sources of disinformation

[Click to View](#)

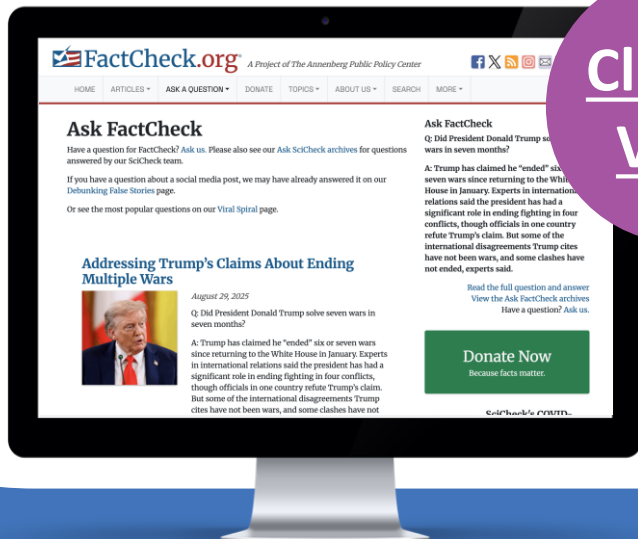




# More Tools to Identify Reliable Information Online

## Ask FactCheck:

Ask FactCheck is a FactCheck.org feature where readers submit questions about political claims, viral rumors, or misleading info. The team investigates and answers selected questions.



## How to spot fake news:

Click above link to watch the video by factcheck.org





## Activity

### Task:

Analyse the content of a trending digital news story or viral post and investigate its accuracy using fact-checking tools and multiple source verification.

## Fact-Checking Exercise: Verifying Online Content (News Stories)

### Discussion:

*“Who published this content?”*

*“Are any claims backed by verified sources?”*

### Goal:

Boosts skills in using fact-checking tools and spotting misinformation.



# Case Study

## The Role of European Fact-Checking Standards Network (EFCSN) in the 2024 European Elections

During the 2024 European Parliament elections, the EFCSN spearheaded **the Elections24Check project**, a collaborative initiative involving over 40 fact-checking organisations across Europe.

This project aimed to combat disinformation by creating a comprehensive, open-access database that catalogued fact-checked political content, debunked narratives, and identified emerging misinformation trends.



# Case Study

## The Role of European Fact-Checking Standards Network (EFCSN) in the 2024 European Elections



### Key Outcomes:

- **Widespread Collaboration:** The project engaged 32 fact-checking organisations from 28 countries, collectively verifying 487 publications over one month.
- **Focus on Debunking:** The initiative emphasised debunking viral misinformation, with a notable shift from scrutinising political discourse to addressing widely shared false content.
- **Comprehensive Coverage:** The database allowed users to filter fact-checks by country, political party, language, and topic, facilitating targeted access to verified information.

*This collaborative effort not only enhanced public awareness but also reinforced the integrity of the electoral process by providing voters with reliable, fact-checked information.*



# Resources: Video & Case Studies

## Platform Problems and Regulatory Solutions

Online platforms play a central role in shaping public discourse, but the unchecked spread of hate speech, disinformation, and algorithmic manipulation threatens human rights, trust, and democratic stability. UNESCO's report, Platform Problems and Regulatory Solutions, synthesises insights from over 800 studies to examine the systemic drivers of online harm.



[Click to View](#)

## Panorama Vaccines The Disinformation War

The BBC's Panorama documentary "Vaccines: The Disinformation War" aimed to expose the spread of vaccine-related falsehoods but was criticised for unintentionally reinforcing misinformation and creating public confusion during a critical phase of the COVID-19 vaccine rollout. It highlights the need for careful verification and framing in disinformation coverage.



[Click to View](#)



## Resources: Articles & Reports

### Research Article: Fact-checking Efforts in Europe

**Performance Analysis of Fact-Checking Organisations and Initiatives in Europe: A critical Overview of Online Platforms Fighting Fake News** - This study combine theory and practice into a new method for analyzing the performance of fact-checking organizations. It offers valuable insights into the efficiency of European fact-checkers but is applicable worldwide. The approach includes developing performance indicators and a taxonomy of fact-checking systems, tested on active online platforms.

[Click to View](#)



[Click to View](#)



### Research Article: Combating Disinformation

**The Role of Collaborative Networks in Combating Digital Disinformation** In the digital age, fake news poses a growing threat to the integrity of the digital economy. This study highlights the need for collaboration among key stakeholders, tech companies, governments, media, and civil society to combat misinformation. It explores their distinct roles. The study proposes a collaborative model that fosters coordination and shared responsibility, aiming to strengthen public trust and build a resilient digital information ecosystem.



## Conclusion



**Inclusive and accountable digital governance depends on effective collaboration between governments, civil society, and the private sector.**

The European Union's approach to digital rights, content moderation, and platform accountability highlights the importance of shared responsibility in creating a safer and fairer digital space. From combating misinformation to protecting online rights, multi-stakeholder cooperation ensures diverse perspectives are included in shaping ethical digital practices. Strengthening these partnerships and empowering civil society actors is the key to building a digital environment that upholds democratic values, safeguards users, and fosters trust across all levels of society.

# Module 7: Making the Internet a Safer, Fairer, & Honest Space

## You have completed Part 2 (Topic 2)

Multi-Stakeholder Collaboration for Inclusive  
Digital Governance

## Next is Part 3 (Focus Area 3)

Universities and Media Education:  
Strengthening Digital Citizenship in Europe.

[www.includemedia.eu](http://www.includemedia.eu)

This resource is licensed  
under CC BY 4.0



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Finnish National Agency for Education. Neither the European Union nor the granting authority can be held responsible for them

\* Note to manage waste please print this document in greyscale or black and white rather than in colour. Please print on both sides of the paper (duplex) and if you can print multiple slides or pages on one page.

