

Policy Brief

Key Problem: EU-related disinformation, especially as spread on social media, increases stereotyping, prejudice, and bias, and threatens the European Project through Euroscepticism by perpetuating polarizing and false information.

Proposed Policy Solution: The EU should utilize generative AI capabilities in a cross-cutting format to debunk disinformation regarding EU matters on social media and to foster improved media literacy.

Current approaches:

- The EU's current approaches to address disinformation via social media center on fact-checking and improving media literacy.
- While both are critical to reduce the occurrence and severity of disinformation, gaps in current policies render them ineffective, especially for marginalized and less educated populations who are more at risk for radicalization and exposure to polarizing content.
- Current policies also do not adequately account for rapidly changing technology and must diversify in order to reach at-risk populations.

Our Proposal:

- We propose a generative AI toolkit called **"FactuallyEU,"** which would be integrated into social media platform interfaces to flag false or potentially misleading information. FactuallyEU has the three following areas of focus:
 - **Provide cutting-edge AI technology** to ensure accessibility across all EU member states
 - **Develop a user-friendly interface,** recognizing the importance of simplicity
 - **Employ structured debunking approach** stating factual information, signal warning about myths, explaining the fallacies within myths, and reinforcing correct information.
- This would exist through both fact-checking within existing social media interfaces (as a pop-up), as well as in a chatbot function.
- FactuallyEU would be situated within the European Commission's Digital Strategy and administered by a cross-cutting team of software engineers, policy advisors, and social media specialists to track latest misinformation trends.
- We propose that FactuallyEU be fed with trustworthy EU sources with the latest available data on EU legislation, policies and official meeting minutes. This requires FactuallyEU to:
 - Stay updated on the latest EU policies
 - Include new information as soon as it becomes available.
- FactuallyEU should address implementation gaps that plague media literacy and fact-checking programs, as well as become a required add-on interface for all major social media platforms in the EU.