

# 01 EXECUTIVE SUMMARY

In today's society, the omnipresence of social networks brings forth significant challenges, especially among the younger population.

Our campaign centers on **educating** and **regulating** social media usage, necessitating specific mandates from the European Union. A key concern is the **rampant** spread of fake news on these platforms. We propose a solution involving **advanced software** to verify online news articles automatically and alert users to sensitive topics. This initiative promotes a more **discerning** social media experience, empowering users to identify fake news and avoid potentially **harmful subjects**.

The campaign sheds light on a pressing societal issue, emphasizing its **importance**, especially for the impact it has on the younger generations.

Therefore, alongside technological innovations, tailored **educational campaigns** targeting youth are essential to enhance their comprehension and **awareness** of social media usage.



# 02 THE CONTEXT

## THE PAST

Since the 2019 EU elections, European efforts to combat social media disinformation have **faltered**. Despite the 2019 Action Plan, which focused on election-related and external threats, impact remains **limited**. Moreover, the 2022 Code<sup>\*(1)</sup> of Practice for Social Media Platforms hasn't spurred notable changes in platform usage.

## THE PRESENT

A EU<sup>\*(2)</sup> survey of 26,000 citizens unveils a dark reality: 83% perceive false news as a potent **threat** to **democracy**. Distrust in online news sources is pervasive, fueled by the belief that misinformation on social media **preys** on **emotions** (88%), **distorts** public discourse (84%), and prioritizes **profit** (65%). False news often spreads rapidly, going **viral** across social platforms. With accuracy and democracy at stake, EU intervention is deemed **urgent**.

<sup>\*(1)</sup> <https://digital-strategy.ec.europa.eu/en/policies/code-practice-disinformation>

<sup>\*(2)</sup> <https://europa.eu/eurobarometer/surveys/detail/2183>



# 03 THE FUTURE

**OUR PROPOSAL** tackles the complex issue of social networks, focusing on **combating** the widespread spread of fake news, especially among young people. We push for EU regulations and advanced tech to verify news and warn about sensitive topics, aiming for **responsible** social media use. We stress tailored **educational programs** for youth to boost their understanding of social media complexities and improve their ability to spot **misinformation**.

To optimize the 2019 action plan <sup>\*(3)</sup> funds, we propose a **collaborative effort** with the private sector to develop software to effectively verify the **quality** of the information that has been posted.

**OUR PLAN** involves **empowering** users and researchers, fostering a safer social media environment for consuming quality content. This initiative also supports fact-checking **communities**, creating job opportunities.

<sup>\*(3)</sup> [https://www.eeas.europa.eu/node/54866\\_en](https://www.eeas.europa.eu/node/54866_en)



# 04 THE STRATEGY

THE KEY FEATURES of our plan include:

- A **certification badge** similar to Meta's one for famous individuals, exclusively for fact-checked content.
- An **adjusted algorithm** that will give more visibility to the verified content.
- An **interactive window** to link the source of information in posts.
- An **educational initiative** aimed at fostering responsible social media usage within schools.



# 04 THE a SOFTWARE

The first feature is a warning message to alert European users encountering posts discussing **sensitive topics** like violence, discrimination, suicide, or abuse. By employing algorithms trained to **detect** relevant phrases, the alert outlines the post's theme, enabling users to decide whether to proceed based on their **comfort levels**. If effectively implemented, this feature could **cultivate** a more inclusive, empathetic, and mentally supportive **online community**.

The certification badge and interactive window share a common goal: enhancing online content **quality**. The badge incentivizes content creators to **verify** information, offering **visibility** through the renewed algorithm, while the window enables users to access **credible** sources. Over time, certified content gains credibility, fostering **improved** fact-checking practices: a content "**market selection**" process.



# 04 THE b EDUCATION PROGRAM

Regulating social media addresses immediate concerns but only offers **temporary** relief. Long-term solutions require **preventive** measures, emphasizing awareness of fake news and fostering a respectful online environment.

Educating and **raising awareness** among young people is crucial, so we believe that mandating schools to allocate specific annual hours for teaching responsible social media usage can be **effective**. Educational programs should focus on understanding social media risks and opportunities, **critical evaluation** of online information, and promoting **respectful** behaviors with engaging teaching methods that will encourage students to share experiences and explore creative solutions to online challenges.



# 05 THE RECAP

At the **core** of our political campaign lies a **challenge** that unites generations and transcends political boundaries. Our solutions aren't mere **promises**: they represent a **roadmap** for a more informed European Union. Empowered by the energy of our **youth**, our movement ignites the next generation and calls on all Europeans to join us in **shaping** a brighter, more knowledgeable future **together**.

