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「Sharing “Existing Practices against Disinformation (EPaD)”」議事概要

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- URL : <https://www.youtube.com/watch?v=wZPUFixM9oU>

(古田 大輔) Hello. Welcome to this session, Sharing “Existing Practices against Disinformation (EPaD).” My name is Daisuke Furuta, the moderator of this session, and Editor-in-Chief of Japan Fact-Check Center. At the G7 Ministerial Meeting held in April, it was decided each country’s efforts regarding countermeasures against disinformation will be shared and presented at the IGF here. So, this session is the result of that meeting. I will explain the EPaD compilation, not only that, but today we have amazing panelists here and online for this session. Aribowo Sasmito from MAFINDO, Indonesia, Chay Hofilena from Rappler, Philippines, Madline Shephard from Microsoft, and Shinichi Yamaguchi, GLOCOM from Japan. I will ask each of you to introduce how you work with countermeasures against disinformation.

First, I would like to share the EPaD. G7 countries and the EU are practicing many measures, so not all of them can be presented today. So, please use this QR code to see the list of all measures. The measures can be divided into four categories: Civil Society, social media platforms, research entities, and government. Today, I will introduce only those unique measures.

First, about Civil Society. From Germany, they support projects such as “European Statistics Contest” for young students and a webinar on common mistakes in dealing with statistics for journalists. This is unique, statistics training for journalists. You know, many journalists, including me, are not very good at numbers. So, it’s really useful. Then from UK, for media literacy education, they develop resources and projects to help build resilience to misinformation. For example, “Be Internet Citizens,” by Institute for Strategic Dialogue, fake news and misinformation advice hub and “Find the fake!” game by Internet Matters. And media literacy education is of course essential to prevent sharing disinformation. And from Japan, Japan Fact-check Center, it’s my own organization JFC, was established. Now we are a signatory of the International Fact-Checking Network so each country needs its own fact-check organization.

And about social media platform. The social media platforms are such a big part of this issue, and so many countries have been introducing some measures. I think this is a significant change during these years. From UK promoting reliable information in search functions, for example, direct users towards gov.uk or Electoral Commission in the lead up to elections. And from EU, improving large platforms’ accountability through the Digital Service Act, DSA. And from France, strengthen the accountability of platforms by requiring them to analyze the systemic risks generated by the operation

of their services on the misinformation.

And then, research entities. From Canada, Know It Or Not!. This is a tool for education made by Digital Public Square, a project by the University of Toronto and MediaSmarts, a NPO. And from Germany, integration of topics of official statistics in bachelor and master programs. And from Japan, they released videos to raise awareness of anti-fake news in April along with the G7-related event, “Fake News and Japan.”

And from government. EU regulatory or co-regulatory measures to ensure transparency and platform accountability, Code of Practice on Disinformation, Digital Service Act. And from U.S., develop official digital communications channels that ensure credible, fact-based information is publicly available. And from Italy, AGCOM, a communications regulatory authority, established a working group aimed at fostering pluralism and freedom of Information also on digital platforms.

That’s just a brief summary of EPaD. So, please jump to this QR Code I mentioned earlier for a list of all measures. The list includes a variety of initiatives by multi-stakeholders, such as governments, platforms, Civil Society and research institutions.

I will now ask each of you, to the presenters, the speakers, to share what your own organization is doing to ensure a healthy information space. So, first, Ali.

(アリボウオ・サスミト) Thanks. Good afternoon, Kyoto, Japan time, and good day, good morning, good evening, to whatever time zone you are right now, for those joining online. For this presentation, I’d like to first thank the MIC for inviting me to be able to attend to such an important event. What I would like to present, since it’s going to be just a few minutes, I’m going to present just the highlight. So, the title of my presentation would be the “Highlight of MAFINDO’s Role in Today’s Information Ecosystem.” MAFINDO established officially in November 19, 2016. MAFINDO stands for Masyarakat Anti Fitnah Indonesia, the Indonesian Anti Hoax Community. We are a non-profit organization mainly fighting disinformation and providing literacy education. At the moment, our chapters or branches are established in 40 cities with approximately 1,000 volunteers.

This is how I would like to describe the information ecosystem. We have the platforms; we have the government and related; we have the media; and we have the consumers as the users or also commonly called the netizen. And MAFINDO – we are thankful, grateful to be able to work with every member of the information ecosystem.

