

Section 3 Spreading Disinformation and Misinformation on the Internet

With the spread of various digital services, such as social media and video streaming and posting websites, all parties have become distributors of information, and vast amounts of information and data are distributed on the Internet, making it easy for anyone to obtain it. This

1. The current status

(1) The spread of the attention economy

In a society overloaded with information, as the attention or time we can afford becomes scarce compared to the growing volume of information, it gains economic value (the attention market).¹ This economic model is commonly referred to as the attention economy. Platform providers use data to predict what users will respond to most strongly in order to capture as much attention as possible for as long as possible, and the rise of platform providers has led to a growing attention econo-

(2) Filter bubbles and echo chambers

People have a psychological trait called confirmation bias, which is a tendency for people to see what they want to see and believe what they want to believe. Platform operators combine and analyze (profile) collected data, such as the click history of individual users, and preferentially distribute information that users may be interested in, such as content recommendations and targeted advertisements. The algorithmic functions used by such platform operators enable users to obtain the information they desire from the vast amount of information and data on the Internet.

However, by continuing to receive information distributed by algorithmic functions, users tend to only gain information related to their own interests. This is called a "filter bubble" surrounded by a film of information. Many thoughts and opinions similar to their own are gathered inside this bubble, and opposing thoughts and

(3) The distribution of illegal and harmful information

The number of consultations received by the Illegal and Harmful Information Consultation Center (Illegal Harmful Hotline), which is operated by the Ministry of Internal Affairs and Communications, continues to remain high, with 5,745 consultations in fiscal 2022.

In 2022, the human rights bodies of the Ministry of Justice started remedial procedures on 1,721 cases of information-related human rights violations on the Internet and completed the handling of 1,600 cases of human

rights violations, with the numbers of both continuing to remain high.

my on the Internet.

With a vast amount of information circulating on the Internet, extreme titles and content and non-factual articles created solely based speculation are generated on platforms in order to attract more attention and clicks from users, resulting in the attention economy being structured in a way that encourages the spread of disinformation and misinformation and flaming on the Internet.²

opinions are eliminated (filtered out), making it difficult to notice the existence of such thoughts and opinions.

In addition, communication on social media and other websites that gather users with similar interests results in what is called an "echo chamber," where opinions similar to those a user has expressed are sent to them, resulting in specific opinions and ideas being amplified. By repeatedly hearing similar opinions, people tend to believe that they are correct and cannot be mistaken.

It has been pointed out that group polarization is occurring on the Internet due to filter bubbles and echo chambers.³ People with extreme views and ideas tend to be unable to accept others who have different ideas and refuse to have discussions with them. Bias in opinions and ideas on the Internet caused by filter bubbles and echo chambers can lead to social divisions and endanger democracy.⁴

rights violations, with the numbers of both continuing to remain high.

According to a questionnaire survey⁵ conducted on social media users, about half (50.9%) of respondents said they had seen hurtful posts on the Internet (slander) (**Figure 2-3-1-1**). In addition, 8% of people who used social media in the past year said they had been the victim of hurtful posts (slander).

¹ "How to Face the Digital Space: Realizing Informational Health" by Fujio Toriumi and Tatsuhiko Yamamoto (Nikkei Premium Series)

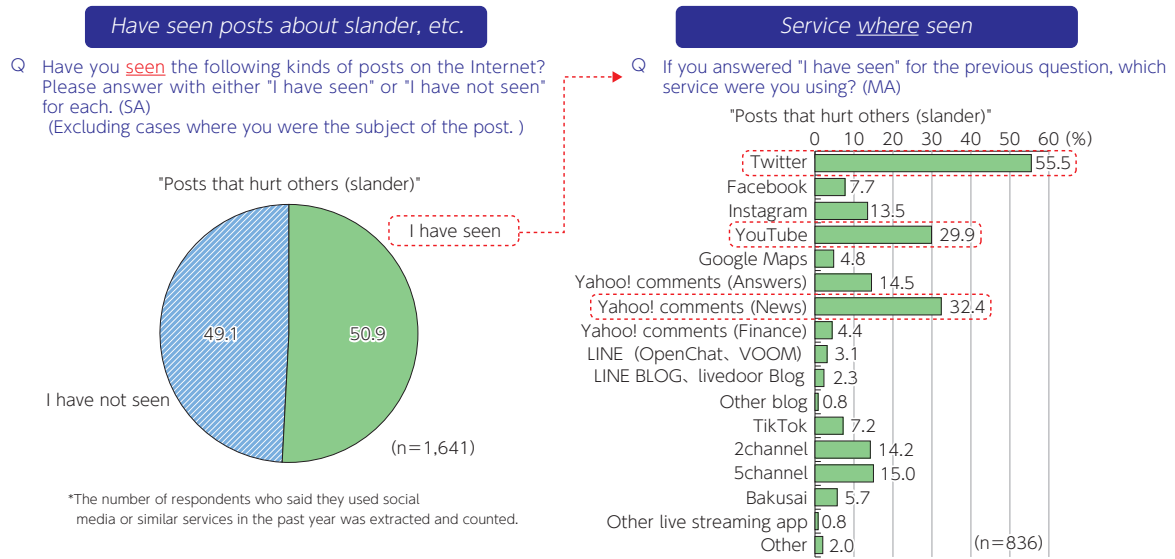
² Joint proposal by Fujio Toriumi and Tatsuhiko Yamamoto, "Toward a Wholesome Platform for Speech - Digital Diet Statement Ver. 1.0"

³ Cass R. Sunstein (2001) "Is the Internet the Enemy of Democracy?" Sunstein points out that group polarization occurs on the Internet since many individuals and groups make various choices on it that trap them in self-created echo chambers, where they repeatedly encounter radical opinions that they will come to believe if a large number of people support those opinions.

