



面對當代民主挑戰

假訊息、事實查核與歐洲公共媒體

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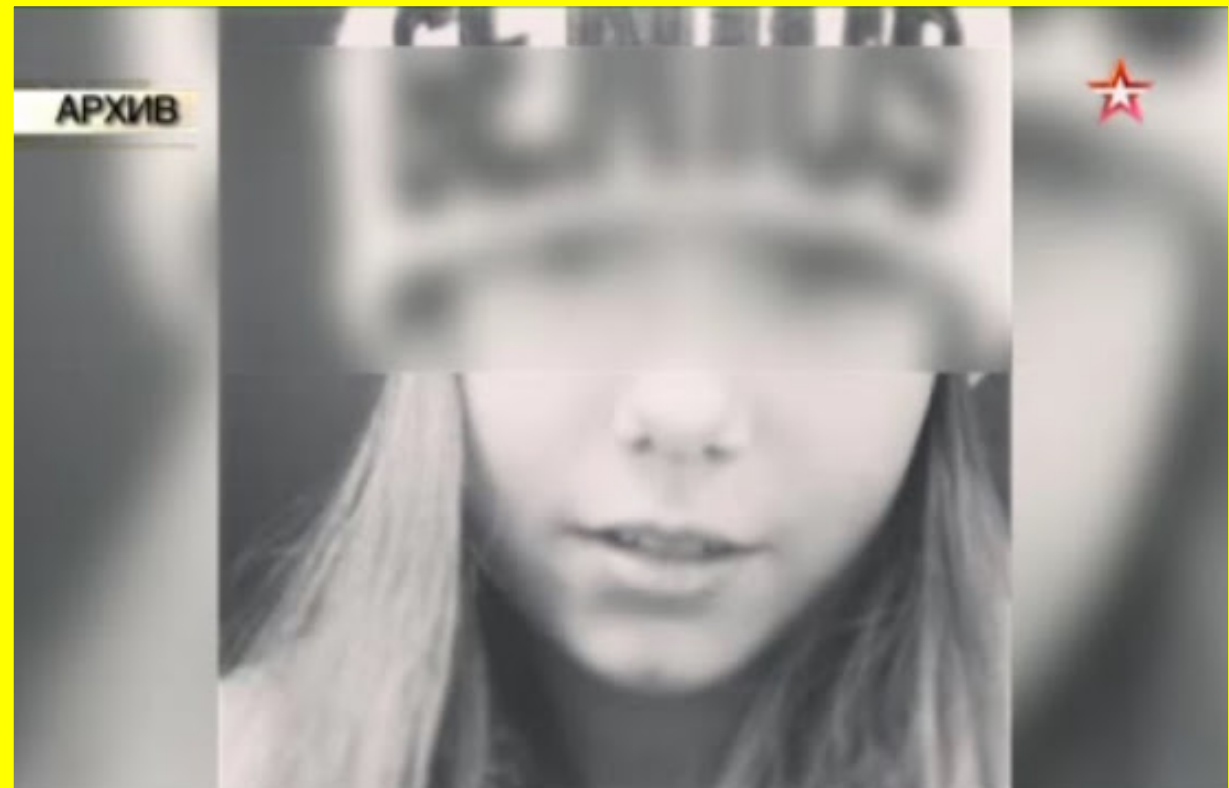
The background of the slide is a collage of financial news. At the top left, a newspaper clipping features the word 'NEWS' in large, bold, black letters. Below it, a green banner reads 'MARKETS TO FALL BACK'. To the right, there's a photo of a modern building. In the bottom center, a tablet displays a news article with the headline 'GLOBAL ECONOMY: IT'S NOT TIME TO FALL BACK' and a photo of a large, ornate building. To the right of the tablet is a blue pen. In the top right corner, there's a white cup of black coffee on a saucer. The entire scene is set against a light brown, textured background.

從幾個案例談起

英國脫歐公投 (2016年6月)



德國Lisa case (2016.01.11)



芬蘭公視YLE記者Jessikka Aro

Jessikka Aro: How pro-Russian trolls tried to destroy me



By BBC Trending
Going in-depth on social media

🕒 6 October 2017



When Jessikka Aro started investigating pro-Kremlin Twitter accounts, she was targeted by trolls both online and in real life

A collage of various items on a wooden desk. In the top left, a newspaper with the word 'NEWS' in large letters is visible. Below it, a laptop is partially shown. In the center, a tablet displays a news article with the headline 'GLOBAL ECONOMY: IT'S NOT TIME TO FALL BACK' and a picture of a large, dark, rocky structure. To the right of the tablet is a blue pen. In the top right corner, there is a white cup filled with dark coffee on a saucer. A piece of light brown paper with the title '歐盟政策宣示' is placed over the center of the image.