Let’s move on to the first member of the ecosystem, the platforms. With Google, we are working on various programs. You will see about some of them. Since this is just a highlight, it is not possible for me to share every program that we are working with the platforms. With Meta, on Facebook and Instagram, as the IFCN-certified organization, MAFINDO is one of the 3PFC, or the third party fact-checker partner. By the way, IFCN is the International Fact-Checker Network. With WhatsApp, this is also quite common by other fact-checker organizations. WhatsApp Chatbot is currently quite popular, because in many countries, Indonesia would be one of them, we are providing the services through WhatsApp Chatbot. And at the moment, this is the most popular platform. With TikTok, starting from early this year, we are working on several programs, some of them are the Safety Workshop Trainings, the Training of Introduction to Disinformation for Content Creators, FGD Sessions, the focused group discussion, Expert Roundtable, NGO Day event, etc.

With the government, this is the next member of the information ecosystem. During the pandemic, we are working not just with Indonesian COVID-19 task force, but also with WHO, UNESCO, UNICEF and CDC, and not only on fact-checking; we are also working on some backstage unseen by the public, meaning the work is not displayed, it is not shared in our social media accounts. The activities, such as the Misinformation Inoculation Training, and providing SML, or the social media listening data.

The next member of the ecosystem is the media. Cekfakta.com is a unique platform. It is a collaboration platform where MAFINDO works with more than 20 Indonesia's national media, supported by AMSI, the Indonesian Cyber Media Association, and also with AJI Indonesia, Independent Journalist Alliance of Indonesia, and also with GNI, Google News Initiative. On a daily basis, we're sharing resources, coordinating, sharing fact-check articles, and also running other activities such as fact-checking trainings for journalists and fact-checkers and also digital literacy and fact-checking trainings for the general public.

The last member, but not least, of the information ecosystem, the consumers. Working with CSO/NGO or Community as the representation of the public. MAFINDO is working with Siber Kreasi, the Indonesia National Digital Literacy Movement, where more than 100 organizations are collaborating for digital literacy education.

Also, we have a program called the MEDIA, which is Media Empowerment for Democratic Integrity and Accountability, our program with USAID. We established the PESAT as the Paguyuban Ecosystem Informasi Sehat or community of healthy information ecosystem, in several cities to harness the existing communities and local potentials, such as leaders and influencers, to gather them in a collaboration vessel.

And not just with the representations, we are also directly working with the public on a daily basis, which is the fact-checking or debunking. Professional fact-checker team, these are the full-timers working with community fact-checkers on the cross-sourcing aspect. Their work is stored in a central database. We have a turnbackhoax.id site which is open and accessible by the public through secured HTTP, meaning you can browse it using browser. Also, it's available in RSS feed, and also you can ask for us with the API key. Usually, this is related with webmaster or website's owner. And from turnbackhoax.id, we publish it through the MAFINDO social media accounts. We have Twitter, now it's called X, Facebook, Instagram, TikTok and also other social media accounts. Not only that, we are working with National Radios Weekly Program. Some are the radios, some of them also have the podcast. The podcast is something that you can play back many, many times. It depends on when you want to listen to it. Also, we built an application called the HBT apps, the Hoax Buster Tools apps, and also again, we have the WhatsApp Chatbot.

And just on debunking. This, at the moment, has become a trend. It is called prebunking. Prebunking is a preventive way to empower by inoculating against misinformation. So, it's kind of like debunking misinformation before the misinformation actually appears. Prebunking is proactive, and debunking is reactive. So, prebunking is actually something that is able to prevent misinformation. So, with CekFakta.com, again, which consists of AJI Indonesia, AMSI, Google News Initiative and MAFINDO, we provide a prebunking training in several cities. This time is for the purpose of preparation of the general election next year, because usually misinformation are often tightly related to the disturbance to elections, political events. So, one thing that most likely you already know is that ecosystem, the

member of the ecosystem depends on and influences each other, which means there are no single course of the current condition of the media ecosystem. So there is no single cost. Everyone contributes and depends on each other. So, please do keep in mind something that most likely you already know, because in the previous sessions, we are also being reminded that governments, private sectors, technology sectors, private company and everyone in CSO and other movement is to collaborate, collaborate, collaborate. Thank you.

