

A high-angle, wide shot of a large crowd of people gathered in a public square. In the center, a large European Union flag is being held up. The flag is blue with twelve yellow stars arranged in a circle. The crowd consists of people of various ages and ethnicities, some looking towards the camera, others looking away. The ground is light-colored and appears to be paved. The overall atmosphere is one of a significant public event or demonstration.

# HOW DID WE GET HERE ?

CONTEXTUALIZING SOCIAL DEVELOPMENTS WITH  
COMMUNICATIONS RESEARCH

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# THE CRUCIAL ROLE OF COMMUNICATION

SOME ASPECTS FROM  
RESEARCH



INFORMED  
CITIZENS

# & ELECTIONS

87 %

believe that disinformation has  
already had a major impact on the  
political life in their country

are worried about the impact of  
disinformation on the upcoming  
elections in their country



**Disinformation  
Hate Speech  
Fake News**



# DYNAMICS OF POLITICAL COMMUNICATION





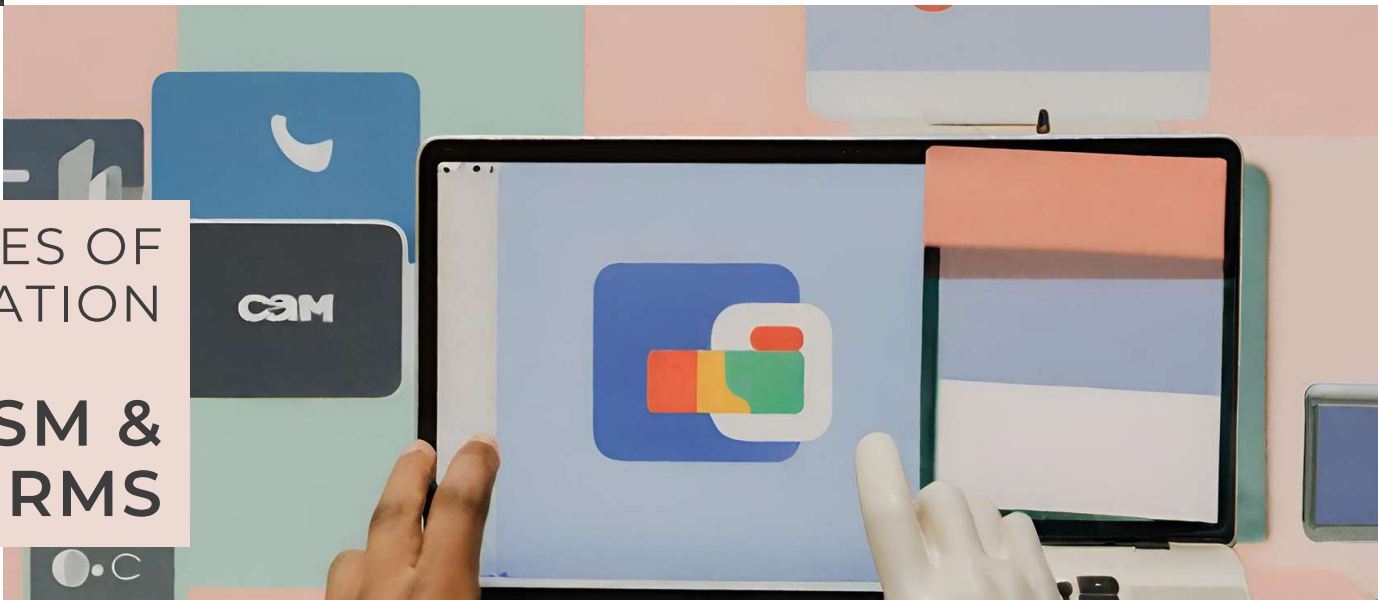


Journalism and News  
as long standing providers of  
information

facing challenges that come with the  
increasing power of  
big tech platforms

SOURCES OF  
INFORMATION

**JOURNALISM &  
PLATFORMS**



Interest in  
News and  
Information



# TRUST IN NEWS



▶ **DECREASE OF  
TRUST IN EU  
COUNTRIES**

▶ **CONNECTED TO  
VARIOUS SOCIAL  
ASPECTS**

▶ **LOWEST TRUST  
SCORES ON  
SOCIAL MEDIA  
PLATFORMS**

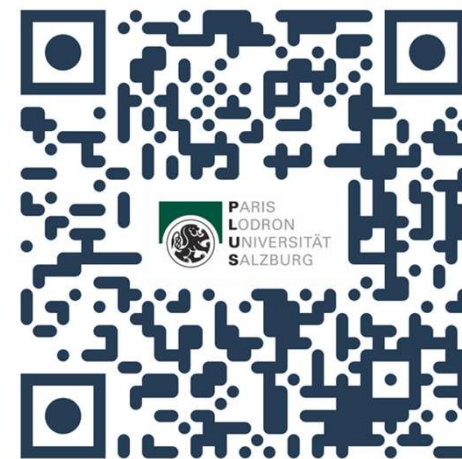




# DISCUSSION

- ▶ **ROLE OF PLATFORMS**
- ▶ **EFFECTIVELY COUNTERING  
DISINFORMATION AND HATE  
SPEECH**
- ▶ **NEWS AND JOURNALISM**

THANK YOU



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