

# Technology's Role in Media

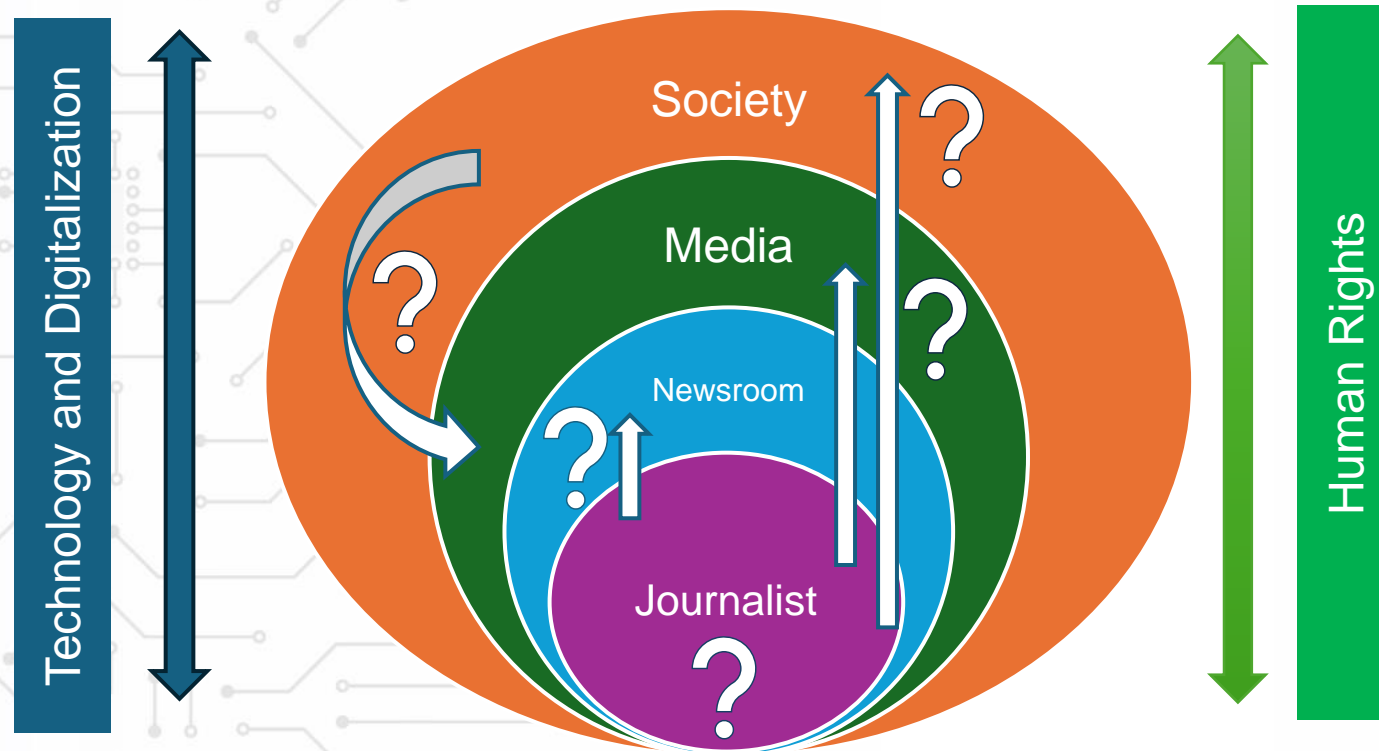
## A Czech Perspective

#TechWatch

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14.2.2024

# Promoting Human Rights in the Digital Era



## Main Goal:

Raising awareness and professional standards in journalism about the impact of modern technologies on human rights

[More on: Promoting Human Rights In the Digital Era – Prague Centre for Media Skills](#)

# Promoting Human Rights in the Digital Era

1. Qualitative Insights: Special Needs and Digital Exclusion
2. Quantitative Analysis: Survey of Media Experts (N=620, Jul-Sep 2022)
3. Educational Continuum in Czech Republic:
  - Journalism University Course
  - Syllabus Outline
  - Instructional Video Series
  - Guide (not only) for Journalists
4. Quantitative Study: Public Survey (N=1018, Nov 2023)
5. Supplementary Resources: AI Guidelines, Summary of Findings

