
EU DisinfoLab's Virtual Annual Conference 2020

28 Sept – 2 Oct

DRAFT
PROGRAMME



EU DisinfoLab Annual Conference

Monday 28 th Sept	Tuesday 29 th Sept	Wednesday 30 th Sept	Thursday 1 st Oct	Friday 2 nd Oct
The few faces of disinformation	Content distribution & the monetisation of disinformation	Content moderation & safeguarding freedom of speech online	The infodemic, a game changer?	Disinformation in elections and democratic processes
Session 1 14:15-15:30	Session 1 14:15-14:55	Session 1 14:15-14:55	Session 1 & Presentation 14:15-15:30	Session 1 14:15-14:55
Lucrative disinformation	Disinformation and design	Satire, humour, and freedom of speech	Online platforms' responses to the infodemic	Protecting European democracies: A Conversation with Vice President Jourová
Session 2 15:40-16:30	Session 2 15:05-16:15	Session 2 15:05-16:15	Session 2 15:40-16:30	Session 2 14:55-16:15
Foreign influence campaigns	How to open the black box: understanding how content is distributed online	Regulating disinformation while safeguarding freedom of speech	Civil society's response to the infodemic	Safeguarding the transparency of the democratic process in the digital age

PLEASE NOTE:
 Due to the ongoing COVID-19 pandemic, EU DisinfoLab's Annual Conference will take place this year online. Upon registering for the conference via [this link](#), we will send out a link to access the conference nearer the time.

Day 1 – Monday 28th September

The few faces of disinformation

Opening remarks: **Alexandre Alaphilippe**, *Executive Director*, EU DisinfoLab

Session 1 – Lucrative disinformation (14:15-15:30)

Focusing on the monetisation of disinformation, the opening session of EU DisinfoLab's virtual conference will feature how civil society is fighting to demonetise disinformation outlets. This session will also reflect on just how simple it is to profit from disinformation and the online advertising business model.

Keynote speech and Q&A: **Nandini Jammi** ([@slpng_giants](#)), *Co-founder*, Sleeping Giants

Interview: **Mirko Ceselkoski**, *Internet Marketing Consultant and "fake news" Strategist*, interviewed by **Camille François** ([@camillefrancois](#)), *Chief Innovation Officer*, Graphika

BREAK – 10 min 15:30-15:40

Session 2 – Foreign influence campaigns (15:40-16:30)

Using several case studies, this session will explore the strategies and tools used by foreign actors to spread disinformation, with the aim of polarising other societies over societal and political issues.

Presentations:

- **Camille François** ([@camillefrancois](#)), *Chief Innovation Officer*, Graphika and **Léa Ronzaud** ([@Lea_Ronzaud](#)), *Analyst*, Graphika
- **Roman Adamczyk**, *Research Coordinator*, EU DisinfoLab

Q&A and wrap up: **Alexandre Alaphilippe** ([@AAlaphilippe](#)), *Executive Director*, EU DisinfoLab

Day 2 – Tuesday 29th September

Content distribution and the monetisation of disinformation

Introduction: EU DisinfoLab

Session 1 – Disinformation and design (14:15-14:55)

Albert Moukheiber will discuss how online platforms' take advantage of our cognitive bias to design features and distribute content to keep us online for as long as possible.

Presentation: **Albert Moukheiber** ([@ChiasmaParis](#)), *Neuroscientist*, Chiasma

Q&A and wrap up: EU DisinfoLab

BREAK – 10 min 14:55-15:05

Session 2 - How to open the black box: understanding how content is distributed online (15:05-16:15)

From content curation to targeted advertisements and its relation to the attention economy, this session will explore the business models of online platforms. We will try to identify new ways to design accountability and measure impact of the online information sphere.

Moderator: **Mathias Vermeulen** ([@mathver](#)), *Public Policy Director*, AWO

Panellists:

- **Clare Melford** ([@melfoc](#)), *Executive Director*, Global Disinformation Index
- **Guillaume Chaslot** ([@gchaslot](#)), *Founder*, AlgoTransparency
- **Matthias Spielkamp** ([@spielkamp](#)), *Cofounder and Executive Director*, Algorithm Watch

Q&A and wrap up: **Mathias Vermeulen**, *Public Policy Director*, AWO

Day 3 – Wednesday 30th September

Content moderation and safeguarding freedom of speech online

Introduction: EU DisinfoLab

Session 1 – Satire, humour, and freedom of speech (14:15-14:55)

This session will explore how humour and satire can be used to disinform, reinforce confirmation bias, and influence socio-political attitudes. Focusing on the distinction between hate speech and humour, Emmanuel will also reflect on how humour interacts with questions of freedom of speech.