⁴ Joint proposal by Fujio Toriumi and Tatsuhiko Yamamoto, "Toward a Sound Speech Platform - Digital Diet Statement Ver. 1.0"

⁵ Material 2 for the 40th session of the MIC Platform Service Study Group, "Questionnaire survey on the distribution of illegal and harmful information on the Internet" by Mitsubishi Research Institute

Figure 2-3-1-1 Questionnaire survey of social media users (personal experience)



(Source) MIC Platform Service Study Group (40th meeting) - Material 2

(4) The spreading of disinformation and misinformation

In recent years, the chance of coming into contact with fake news and disinformation (hereinafter referred to as disinformation and misinformation) on the Internet has increased worldwide. After the COVID-19 pandemic started in 2020, disinformation and misinformation that included false rumors and conspiracy theories regarding the infectious disease flooded the Internet, prompting the World Health Organization (WHO) to call the phenomenon an infodemic⁶ and warn the world.

According to the OECD, more than half of people living in Europe said they had been exposed to untrue or doubtful information or content on an internet news site or social media in 2021. Of those, 26% said they checked the veracity of online information.⁷

The problem of disinformation and misinformation spreading on the Internet is also growing in Japan. In a

survey conducted by the Ministry of Internal Affairs and Communications in March 2022,⁸ about 30% of people in Japan reported being exposed to disinformation at least once a week (the sum of "Every day or almost every day" and "At least once a week"). Regarding the media services where people saw disinformation, the highest was "Social media," which alone exceeded 50% of the total, followed by "Television" and "News distribution through portal sites and social media."

With platform services, such as social media, even ordinary users can easily transmit (write) information, so disinformation and misinformation tends to spread easily, and this is thought to be one of the reasons why people often encounter disinformation and misinformation on social media.



Figure (related data) Media services in which disinformation was seen

Source: MIC "Fiscal 2021 Survey on Awareness of Disinformation in Japan and Other Countries"
URL: https://www.soumu.go.jp/johotsusintokei/whitepaper/eng/WP2023/data_collection.html#f00027
(Data collection)

With the spread of the attention economy, much disinformation and misinformation is created to earn advertising revenue, and it is spread and amplified by bots. For example, in the 2016 U.S. presidential election, students in the Republic of North Macedonia spread a large amount of disinformation and misinformation to earn advertising revenue. In Japan too, there was a case of a website distributing xenophobic disinformation and misinformation under the guise of a news site, and the creator said

in an interview that his aim was to earn revenue.⁹

In recent years, there have also been cases of intentional and unintentional spreading of fake images and videos created using deepfakes (Figure 2-3-1-2). It has already become possible for anyone to easily create a fake image by simply entering a few words, and there are indications that deepfake technology is spreading.¹⁰

⁶ Infodemic is a term coined by combining "information" and "pandemic" to describe the rapid spread of rumors of unknown authenticity and disinformation that affect society.

⁷ OECD: <https://www.oecd-ilibrary.org/docserver/07c3eb90-en.pdf?expires=1675066821&id=id&accname=guest&checksum=4A71EF2A7DBE53A8437167C071FEAFD4>

⁸ MIC "Fiscal 2021 Survey on Disinformation Awareness in Japan and Other Countries"

⁹ Presentation material of Shinichi Yamaguchi, Associate Professor, Center for Global Communications (GLOCOM), International University of Japan at the 14th session of the Ministry of Internal Affairs General Policy Committee

¹⁰ https://www.soumu.go.jp/main_content/000867454.pdf

Figure 2-3-1-2 Recent deepfake cases

Year	Area	Details
2021	U.S.	A mother was arrested for allegedly using deepfake technology to create obscene images and videos of her daughter's cheerleading teammates in order to get them removed from the team.
	Europe	European MPs conducted video conference calls with Russian MPs unaware that they were watching deepfakes.
2022	Global	A video of President Zelensky talking about surrendering to Russia was posted on YouTube.
	Japan	Stable Diffusion was used to create a hoax image of flooding in Shizuoka Prefecture caused by a typhoon, which was posted on Twitter.
	U.S.	The image generation AI called NovelAI Diffusion used images from the website Danbooru that may be reproducing other people's copyrighted works without permission for AI learning.
	UK	Pornographic videos of women campaigning against non-consensual deepfake pornography were created and published on Twitter.
2023	U.S.	A political activist created a video of President Biden announcing the start of World War III. The creator explained that it was created with AI, but many people shared the video without explanation.
	U.S.	The founder of Bellingcat used Midjourney to create and publish a fake image of former President Trump being arrested that went viral on Twitter.

