



42nd meeting of the Türkiye – EU Joint Consultative Committee (JCC)
9-11 October 2024 in Cappadocia

AI and Digital Skills

COUNTERING MISINFORMATION IN THE POST-TRUTH ERA

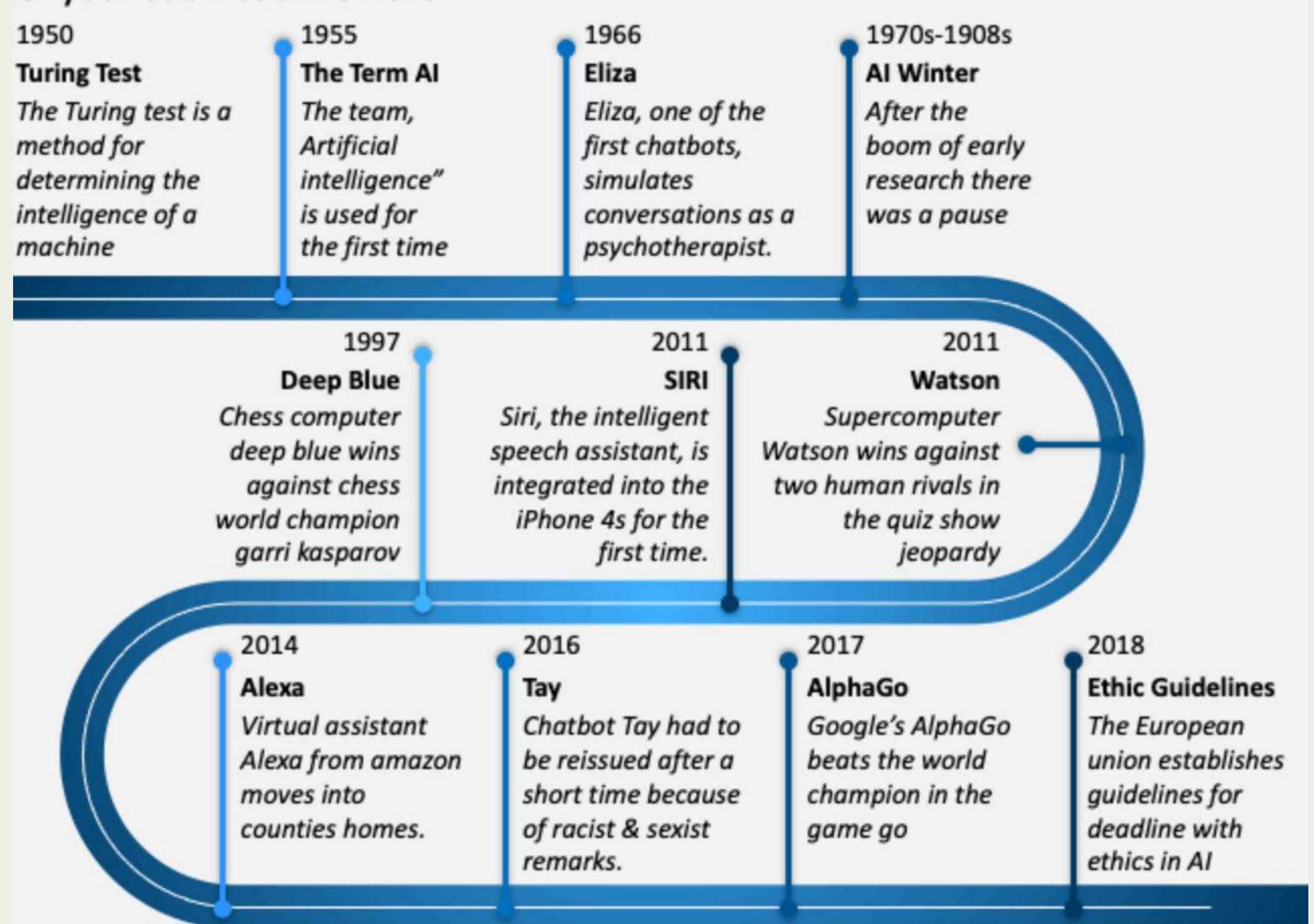
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10 October, 2024

“New media do not exist. All newer media are versions of older media.”