(古田 大輔) Thank you Ali. Now the fact-check organizations including my Japan Fact-Check Center are working not only for fact checks but also for media literacy education and we need collaboration. MAFINDO is great example. I learned a lot from MAFINDO when I started Japan Fact-Check Center. Thank you. So, next, Chay. Next please.

(チャイ・F・ホフイレナ) Hello. Let me share my slides for a moment. I'd like to introduce myself briefly. I'm Chay F. Hoflena. I'm the investigative editor of Rappler. I also handle training and I'm also one of the founders of Rappler along with three other women when we started Rappler about 10 or 11 years ago. I'd like to share with you the journey of Rappler in the fight against disinformation.

Rappler started on Facebook in 2011 but we created our own website in 2012. When we started out we identified three important pillars of the organization: one is journalism; the second is community; and the third is tech and data. We believed then, as we do now, that journalism needs a community to thrive, most especially now when the trust levels for journalists and journalism as a profession as a whole has dropped tremendously and dangerously. Rappler journalists, we've told them, our young reporters, that they need to be comfortable with technology and data if they want to be at the head of the game and they want to do cutting-edge journalism. By mutually supporting and reinforcing each other, Rappler journalists are working with community and using technology and data. We hope to be able to build stronger and better communities of action that can bring about change. This is after all the essence of journalism.

We are purely online and we turned 11 only last January. We've been recognized for investigative and data stories that we do, and we're also a verified signatory of the IFCN code of principles. And we are one of two fact check partners of Meta, or Facebook, here in Philippines, the other one being Verifiles. We also have remained independent despite the partnership with Meta, and we've done investigations on the platforms since 2016. And for accountability purposes we have adopted a corrections policy since 2012.

Let me tell you about what we've tried to build this past few years. This did not happen instantaneously. This is, even as I speak, we continue to build and to create and to expand this network. What we've created is what we call FactFirstPH. It's really a community built around fact-checking and fact-based reporting. There are different layers as you can see in the pyramid: the first layer is fact-checking; the second layer is mesh; the third layer is research; and the fourth layer is accountability. Essentially it's media, Civil Society, academia and even lawyers. As Maria Ressa said in her Nobel speech, without facts you can't have truth; without truth you can't have trust; without trust we have no shared reality and no democracy. So it's really anchored on truth-telling and democracy.

You will see at the very base of the pyramid the fact-checking. What we've done here is we've

brought together different newsrooms and journalist groups not only in Metro Manila but even in the provinces. And we've also brought in we've worked with volunteers to help us in the fact-checking effort. To expand this network we've also done webinars online. We've found that it's more efficient and we're able to reach more students, teachers, and professionals when we do the fact check webinars. And once they graduate, those who go through the fact-checking webinars, many of them become volunteers although different, varying degrees of activity.

But beyond the newsrooms we've also expanded the group effort. We've tapped NGOs, business and faith groups that help spread awareness about disinformation and disinformation operations. As I said earlier this is still work in progress. We've also brought in universities and researchers because after all people from professors and researchers from academia are also interested in disinformation, except that they have difficulty popularizing their researches. So we've teamed up with some universities and we've popularized and what we call "storified" their researches and publish them on our website.

And finally we also have pulled in lawyers and other legal groups. They help journalists who have been attacked, who have been trolled, and threatened online. Filipino journalists, most especially under the Duterte administration, they have been accused of being Communists, so the term that we use there is "red tagging." That's very very common. So lawyers have come to defense of some of these journalists because they believe that journalism must survive if democracy in the Philippines must survive.

FactFirstPH in general is really a multisectoral approach to fighting the infodemic. The appeal of this community is to fight the lies that weaken institutions and ultimately democracy.

We also have a very very young population. The Rappler audience is very diverse but majority of our readers come from the 18 to 24 age group extending a bit to the 24 to 34 age brackets. We have felt the need to go beyond text. Text just does not work anymore especially for a population that has a very very short attention span. The younger generation don't read. They don't read long form; they are attracted to video; they like things that are very very visual. So we've adapted to that. We've adjusted and we've used visuals like cartoons as you can see on this slide. These were cartoons that were created and shared during the campaign period preceding the 2022 presidential elections. We hope here that we would make fact-checking a little more interesting and engaging. So the cartoonist and the comics creators became very very active during the campaign period. Whether or not they were successful is another question altogether because we know who won the presidential elections in this country.