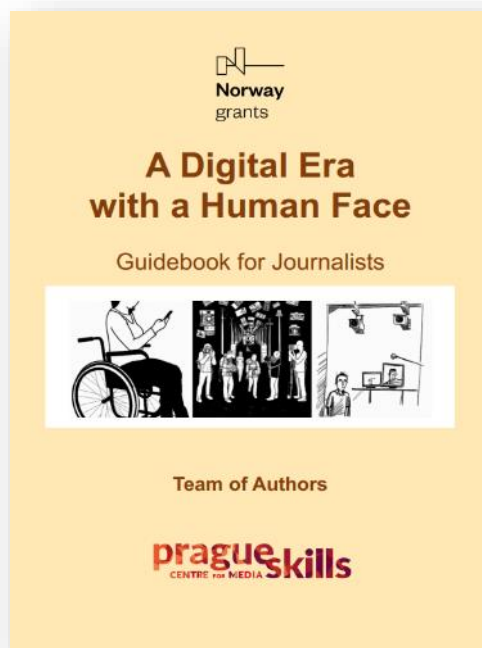


# Outputs in English

## Educational video cycle (ENG sub.)



## A Digital Era with a Human Face (ENG)



## Initial conference and Media Survey



## Final conference and Public Survey

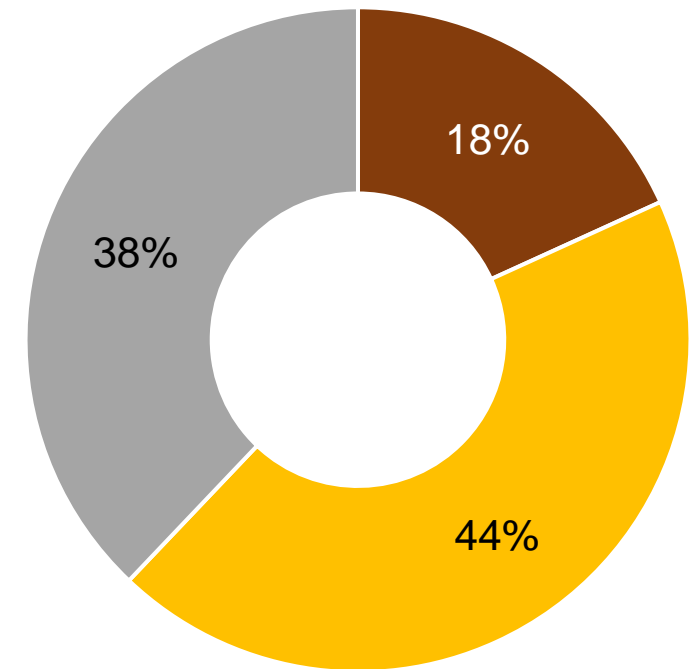
## More on: Promoting Human Rights In the Digital Era – Prague Centre for Media Skills

Human Rights Program ([LP-HRMGSA-017](#))

# Czech Media's Perception of Technology's Impact

Are the outputs of your media (including websites) accessible to people with visual and hearing impairments (accessible design, sign language interpretation, etc.)?