(Source) Prepared based on various websites

The distribution and spread of disinformation and misinformation on the Internet makes it difficult for users to accurately understand and make appropriate decisions that are based on diverse sources of information, so there is a risk that users will not be able to use digital

services with confidence and trust. It has also been pointed out that the distribution of disinformation and misinformation may lead to social divisions and consequently to crises in democratic societies.¹¹

2. Consumer awareness of the characteristics of social media and other platform services

While the use of platform services, such as social media, has become common, their characteristics have exacerbated issues, such as the spread of slander, etc. on platforms, the spread of disinformation and misinformation, and the uneven distribution of information due to filter bubbles and echo chambers.

The Ministry of Internal Affairs and Communications conducted a questionnaire survey¹² of consumers in Japan, the U.S., Germany, and China in order to understand the actual state of their usage behavior and the characteristics of platform services, such as social media.

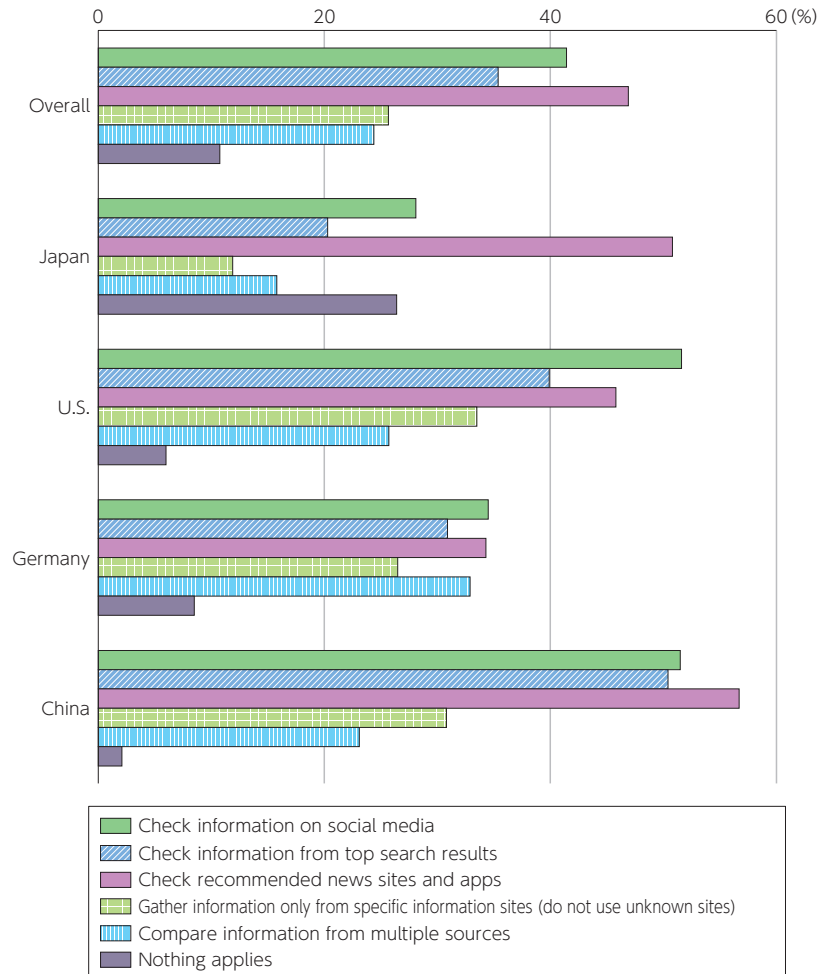
First, we asked people what they do when they want

to get the latest news online. In all of the countries covered, the results from highest to lowest were: "See the information recommended to me by news sites and apps," "See information on social media," and "See information displayed at the top of search results" (**Figure 2-3-2-1**). In Japan, the majority of respondents focused on "See the information recommended to me by news sites and apps," and the percentage of respondents who answered "Compare information from multiple sources" was lower than in other countries. Looking at Japan by age group, the percentage of respondents who answered "Compare information from multiple sources" increased with age.

¹¹ MIC "Second Summary of the Platform Service Study Group" (August 2022)

¹² Web survey of people living in Japan, the U.S., Germany, and China; age (20s, 30s, 40s, 50s, 60s, or older); sex (male and female); number of collected responses: 4,000 (Japan 1,000, the U.S. 1,000, Germany 1,000, and China 1,000); implemented in February 2023

Figure 2-3-2-1 What to do when you want the latest news online (Japan, U.S., Germany and China)



(Source) MIC (2023) "Survey Research on the Advancement of ICT Infrastructure and Distribution of Digital Data and Information"

The questionnaire survey also asked questions regarding the characteristics of platform services, such as social media.

