

20
YEARS
Championing
digital
societies

 **EGA**

Resilience against information manipulation and influence

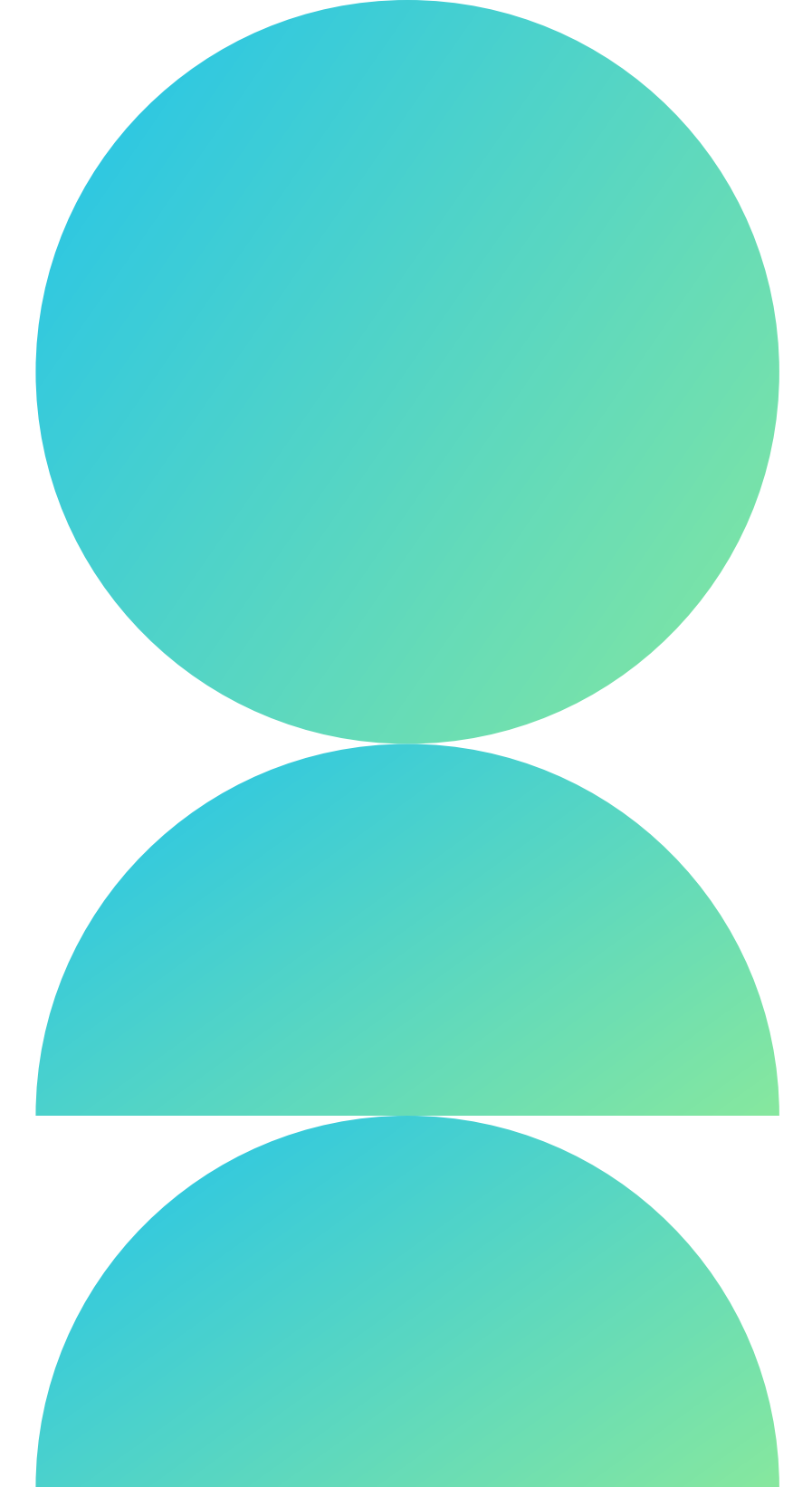
Hannes Krause

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Hannes Krause



- Background in defence and in journalism
- Cyber diplomat in NATO and in EU
- Head of policy and analysis in RIA cybersecurity branch
- Head of strategic communication in Estonian Government Office 2019-2021
- Currently – head of R&D in CR14 foundation