Presentation: **Dr. Emmanuel Choquette** (@ManuChoque), *Researcher and UNESCO - PREV Chair, University of Montreal*

Q&A and wrap up: EU DisinfoLab

BREAK – 10 min 14:55-15:05

Session 2 – Regulating disinformation while safeguarding freedom of speech (15:05-16:15)

From existing regulation of media or advertisements to platform accountability, this session will explore the challenges of content moderation and discuss new paths for online content regulation.

Moderator: **Paolo Cesarini**, *Head of Unit for Media Convergence and Social Media, European Commission DG CONNECT*

Panellists:

- **Lubos Kuklis** (@LubosKuklis), *Board Member, European Regulators Group for Audiovisual Media Services*
- **Benoit Loutrel** (@beloutrel), *Head, Social Networks Task Force of the French government*
- **Gabrielle Guillemin** (@GabrielleGuill2), *Senior Legal Officer, Article 19*

Q&A and wrap up: **Paolo Cesarini**, *Head of Unit for Media Convergence and Social Media, European Commission DG CONNECT*

Day 4 – Thursday 1st October

The Infodemic, a game-changer?

Introduction: EU DisinfoLab

Session 1 – Online platforms' responses to the infodemic (14:15-15:15)

Forcing the online platforms to take extensive measures to stem the infodemic, the global outbreak of COVID-19 could be seen as a turning point for both content moderation and protecting users online. During this session, representatives from the main online platforms will reflect on the lessons learned from this year so far.

Presentations:

- **Nick Pickles** (@nickpickles), *Global Head of Policy Strategy*, , Twitter
- **Clément Wolf**, *Global Public Policy Lead*, Google
- **Marisa Jimenez Martin**, *Director and Deputy Head of EU Affairs*, Facebook

Q&A and wrap up: EU DisinfoLab

Presentation – What have the online platforms' done to curb the infodemic? (15:15-15:30)

For this short presentation, we will reflect on the policies undertaken by the online platforms to promote authoritative content and combat mis/disinformation during the infodemic. We will also analyse how effective was the enforcement of these policies.

Presentation: **Dr Trisha Meyer** (@trishajuleen), *Professor of Digital Governance and Participation*, Vesalius College and the Institute for European Studies of the Vrije Universiteit Brussel

BREAK – 10 min 15:30-15:40

Session 2 – Civil society's response to the infodemic (15:40-16:30)

After the global outbreak of COVID-19, civil society has organised its response to the infodemic. We will reflect on the challenges faced by civil society and lessons learned from this unique experience.

Introduction: **Dr. Julie Posetti** (@Julieposetti), *Global Director of Research*, International Center for Journalists

Presentations:

- **Dr. Claire Wardle** (@cward1e), *Co-founder*, First Draft
- **Hubert Au** (@HubertDAu), *Researcher*, Oxford Internet Institute
- **EU DisinfoLab**

Day 5 – Friday 2nd October

Disinformation in elections and democratic processes

Introduction: EU DisinfoLab

Session 1 – Protecting European democracies: A Conversation with Vice President Jourová (14:15-14:55)

In this session, Vice President Jourová (@VeraJourova) will talk about how the European Union intends to address disinformation and safeguard the integrity of European democracies in light of the forthcoming European Democracy Action Plan.

Interview: European Commission Vice President of Values and Transparency **Věra Jourová** interviewed by **Diana Wallis** (@dianapwallis), former Member and Vice President of the European Parliament and EU DisinfoLab Board Member

BREAK – 10 min 14:45-14:55

Session 2 - Safeguarding the transparency of the democratic process in the digital age (14:55-16:15)

During this panel discussion, we will reflect on how damaging for democratic processes, information manipulation can be. Panellists will discuss proposals for transparency of online campaigning, and how this should be monitored including by defining best practices of elections observations, new policies to guarantee plurality as well as equity in the online information sphere.

Moderator: **Susan Morgan** (@susanmmorgan), Consultant and Advisor to EU DisinfoLab

Panellists:

- **Rafael Goldzweig** (@schmuziger), Research Coordinator, Democracy Reporting International
- **Julian Jaurisch** (@JJaurisch), Project Director, Stiftung Neue Verantwortung
- **Marie-Helene Boulanger**, Head of Unit for Union citizenship rights and free movement, European Commission DG JUST
- **Rast'o Kuzel** (@memo98slovakia), Executive Director, Memo98

Q&A and wrap up: **Susan Morgan**, Consultant and Advisor to EU DisinfoLab

Concluding remarks of the conference: **Alexandre Alaphilippe**, Executive Director, EU DisinfoLab