We also tapped what we call influencers online. We wanted to go beyond our usual echo chambers. What was important in working with and selecting influencers is that there was supposed to be a shared value for truth-telling and certain principles that are also shared. The objectives are to go beyond the echo chambers and to reach communities that these influencers have access to. Through them we were hoping to reach new audiences so they cut across age groups from the young to the more seniors, senior readers and followers. These influencers have established a degree of credibility also among the youthful and even the more mature audiences. And we invited them to be a part of the community and they obliged.

We also found that TikTok as was shared earlier has become an exponentially popular platform

where we need to be to reach a more diverse audience. The messages essentially have focused on debunking falsehoods and providing useful information.

So we turn to TikTok. We realized that fighting disinformation is not just reacting to lies. That are being spread online but it also means having to condense, to explain, to summarize and to popularize very very complex issues. Not very easy to do because, how can you explain a very complex issue in 1 minute or 30 seconds or 1 minute and 30 seconds. it's really very challenging but we've been forced to adapt and to adjust to our audience and our readers to use the platform. I will admit that initially at the start we were very very hesitant to use TikTok because of privacy and data concerns. But our audience has shifted there. We know that just like in Meta we are also very dependent on TikTok's algorithm. But it's a difficult choice. We decided that we cannot not be on TikTok. Today our young researchers and reporters alike and the more senior Rappler journalists also use the platform to explain issues such as the fact-checking process which you see on the left, in the middle one of our researchers tried to explain the use of or rather the misuse of confidential funds in the budget, and this was in reference to vice president Sara Duterte, and on the third we also tried to explain the importance of making audit reports very transparent. So far the feedback has been quite positive and the views have just been tremendous so, maybe we just have to balance things, but so far so good.

Finally we've also tapped legal groups and lawyers. As I mentioned earlier these lawyers are concerned about journalists especially those who have been harassed and intimidated and been accused of being Communists. There's one particular group of lawyers very active today. Their group is called the "Movement against Disinformation." They helped file a case against Meta to compel it to disclose information about anonymous accounts that attacked the Editor-in-Chief. The Editor-in-Chief is the guy on the left, the first image there. He's the Editor-in-Chief of a provincial publication. He said, "let me know who my anonymous attackers are," but of course Meta has refused to disclose the information. But at least the effort is there, and we will see where it will go. Another case involves a former government official and her co-host who had defamed another journalist and accused him also of being a Communist. So this is the fad nowadays; "you're a Communist if you criticize government." What he did was he filed a civil case – take note it was not a criminal case, but a civil case – for damages because he does not believe in criminalizing libel. This is essentially part of the push back against the spread of disinformation and the aggressive attempt to further weaken the rule of law and suppress democratic discourse. This is work in progress and we hope that the community continues to grow. Thank you.

(古田 大輔) Thanks Chay. This is another case of correlation, FactFirstPH working with journalists, Civil Society, academia, lawyers and other professionals. And especially it is essential to work with influencers on social media like TikTok to reach out to young people who are vulnerable to disinformation. Okay, Maddie, next please.

(マデリン・シェパード) Thank you so much Daisuke-san, and thank you so much for the opportunity to present today. I'm just going to share my screen. Can I get a thumbs up if that has worked? Yes fantastic. Okay so today I'm going to just provide a very brief overview about Microsoft's existing efforts to combat disinformation. It's really heartening to hear about the fantastic work of organizations like

MAFINDO and Rappler because absolutely Microsoft believes that the private sector has a responsibility to proactively and constructively engage in supporting democratic institutions and democracies around the world. The importance of a collaborative approach has been alluded to already, so we will just build on that in our overview.

On the screen the five principles that really guide our work when it comes to preventing disinformation. They illustrate our role as to where we think the private sector can add value, in addition to the important work that Civil Society, organizations and government are already doing in this space. We think it's absolutely crucial to be leveraging technology to help democratic institutions because quite often it is technology that is causing some of the challenges in the first place. We want to play a leadership role in industry and make sure that other companies and other parts of the private sector are also doing their part. We think it's very important to develop strategic partnerships that do cut across sectors including partnerships with civil society and government. Of course be non-partisan in our efforts and always be working to support democracies around the world.