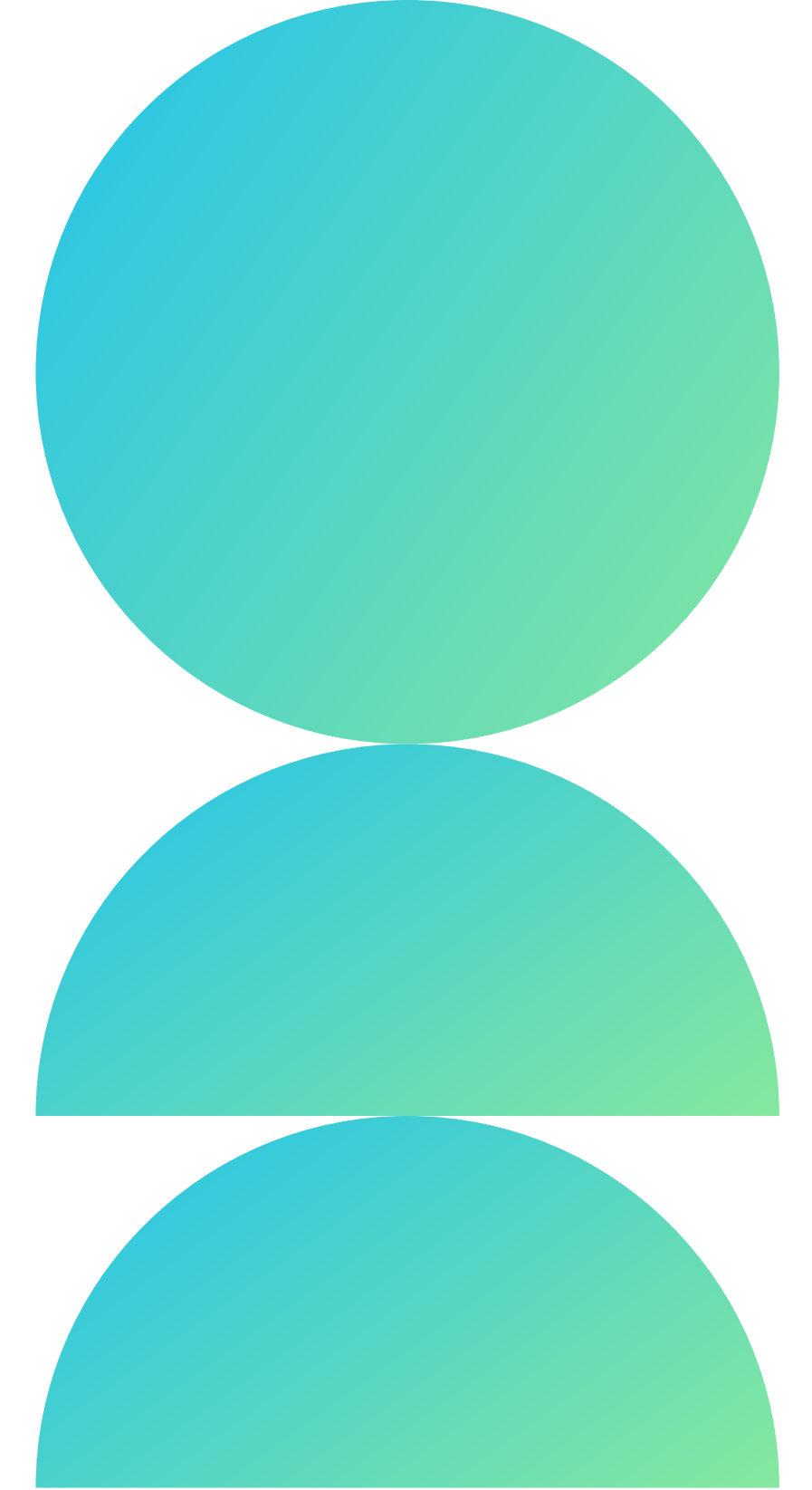
“Social media gives legions of idiots the right to speak when they once only spoke at a bar after a glass of wine, without harming the community. Then they were quickly silenced, but now they have the same right to speak as a Nobel Prize winner. It’s the invasion of the idiots.”