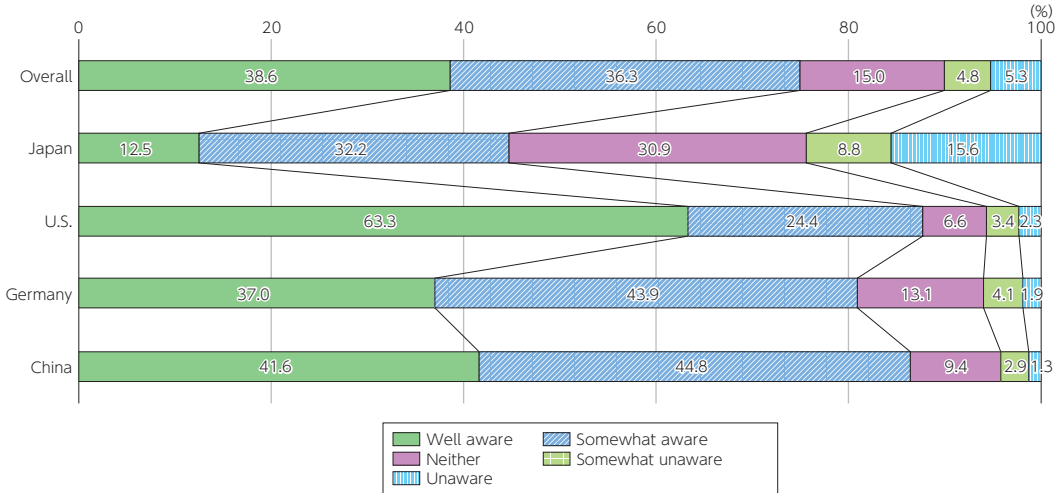
When asked whether they were aware that information displayed in search results and on social media is optimized (personalized) for the users, the percentage of respondents in Japan who answered they were aware (the sum of "Well aware" and "More or less aware") was lower (44.7%) than in the other surveyed countries (80% to 90%) (Figure 2-3-2-2).

In Japan, when asked about the possibility that the accounts and content recommended on platform services, such as social media, are accounts and content that the service providers want the user to see, 38.1% of respon-

dents in Japan answered that they were aware (the sum of "Well aware" and "More or less aware"), which is lower than in the other surveyed countries (Figure 2-3-2-3).

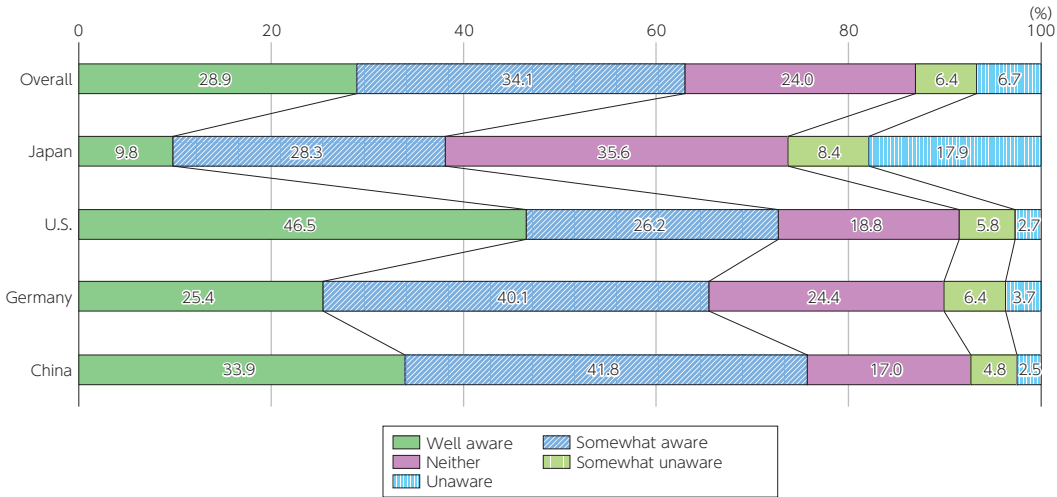
In addition, when asked about the likelihood of information that is close to their own opinions and way of thinking being displayed on social media, etc., 38.1% of respondents in Japan answered that they were aware (the sum of "Well aware" and "More or less aware"), which is lower than in the other three countries, where it was 70 to 80%. Looking at Japan by age group, those in their 50s and 60s or older were less likely than other generations to answer that they were aware (Figure 2-3-2-4).

Figure 2-3-2-2 Awareness of whether or not the information displayed in search results, social media, etc. is personalized