All of our efforts when it comes to disinformation at Microsoft come out of what we call the Democracy Forward Initiative. This initiative works to preserve protect and advance the fundamentals of democracy by promoting a healthy information ecosystem, by safeguarding open and secure democratic processes, and by advocating for corporate civic responsibility both from ourselves and from other companies in this space. I think we all acknowledge very strongly that disinformation erodes trust in the information that we rely on to keep us alive often. Unfortunately the local news outlets that many of us previously turned to are disappearing. So Microsoft and many other companies are dedicated to supporting a healthy information ecosystem where we can still access news that is trusted and information that is credible. In June 2022 Microsoft actually announced its pilot information integrity principles which outlined how we approach disinformation from foreign actors across our products and services. Just quickly, these four principles are: freedom of expression, really making sure that we uphold our customers' ability to create publish and search for information using our platforms; the importance of authoritative content, so we're always trying to prioritize the surfacing of content that will counter foreign cyber influence operations or disinformation campaigns; demonetization, so we will never willfully profit from cyber influence content or disinformation actors; and then the fourth principle is proactive efforts, so we're always exploring opportunities to work more proactively to prevent our platforms and products from being used to amplify foreign cyber influence or disinformation campaigns.

The Democracy Forward Initiative collaborates with teams all across Microsoft, but also external partners to increase societal resilience against disinformation and develop technical solutions and drive impactful thought leadership. We do this under a number of different areas, the first one being societal resilience. And here we're really focused on the development of partnerships across industries to create whole of society approaches to address the challenge, that is disinformation which as we all know is really a whole of society problem. One example of a partnership here is our partnership with NewsGuard, which is a third party site that provides credibility ratings and detailed nutrition labels for thousands of news and information websites around the world. These websites at the moment are quite concentrated in Europe and English-speaking countries, and in fact the websites account for 95% of online engagement across the United States, the United Kingdom, Germany, France and Italy. So there's a lot of value in being able to provide what we call nutrition labels around the content that people are seeing in these

countries.

We are also of course signatories to the European Union's Code of Practice on Disinformation and we've actually just published our report for the first half of 2023. The report notes that more than 6.7 million fake accounts were blocked on LinkedIn or prevented from being created in the first place in the first half of 2023, and that Bing search promoted authoritative information or downgraded less authoritative information in relation to almost 800,000 searches relating to the war in Ukraine. They're just some examples of proactive efforts that we have leveraged on our own products and services.

Another key area of our work in the information integrity space is data integration, working with internal and external stakeholders to detect and learn from disinformation campaigns and leverage these findings to develop new solutions to help take these actors offline. We're consistently conducting research and creating reports on threats and the attacks that Microsoft and our Digital Threat Analysis Center have taken action against. We're increasingly looking at the intersection between cyberattacks or security breaches and information influence operations. And I think it's fair to say that the traditional techniques used by information and cyberattacks are now being deployed by those running information influence operations and targeted disinformation campaigns as well.

And then finally technical solutions are a really important part of the information integrity approach. Microsoft is actually a founding member of the Coalition for Content Provenance and Authenticity, the C2PA, alongside other companies such as Adobe, Intel, Twitter, BBC and many other companies. Earlier this year the Coalition actually launched its first version of an open source content provenance tool, which allows creators to claim authorship while empowering consumers to make informed decisions about what kind of digital media they should trust. And we think this is really important as more and more of us are using generative AI. There needs to be a lot of transparency around what content has been generated by AI so consumers have that knowledge.

