



Report on the Ljubljana COMPACT Symposium

“Do we need to regulate social media?” - Rationales for and viability of regulation of online platforms and social media

Organized by: DATA d.o.o, Slovenia

Co-organizer: Jozef Stefan Institute, Slovenia

6.6.2019, Ljubljana

Executive Summary

The regional COMPACT Symposium in Ljubljana was organized on the 6th of June, in the M hotel in Ljubljana. It was dedicated to discussing the rationales and possible approaches to regulation of online platforms and social media in the European Union. The seminar did not only focus on classical top down approaches, but it also explored the potential of soft policy measures and self-regulation, as well as possibilities for innovative, technology-supported methods. Bringing together representatives of industry, government, civil society, professional associations, research and academia from Slovenia, Croatia and Italy, the goal was to increase awareness of the latest technological developments among policy stakeholders, making researchers aware of the current and future policy and regulatory framework and monitoring the state of the art of the European Media and Content sector in a digital single market.

Introduction

The regional COMPACT Symposium took place on the 6th of June, in the M hotel, in Ljubljana. The Symposium was opened with a keynote speech by dr. Kristina Irion from the Institute of Information Law at the University of Amsterdam, who set the scene for the discussion of challenges the EU and the Member States face in creating policy agendas and actions related to online platforms and social media. Following the keynote speech, the first session focused on the opportunities and challenges brought by online platforms and social media, the potential need for regulation and the threats to the open Internet, with emphasis on the market effects and innovation potential. The second part of the session continued with a different lineup of panelists discussing the societal aspects of online platforms and social media regulation and outlining pros and cons of regulation in relation to its likely implications on human rights. The third panel focused on possible solutions or measures addressing online platforms and social media.¹

28 participants from four countries (Croatia, Turkey, The Netherlands and Slovenia) were present, with 3 panelists (2 from Italy and 1 from North Macedonia) also joining via Skype. The event hosted stakeholders from various sectors and industries: policy makers, researchers, businessmen, engineers, etc. Great interest was expressed by policy makers from Slovenia, Croatia and Italy.

The event was live streamed on COMPACT Facebook page². Keynote speech, and first two segments were viewed by 437 people, and the last segment was viewed by 149 people. It was also live-tweeted³. Online audience was invited to take part in the discussions (through Facebook and Twitter) by posting questions and participating in online polls/surveys.

¹ The full Agenda of the event is given in Annex III, whereas the speakers' profiles are provided in Annex II

² https://www.facebook.com/pg/compact.media.eu/videos/?ref=page_internal

³ <https://twitter.com/projectcompact>

Keynote speech

The Symposium was opened by dr. Kristina Irion, Assistant Professor at the Institute for Information Law (IViR) at the University of Amsterdam.

In her opening speech, dr. Irion discussed Online platforms and Social media developments, issues, regulations and challenges. She first introduced key features of **online platforms and social media**: 1. **Transnational digital services**, 2. **Free online services that allow scalability**, 3. **Multi-sided markets that ensure online advertisement**, 4. **Democratizing active speech regardless of frontiers**, 5. **Algorithms that arrange and personalize information**.



Then, she presented frequently used arguments to deflect responsibility on the side of the online platforms and social media and explained **why and how law/regulators act slowly when it comes to online platform and social media**. Four arguments are mainly used in that regard: 1. Lack of jurisdiction and the applicability of domestic law; 2. Purely technical process, no intervention; 3. Third party content, no editorial control; 4. Interference with users' freedom of expression and the free flow of information.

Further on, dr. Irion tackled different issues social media and online platforms encounter: Fake news, Disinformation, Hate speech etc. She pointed out a shift in attitudes, especially in law. She presented the shift that has been made from the common perception that intermediaries are neutral actors to a new perception that an online platform is a stakeholder that intermediates and should thus be held accountable for the things it hosts.

Next, dr. Irion introduced some of the most important rulings and laws that were put in force on the basis of the rulings, need for more co/self-regulation and the role of member states. She presented 2 important law cases, namely: 1. **CJEU, Google Spain (2014)**, ruling that the search engine has to implement a "Right to be Forgotten"; and 2. **ECHR, Delfi judgement (2015)**, negotiating the hosting provider privilege, arguing that as an "active intermediary" an online news portal is responsible for commentators' defamatory and hate speech. It was pointed out that there are many rulings in member state courts on unfair commercial practices, consumer and data protection.

