



Workshop 2

Information Quality and Integrity – European Approaches

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1. AI and deepfakes pose a threat to information integrity. “Slopaganda” is increasingly being used during political campaigns to influence voters.
2. Responsibility should not lie only with users but also with media, companies, civil society organisations, NGOs and political parties. Additionally, states, government agencies, and other relevant stakeholders carry a positive obligation.
3. While labelling AI-generated content needs to serve the interest of users, it may fail to address or signal discrimination, unjust influence, social harm, or journalistic integrity. Moreover, AI content is already reshaping public beliefs and labelling it may not introduce greater clarity. It can create bias where unlabeled information is automatically perceived as high-quality or truthful, even when not wholly accurate (“implied truth effect”). At the same time, people interpret labels differently based on their background and level of critical engagement. Finally, we must raise awareness and improve human sense-making of AI-generated content, for example through media and news literacy.
4. User tools for synthetic media detection are fragmented and siloed. Currently, no universal approach exists, causing these tools to fail the moment a user moves a piece of media from one platform to another.
5. Cooperation between states requires a more unified approach. Because AI material is generated globally, vast differences across jurisdictions make it difficult to enforce control.

Session Details:



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