Another really important aspect of our work is around information literacy. Our goal here is really to build trust in the information ecosystem by enhancing the skills that consumers have when it comes to media literacy and also just consuming information. We see this part of our work as helping to address what we call the demand side of disinformation, so obviously, there's lots of work we're doing on the supply side to try and target the campaigns and gain intel, but on the demand side, we really need to be building resilience in the population to be able to actually intake information in a critical manner, and that's in addition to the great work that other civil society organizations do. Here we have a multi-layered approach and that includes partnering with lots of different organizations to embed information literacy campaigns and concepts into products and training around the world, utilizing our own platforms to help educate consumers on how to find and consume trusted information in a correct way and also sourcing, developing and sharing best practices based on industry research, both internally across our company but also with external partners across the information space. A couple of quick examples of how we've done this is by providing in-client advertising space across various platforms that we have, including Microsoft Start and Outlook to organizations that promote information literacy, resources and skills. In the program's first 12 months we actually reached over 130 million Microsoft consumers with information literacy, resources and skill campaigns. And in 2023, a little bit later this year, we're very excited to be launching a Minecraft education information literacy game along with accompanying educator materials, which we know will be very popular amongst younger children, starting to give them



the skills and resilience they need to be critical consumers of information.

I will leave it there and looking forward to the discussion. Thank you.

(古田 大輔) Thanks Maddie. As Maddie said, technical solutions are very important. Disinformation spreaders are using AI, so we need AI and other technologies to prevent it, and platformers are the best at these things. Okay, next, Shin, please.

(山口 真一) Thank you Furuta-san. Hello everyone, I'm Shinichi Yamaguchi. Today I'd like to talk about misinformation and disinformation in our society. I'm sorry but I'd like to speak in Japanese, so could you please use this one? Thank you.

まずはじめに自己紹介をさせてください。私は GLOCOM という国際大学の研究所に勤めておりまして、その研究所では、情報社会について、社会科学的研究をしております。私は経済学博士として、特に専門は計量経済学というデータ分析手法です。私はその手法を使ってソーシャルメディア上の偽情報、誤情報、ネットいじめといった諸課題や、情報社会の新しいビジネスモデルについての実証研究をしています。今日のイベントに関わるところで言いますと、日本政府の総務省と、長い間共同研究や、あるいはメディアリテラシー教育教材を作るなどで連携をしております。

今日皆さんにご紹介したいのは、私が Google Japan と共に行っている Innovation Nippon というプロジェクトの研究成果です。2015 年からこちらの研究プロジェクトをやっておりますが、2019 年から偽情報・誤情報をテーマに実証研究をしております。毎年、1 万人を超える人を対象としたアンケート調査データから、人々の行動を分析しております。

今日ご紹介するのは、その中でも特に、2022 年と 2023 年に発表した最新の研究成果です。ここでは、コロナワクチンと政治に関連する偽情報・誤情報を 6 個ずつ、そして陰謀論を 6 個、合計 18 個の実際の情報を使って、人々の行動を分析しました。その結果、まず分かったのが、政治的な誤情報・偽情報に出会った後に、その情報が誤っていると気づいている人、それがたった 13%しかいないということです。コロナワクチンや陰謀論については、この割合が増加しますが、それでも 40%強ということで、偽情報・誤情報を読んだ後、気づいていない人、つまり騙されている人が大半いるということが分かりました。さらに、50 代や 60 代の方が、このような偽情報・誤情報を信じやすいという傾向も見られまして、この問題が若い人だけの問題ではないということも分かりました。

このような偽情報・誤情報を読んだ後に拡散している人というのが、だいたい 15~35%存在しています。興味深かったのが、拡散手段で最も多かったのが直接の会話であったという点です。つまり、この偽情報・誤情報というのは、インターネットを超えて、社会全体の情報生態系の問題であるということが言えます。

このような人々の拡散行動について、右下のような数学的なモデルを使って定量分析をしました。その結果、分かったのが、偽情報・誤情報を信じている人は、信じていない人に比べて、はるかに高い確率でそれらの情報を拡散しているということです。また、メディアリテラシーや情報リテラシーが低い人ほど、偽情報・誤情報を拡散するという傾向も見られました。つまり、私たちが見ている情報環境というのは、偽情報・誤情報を信じている人や、リテラシーの低い人が、情報を積極的に拡散している空間であるということが言えます。

このような偽情報・誤情報が社会にどのような影響を与えているかも調査しました。その時は、2 つの実際の誤情報を使って、誤情報を読む前と読んだ後で、人々の考えがどのように変化するかを調査しました。具体的には、保守系の政治家に不利な誤情報と、リベラル系の政治家に不利な誤情報、こ