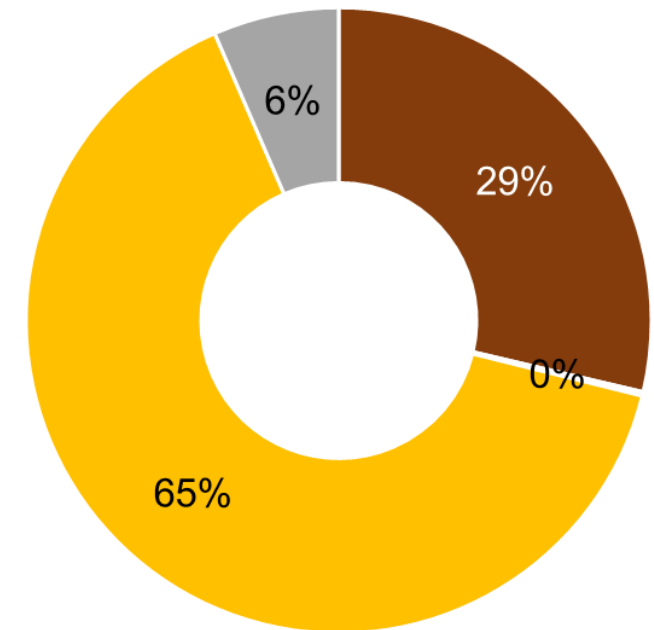
- **44%:** **Not adapted** for individuals with visual and hearing impairments
- **38%:** **Uncertain** about this question
- **18%:** Media outputs **are accessible** to people with impairments



# Czech Media's Perception of Technology's Impact

Creating content for and about people with disabilities should be considered a responsibility:

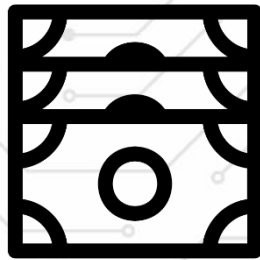
- **65%** believe it should be the responsibility of **both private and public service media**
- **29%** think it should be **solely the responsibility of public service media**
- **6%** of respondents are unable to assess this



The role of content creation should not be exclusive to private media.

# Czech Media's Perception of Technology's Impact

What do you think prevents newsrooms from adapting media content for people with special needs?



**financial resources (80%)**



**lack of specialists (75%)**



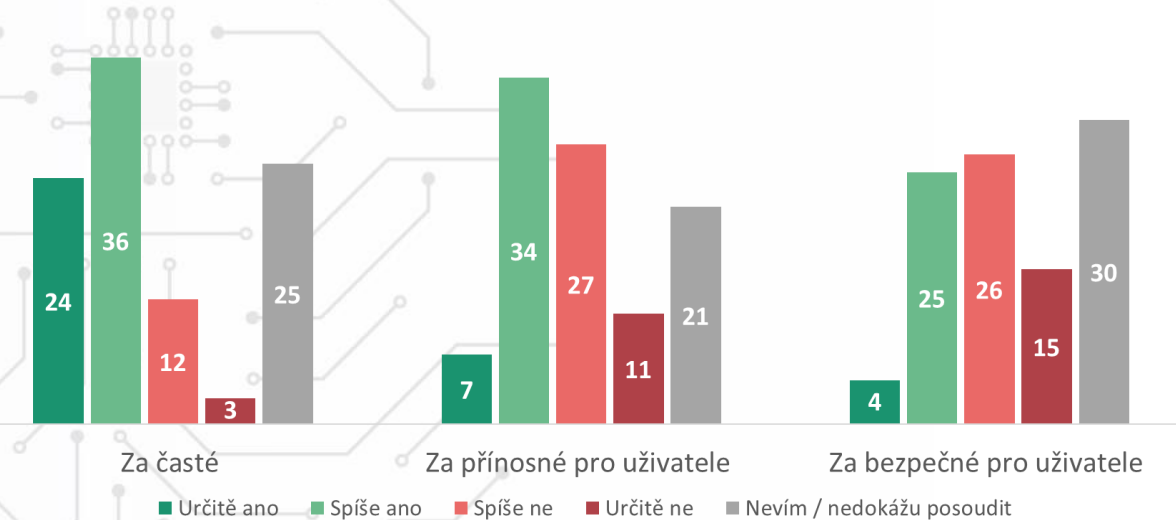
**media policy(22%)**

# How People View Adaptation of News Website Content (Personalization)

Ambivalent relationship towards adapting content for individual users (known as personalization) on news websites. When considering benefits versus safety, people tend to see:

- tailored algorithms **as more beneficial** (41% in total definitely + probably yes)
- but at the same time, **do not consider them safe** (29% in total definitely + probably yes)

However, approximately one-fifth are unable to assess the benefit, and about one-third the safety.