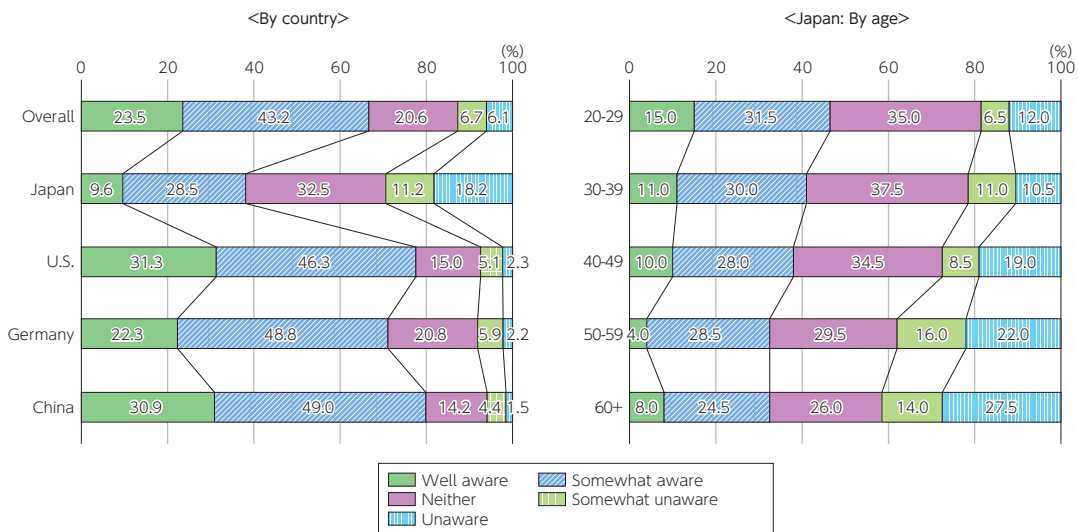
(Source) MIC (2023) "Survey Research on the Advancement of ICT Infrastructure and Distribution of Digital Data and Information"

Figure 2-3-2-3 Awareness of whether or not the service provider is presenting you with accounts or content they want you to see



(Source) MIC (2023) "Survey Research on the Advancement of ICT Infrastructure and Distribution of Digital Data and Information"

Figure 2-3-2-4 Awareness of the tendency for opinions and information close to your own views to be displayed in social media, etc.



(Source) MIC (2023) "Survey Research on the Advancement of ICT Infrastructure and Distribution of Digital Data and Information"

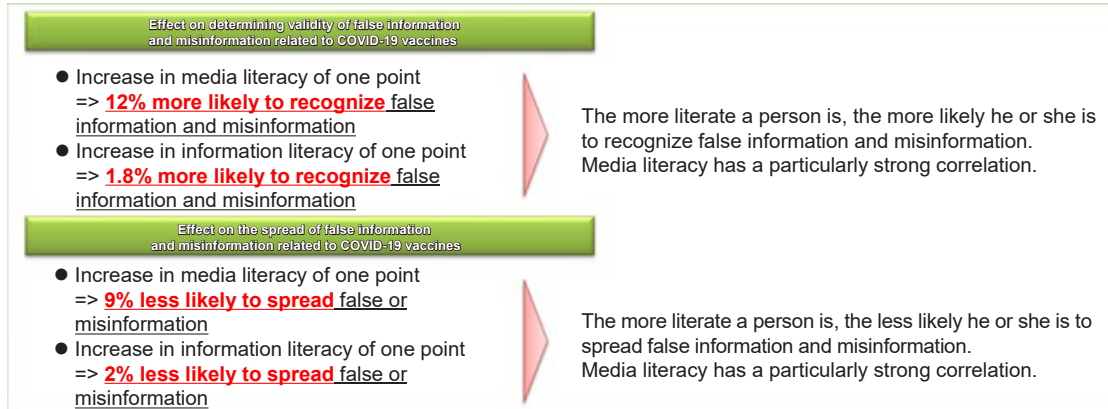
3. Digital literacy

Improving digital literacy is very important in order to prevent being misled by illegal and harmful information or disinformation and misinformation and to prevent the spread of such information.

A field study on disinformation and misinformation in

Japan¹³ found that the higher the media literacy of an individual, the more likely they would recognize disinformation and misinformation and the less likely they were to spread disinformation and misinformation (**Figure 2-3-3-1**).

Figure 2-3-3-1 Regression analysis of media literacy and information literacy and the behavior of judging and spreading disinformation and misinformation



(Source) Innovation Nippon Report (April 2022) "Understanding the Reality of Disinformation and Misinformation in Japan and Examining Social Countermeasures — Empirical Analysis of Disinformation and Misinformation Regarding Politics and Coronavirus Vaccines, etc."

Currently, various stakeholders in Japan, including the national government and private companies, have been engaged in activities to promote digital literacy, particularly for young people (**Figure 2-3-3-2**). For example, as part of its awareness-raising activities about the issue of slander on social media, the Ministry of Internal Affairs and Communications, in collaboration with the Ministry of Justice and related organizations, set up a special website called "#NoHeartNoSNS (If it

doesn't have any heart, it isn't social media!)"¹⁴ to help people who experience problems during exchanges on social media. In June 2022, the Ministry of Internal Affairs and Communications with the participation of experts, developed and published an educational seminar for raising awareness regarding disinformation and misinformation titled "Facing the Internet: How to avoid being deceived by disinformation and misinformation."¹⁵

¹³ Center for Global Communications (GLOCOM), International University of Japan "Innovation Nippon Report - Understanding the Reality of Disinformation and Misinformation in Japan and Examining Social Countermeasures"