の 2 つを使って、2 人の政治家への支持がどのように変化するかを見たのです。その結果分かったのが、まず、少なくない数の人が、偽情報・誤情報を読んで意見を変える、つまり支持を下げる傾向にあるということです。そしてそれだけではありません。特に支持を下げていたのが、「やや支持する」といったような弱い支持をしている人たちでした。皆さんもご存じのとおり、このような弱い支持層というのは、人数でいうと非常に多くて、選挙で大きな力を持っている人たちです。そのような人たちが、偽情報・誤情報を読んで考えを変えやすいということは、すなわち、偽情報・誤情報は選挙結果に大きな影響を与えている可能性があるということが分かりました。

さらに、昨今普及している生成 AI も、この問題を大きく拡大していくということが予想されています。なぜならば、誰もが自由に偽画像、偽動画、偽テキストを簡単に作れる、そしてそれを広めることができる時代になったからです。一つ懸念しているのが、この AI によって作られた偽画像や偽映像は、もはや人の目ではチェックしきれないということです。ですから、AI が作ったものかどうか判断する技術の開発など、技術開発によって偽情報・誤情報問題に対抗するということが重要であると考えております。

さて、ここから、私たちの組織がどのようなことをやっているかを簡単にご紹介します。先ほどからご説明しているような実証研究を IT 企業とやったり、また日本政府とやったりしています。さらにそこから得られた成果を様々なステークホルダーに共有するという活動をしています。それだけではなくて、例えば一番左のように、日本政府と、偽情報・誤情報への接し方、偽情報・誤情報に関する教育教材といったものを作成したり、また、真ん中のように、YouTube クリエイターとコラボレーションして、偽情報・誤情報に関する啓発動画を作るキャンペーンをしたり、また、一番右のように、大きなイベントを開いて、様々なステークホルダーが議論し、その成果を皆さんにお伝えすることをしております。

我が国では他にも様々な活動が行われていまして、例えば、多様なステークホルダーが集って議論する委員会が立ち上がったり、あるいは、古田さんも編集長をしていますが、日本ファクトチェックセンターのようなファクトチェック組織が立ち上がり、IFCN の加盟団体となりました。

しかしながら、未来へ向けてまだまだできることはあるというふうに考えております。まずはじめに、透明性の確保が非常に重要です。それも、グローバルなものだけではなくて、日本ローカル、各国ローカルの透明性の確保というものが求められると思います。2 つ目に、メディア情報リテラシー教育の拡充。3 つ目に、テクノロジーでこの問題に対抗するための技術開発。4 つ目に、偽情報・誤情報を作成している人に広告費などで多額の収入が入らないようにする仕組みの構築。5 つ目に、ファクトチェックを効率的に実施し、効率的に届ける方法の検討。そして 6 つ目に、いろいろなステークホルダーが協力すること。そして何より、国際的な協力をすることだと考えております。そのベースに、今回総務省から発表された EPaD になるのかなと期待しております。

以上です。ご静聴ありがとうございました。

(古田 大輔) Thank you, Shin. This data shows not only that literacy is important but also what kind of literacy is useful and how. International share of such data is very important to make measures more effective. Okay now we only have seven minutes for discussion, so I have a lot of questions each of you but I think I can have only one question to you all. Okay so my question to you all is, what is needed to deepen International cooperation, not only inside your country but also globally. Any opinions will be greatly appreciated. How about you? Do you want to start?

(アリボウオ・サスミ) In the previous session they said that it's time to start, so I think after this good event, such an important event, like what Maria said, let's do some concrete steps so we can actually

start on handling disinformation and misinformation. Earlier I check that basically everyone is in the same boat. So disinformation and misinformation, no matter in what country, basically it's the same. It's just more like local context. So I think this is a good occasion for the Internet to start on the any type of collaboration on handling dis/misinformation by the member of the ecosystem.

(古田 大輔) Thank you. Yes, we sometimes exchange our knowledge for fact-checking inside Asian organizations. What do you think, Chay? How can we deepen our collaboration, cooperation globally?

(チャイ・F・ホフイレナ) I think what's essential really is to strengthen journalists and newsrooms because it's the journalists who produce the information. Earlier it was mentioned that there's prebunking. So related to prebunking is the ability making sure that journalists and newsrooms not just in specific countries but in the region in even worldwide have the tools and have the resources to be able to do the job that they need to do. And that includes investigations and being able to track players and actors those who are part of the disinformation network. Doing this is very expensive, and not all journalists have the skills or are able to do it, and not all news rooms have the resources to be able to do these types of online investigations. So if there are people, if there are private groups companies or even IT companies who have the resources and can share those with journalists, that would go a very very long way. We have to be able to do our jobs well and if we're able to do our jobs well, then we can be able to proactively prevent the spread of disinformation.