Umberto Eco



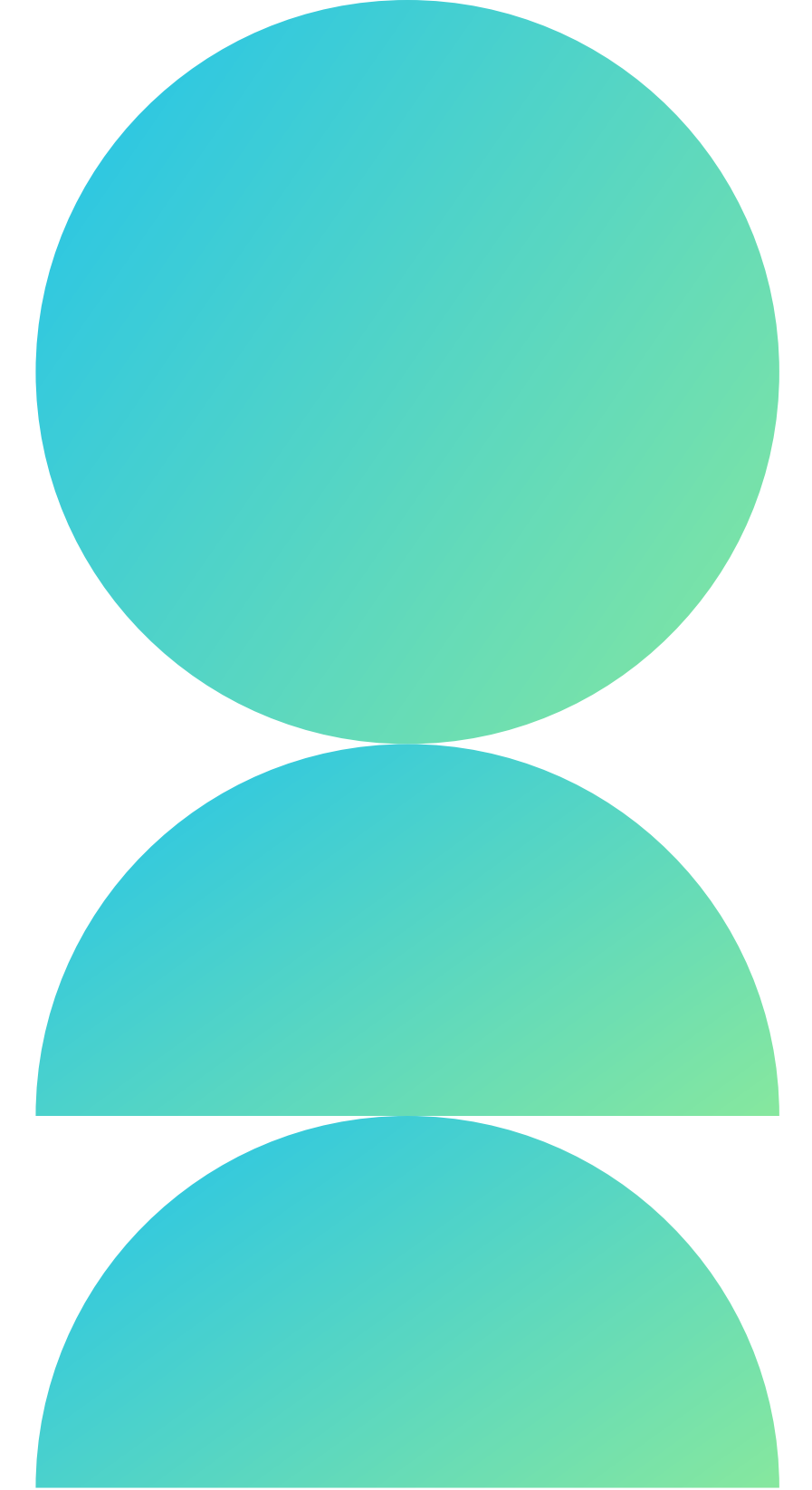
Information environment – a general look

- Information manipulations are **nothing new**, but manipulated information can now spread **faster, reach more people** and is **cheaper** to produce than ever before.
- Unprecedented capacity of **social networks** to 'virally' spread information.
- Crisis of confidence that our democracies are experiencing** devalues public speech, gives rise to hate speech
- Relativization of the very notion of truth and expertise as such**



Post-truth?