¹⁴ <https://no-heart-no-sns.smaj.or.jp/>

¹⁵ https://www.soumu.go.jp/use_the_internet_wisely/special/nisegojouhou/

Figure 2-3-3-2 Initiatives for improving digital literacy in Japan

Entity	Example	Details
Government (MIC, etc.)	Collection of Internet problems	•Case summaries of various problems that occurred on the Internet
	Educational website “Use the Internet wisely! Guide to Using the Internet Safely and Securely”	•An educational site for all generations regarding safe and secure Internet use. Posted “Slander on Social Media, etc.” as a special feature
	Educational material for raising awareness about disinformation and misinformation “Facing the Internet: How to avoid being deceived by disinformation and misinformation”	•Developed and published educational materials and guidelines for instructors in fiscal 2021 created with the aim of contributing to comprehensively promoting media information literacy
	Spring Anshin Net - Simultaneous Action for the New Semester	•Awareness-raising activities conducted intensively in line with the new semester and enrollment period.
Private organizations and companies, etc.	Yahoo! Internet Common Sense Test, Yahoo! News Checkup	•Conducted the Internet Common Sense Skills Mock Exam in which one learns basic knowledge good to have when using the Internet and how to handle common Internet problems •Provided Yahoo! News Checkup to prevent readers being misled by uncertain information
	LINE MIRAI Foundation - Online visiting classes	•Carried out online visiting classes that provided information ethics training for children and parents at schools and local governments, etc. nationwide
	Google: First Media Literacy Course	•Online training to develop the ability to independently examine and use information
	Meta: Digital Classroom for All	•Provided visiting classes at schools, etc., online classes, and content on Instagram that anyone can learn from in order to help users acquire the skills required in the digital world and to build a global community of responsible digital citizens
	ByteDance	•Provided visiting classes at schools, etc. and awareness-raising seminars for parents and children •Raised awareness on safety and security together with video production experience
	Foundation for Multimedia Communications (FMMC) - e-Net Caravan	•Free on-site lectures held nationwide in school settings, etc. for students, parents/guardians, and teachers, etc.

(Source) Prepared by MIC based on various published materials

In the EU and the U.S., training and classes are also offered by a variety of organizations to improve the digital literacy of individuals. Teaching and training methods have been devised to educate the participants, such as text-based classes, workshops in which participants

learn from each other by sharing their experiences, online self-study, and gamification in which students learn necessary knowledge and skills through game experiences (Figure 2-3-3-3).

Figure 2-3-3-3 Precedents of media information literacy education in Europe and the U.S.

Entity	Case name	Details
State, international organization, etc.	EU: Spot and fight disinformation	Students learn about the risks of disinformation and misinformation and how to protect themselves through example exercises and group discussions, etc. Designed to be implemented within the school classroom framework
	UNESCO: Media and information literate citizens: think critically, click wisely!	Lectures in which one learns media information literacy, distinguishing disinformation and misinformation, reading advertisements and various media, and the structure of communication on platforms, etc.
	CISA: Resilience Series Graphic Novels	Graphic novels in which one learns about the risks of disinformation and misinformation through fictional stories inspired by the real world
Platform providers	Google: Be Internet Awesome	Learn the five principles of becoming a digital citizen (e.g., Share with Care) in an online game
	Meta: Get Digital!	Literacy programs customized for youth, educators and parents/guardians. Learn how to use digital tools
Academic research institutions	Washington State University, Check Please! Starter Course	Online course for learning how to research sources, evaluate highly specialized information, and find reliable and similar information

(Source) MIC (2022) “Report on the Survey on the Current Status and Issues of Measures for Improving Media Information Literacy”

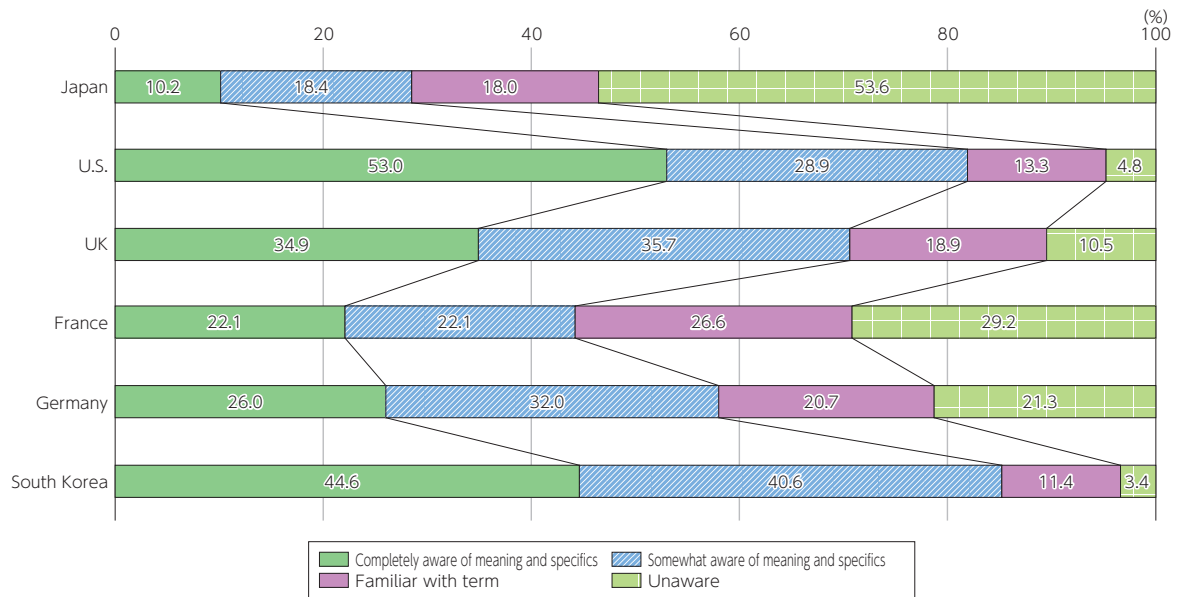
4. The promotion of fact checking

In order to counter disinformation and misinformation on the Internet, it is important to promote fact checking, an activity for verifying the authenticity of information.