歐盟政策宣示

歐盟執委會對抗假訊息通告

- 推動業者自律規範、強化事實查核機制、支持打假創新科技、強化公民媒體素養、鼓勵優質新聞業



EUROPEAN
COMMISSION

Brussels, 26.4.2018
COM(2018) 236 final

**COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL
COMMITTEE AND THE COMMITTEE OF THE REGIONS**

Tackling online disinformation: a European Approach

歐盟通告：事實查核&公共媒體

As a first step, the Commission will **support the creation of an independent European network of fact-checkers** to establish common working methods, exchange best practices, achieve the broadest possible coverage across the EU, and participate in joint fact-checking and related activities. The network will be invited to participate in the multistakeholder forum on disinformation. The Commission will make available to the network online tools (e.g. a secured shared space) to enable their collaboration.

As a second step, the Commission will launch a secure European online platform on disinformation to support the independent European network of fact-checkers and relevant academic researchers. The platform should offer cross-border data collection and analysis tools, as well as access to EU-wide open data, such as reliable independent statistical information. This will enable the network to act as trusted flaggers. It will also facilitate deeper understanding of online disinformation and formulation of evidence-based strategies for further limiting its spread. To this end, the Commission will consider the use of the Connecting Europe Facility and build on the experience gained in implementing the "Safer Internet" programme.

3.4. *Support for quality journalism as an essential element of a democratic society*

Quality news media – including public media – and journalism play an important role in providing citizens high quality and diverse information. By ensuring a pluralistic and diverse media environment, they can uncover, counterbalance, and dilute disinformation.

In an evolving digital environment, there is a need to invest in high quality journalism, reinforce trust in the key societal and democratic role of quality journalism both offline and online, and encourage quality news media to explore innovative forms of journalism.