„/.../Post-truth **didn't begin with the 2016 election**; the **denial of scientific facts about smoking**, evolution, **vaccines**, and **climate change** offers a road map for more **widespread fact denial**. Add to this the wired-in **cognitive biases** that **make us feel that our conclusions are based on good reasoning** even when they are not, the **decline of traditional media** and the **rise of social media**, and the emergence of **fake news as a political tool**, and we have the **ideal conditions for post-truth.**“ McIntyre, Lee, Introduction to his 2018 „Post-truth“



Defining disinformation

- In EU, disinformation is understood as **verifiably false or misleading information** that is **created, presented and disseminated for economic gain or to intentionally deceive the public**, and may cause public harm.
- **Public harm** includes **threats to democratic processes** as well as to public goods such as **citizens' health, environment or security**.
- Disinformation **does not include** human errors, satire and parody, or clearly identified partisan news and commentary.



A model for analysis: ABC(+D) model

- **Manipulative ACTORS** with a **clear intent** to disrupt democratic processes
- **Deceptive BEHAVIORS**, in tactics, techniques
- **Harmful CONTENT** to hurt or undermine individuals, organizations, governments or public interest
- **Conditions for DISTRIBUTION** in the digital architectures of online platforms



Estonian cooperation model against disinformation

- **Coordination & know-how:**

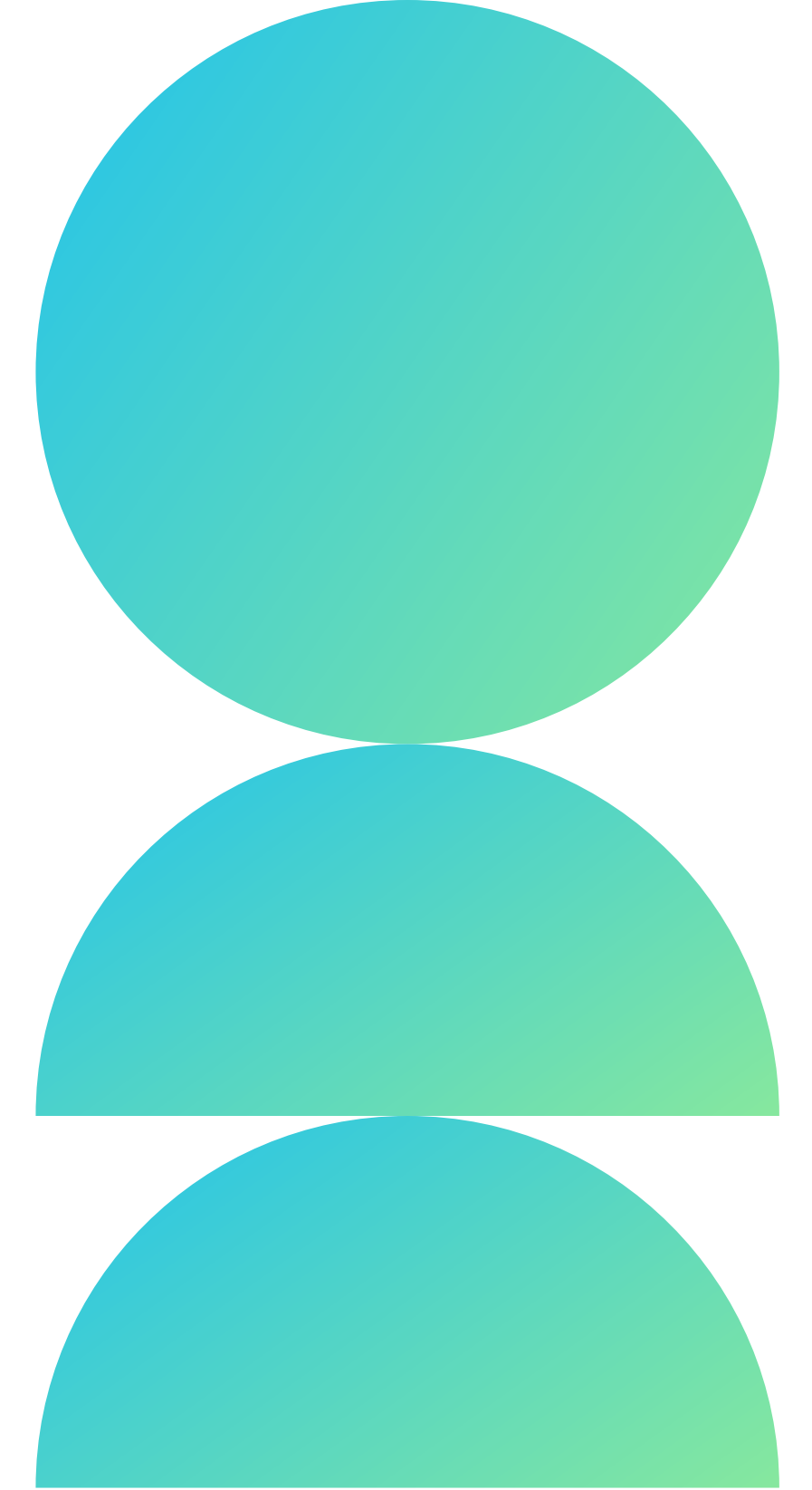
- Government Office

- **Policy-making:**

- Government Office + Ministry of Foreign Affairs, Ministry of Justice, Ministry of Culture, Ministry of Education, Ministry of Economic Affairs, Ministry of the Interior