Mark Deuze, 2023



OUTLINE

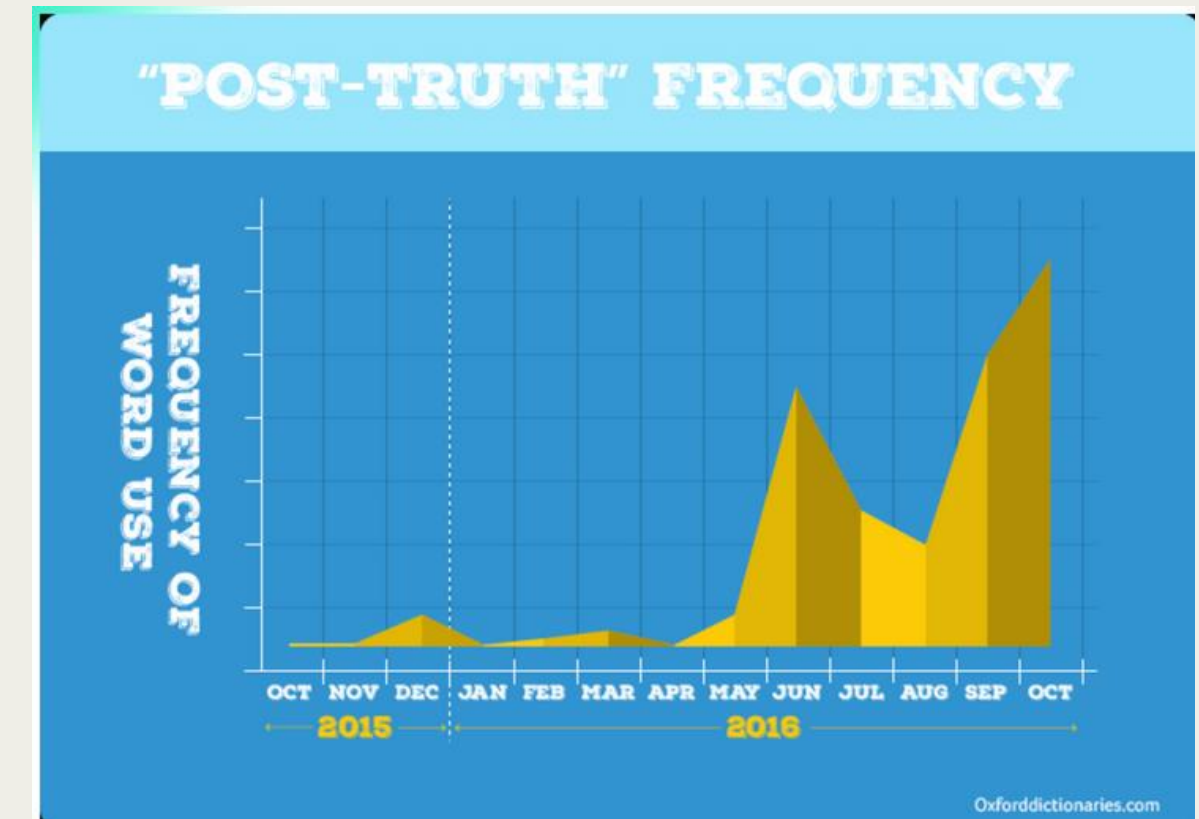
- **The Scope of Misinformation in the Post-truth Era**
- **The Rise of AI in Information Ecosystem**
- **AI as a Threat: AI-generated Misinformation**
- **AI as a Tool Against Misinformation**
- **The Ethical Dilemmas and Responsibilities**
- **Policy and Educational Solutions**
- **Conclusion**

**“Misinformation poses a bigger threat to democracy than
you might think”**

Nature 630, 29-32 (2024)

THE SCOPE OF MISINFORMATION IN THE POST-TRUTH ERA

Oxford Dictionaries selected “post-truth” as the word of the year in 2016.

