

Abstract

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**Fake opinion makers in media. How
could EU regulations to fight
against them?**

Detection of doubtful, unconfirmed or downright made up information will be everybody's business in the future that has endorsed Poynter's Fact-checking Code of Conduct for information screening. Actually the NiemanLab's experts' guesses for 2017 and 2018 mention development of complex technologies, true screening machines for the online press and digital virtual media information. Bill Adair, in Duke University, believes 2017 to be the fact-checking year: fact-check robots, doubtful news filters, easier user access to fake news sort-out motors. However, robots cannot substitute for journalists, when it comes to truth telling, or ethics debates, or fathoming society.

But another big trouble are the fake opinion makers and fake faces on TV and on the Internet. On the battlefield of Ukraine or sometimes in Russia's neighboring countries, as Latvia, Estonia or Moldavia fake witnesses disseminate fake news. Nobody invented a detector to reveal who they really are and how to combat the phenomenon. Ethics is not enough.

My paper will put together case-studies from EU countries to find out answer to the question is if old and new rules issued by EU and media organizations could help.