- **Daily monitoring (and responding, if necessary):**

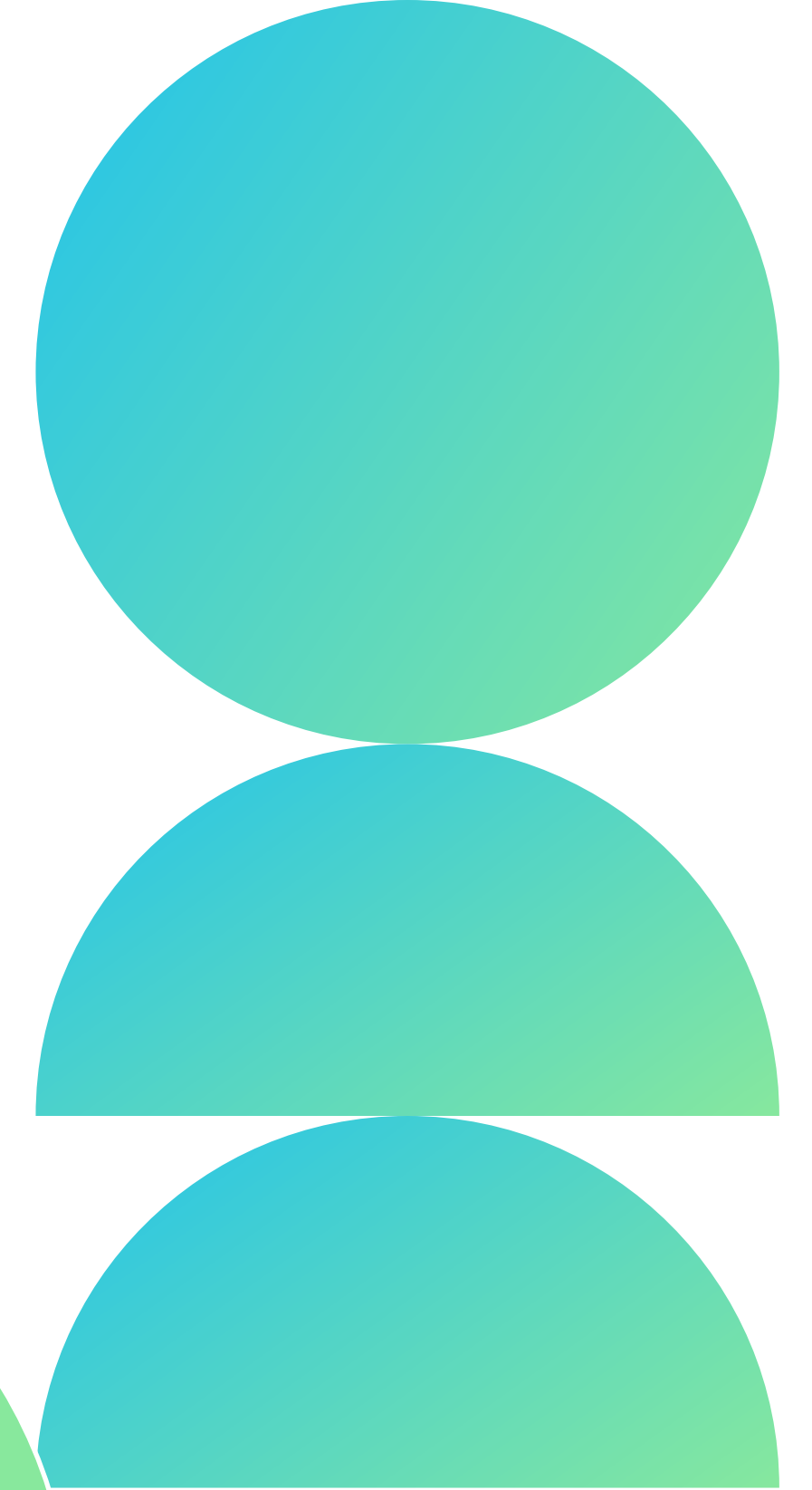