As an example of co/self-regulation, the Code of practice was given as a comprehensive and detailed document, which the European Commission has not yet finalized. Dr. Irion assumes that in 8-10 years from now a soft voluntary approach will be used and some kind of self-regulatory framework will be established. If this show to be ineffective, slow regulation may take place. Dr. Irion also stressed out that EU has no competence to intervene in every aspect of Internet regulation in all of the member states; there are many aspects that must be left to member states to deal with. For instance, initial

efforts in this regard were already made in French (2018, French law against manipulation of information) and Germany (2017, German Network Enforcement Act (NetzDG)).

QUESTIONS/COMMENTS FROM THE AUDIENCE:

A brief discussion took place on the Delfi judgement. It evolved around online platforms and social media business models. Discussants agreed that business models are developed in a way that allows making profit, to attract as many visitors as possible and to increase unique user clicks. Furthermore, discussants agreed that there should be rules, defining acceptable actions online, but also stressed it would be extremely difficult to reach a consensus as a society on that issue. "Journalistic standards" have been proposed as one of the viable directions.

Segment 1: Business and technology

Moderator: **Matjaž Ropret** (Tehnozvezdje, web portal on technology)

Panelists: **Barbara Povše Golob** (Register.SI, ARNES)

Tamara Simović (Digital communication specialist)



Following the keynote speech, the first session focused on the opportunities and challenges brought by online platforms and social media, the potential need for regulation and the threats to the open Internet, with emphasis on the market effects and innovation potential.



Matjaž Ropret kicked off the discussion by describing the profound changes on the online platforms (in general) in the last years. He pointed out that in the past people did not distinguish between www and Internet, while nowadays they find it hard to distinguish between Internet and social media and online platforms. He asked the panelists to reflect on the Internet evolution.

The panelists generally agreed that the Internet offers a vast spectrum of opportunities, which can be put to both good and bad usage. Thus, it is not only a communication tool, but also a business tool.



Tamara Simović explained that online advertising is one of the main reasons for the growth of online platforms. As a digital communication specialist she noticed businesses switching from traditional to digital advertising (especially to Facebook and Instagram), mostly because it offers new ways of targeting audience, under the assumption of a good knowledge of the target group.

Barbara Povše Golob expressed her surprise about the ads she has been receiving, making an observation that she questions the algorithms behind those advertisements.

Two problems were mainly pointed out: first, ads that should be labeled as scam; and second - number of ads in a given timeframe. The panelists agreed that scam should be regulated, but until no such regulation exists, platforms should be taking care of that issue. Additional possibilities were discussed about how the rules applying to traditional media could also be used in the context of social media.

Ms. Simović explained that Facebook has its own regulation, but it is broad and only Facebook knows it, resulting in low level of transparency.



Barbara Povše Golob added that the Internet is mature and technically complex, therefore regulation should consider that some measures will have broader effect than initially envisaged. Therefore, technical experts should be invited to take part of regulation process. Regulation is/should be done by regulators and not by other stakeholders, but it is important that everyone cooperates.

QUESTIONS/COMMENTS FROM THE AUDIENCE:

The debate initially focused on the business model of social media and online platforms. After agreeing that the biggest players (e.g. Facebook) with greatest impact would not voluntarily change their business model, the discussion revolved around proposing different solutions for providing greater transparency. The following possible solutions and approaches have been proposed:

- *Unifying the definition of online platforms and social media (public utility, edge provider), since different rules apply to different types of actors.*
- *Application of contract law, following the European Commission goals for greater fairness.*
- *Allowing multiple choices to users in giving their consent.*
- *To define responsibilities amongst advertising agencies, regulators and users.*
- *Efficient implementation of the already available mechanisms: better understanding, developing special skills and investing more resources (human and financial).*
- *Ensuring greater transparency on platform ownership and financial sources.*

In the end, opinions were expressed regarding the relation between (bigger) revenue and fake news phenomena. It was agreed that there is a direct connection, mainly because everyone can advertise on social media. However, regulation on what someone can post includes a very broad set of issues. In this context, advertising agencies have a negligible role to play as they follow advertising chamber principles.

Segment 2: Social aspects and human rights

Moderator: **Tanja Pavleska** (JSI)

Panelists: **Nelson Ribeiro** (Universidade Católica Portuguesa)

Špela Stare (Slovene Association of Journalists)

Federica Casarosa (Centre for Judicial Cooperation, Greece/Italy, via Skype)

Domen Savič (Zavod Državljan D)

Liljana Pecova –Ilieska (IMPETUS, North Macedonia, via Skype)



The second part of the continued with a different lineup of panelists discussing the societal aspects of online platforms and social media regulation, and outlining the pros and cons of regulation in relation to its likely implications on human rights. The discussion revolved around the question: “Why is a debate on social aspect so important and how it is connected to human rights?”