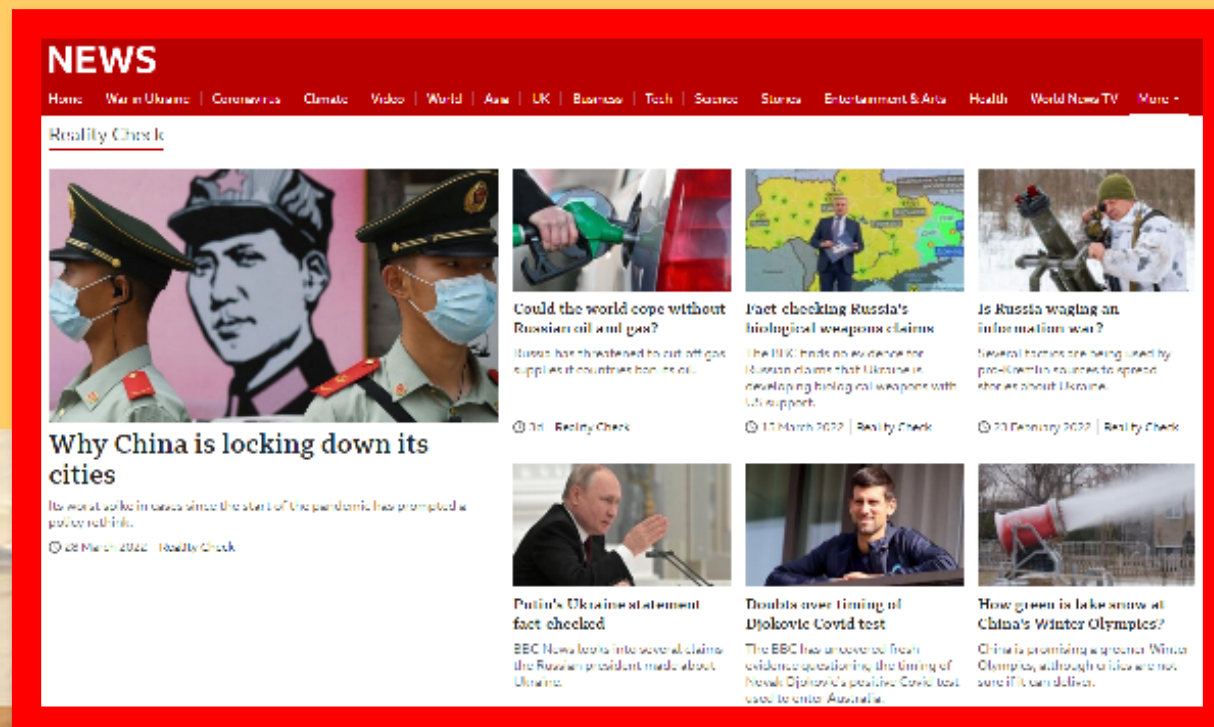
歐洲公共媒體的事實查核計畫

- ❑ 歐盟政策宣示具體顯示，向來以提供正確、公正新聞為宗旨，且能取得民眾信賴的公共服務媒體，確為對抗假訊息的利器。
- ❑ 面對假訊息課題，歐洲多個國家的公共電視如英國BBC、Channel 4，德國ZDF、法國FTV、挪威NRK、瑞典SVT等，都先後設立事實查核小組或推動事實查核專案計畫，以破解網路與媒體傳播的假訊息，推動閱聽眾的媒體素養，實現公共媒體所被賦予的培育知情公眾(Informed Public)的任務與功能。



英國BBC的 Reality Check

- 2017年1月正式成立小組，主要針對社群媒體廣泛流傳的假訊息。
- BBC電視台新聞部前總裁James Harding：我們要讓事實查核不只是一項公共服務，還要讓它受到高度歡迎，亦即讓事實比假新聞更為迷人與渴望。



案例：喀麥隆士兵的殺人影片



BBC News Africa 

@BBCAfrica

跟隨



This is the video that went viral. We've cut out the ending, but - WARNING – it's distressing.

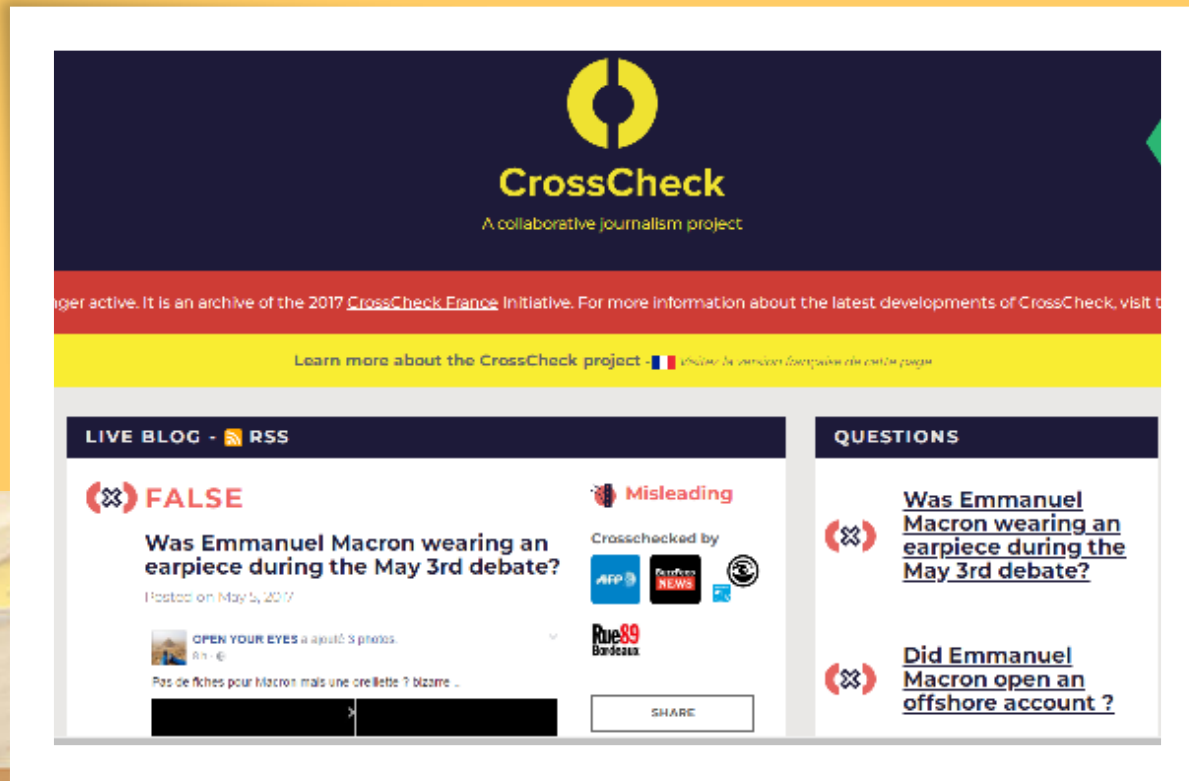


BBC的事實查核



法國事實查核計畫CrossCheck

- ❑ 2017年2月開始，由包括法國公媒FTV在內共37個媒體所攜手推動。
- ❑ 以2017年4、5月間進行的法國總統大選為目標，揭露網路上的錯誤宣稱，藉以讓法國選民取得查證過的正確訊息，並在投票時做出明智抉擇。



