Fight against manipulation of information on online platforms

Regaining trust in the media

Legal framework

- *Law on the fight against the manipulation of information* (n°2018-1202, 12/22/2018, articles 11 and 12)

- *Targeted stakeholders*: online platforms[1] with a monthly online traffic of more than **5m unique visitors**

- *Obligations of means*: easily accessible and visible **content reporting system** and additional measures

- *Obligations of transparency and cooperation*:
  - ➢ publish information about the measures and the allocated resources
  - ➢ send annual declaration to the CSA
  - ➢ appoint a single point of contact

- *Role of the CSA*:
  - ➢ Issue **recommendation** to online platforms (recommendation of 05/15/2019)
  - ➢ 'Name and shame' mechanism : public **annual report** on the implementation and effectiveness of the measures (2nd report – for year 2020 – released by the CSA on 09/21/2021)
  - ➢ **No sanction**

[1] *As defined by French law : online communication service based on : 1° Ranking or referencing, by means of algorithms, of contents, goods or services offered or put online by third parties; 2° Or the bringing together of several parties for the sale of a good, the provision of a service or the exchange or sharing of content, goods or services.*

Methodology

End of 2019:
- Setting up a project team within the CSA
- Creation of an experts committee on online disinformation

First semester 2021:
- Creation of a Directorate for online platforms within the CSA

Since the beginning, the CSA has kept a continuous dialog with the stakeholders and been transparent toward the public.

The report on year 2020

14 online platforms:
- **VSPs :** Dailymotion, YouTube
- **Social networks**: Facebook, Instagram, LinkedIn, Snapchat, Twitter
- **Collaborative encyclopedia**: Wikipedia
- **Search engines**: Google Search, Bing and Microsoft Advertising, Yahoo Search
- **Forums**: Jeuxvideo.com, Doctissimo

➢ **January 2021 :** questionnaire to online plateforms providers

➢ **31 March 2021 :** deadline for submitting the declaration to the CSA

➢ **21 September 2021 :** publication by the CSA of the providers' declarations and of the annual report

6 classes of measures recommended

➢ Reporting mechanism

➢ Transparency of algorithms

➢ Promotion of press and audiovisual contents

➢ Fight against massive dissemination of dinsinformation content

➢ Monetization of fake news and information to users about sponsored contents in relation with a debate of general interest

➢ Media and information literacy and collaboration with researchers

6 classes of measures recommended

All the **16 recommendations** aim at improving transparency for the citizens' good.

Some have a direct link with the trust of citizens. For instance:

- **Improve the visibility and usability of reporting mechanisms offered by search engines**

- Provide users with **features that allow them to understand**, if possible in a personalized and contextual way, **the effects of algorithmic recommendation and moderation systems**

- **Increase user awareness of coordinated influence operations** and the risks involved, especially during election periods

The need for increased transparency on several levels on the part of platforms

3 levels of transparency

➢ **To users:** the information must be clear, concise and understandable, and easily accessible (delivered in a contextual, personalized and/or proactive manner where appropriate)

➢ **To citizens and the civil society:** provision of all publishable information allowing the analysis of the responsibility and impact of platforms in the ecosystem of information

➢ **To the regulator:** transmission of all the elements (including confidential ones) allowing the CSA the best possible understanding of the measures

Recommendations

- **On the service, proactively provide users, if possible in a personalized and contextual manner, with clear and accessible explanations of the measures** implemented in response to the risks associated with the manipulation of information

- Be more transparent with the public by providing **more detail and context, including in statements**, and provide the CSA with all information, even if confidential, that will allow for a better understanding of the measures taken and their impact

Communication of the NRAs as a mean to regain trust

NRAs need to communicate to the public in order improve trust of the public in the media and to be accountable.

2 ways to communicate:

- Communication based on the results obtained

- Communication aimed at having an educational outreach (what does the CSA do?)

Thank you!

Raphaël HONORÉ
Raphael.honore@csa.fr