When a questionnaire survey was conducted in February 2022 on the awareness of fact checking in each country,¹⁶ the percentage of respondents who answered

they were aware of fact checking (the sum of “Aware of the meaning and specifics,” “Somewhat aware of the meaning and specifics,” and “Heard of the term”) was lowest in Japan (46.5%) (Figure 2-3-4-1). Although awareness of fact checking has been increasing in Japan since the previous survey (three periods), it is still low compared to other countries.

Figure 2-3-4-1 Level of awareness of fact-checking



(Source) MIC “Fiscal 2021 Survey on Disinformation Awareness in Japan and Other Countries”

Europe and the U.S. have taken the lead in fact-checking initiatives, and non-profit organizations are leading these initiatives. The activities of fact-checking organizations are mainly to check the authenticity of news and information distributed by news media and platform providers and to detect disinformation. Some organizations in cooperation with platform providers develop tools for

fact checking, cooperate and give advice regarding disinformation measures, and carry out activities to improve media literacy.

Some Asian countries and regions, such as South Korea and Taiwan, are also undertaking activities to promote fact checking (Figure 2-3-4-2).

¹⁶ MIC “Fiscal 2021 Survey on Disinformation Awareness in Japan and Other Countries”

Figure 2-3-4-2 Activities of fact-checking organizations, etc. in other countries

Name and location of the organization	Overview, etc.
Name and location of the organization	<ul style="list-style-type: none"> • The Poynter Institute is a media research and professional development organization. IFCN is an internal organization • Partnerships with Google, Facebook, Tiktok and others to support the work of the world's leading fact-checking organizations. • Establishes standards for fact-checking organizations and implements certification. Signatory organizations carry out activities while presenting their certification marks. • Signatory fact-checking organizations collaborate to fact-check issues of international concern, including COVID-19 and the Ukraine crisis.
Poynter Institute IFCN (U.S.)	<ul style="list-style-type: none"> • Runs a website called Politifact that examines the veracity of statements made by politicians. Transcribes and evaluates statements for verification on a six-point scale called the Truth-O-Meter in addition to making their own evaluation comments.
Full Fact (United Kingdom)	<ul style="list-style-type: none"> • Established to publicize fact-checking results and suggest ways to reduce misinformation • Fact-checking of high-interest issues in the UK
Seoul National University (SNU) Fact-Check Center (Korea)	<ul style="list-style-type: none"> • Organization affiliated with the Seoul National University's Institute of Communication Research • Results of fact-checking conducted by mass media and online media in Korea are summarized and published on the center's website, SNU FactCheck. • Fact-checked articles published on the center's website, in conjunction with the major portal site NAVER, are also published on NAVER's Fact-Check page.
Taiwan Fact-Check Center	<ul style="list-style-type: none"> • Taiwan's first fact-checking organization and center established in 2018 provides educational content on its website to enable ordinary users to determine the authenticity of information on their own.

(Source) Prepared by MIC based on various published materials

In comparison, fact-checking activities in Japan have been described as limited. One reason for this is that in Japan, the mass media, which systematically compiles and distributes information in newspapers and broadcasts, is more functional than in other countries, and the public has not strongly demanded the need for a fact-checking organization because there are sufficient information sources for the public to judge information.

However, a variety of information, including information of uncertain authenticity, can now reach Japan instantly from overseas via the Internet, so the need to

promote fact checking of online information is rapidly increasing in Japan. In response, initiatives are progressing in Japan too, such as the FactCheck Initiative Japan (FIJ), a non-profit organization that promotes fact checking, which has established the Fact Check Forum as a gathering place for those experiencing disinformation and misinformation, and the Safer Internet Association (SIA), which has established the Japan Fact-check Center (JFC) with the aim of becoming a signatory to international fact-checking organizations.

5. Promotion of R&D

As fake videos and disinformation and misinformation using deepfakes become a global problem, various initiatives, such as the development of technology to detect

fake videos using AI, are underway in countries around the world, including Japan.

(1) Research institutions, etc.

In Japan, the National Institute of Information (NII) has developed SYNTHETIQ VISION, which automatically determines the authenticity of fake images generated by AI. SYNTHETIQ VISION performs automatic identification based on a large amount of data using a method that does not require any human analysis, etc. It has learned videos of varying image quality, enabling it to make judgments with a certain degree of reliability even when the image quality has been degraded by media processing, such as by compression or down conversion.¹⁷ In January 2023, a private company announced that it would commercialize this program as a deepfake video detection service for celebrities, etc. This is the first practical application in Japan for the automatic veri-

fication of fake facial videos.

