

**Congress of PCA
COMPACT sessions
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Title of the session on September 20 2019, 11.30 – 13.00: The social media universe: benefits, risks and regulatory approaches

Chair: Dr. Bartłomiej Łodzki, University of Wrocław. The session will focus on the increasing role of social media in the convergent environment and the appropriate regulation that should be put in place to remove the risks generated by the ubiquitous social networks communication. Participants in the COMPACT, EC Horizon 2020 project will present results from the studies dedicated to academic agendas and social media, social media and courts, regulatory initiatives related to fake news in the European countries, social media policies and gender issues. The session will be organized as a combination of presentations and interventions followed by a debate.

Presentations:

Dr. Lukasz Porwol(NUIG), Dr. Tanja Pavleska(JSI)
COMPACT project and its goals

The presentation will make an overview of COMPACT project and its objectives. It will also introduce the scope and findings of the deliverables that have been prepared so far.

Dr. Evangelia Psychogiopoulou (ELIAMEP, Greece) with Federica Casarosa
Judicial approaches to social media: Constitutional and supreme courts in Bulgaria, Croatia, Greece, Italy, Latvia, Slovenia and Slovakia

National and European courts play an influential role in shaping the legal standards affecting social media through statutory interpretation. This paper probes judicial approaches to social media by focusing on the jurisprudence of supreme and constitutional courts in Bulgaria, Croatia, Greece, Italy, Latvia, Slovenia and Slovakia. Are national courts confronted with social media cases in the selected EU Member States? What cases are brought before them? What are the key characteristics of relevant cases and what are the main features of judicial reasoning in such cases? The analysis identifies the social media jurisprudence in the countries reviewed, it explores judges' interpretative efforts and discusses the contribution of the judiciary to the protection and balancing of distinct fundamental rights and interests in a social media setting. The paper also delves into judicial dialogue between national courts; between national and European courts; and between national and foreign courts. It builds on both quantitative and qualitative analysis.

Dr. Lukasz Porwol, NUIG

The Panorama of Social Media Regulation in Europe: The social media regulation challenges and trends across EU and beyond

Social Media regulation has been a subject of concern and heated public debate in the recent years. Therefore in this presentation we shall tackle the major challenges, trends and opportunities for social media regulation in Europe.

The slow, outdated legal frameworks are unable to keep up with the pace at which emerging new media evolve. While, for the first time in history, the totally ubiquitous and interactive new media enabled everybody to express their opinion to international audience world-wide,

they also bring many challenges on unprecedented scale. Those challenges relate to many socio-technical issues such as hate speech online, production and mass-dissemination of fake-news, the large-scale propagation of harmful content (protection of minors issue), profit-driven and political manipulation. Moreover, the diversity of media markets, culture and frameworks across EU creates additional obstacles to common, seamless approach in dealing with international social media providers.

Social media regulation in Europe in current legal framework revolves around the Republic of Ireland. Specifically, the platforms, which are EMEA-headquartered in Ireland, are currently regulated accordingly to the legal principle of Country of Origin (CoO). Therefore there is a strong need for international collaboration and alignment of co-regulation efforts between various stakeholders in Europe to ensure robust common frameworks that will support relevant horizontal social media regulation.

Dr. Bissera Zankova, Media 21 Foundation

New international approaches to Internet governance: how interconnectedness and interdependence will influence regulation

The latest UN report on our digital future acknowledges that cooperation in the digital space is paramount, as individuals, institutions, corporations and governments cannot manage digital developments alone, and that global aspirations and vulnerabilities are “deeply interconnected and interdependent.” All Internet governance fora discuss the implications of interdependence and multilateralism. The EU Council also underlines that the need to promote multilateral solutions is more urgent than ever. The Council highlights that European interest lies in a multilateral system that is rules and rights-based, which delivers benefits for citizens in Europe and across the globe. How these trends will influence regulation will be the focus of the presentation.

Title of the session on September, 20 2019, 14.00 - 15.30: The connecting and unconnecting power of the digital technologies: is there a need for new human rights frameworks?

Chair: Dr. Lukasz Porwol, NUIG. The session will explore the future tendencies of the digital technologies expansion and their impact on society. One of the central questions for exchange will be whether we need new human rights frameworks in the convergent environment. Some of the suggested topics are based on a ground-breaking synthetic study on “Future Developments / Trends of Social Media for 2019 and Beyond”, prepared by the COMPACT, EC Horizon 2020 Project. They include burning themes related to the regulation of virtual reality, augmented reality, mixed reality and online/social media influencers.