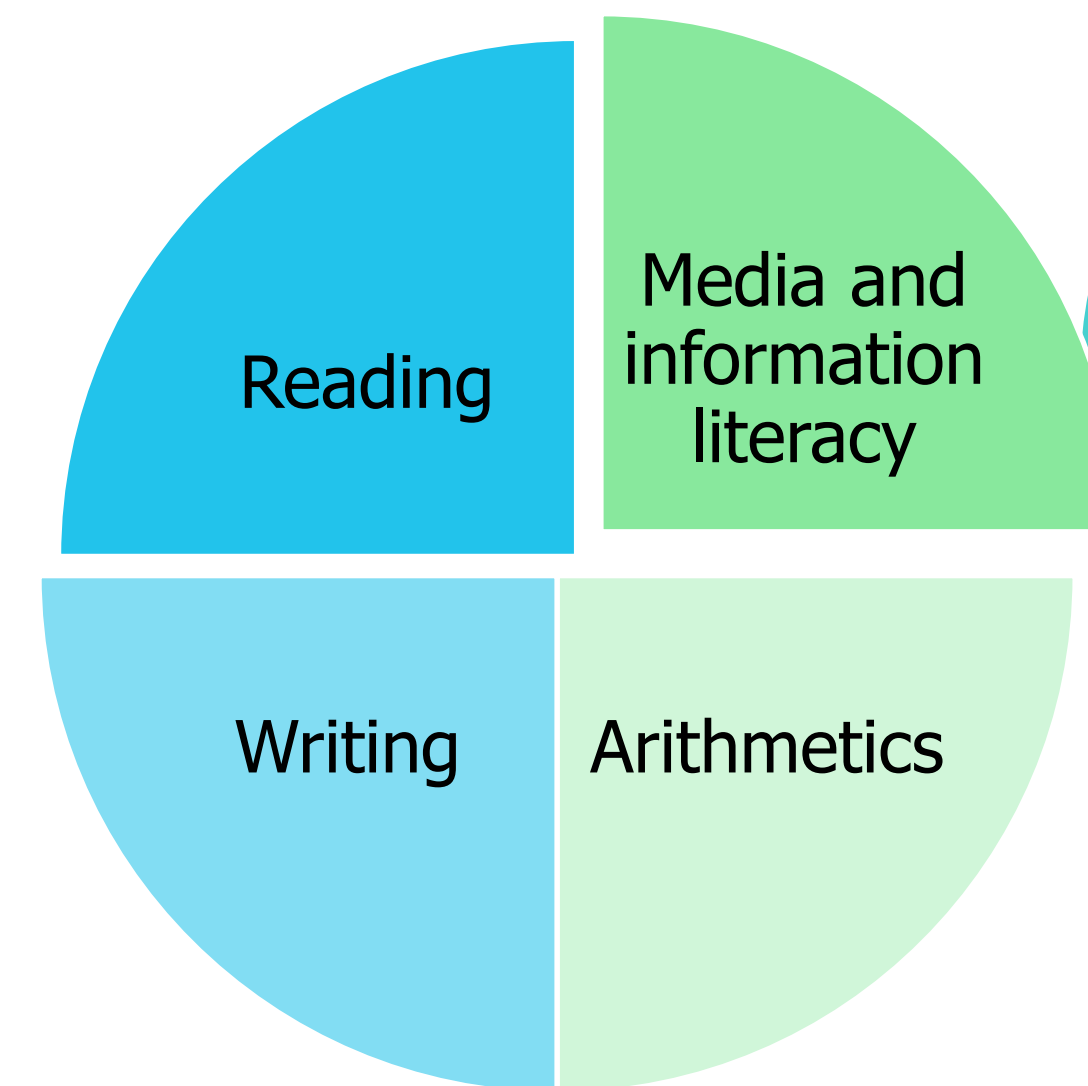
- all ministries and agencies



