

PRESS RELEASE

ARTIFICIAL INTELLIGENCE AND FAKE NEWS

FBK COORDINATES THE EUROPEAN AI4TRUST PROJECT

Combining human skills with the potential of artificial intelligence to counter online misinformation

Trento, Italy – 9th March 2023 - That is the goal of the European AI4Trust project coordinated by Trento-based **Fondazione Bruno Kessler**. The project partners, from Estonia, France, Germany, Greece, Italy, the Netherlands, Poland, Romania, Spain, the United Kingdom and Switzerland, will meet for the kick-off meeting at FBK's Povo premises on March 9 and 10.

The project will have a duration of three years and a total funding of 5,950,000 euros by the European Union, of which 1,043,500 euros allocated to FBK.

Through the program, a platform will be built that will combine the input of artificial intelligence and that of expert fact-checkers. The system will monitor a number of social media and information sources in near real-time, using the latest artificial intelligence algorithms to analyze text, audio and video in seven languages. It will therefore be able to select content with a high risk of misinformation so that it can be flagged for review by professional fact-checkers, whose input will provide additional information for improving the algorithms.

Reports tailored to the needs of media workers and policy makers will also be developed, with the aim of providing reliable information to prevent the uncontrolled spread of disinformation.

“The platform,” AI4Trust coordinator **Riccardo Gallotti** (FBK) explained, “aims to become a place where we can assess the risk of consuming unreliable information, but above all to create a reliable online environment that, by involving researchers, media professionals and policy makers, can facilitate the creation and distribution of reliable information and counter-narratives, automatically countering disinformation.”

“Disinformation,” Gallotti added, “can cause people to question the veracity of facts and news, making it more difficult to make informed decisions, to the detriment of civic participation and the proper functioning of society. Our goal in AI4TRUST is to create a trustworthy online environment for communications professionals to foster a culture of critical information based on verified sources, thereby countering disinformation and preserving trust in the media and democratic.”

AI4Trust project partners:

FONDAZIONE BRUNO KESSLER

Italy

ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS

Greece

UNIVERSITA DEGLI STUDI DI TRENTO

Italy

“NATIONAL CENTER FOR SCIENTIFIC RESEARCH “DEMOKRITOS””

Greece

CENTRE NATIONAL DE LA RECHERCHE SCIENTIFIQUE CNRS

France

UNIVERSITATEA POLITEHNICA DIN BUCURESTI

Romania

SAHER (EUROPE) OU

Estonia

GDI GLOBAL DISINFORMATION INDEX GUGHAFTUNGSBESCHRANKT

Germany

STOWARZYSZENIE DEMAGOG

FUNDACION MALDITA.ES CONTRALA DESINFORMACION:
PERIODISMO EDUCACION INVESTIGACIONY DATOS EN NUEVOS
FORMATOS

Spain

ASTIKI MI KERDOSKOPIKI ETAIRIA KENTRO KATAPOLEMISIS TIS
PARAPLIROFORISIS / CIVIL NON-PROFIT COMPANY KENTRO
KATAPOLEMISIS TIS PARAPLIROFORISIS

Greece

EURACTIV MEDIA NETWORK B.V.

Netherlands

SKYTG24

Italy

ASOCIATIA DIGITAL BRIDGE

Romania

EUROPEJSKIE MEDIA SP ZOO

Poland

FINCONS GROUP AG

Switzerland

THE CHANCELLOR MASTERS AND SCHOLARS OF THE UNIVERSITY OF
CAMBRIDGE

United Kingdom

Per maggiori informazioni: <https://cordis.europa.eu/project/id/101070190>