The session will be organized as a combination of presentations, followed by comments and interventions and a free debate among participants open to all stakeholders that would like to join the discussion.

Dr. Lukasz Porwol(NUIG), Dr. Tanja Pavleska(JSI)

COMPACT project and its goals

The presentation will make an overview of COMPACT project and its objectives. It will also introduce the findings of the deliverables that have been reached.

Dr. Lukasz Porwol, NUIG

The path from digital dystopia to virtual, intelligent and engaged media sphere: The opportunities of the emerging, converged, AI and AR/VR- driven media.

The last decade has shown to be a very challenging period for the mainstream media as well as for their emerging competition, social media alike. While old, established media players struggle to stay competitive in the battle for audience engagement the new media giants face new issues unmet before such as overwhelming disinformation, fake news, harmful content propagation and mass-scale international public opinion manipulation. Despite overall late negativity around media sphere the new opportunities arise along the rapidly changing socio-technical context impacted by AI and AR/VR technologies.

AI is strongly anticipated to be an effective solution to deal with the ever-growing scale and complexity of information disorder which is a major blocker for social media to become truly public, fair and safe. Moreover AI is expected to become a major enabler for old media to boost their audience through smarter, targeted and demand-driven production, programming and information delivery over new digital channels supported by next-gen AI agents. Also, with the advent near-real-time consumer-driven content assembly on new mainstream media - AI will play a pivotal role to ensure highest possible quality of experience ensuring relevant balance of information, entertainment and advertising components.

On the other hand, the AR/VR technologies will help classic media, such as television and radio to advance to more interactive formats while creating entire new set of channels for information dissemination. The grassroots of virtual studios converging traditional studios with advanced, immersive telepresence, social media and gamification capabilities are headed to become mainstream in the 2020s live-shows and major TV programs. The increased sense of co-presence and trust of participants leading to more equality and inclusion followed by endless possibilities of mixing contents and forms of user engagement in events hosted inside virtual spaces, opens the gates for new line programming including virtual political debates, sports and reality shows.

The technological evolution through AI and AR/VR will bring about more changes in the way the content is produced, delivered and consumed. The already significant position of online influencers in that chain of information delivery is expected to be further strengthened bringing new opportunities and challenges alike.

Therefore, we are going to highlight the major expected trends and possibilities bringing a more positive and hopeful vision of media in the upcoming 2020s. We will provide some new and constructive outlooks for the new tech-driven media reality through the lens of tangible opportunities both for the public and business in Europe and beyond.

Nevertheless, we will finish our elaboration with some major areas that require extra attention by all media stakeholders. That includes in particular the need to consider new views on possibly initially-widened digital divide, privacy protection, digital-human-rights revision and societal impacts of the emerging new media.

Dr. Hu Xianhong, UNESCO

Steering AI and Advanced ICTs for Knowledge Societies: A ROAM Perspective

Artificial Intelligence (AI) is increasingly becoming the veiled decision-maker of our times. The diverse technical applications loosely associated with this label drive more and more of our lives. They scan billions of web pages, digital trails and sensor-derived data within micro-seconds, using algorithms to prepare and produce significant decisions.

AI and its constitutive elements of data, algorithms, hardware, connectivity and storage exponentially increase the power of Information and Communications Technology (ICT). This is a major opportunity for Sustainable Development, although risks also need to be addressed.

It should be noted that the development of AI technology is part of the wider ecosystem of Internet and other advanced ICTs including big data, Internet of Things, blockchains, etc. To assess AI and other advanced ICTs' benefits and challenges – particularly for communications and information – a useful approach is UNESCO's Internet Universality ROAM principles. These principles urge that digital development be aligned with human Rights, Openness, Accessibility and Multi-stakeholder governance to guide the ensemble of values, norms, policies, regulations, codes and ethics that govern the development and use of AI.

Using the ROAM-X prism, this presentation highlights implications for AI and other advanced ICTs on:

- Human Rights such as freedom of expression, privacy and equality;
- Openness with regards to knowledge, open data as well as open and pluralistic markets;
- Inclusive Access in regard to research, human resources, access to data, multilingualism and hardware;
- Multistakeholder governance;
- Cross-cutting issues: gender and Africa.