Nelson Ribeiro pointed out that the question should address freedom of the press in the new digital environment, because traditional media and media companies have always been regulated. Regulation of the press in the new digital environment is slow in comparison to the technological developments. He concluded that online platforms are not defending freedom of expression of the citizens (despite the fact that they are persistently advocating this); rather, they are defending their business.



Špela Stare disagreed with the statement that everyone can be a journalist, but she agreed that the Internet allows everyone to express themselves. She explained how traditional media and journalists are accountable for the content they publish and pointed out to the lack of accountability in social media and online platforms.

Tanja Pavleska agreed that everyone can post something regardless of being unaware of ethical and other standards that should be followed. She pointed out that fact-checking is inherently embedded in journalism. Then she raised the question on the role of citizens and users in defining the regulatory landscape.





Domen Savič answered that citizens have two roles: one as just citizens (citizenship values) and another as consumers (economical values). The role of the user is to be a responsible citizen and should not be focused only on the relationship of media outlets and its own capacity. He also pointed out that although journalists are independent groups of people fighting for “the good”, journalism is also an industry in and of itself.

Tanja Pavleska then tackled the social aspect of social media regulation. She invited attendees to answer to an online poll (See Annex II for graphics and broader description). The first question was: **“Can there be privacy on the internet?”**

44% of those who participated **thinks there can be**, **44%** think there can be, but not as we know it and **13%** think there can't be. **Nobody** answered **“No, but there is NO privacy in the offline world either.”**

Liljana Pecova – Ilieska talked about GDPR and other regulation associated with privacy. She explained that there is media regulation and even social media regulation and that privacy as a fundamental human right has been exercised through social media much more. GDPR concerns requires that every organisation implements human rights online safely, also by implementing technical and organisational measures. She also concluded that there is no privacy online.

The second question from the online poll was introduced next: **“Who would you trust more with your data?”**

- **57% of those who participated answered “The Government”.**

In her Skype discussion, **Federica Casarosa** pointed to the difficulties regulators face when catching up with the technological developments. She compared Germany with respect to the adoption of the GDPR, explaining the role of the member states procedural autonomy. She also explained how national courts have to account for the fundamental rights and principles. Her statements were exemplified through Article 21 of The Constitution of the Italian Republic (Freedom of expression, Provision of censorship) in which the rights to freedom of expression and freedom of the press are enshrined.

The panel was rounded up with the 3rd question from the online poll: **“If I were to choose a single measure to be immediately taken to improve online experience, it would be...?”**

- **62%** of the participants opted for **“Content regulation of social media”**, **23%** for **“Adjusting education curricula to include media safety and security”** and **15%** for **“Raising awareness on the pressing issue among stakeholders”**.
No one opted for **“Implementing Artificial intelligence”**.

QUESTIONS/COMMENTS FROM THE AUDIENCE/DEBATE:

The panelists first exchanged their views on the importance of setting realistic time frames for

online platforms and social media to act upon certain type of content (e.g. hate speech, discrimination etc.). It was agreed that online content becomes viral within the first few hours, which is also the time frame for the companies to make their revenue. As an example, the German legislation was mentioned that made Facebook accountable for the hate speech it hosts. Some concerns regarding the lack of knowledge of the methodology used to assess the inadmissibility of the content were also raised. Some commonly used solutions were pointed out, such as: artificial intelligence and algorithms, experts checking the content, etc., but also different definitions of hate speech were provided. The following possible solutions and approaches were proposed:

- It is necessary to agree on the treatment of Facebook as a medium in order to decide whether in what context it should be regulated. However, there is no doubt that accountability and transparency must be ensured.
- Youth and children should be educated on all aspects of using social media through adequate pedagogical tools.
- Instead of focusing solely on one technology, the user focus should be broadened with additional and diverse technologies, information sources and types of content.
- The use of technology for hate speech recognition is still problematic and content-dependent. Therefore, multiple solutions may need to be considered, journalism being one part of the solution.

Segment 3: Solutions and approaches

Moderator: **Borut Mekina** (Mladina)

Panelists: **Francesco Sciacchitano** (AGCOM Italy, via Skype)

Stanislav Bender (AEM Croatia)

Tanja Kerševan Smokvina (Ministry of Culture)

Katja Koren Ošljak (SloGF, Code week)

Maja Bogataj Jančič (Intellectual property institute)



The panel focused on proposing possible solutions or measures referring to online platforms and social media by answering the questions: What are the current best practices? Should a digital tax be introduced? Is there a need to regulate hate speech more precisely?

The panelists first discussed on: “What are the priorities, what should be done, what can be done?”