Do you consider the adaptation of a news website's content to a specific user, based on data collected about their interests and preferences: a) frequent b) beneficial for the user c) dangerous for the user

N = 1018



# Key Human Rights Affected



PRIVACY



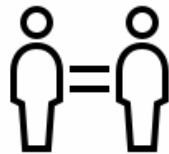
HUMAN DIGNITY



NON-DIGITAL



FREEDOM OF  
SPEECH AND  
EXPRESSION



NON-  
DISCRIMINATION  
AND EQUAL  
TREATMENT

Jana PATTYNOVÁ (2022)

[\*Media and Human Rights in Digital Era, 2022 \[online\].\*](#)

Human Rights Program ([LP-HRMGSA-017](#))

**THANK YOU. LET'S STAY IN TOUCH!**

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**#TechWatch**

**Enhancing the Response to Human Rights Challenges in the Digital World**



Elektronisk Forpost Norge

# BACKUP



# Trust

- Trust in the news has fallen, across markets, by a further 2 percentage points in the last year, reversing – in many countries – the gains made at the height of the Coronavirus pandemic. On average, four in ten of our total sample (40%) say they trust most news most of the time. Finland remains the country with the highest levels of overall trust (69%), while Greece (19%) has the lowest after a year characterised by heated arguments about press freedom and the independence of the media.

# Algorithmization and personalization

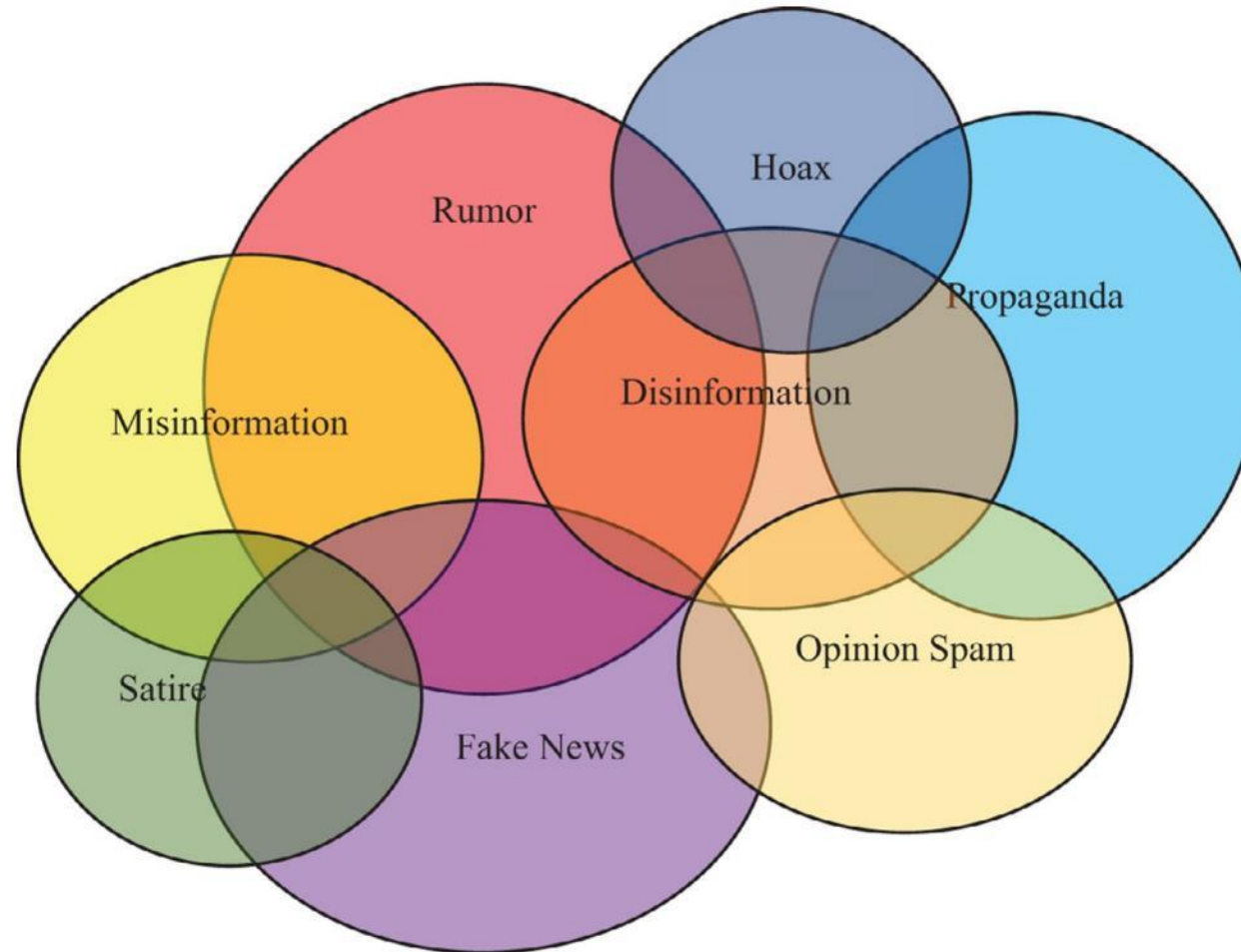
- individual content suggestions based on algorithms and intelligent data analysis
- main goal to offer more relevant content: showing readers articles relevant to their interests.
- dark side - reinforcing confirmation bias:
  - one-sided articles or opinions, creating an information bubble, which contributes to a rather limited worldview.
  - contributes to an individual's greater susceptibility to misinformation
  - threatens the right to freedom of expression and the right to access to information and jeopardizes the possibility of balanced democratic societal debates