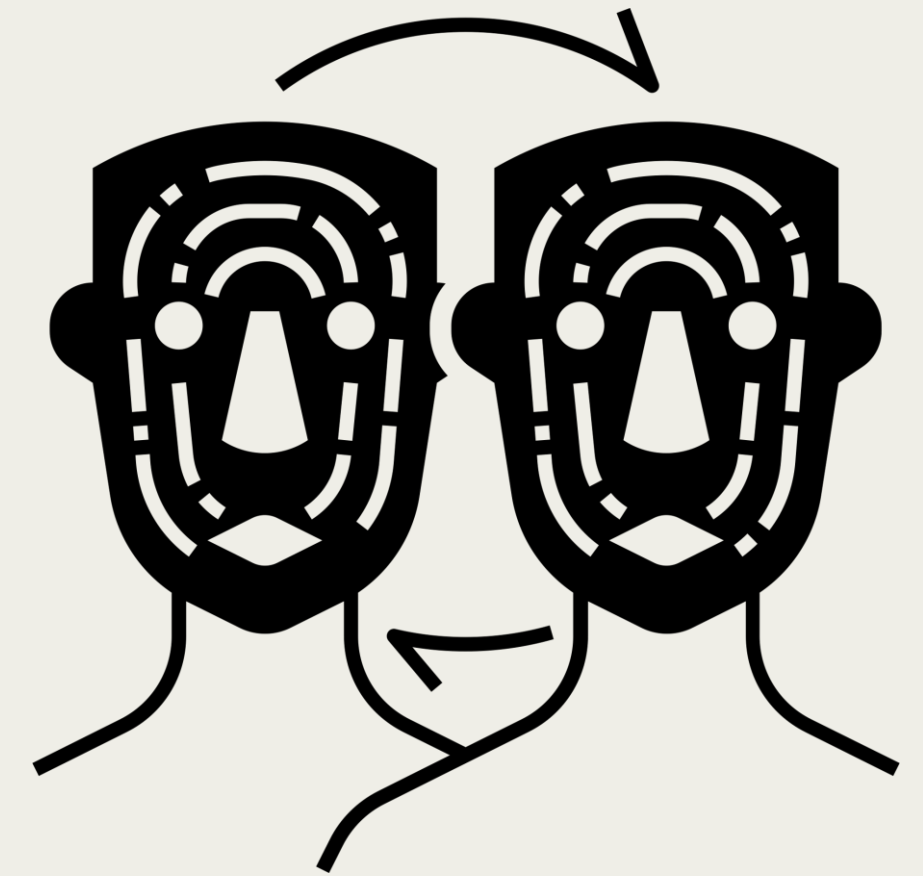


“relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.”



AI AS A THREAT: AI-GENERATED MISINFORMATION

- **Deepfakes and Synthetic Media**
- **Bots and Content Amplification**
- **AI Weaponization**



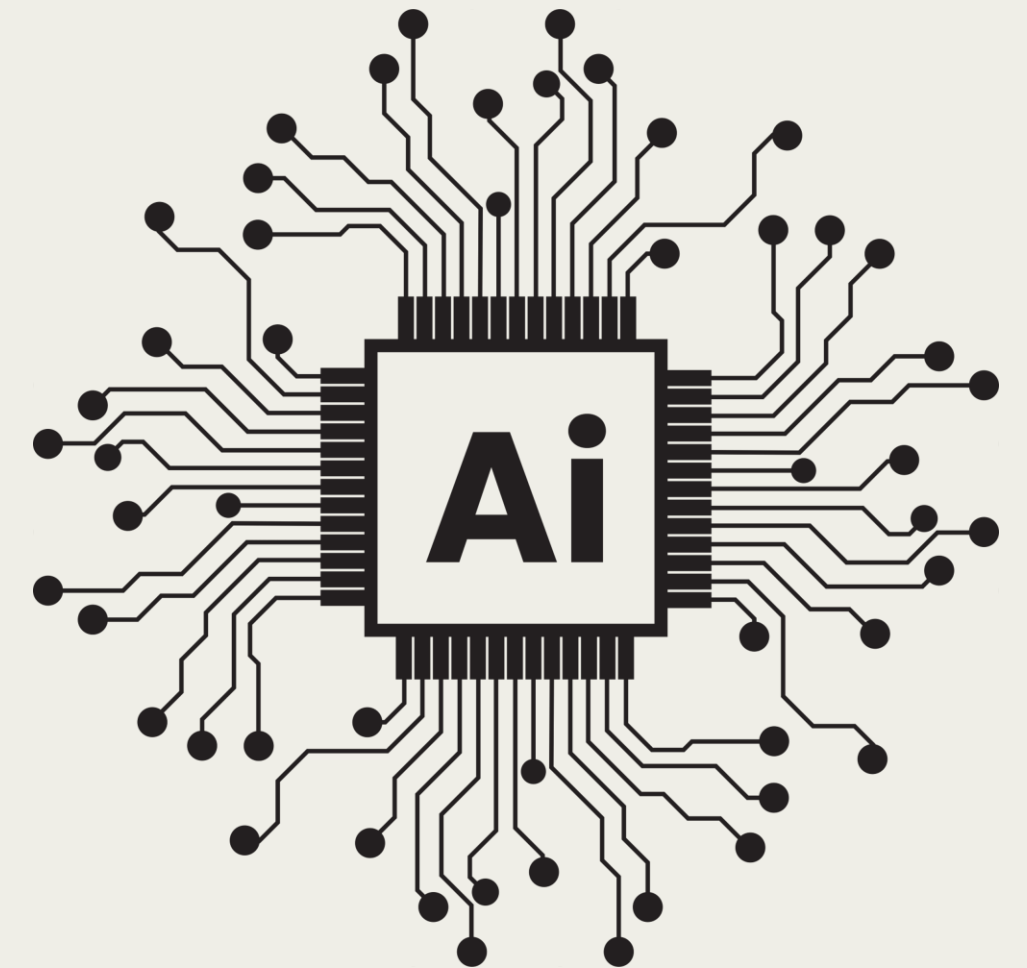
AI AS A TOOL AGAINST MISINFORMATION

- **Fact-Checking Algorithms**
- **Automated Detection of Fake News**
- **Challenges in Detection**



THE ETHICAL DILEMMAS AND RESPONSIBILITIES

- **Algorithm Transparency**
- **Automated Detection of Fake News**



POLICY AND EDUCATIONAL SOLUTIONS

- **Regulation and Governance**
- **Digital Literacy as a Skill**



CONCLUSION

With the right combination of policy, education, and technology, we can build an information environment that is more resilient to the threats of misinformation.



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Thank you!

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