Tanja Kerševan Smokvira talked about the media reforms taking place in Slovenia. She explained that regulators are focusing on defining media in the digital age, trying to make the rules neutral and implementable. The focus is more on traditional media. Social media aspect will be covered by the AVMS directive, which is being implemented in parallel with the new media reforms. She also talked about non-transparent money distribution among the various digital services and the Slovenian solution being prepared, following the example of some of the other EU countries. She advocates the introduction of digital tax as one of the possible partial solutions that may also help finance and thereby create the conditions for accountable journalism.

Stanislav Bender talked about Cambridge Analytica and its political motives. He is skeptical about the current use of technology, but expressed optimism for the future developments. He suggested that for effective solutions a combination of different approaches is usually employed: technology, legislative process and horizontals.

Katja Koren Ošljak explained 3 measures she finds important, namely: 1. **transparency** (measures similar to those applying to traditional media); 2. **adequate legislation** (with active involvement of governments); 3. **digital education** (dedicated to building awareness about digital cultures, ethics, norms and social values). She stressed that technology may not save the world, but it can help in the detection of the problems and in the provision of effective and efficient means to address them. Thus, algorithms cannot be accountable for censoring content, as physical persons are behind those algorithms.



Maja Bogataj Jančič presented 4 perspectives she finds important. Firstly, a solution that can be borrowed from the USA and which revolves around regulation of the big tech companies. In this aspect, she disagreed with Mr. Bender and stated that it has not started with Cambridge Analytica, it has just erupted then. Secondly, she spoke about the need to change perspective and consider the issue of digital services, digital markets wider, since the Internet is not only a market, it is also a social space (where we live, communicate and learn). Thirdly, she introduced the idea about European tax on social media. Finally, she presented her perspective on the copyright directive in the context of exceptions and provisions, with special emphasis on the new press publisher rights. She concluded with presentation of the Slovenian strategy for artificial intelligence preparation process and shared a paper entitled “Vision for a Shared Digital Europe”⁴ as very relevant for the discussion.

Francesco Sciacchitano presented his work as a senior legal advisor of the Italian regulator of the communications sector, dealing with the audiovisual and telecom markets. He is chairing the ERGA

⁴ <https://shared-digital.eu/vision/>

taskforce on responsibility of assessing whether the online platforms are complying with the commitments of the Code of Practice against fake news and disinformation that they signed (under the auspices of the EU Commission) in October 2018. In particular, it is now being assessed whether the measures put in place by these platforms are sufficient to ensure transparency of the political advertisements in the recent EU elections. Their second goal will be to assess whether the provisions of the Code themselves are sufficient to fight disinformation in general or they should be updated in 12 months from their adoption.



Borut Mekina summed up that there are calls for state regulation and stressed out there are big differences among countries. He asked state representatives (Ms. Tanja Kerševan Smokvina and Mr. Stanislav Bender) if there are any initiatives to speed up the changes.

Tanja Kerševan Smokvina explained that the Slovenian government is aware of this issue, but there is a lack of coordinated action. The current priority of the government is investing in resources for education and research in order to come up with an informed policy. It is expected that the Ministry of Culture will (by the end of June 2019) present a draft document of schemes supporting the media environments for producing quality journalism and extension of nonprofit media.

Stanislav Bender and others agreed with Tanja and stressed out that adequate frameworks should be established and that media and digital literacy should be improved.

Francesco Sciacchitano presented the very recent regulations against hate speech that AGCOM has adopted on 15 May 2019, with Resolution no. 157/19/CONS, containing provisions relating to the respect of human dignity and the principle of non-discrimination and combating hate speech.

QUESTIONS/COMMENTS FROM THE AUDIENCE/DEBATE:

Participants discussed the possibility of a program being used independently of Facebook to detect different types of inadmissible content. They concluded that it is theoretically possible, but questioned the rationale of such an action, since Facebook is the place where most of the hate speech is happening. It was suggested that any program of this kind should be run in cooperation with and consent of Facebook itself.

Conclusion (Main messages from the Symposium)

The participants of the Symposium agreed on the following points:

1. Case-law and regulation are catching up with online platforms and social media. Although the dynamics of technological developments seem to be faster than the legal process, there are already promising results in the EU with various innovative forms of regulation.
2. There is a need for some kind of social media regulation, but no agreement exists on how it should be done. Nevertheless, any regulation that may take place must include an interdisciplinary team of experts to address all aspects, contexts and stakeholders.
3. As digital intermediaries, online platforms and social media have their own interest, as well as impact on individuals and society; therefore, they need to be held responsible and accountable for their actions.
4. Traditional media and social media/online platforms should be regulated through common conditions for operation that apply equally to both.
5. There is an urge to determine how to select what hate speech is and what it is not.
6. More time and financial funds should be invested in digital education.
7. Introduction of digital tax was discussed as one of the possible (partial) solutions to help finance and thereby create conditions for accountable journalism.
8. A paper entitled **“Vision for a Shared Digital Europe”**⁵ was introduced by one of the panelists, representing a vision of a digital space that facilitates diversity, empowers communities and favors an overall people-centric and public interest approach to technology development and innovation.