Media and information literacy

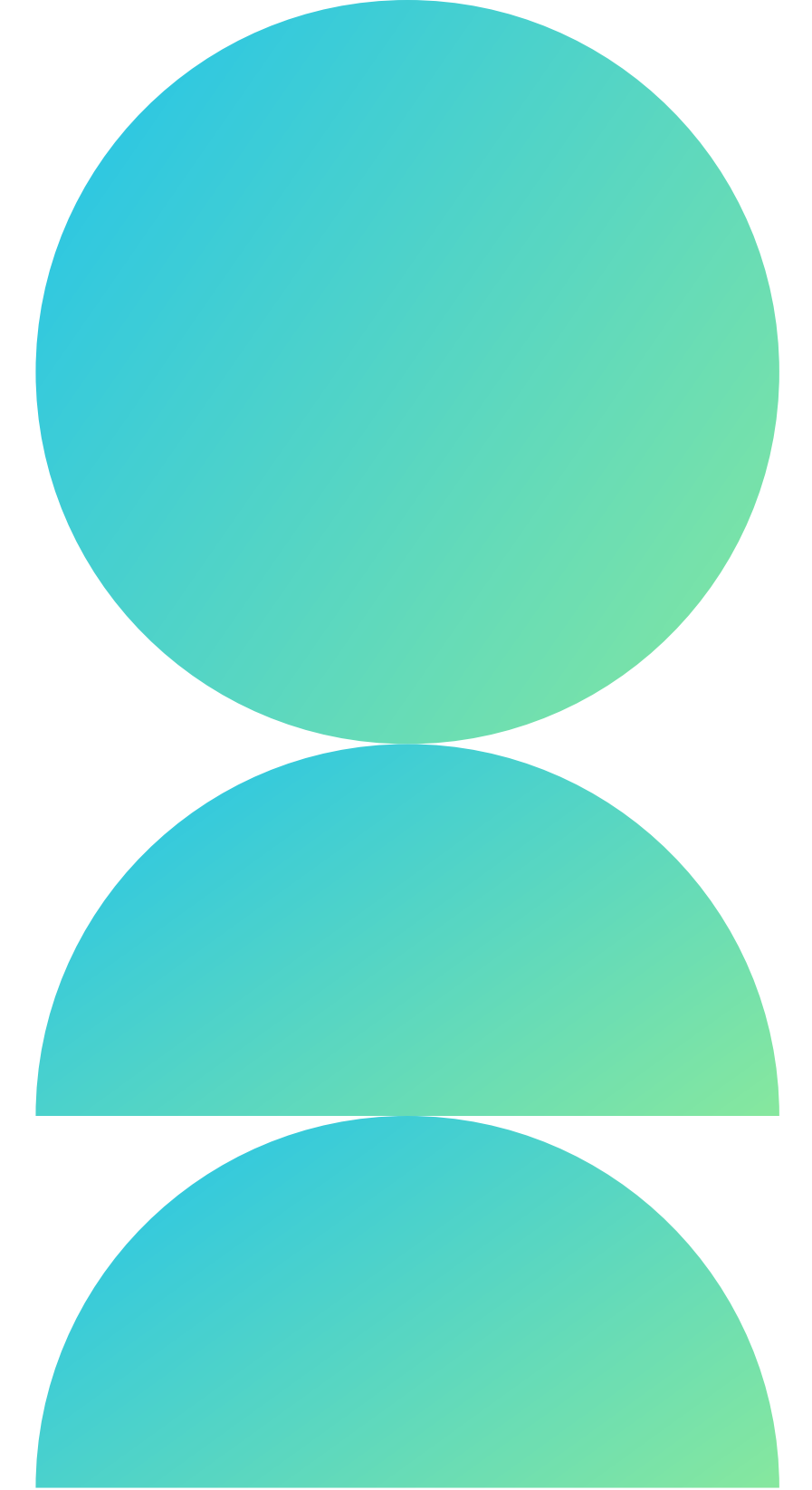
- Designated leader with a strong mandate is needed.
- Education system has to form the backbone.
- No need to reinvent the bicycle.

**BAD
NEWS**



Elements of success

- **Breaking silos of bureaucracy and a proactive interest by private sector**
- **Investing into media and information literacy**
- **Support to independent media landscape**



Thanks! Questions?

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