挪威的Faktisk.no

- ❑ NRK與TV2、Dagbladet、VG，於2017年創設。
- ❑ 以破解假新聞和另類事實(alternative facts)，調查公開辯論中的陳述，以及揭露媒體內容的錯誤為其主要目標。
- ❑ 歡迎任何人印製或刊載事實查核的結果。



瑞典的Faktiskt.se

- ❑ 瑞典公共電視SVT及公共廣播SR與該國兩家最大的日報Dagens Nyheter、Svenska Dagbladet合作，於2018年創設。
- ❑ 針對大選訊息進行事實查核外，並聯合培訓記者。
- ❑ 此一專案性事實查核計畫已停止運作。



法國AFP事實查核團隊

- ❑ 2017年底成立，查核員從1個成長至99個，涵蓋全球82個國家，20種語言。
- ❑ 全球產量最大的查核團隊，2020年共發布7085則事實查核報告，平均一天產製19則。
- ❑ 事實查核網站2020年流量是前一年四倍，足見人們對事實查核有龐大需求。



A collage of media-related items on a wooden desk. In the top left, a newspaper with the word 'NEWS' in large bold letters is visible, along with a headline 'MARKETS TO FALL BACK' and a sub-headline 'GLOBAL ECONOMY: IT'S NOT TIME TO FALL BACK'. Below the newspaper, a smartphone is partially visible. In the center, a tablet displays the same newspaper content. To the right of the tablet is a blue pen. In the top right corner, there is a white cup of black coffee on a saucer. A piece of textured, light brown paper is placed over the center of the image, serving as a background for the title.

公共媒體的挑戰

中歐、東歐與南歐情勢

- 搖搖欲墜的民主支柱(pillar of democracy on shaky ground)
 - 捷克、波蘭、匈牙利等中歐年輕民主國家公視的獨立性，遭到執政黨強力介入或破壞。
 - 斯洛伐尼亞總理Janez Jansa指責該國公共服務媒體經常發布「假新聞」，乃自由派與左派喉舌。



西歐、北歐情勢

- 具成熟公共服務傳統的歐洲國家
 - 奧地利、丹麥與瑞士等國公共媒體都遭逢政治與商業反對者的壓抑。
 - 英國BBC亦面臨執政黨凍結執照費調漲及有意取消現行執照費制度的壓力。

BBC TV licence fee: What is it and why is it under threat?

© 17 January



Sir David Attenborough's wildlife documentaries are among the BBC's most popular programmes.

The BBC licence fee is to be frozen for two years at its present levels, the culture secretary has told MPs.

Nedine Durrant also said the government would be looking at whether the

The background of the slide is a collage of various items related to media and communication. At the top left, there is a newspaper with the word 'NEWS' in large, bold letters. Below it, a tablet displays a news article with the headline 'GLOBAL ECOLOGY: IT'S NOT TIME TO FALL BACK' and a picture of a large, dark, rocky structure. To the right of the tablet is a white cup filled with dark coffee on a saucer. A blue pen lies diagonally across the bottom right corner. The entire scene is set against a light brown, textured background.

公共媒體的支持

Timothy Garton Ash

- 英國牛津大學教授Timothy Garton Ash：

任何擁有像樣的公共服務廣電機構的民主國家都應該將其預算翻倍，強化它對政府的獨立性，並賦予它為未來公民促進數位公共廣場(digital public square)的任務。



Minna Aslama Horowitz & Gregory Ferrell Lowe

- 紐約聖約翰大學助理教授Timothy Garton Ash
- 美國西北大學教授Gregory Ferrell Lowe

讓新聞業重新獲得信任並對公眾進行假訊息教育是公共服務媒體任務與職掌的合理修改，其成就將在很大程度上取決於公共服務媒體機構與其他利益關係人，包括媒體公司、文化機構和公民社會組織合作的能力



A top-down view of a wooden desk. In the upper left, a newspaper is spread out, showing the word 'NEWS' in large letters and a headline 'GLOBAL ECOLOGY: IT'S NOT TIME TO FALL BACK'. Below the newspaper, a tablet displays the same article. To the right of the tablet is a white cup of black coffee on a saucer. A blue pen lies on the desk to the right of the tablet. A large, light-brown rectangular card is placed over the center of the image, with the Chinese characters '結語' (Conclusion) written in red on it.

結語



公共媒體如何在後真相
時代證成自身價值、取
得公眾支持，既是挑
戰，也是機會。