⁵ <https://shared-digital.eu/vision/>

ANNEX I: Panelists' profiles



Dr. Kristina Irion

Kristina Irion is Assistant Professor at the Institute for Information Law (IViR) at the University of Amsterdam. She coordinates and teaches in the Research Master's in Information Law and she is the faculty organiser of the Annual IViR Summer Course on Privacy Law and Policy.

Her research covers EU law, regulation and public policy in the fields of electronic communications, online media, content and services as well as privacy and data protection. As a Marie Curie Fellow she accomplished her individual research project on Governing Digital Information which explores how cloud computing transforms the (legal) relationship between individuals and their personal records. She lead-authored a recent study which identifies possible tensions between EU data protection law and free trade agreements. She is intrigued by the combined effects of individuals' online activities and commercial surveillance on society and global information governance.

Kristina was key personnel of four collaborative European research projects on privacy, independent media supervisory authorities, and building functioning media institutions. She provided expertise to the European Commission and the European Parliament, the Council of Europe, the OECD and ENISA as well as collaborating with the Centre for European Policy Studies (CEPS). As a member of the Scientific Committee, she contributes to the organisation of the annual Computer Privacy and Data Protection (CPDP) Conference. She is a member of the international advisory board of the Electronic Privacy Information Center (EPIC).



Dr. Tanja Pavleska

Dr. Tanja Pavleska is a researcher at Jozef Stefan Institute and a member of the Slovenian ISOC Chapter. Her background is in electrical engineering. Her research is focused on trust and cybersecurity, digital policies, social media regulatory frameworks and information governance. She is currently leading the work on social media policies and regulatory frameworks in the COMPACT project, as well as the work on user-centric cybersecurity in the CONCORDIA project.



M.A., Liljana Pecova - Ilieska, Program Director for Privacy and Internet, specific address on good governance issues, transparency, accountability and openness of the institutions. Previous ten years' experience in law enforcement within the Ministry of Interior, followed by an advisory position at the Data Protection Agency, whereas was part of the Expert Working Group of the National Inter-sectoral Body for Human Rights Protection. Author of several research papers in data protection, as well as part of the Expert group preparing the postgraduate program curricula in this field. Data protection expertise in social media, public relations and marketing. Expert in strategy documents/plans preparation. Certified trainer for adults for the areas of competence. Special contribution on long term training the target groups in Education sector on data protection, safer internet for kids. Part of the privacy protection community with special focus on security sector and surveillance. Community member of SEEDIG – Euro Dig – Sub regional and Regional Internet Governance Forum (IGF) Initiative's, also one of the Founders of IGF initiative in Macedonia. Panelist of more national and international conferences and Council of Europe's activist for No hate speech Campaign.

**Stanislav Bender**

Stanislav Bender is Head of Monitoring Department in Agency for Electronic Media of the Republic of Croatia. Monitoring department supports the Electronic Media Council to fulfill his role and undertakes other statutory functions such as handling complaints, supervision of private and public broadcasters, conducting analysis and research, resolving market competition and other issues in the media industry. From 2007. onward he is Lecturer of New Media in the Department of Journalism at University of Applied Sciences - Vern. His research focuses on the uses, cultures and politics of digital media technologies, as well as online journalism, social media, media literacy, visual culture, popular culture, media law and public policy. He is also the Council of Europe expert, involved as an editor and author in the preparation of publications "Media regulatory authorities and hate speech" and „Media regulatory authorities and protection of minors“. Prior to position in the Agency for Electronic Media, he has worked successfully with a range of industry, government and not-profit organisations to address the practical challenges and opportunities posed by digital media.

**Katja Koren Ošljak**

Katja K. Ošljak is the founder and managing director of the institute Vsak, aiming for digital education, researcher of communication and digital media, member of the Expert Commission for Media Programme at the Ministry of Culture, member of the SloIGF Steering Committee and national EU Code Week ambassador.

**Tamara Simović**

Tamara Simović started gathering knowledge within different spheres of communicating at the Faculty of social sciences and continued widening her field of experience by working with advertising agencies. She took everything she knew and started creating her own business by leveraging social media. In the past few years she has been focusing on creating exciting social media strategies for clients and the growth of her personal social media profiles. Her Instagram account now has over 100K followers and has become a large part of her business.

