

# #TechWatch

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CENTRE FOR MEDIA

## Final Symposium Summary of the "Promoting Human Rights in the Digital Era" Project

# KEY FINDINGS AND RECOMMENDATIONS

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# Final Symposium Summary of the "Promoting Human Rights in the Digital Era" Project:

## KEY FINDINGS AND RECOMMENDATIONS

The final symposium of the "[Promoting Human Rights in the Digital Era](#)" project took place on December 1, 2023, in Prague. It began with a press conference presenting the results of a survey conducted in November 2023, which mapped the opinions of the Czech public (around 1,000 respondents) on selected issues related to advancing digitalization and the emergence of artificial intelligence tools. The symposium featured panels dedicated to three main topics: the use of artificial intelligence in the media, the issue of disinformation, and the phenomenon of digital exclusion. A presentation by the Norwegian project partner highlighted the risks of cross-border monitoring of internet communications based on the experiences of Nordic countries.

### 1. Topic: The Use of Artificial Intelligence (AI) in the Media

#### Panel Outcomes:

1. The integration of AI tools into media content creation involves various responsibilities, from selecting AI systems to data handling and considering the impact on consumers (e.g., due to personalization).
2. Ethical and legal constraints are emerging to prevent "black scenarios" (AI as a manipulation tool, the threat of media and political control).

#### Selected Research Findings:

- The majority of the Czech public demands notifications if AI tools are involved in the creation of news content. 71% of respondents want notifications when AI assists a human journalist, and 82% for content created entirely by AI.

- Most respondents (72%) find news content created by AI more trustworthy if approved by a human editor.

**Recommendations:**

- The use of AI tools in newsrooms should be tied to the creation and adherence to ethical principles (codes of conduct), the development of new skills, and a focus on responsibility.
- A human should always bear the final responsibility for the content.
- Transparency is crucial: consumers (readers, viewers, listeners) should be informed about the extent of AI involvement in content creation.

## 2. Topic: Disinformation

**Panel Outcomes:**

1. The current framing of the debate (disinformation as a security threat) overlooks the power-political and socio-cultural context and places excessive emphasis on the role of social networks and their algorithms.
2. The terminology itself is problematic (terms like "disinformation" and "conspiracy" serve as labels; related to this is the challenge of assessing potential danger).
3. A key issue is the low level of trust in the state and official institutions/sources/explanations.

**Selected Research Findings:**

- Respondents lean towards limiting freedom of speech to prevent the spread of false information or extremely violent content online, expecting such measures more from tech companies than the state.
- The majority of the population claims that social networks are not crucial for their lives (only 6% fully agree that "social networks are important for my life," while 23% completely disagree).

**Recommendations:**

- The primary responsibility for content should lie with tech companies (social media) – they should have the same editorial responsibility as news websites.
- For potential state interventions, more information and research data are needed, along with clearer definitions of terms.

### **3. Topic: Digital Exclusion**

**Panel Outcomes:**

1. Digital exclusion is a form of social disadvantage affecting a significant number of Czech citizens (around 20%).
2. The state lacks adequate mapping of citizens' digital competencies and the needs/barriers/motivations regarding the use of online public administration services. Offline solutions are insufficiently addressed.
3. Ongoing digitalization does not appropriately consider the issues faced by groups with specific needs, such as people with hearing impairments.

**Selected Research Findings:**

- While the population agrees that digitalization is "necessary for greater state efficiency" (74%), most respondents (78%) believe that "citizen participation in using digital tools should be voluntary."
- 72% agree with the statement "Digitalization of public administration does not sufficiently consider those who do not work with modern technologies."
- The demand for voluntary participation and the concern that digitalization does not cater to those who do not use modern technologies are also expressed by individuals who view technology positively.

**Recommendations:**

- The digitalization of public administration should respect the rights and needs of various citizen groups (including those with special needs, such as people with disabilities) and consider the risk of digital exclusion.
- The right to analog options should be safeguarded, ensuring the availability of offline solutions.
- To encourage greater use of online tools, it is necessary to enhance motivation (for both citizens and officials) and provide appropriate education and training.

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