

Smart Society – “Fake Analytica” Style?

*Smart society and information
disorder*

Smart Society

The “*smart environment*“ concept can be considered the most comprehensive and multifaceted of all the terms characterizing the new setting people live in - a setting that is supportive to and extending human intelligence. Apparently a smart environment represents a complex milieu, a result of “*smart development*” blending human and technological components. “*Smart democracy*” is democracy which is premised on active and enlightened citizenship.

These are all preconditions for building a “smart society”.

- Smart democracy;
- Smart citizenship;
- Smart environment;
- Smart development.

Zankova, B. (2017). *Smart citizens for smart cities: the role of social media for expanding local democracy (the case of local referendums in Bulgaria)* - SCRD journal, <http://www.scrd.eu/index.php/scr/article/view/35>.

COMPACT, Horizon 2020, EC Project

COMPACT: FROM RESEARCH TO POLICY THROUGH
RAISING AWARENESS OF THE STATE OF THE ART ON
SOCIAL MEDIA AND CONVERGENCE



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Challenges to Smart Society

Information disorder (information pollution):

1. Various communications problems each of different scope and impact;
2. Hybrid forms;
3. Human rights violations.

Types of Information Disorder (Information Pollution)

- Fake news, unchecked information, propaganda, cyber wars (mis-, dis-, malinformation) - Wardle and Derakhshan (CoE, 2017);
- Hate and discriminatory speech on the web;
- Personal data misuse - the “Analytica” data scandal (2018).

The Role of Social Networks

- Boosting participation and democratic citizenship;
- Promoting user-generated content, interactivity and creativity;

But

- Spreading false information, discriminatory and abusive speech, data theft;
- Lack of transparency, accountability mechanisms, human rights' guarantees;
- Decreasing trust in the media particularly social media.

Measures to be Taken

- Improving Internet governance;
- Reconsideration of human rights in the light of the digital age;
- Regulatory approaches - based on the democracy, rule of law and human rights standards (UN, CoE, EU);
- Self-regulatory approaches - most suitable for the media but can be ineffective;
- Co-regulation – the EC and social media companies to cooperate to produce codes of conduct;
- Media literacy, digital empowerment and strengthening democratic citizenship even through the activities of the social networks.

National Experiences: BG initiatives against fake news (1)



General description

No special fact-checking and debunking sites but the struggle is carried out through journalistic organizations, online media, accountability mechanisms and universities, sometimes with business support; lack of stable financing - mostly short-term projects relying on international funding.

National Experiences:

BG initiatives against fake news

(2)

- The UBJ - the Wall of Shame in partnership with the Ethics Commission at the Union (2017) - <http://www.sbj-bg.eu/>;
- Mediapool.bg - the FACTCHECK project for checking news (September 2016 -7 months) - https://www.mediapool.bg/news/static_page/1;
- Nenovinite - a special false news site which debunks fake information through humour and satire - <https://www.nenovinite.com/>;
- Hack the fake news – the NBU, NGOs and business partners, organized as a hakathon, first phase (2017);
- Smart 24chasa platform.

Thank you for your attention!



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