**Matjaž Ropret**

Matjaž is a tech journalist and the founder of technology website Tehnozvezdje. He has been reporting on tech industry and reviewing devices for more than 15 years, first at Radio Slovenia and then at the leading newspaper Delo, where he was the editor of its IT section for more than seven years. In 2016 he decided to take on a new challenge and offer his readers an even more personal view of technology world.



Borut Mekina

Borut Mekina is a research Journalist with the Slovenian political weekly Mladina. As such he has written or contributed to the stories published in other well-known outlets in Europe. He was an elected member of the Board of the Slovene Association of Journalists.



Maja Bogataj Jančič

Dr. Maja Bogataj Jančič is the founder and head of the Intellectual Property Institute, a private research and consulting institution. She graduated from the Faculty of Law in Ljubljana (1996) and obtained her Master's degree at the Faculty of Law in Ljubljana (1999, Economy), at Harvard Law School (2000, Law) and at the Faculty of Law in Turin (2005, Intellectual Property) and a Doctoral degree from the Faculty of Law in Ljubljana (2006, Copyright). She is the author of many publications in the field of intellectual property and co-author of various books regarding the internet and intellectual property law. Her research and academic work is focused on intellectual property, especially copyright. She participates in different international projects. She leads the project Creative Commons Slovenia. Maja has been actively engaged in the EU Copyright reform especially regarding the issue of exceptions and limitations for education and is advising the Ministry of Education, Science and Sport in this respect. (Author: Jure Eržen)



**Barbara Povše
Golob**

Head of the Registry.si, national top-level domain registry, since 1997. Actively involved in setting up of international organization CENTR - Council of European National Top-Level Domain name Registries. Served as a CENTR board member for 2 years. An active participant in various international fora: ICANN community, member of Meeting Program Committee and Strategic Operation Procedure Committee; founding member of the national Internet Governance Forum; participant of the Internet & Jurisdiction Project.



**Francesco
Sciacchitano**

Francesco Sciacchitano is a jurist of great experience, with a specialization in communications law and administrative law and a passion for international relations and cultural diversity. After completing his studies in Italy and receiving his honors in the MBA he obtained in the United States, he worked for the Finance Department of Bear Stearns in New York until he was hired by AGCOM, the Italian communications sector regulator. Since 2005 he has been responsible for all the international projects carried out by AGCOM in the Balkans and in the Middle East and North Africa, directly managing a total budget of over 12 million euro, he has carried out peer review of the communications sector in several States and has directed working groups on all international platforms (including BEREC, ERGA, EMERG). During this period he published many articles and reports on the state of communications in Italy and in the countries where he worked and is author of two books on the digitalization of public administration and the challenges of OTT and IoT services in the communications sector. He teaches at St. John's University of New York and the LUISS and Tor Vergata Universities of Rome.



Nelson Ribeiro

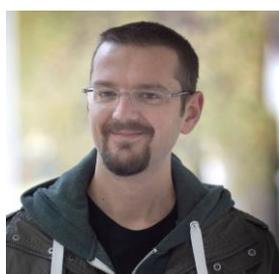
Nelson Ribeiro is Associate Professor in Communication Studies at the Universidade Católica Portuguesa, where he is the Director of the PhD Programme in Communication Studies, and a member of the Board at the Research Centre for Communication and Culture (CECC). His research focuses on transnational communication, journalism studies and political economy of the media. Some of his publications have dealt with how the media are used as tools of propaganda and public diplomacy, while others have focused on how journalism has adapted to digitization and convergence. In 2019 he founded the Lisbon Winter School for the Study of Communication (in partnership with the University of Pennsylvania, the Chinese University of Hong Kong, the London School of Economics & Political Science and the University of Helsinki) dedicated to "Media and Populism".

Nelson Ribeiro is a member of the network "Entangled Media Histories" financed by STINT – The Swedish Foundation for Cooperation in Research and Higher Education, and of the Leverhulme Trust Network "Connecting the Wireless World". In 2018 he was awarded a 250.000€ grant by the Portuguese Science Foundation and the European Union for a research project on media and identities in the colonial context.



Špela Stare

Špela Stare is the project and policy officer of the Slovene Association of Journalists. The Slovene Association of Journalists focuses its work on social and professional issues relating to the enormous changes affecting the media industry. She joined the association as secretary general in 2002 and after that obtained her degree in Journalism at the Faculty of Social Sciences, University of Ljubljana. She is an expert in the field of media, journalism and self-regulatory bodies. She has been involved in various projects in promoting ethical journalism, media diversity, access to information, authors rights and professional rights of journalists. She coordinates the activities of Journalists' Ethics Council. She also works on the association's communications and campaigns.