# MIS-/ DISINFORMATION

A key issue at the intersection of technology and democracy involves misinformation and disinformation. An informed electorate is at the core of a functioning democracy.

# INFORMATION DISORDERS



Source: Meel P., Kumar Vishwakarma D. [Fake news, rumor, information pollution in social media and web: A contemporary survey of state-of-the-arts, challenges and opportunities](#), Expert Systems With Applications, 2020

# MISINFORMATION<sup>2</sup>

## **Prevalence and circulation** of misinformation

- misinformation is not just a social media problem
- internet is not rife with misinformation or news, but with memes and entertaining content
- falsehoods do not spread faster than the truth

## **Impact and the reception** of misinformation

- people do not believe everything they see on the internet
- people are more likely to be uninformed than misinformed
- the influence of misinformation on people's behavior is overblown



# DISINFORMATION: Recommendations

Potential interventions/measures by the State:

- Avoid linking the issue of disinformation with media literacy or critical thinking
- Gather information (collaborate with the academic sphere, experts; research motivations, etc.)
- Treat the public as an equal partner, provide truthful information, communicate openly and strategically
- Apply pressure for platforms self-regulation on social media - they should have the same editorial responsibility as news websites

# AI v práci novináře a v redakcích

- **Aplikace:** investigativní nástroje, generativní AI, dezinformace & fact checking, doporučování obsahu, ...
- **Právní otázky:**
  - Odpovědnost za výběr AI systému a za obsah (vliv na veřejnost)
  - Odpovědnost “za proces”: zpracování dat a ochrana soukromí
  - Ochrana know-how, investice a kreativity
  - Ochrana osobnosti novináře (digital twin)
  - a další...

# AI a její vliv na konzumenty obsahu

- Vliv na konzumenty se bude lišit podle jejich **technických znalostí & kompetencí** při práci v online prostředí a **dostupných nástrojů**:  
*snižování/zvyšování úrovně informační autonomie*
- Společné znaky:
  - Informační přehlcení - snížená úroveň uvědomění - ovlivnitelnost technologiemi
  - Design pro návykovost využívání technologií s vysokou mírou efektivity díky AI
  - Nízká míra informačního sebeurčení (nízká úroveň kontroly nad zpracováním os. údajů)
  - Zamykání do informačních bublin (možnost mikrocílení a manipulace)