(古田 大輔) Thank you. I have an additional question. Independence is really important for journalist or new news organizations, so do you have any advice on how to deepen cooperation with other organization while maintaining the independence?

(チャイ・F・ホフイレナ) At least for in Southeast Asian newsrooms and even Asia, Grappler has offered fellowships, for example. This is also with the help of grants and funding. This is upskilling of reporters and journalists. We've found that this isn't just in the region but even in Philippines the skills of journalists are very very uneven. If we're able to work together and share what we know best, especially with the advent of AI. AI is going to be a very very serious threat to newsrooms. We have to be prepared to be able to deal with it. So the collaboration and the sharing, I don't know if this can be done through training or even exchanges maybe, reporters can work in one newsroom for a specific period of time just to be immersed and to know what newsrooms are capable of doing, and then that skills can be shared with other colleagues. That can probably help.

(古田 大輔) Thank you. Maddie, as Chay said, AI and technology are essential, but many newsrooms are reluctant to hire their engineers. They are not good at using technology. So how Microsoft and platformers can support the newsroom or fact-checkers with technology?

(マデリン・シェパード) It's a great question and I think it really does emphasize the importance of these kinds of conversations where we just have the opportunity to connect industry and Civil Society who have excellent ideas in this space but perhaps lack the resources to make them scalable and take them

to all corners of the world and to all sorts of different newsrooms. So I think these sorts of initiatives are a really important starting point to bring us all together, but then absolutely technology companies, we, you know, technology has disrupted the way that people get their news, so there is an obligation for some work to be done to kind of support news rooms as they advance into the next chapter. AI will be beneficial to many of them, but it will also present lots of new challenges and so those partnerships between technology companies and journalists are very important. And Microsoft has lots of those and we're always interested in identifying new journalist partners in other countries. So I welcome anyone to reach out to me after this panel today. But I guess the other point is that that's all looking at sort of the supply side of the information and where the information is coming from, but I think another really important aspect for us is trying to tackle that demand side. So particularly with young children and generations growing up with AI making sure that they develop their digital resilience and information literacy skills that they will need to actually use this technology in their lives as they move forward in a responsible way.

(古田 大輔) Thank you. I think many journalists and newsrooms are really interested in working with platforms for using the AI and technologies. Thank you. Shin-san, the question for you is, from the researcher's point of view, what kind of collaboration and measures are needed for our information ecosystem?

(山口 真一) そうですね、偽情報・誤情報の問題はやはり国内で閉じないということは間違いなく言えますし、海外で問題となっていることが輸入されることもありますし、またその逆もあると。また海外からの影響力工作の話も今日少し出ていました。さらに AI 時代になって、今後 AI が作り出すコンテンツが結構早い段階で人が作ったものの量を超えるということが予想される中で、偽情報・誤情報もさらに爆発的に増えていくというふうに予想されます。ですので、まずこの AI というキーワードで言えば、AI をどのように活用すべきか、どのように安全対策をしていくのか、どう開発していくか、そういったことについて、国際的な協調は必須だというふうに考えています。情報共有ということはもちろん、場合によっては足並みをそろえて何かルール作りをしていくということも必要かなというふうに考えております。またファクトチェックについても、ファクトチェック組織が国際的に協調すれば、より効率的にファクトチェックの実施ができるのではないか、というふうに考えていまして、先ほどもそういった話題が出ていましたけれども、偽情報・誤情報の検知方法とか、ファクトチェックの方法、そういったノウハウの共有、情報共有といったところが進めば良いなというふうに考えている次第です。以上です。

(古田 大輔) Thank you, Shin-san. Thank you all. We are running out of time so let me wrap up the session. Disinformation transcend the borders so countermeasures must also cross the borders. What came up again and again in today's session was multi-stakeholder collaboration, so we would be happy to deepen exchanges with the audience after the session. Thank you for your participation. Please give a round of applause once again to all the speakers. Thank you.