Domen Savič

Domen Savič (1981) is the director of the NGO Drzavljan D (Citizen D). In his role of the director of a non-governmental organization he is focusing on developing long-term projects related to digital rights, communication privacy and digital security, media regulation and active citizen participation in the political sphere.



Federica Casarosa

Federica Casarosa is Research Fellow at the Centre for Judicial Cooperation at the European University Institute, Department of Law. She graduated in Private Comparative Law at the University of Pisa and obtained a Master of Research in Law from the European University Institute (2003). In 2008, she successfully defended her PhD thesis on the role of information in online contracting, in particular analysing the protection provided to consumers in the pre-contractual phase. She has worked as a consultant for FAO and as a Jean Monnet Fellow at the Robert Schuman Centre for Advanced Studies. Her research interests focus on new media law and regulation, and on child protection in the media sector. Her works appeared on several Italian and international journals, such as the European Review of Private Law, the Journal of Internet Law, and Diritto dell'Informazione e dell'Informatica.



**Tanja Kerševan
Smokvina**

Dr. Tanja Kerševan Smokvina is a university graduate journalist (1998), a M.Sc. (2007) and a Doctor of Science (2014) in the field of communication. Since 2016, she is also dedicated to her own research and professional activities to pedagogical work. She works with the Faculty of Electrical Engineering, Computer Science and Informatics (University of Maribor) and the Faculty of Social Sciences of the University of Ljubljana. She has been involved in the international COMPACT project as a legal consultant of the Jožef Stefan Institute. During the period 2016-2017, she was a member of the MSI-NET Committee of the Council of Europe, where she participated in the preparation of recommendations on Internet brokers and studies on the aspects of automated data processing relating to human rights. In the period 2018-2019, she is a member of the MSI-AUT Committee, which makes a declaration, recommendations and two studies on the issues of ensuring and protecting human rights in connection with the various uses of artificial intelligence.

ANNEX II: Online poll results and analysis

This Annex presents the results and the graphics from the online poll conducted during Segment II. The poll contained three questions, whose aim was to understand how the participants felt about their privacy online, as well as what their opinion on online platforms and social media was as the major digital intermediaries.

According to the results from the first question: **“Can there be Privacy on the Internet?”** (See Figure 1): although most of the participants are very concerned about Internet privacy issues, the majority (88%) agreed there can be Privacy on the Internet, but the perception of it varies. 44% of participants think that privacy is possible, while 44% associate privacy with a different type of arrangement, form and content. Only 13% of participants believe that Privacy on the Internet does not exist.

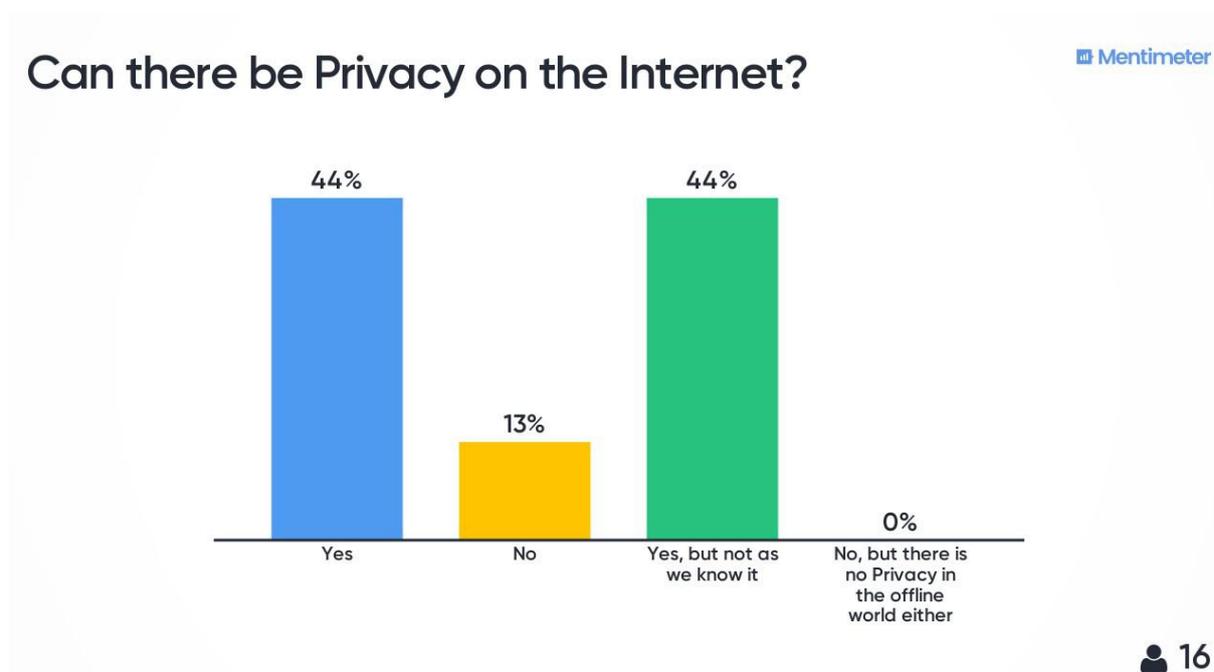
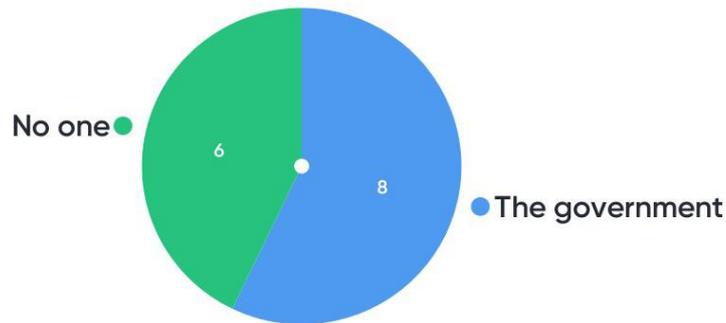


