

## ANNEX A. ACTION PLAN ON PUBLIC GOVERNANCE FOR COMBATING MIS- AND DISINFORMATION<sup>1</sup>

The following are the key public governance areas for governments in OECD countries to reinforce their efforts in order to prevent and combat mis- and disinformation, building on the PGC's work and on existing and future work of relevant OECD committees.

### Key area 1 – Implementing government policies to build more resilient societies against mis- and disinformation

***Expand on and create new partnerships with non-governmental and international organisations to build resilience to the spread of false and misleading information by:***

- Mapping mis- and disinformation threats, and expanding on efforts to collaborate systematically with non-government partners to exchange information and good practices, such as around fact-checking efforts and developing effective messages and responses; and
- Building on efforts to implement innovative tools to help prevent the spread of mis- and disinformation, such as through collaborations focused on debunking and “pre-bunking”.

***Build capacity for more proactive, responsive and effective public communication in counteracting mis- and disinformation by:***

- Supporting the institutionalisation of the public communication function, using appropriate channels and delivering clear and tailored messages to strengthen governments' abilities to spread evidence-based narratives, provide timely and relevant information;
- Gathering and utilising audience insights, innovative use of behavioural insights, and the evaluation of communication initiatives to ensure the provision of inclusive, relevant and responsive messages, while respecting the highest ethical standards; and
- Promoting engagement with the public to inform communication activities that reach all segments of society and mitigate the spread of mis- and disinformation.

***Pursue a whole-of-society approach to strengthening media and information ecosystems by:***

- Exploring innovative solutions to limit the spread of mis- and disinformation, for example by supporting research related to how mis- and disinformation is created and spread, why and by whom, and which responses are most effective;
- Improving media and information literacy through awareness campaigns and civic and digital education to build individuals' resilience to mis- and disinformation; and
- Analysing lessons from other policy areas (e.g. cyber threats) and other countries how governments can support and engage with independent civil society, media, and academia.

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<sup>1</sup> This document has been approved by the Public Governance Committee on 5 October 2022 [[GOV/PGC\(2022\)27/REV1](#)].

## Key area 2 – Support the design of policy and regulatory measures to increase transparency and data sharing to prevent the spread of mis- and disinformation

### ***Promote data transparency of online platforms to build greater understanding of mis- and disinformation narratives and how such content spreads by:***

- Exploring the development of possible policy frameworks that facilitate the sharing of/access to relevant data of online platforms, whilst providing privacy safeguards to guarantee individuals' civil liberties;
- Requiring more transparency on beneficial ownership registries and disclosure of the companies or individuals sponsoring certain content; and
- Increasing transparency around sources and targeting of political advertisements in order to help improve understanding of information flows, prevent undue influence and shed light on disinformation campaigns that seek to increase polarisation and limit political discourse.

### ***Improve transparency of the processes and mechanisms used by online platforms to moderate content and shape information flows:***

- Developing disclosure requirements regarding the role of algorithms and how digital platforms use artificial intelligence systems;
- Encouraging platforms to provide clearer guidance and information on content moderation activities, standards and terms of service, including clear procedures regarding actions taken against users who violate social media rules on spreading mis – and disinformation; and
- Building transparent and constructive relationships with platforms to monitor, flag and respond to the use of bots and coordinated inauthentic behaviour.

## Key area 3 – Identify regulatory and policy responses that reduce economic and structural drivers of mis- and disinformation

### ***Promote more responsible behaviour of online platforms by:***

- Requiring companies to conduct due diligence activities or risk assessments to identify and address potential false and misleading content on their platforms, while maintaining freedom of speech and expression; and
- Leveraging competition measures, promoting a fairer business environment, encouraging opportunities for new services to enter the market and conducting additional analysis on the potential impact of regulations on innovation.

### ***Develop and apply lessons, including analysing potential market and financial consequences for business, from regulatory responses and approaches undertaken in other sectors by:***

- Analysing regulatory models and insights from other similar and/or rapidly evolving markets, particularly with regards to promoting the independence of and collaboration and engagement between regulatory agencies that have a role to play in preventing the spread of mis- and disinformation (e.g. those focused on media, electoral issues, markets and trade, cyber security etc.); and
- Identifying new ways of working and, where needed, creating new regulatory bodies and agencies while maintaining freedom of speech and expression, efforts may include:

- Exploring co-regulatory processes, such as regulatory sandboxes, designed to help governments better understand new technologies and implications and provide more flexible approaches, and analysing consequences related to regulatory options;
- Promoting and maintaining a diverse and independent media sector to help ensure the free flow of information, as well as establishing independent mechanisms by which to support not-for-profit foundations, local and public service media.

### Working collectively through the OECD

- Collective work through the creation of the OECD DIS/MIS Resource Hub, taking into account the expertise of different OECD policy communities with various mandates and work programmes. The Hub will provide a space to share and learn about whole-of-society approaches to help build long-term resilience of democracies and their media and information ecosystems to mis- and disinformation. The Hub will partner with and complement other international initiatives, while avoiding overlap or duplications. Specifically, the OECD DIS/MIS Resource Hub will:
  - Host regular engagement opportunities via the **OECD Expert Group on Preventing and Combatting Mis- and Disinformation**. The Expert Group will help develop greater understanding and policy advice regarding the design of effective policy and institutional responses to ensure the long-term resilience of democracies against mis- and disinformation;
  - Facilitate a comprehensive dialogue for action between governments, independent regulators, media, civil society and private sector organisations;
  - Establish and continually update a **disinformation policy catalogue**, drawing in part on good practices identified in the Expert Group, to collect government initiatives, tools and policies currently in place to prevent and mitigate risks of mis- and disinformation; and
  - Develop an **OECD Report on Public Governance Responses to Mis- and Disinformation** to advance policy making and build consensus around good practices within the context of broader efforts to reinforce democracy. Such analysis will inform policy guidance and support Members in their efforts to tackle the multifaceted nature of mis- and disinformation and identify new engagement mechanisms with non-government partners.