Figure 1

When asked who they trust more with their data (see Figure 2), 57% (8 out of 14) of respondents chose government. Other participants would not entrust their information to anyone. These findings may reflect a lack of faith in the power of governments and/or other institutions to protect online privacy.

Who would you trust more with your data?

Mentimeter



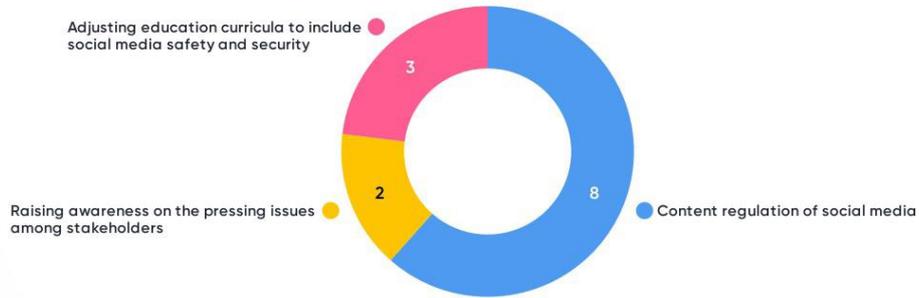
14

Figure 2

This assumption is also supported by the findings of the last question concerning measures that should be taken immediately to improve online experience. When asked about measure to be taken if social media are to be regulated, the majority of the respondents think that the measures should be first focused on the content shared and distributed across the online platforms (Figure 3). In addition, a lot should be invested in education in order to empower users and nudge them to consume different news and content. 62% of participants believe content regulation of social media would make significant impact. Among others, 23% of participants believe that in order to effectively improve the user experience, social media safety and security should be included in the education system. However, only 15% of participants believe that there is a need to raise awareness of pressing issues among stakeholders.

If i were to choose a single measure to be immediately taken to improve online experience, it would be:

Mentimeter



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Figure 3

Given the current media environment and alarming number of online security breaches, the poll results, at least on the surface, were fairly predictable. According to remarks made during the sessions, web users overwhelmingly object to how our information is being shared with and used by third-party vendors.

ANNEX III: Agenda

Keynote speaker Dr. Kristina Irion (IViR)

Segment 1: Business and technology

Moderator: Matjaž Ropret (Tehnozvezdje, web portal on technology)

Panelists: Barbara Povše Golob (Register.SI, ARNES)

Tamara Simović (Digital communication specialist)

Segment 2: Social aspects and human rights

Moderator: Tanja Pavleska (JSI)

Panelists: Nelson Ribeiro (Universidade Católica Portuguesa)

Špela Stare (Slovene Association of Journalists)

Federica Casarosa (Centre for Judicial Cooperation, Greece/Italy, via Skype)

Domen Savič (Zavod Državljan D)

Liljana Pecova –Ilieska (IMPETUS, North Macedonia, via Skype)

Segment 3: Solutions and approaches

Moderator: Borut Mekina (Mladina)

Panelists: Francesco Sciacchitano (AGCOM Italy, via Skype)

Stanislav Bender (AEM Croatia)

Tanja Kerševan Smokvina (Ministry of Culture)

Katja Koren Ošljak (SloGF, Code week)

Maja Bogataj Jančič (Intellectual property institute)