Overseas, research and development of technologies for detecting fake images and deepfakes are also underway with government support. In the U.S., for example, the Defense Advanced Research Projects Agency (DARPA) has been working on a project called Media Forensic (MediFor)¹⁸ since 2015 and Semantic Forensic (SemaFor) since 2021 with the aim of developing technology that can automatically verify the authenticity of images and videos. SemaFor is a program that aims to further enhance the fake detection technology cultivated by MediFor to clarify the credibility of information sources and to ascertain whether the intent of modifications is malicious. In addition to universities, companies,

¹⁷ NII press release material <https://www.nii.ac.jp/news/release/2023/0113.html>

¹⁸ <https://www.darpa.mil/program/media-forensics>

such as Google, are also participating in the program.

(2) Companies, etc.

Platform providers and other private companies are also developing technologies and tools for detecting deepfake videos.

In September 2019, for example, Google announced an open-source database containing 3,000 videos generated by artificial intelligence (AI) using various published algorithms as part of an effort to promote the development of deepfake detection tools.

In addition, the Partnership on AI,¹⁹ a non-profit organization established by GAFAM and involving 103 organizations and companies in 16 countries, held the Deepfake Detection Challenge (DFDC), an open competition for deepfake detection technology, in collaboration with universities from December 2019 to May 2020, and 2,114

teams from around the world participated.

In September 2020, Microsoft also released a tool called Microsoft Video Authenticator, which analyzes videos and images and displays the probability of manipulation as well as confidence scores²⁰ (**Figure 2-3-5-1**). In October 2020, McAfee launched the McAfee Deepfakes Lab in an effort to determine whether videos attributed to candidates in the run-up to the U.S. presidential election were deepfakes.²¹ Deepfakes Lab uses its own tools, which combine data science expertise with computer vision and deep learning techniques for deciphering hidden patterns to detect synthesized video elements that play an important role in authenticating original media files.

Figure 2-3-5-1 An example of a confidence score using Microsoft Video Authenticator



* The trustworthiness of the video is shown in real time. The red box indicates the deepfaked part.

(Source) Microsoft "New Steps to Combat Misinformation"²²

Private companies in Japan are also conducting research studies on disinformation and misinformation. For example, Spectee Inc. provides services to government agencies and companies that analyze social media and other data to visualize and predict information when a disaster occurs. In providing this service, natural language analysis and image analysis, etc. are performed on social media data using AI that has undergone learning based on past disinformation. Disinformation, such as exaggerated expressions and misunderstandings, are classified into patterns in an effort to identify disinformation and understand its spread.

In January 2023, the Originator Profile Collaborative Innovation Partnership (OP CIP)²³ was established in cooperation with media and advertising companies. Originator Profile (OP) technology is a technology that

makes it easy to identify high-quality articles and media that have been third party certified by adding information about web content creators and advertisers, etc. in a verifiable format. Specifically, it is assumed that basic information and information that contributes to the distributor's trustworthiness will be displayed on the user's web browser. And as a third-party organization, the Originator Profile Collaborative Innovation Partnership will certify this information. At present, OP technology is in the development and operational testing stage, but in the future it will be proposed to the standardization organization (W3C) with the aim of popularizing it as a global standard.

¹⁹ <https://partnershiponai.org/>

²⁰ <https://news.microsoft.com/ja-jp/2020/09/07/200907-disinformation-deepfakes-newsguard-video-authenticator/>

²¹ https://kyodonewswire.jp/prwfile/release/M105029/202010195909/_prw_PR1fl_3mAEcG3w.pdf

²² <https://news.microsoft.com/ja-jp/2020/09/07/200907-disinformation-deepfakes-newsguard-video-authenticator/>

²³ As of March 24, 2023, 20 companies and organizations are participating. https://originator-profile.org/ja-JP/news/press-release_20230324/

6. Institutional responses in each country

(1) Japan

The Act on the Limitation of Liability for Damages of Specified Telecommunications Service Providers and the Right to Demand Disclosure of Identification Information of the Senders (Act No. 137 of 2001) clarifies the requirements for limiting the liability of providers, etc. for damages, and it provides the right to request disclosure of the distributor's information from providers in the case of infringement of rights due to the distribution

(2) The EU

The Digital Services Act (DSA) stipulates the following user protections: the terms of use requirements, the handling of illegal content or content that violates the terms of use, and obligations regarding online advertising, including political advertising for intermediary service providers,²⁴ such as online platforms, according to the size of the business operator. It calls for tougher action by very large online platforms and online search engines²⁵ and for them to take stricter action in response to the serious social risks they pose by disseminating illegal and harmful content, including disinformation. For

(3) The U.K.

In March 2022, the Department for Digital, Culture, Media and Sport (DCMS) introduced the Online Safety Bill in Parliament, which states that rather than relying on self-regulation by platform providers and other online companies, the government will regulate them, and Ofcom will monitor whether the regulations are followed.

(4) Germany

In October 2017, the Network Enforcement Act came into force, making it mandatory for social media platforms with over two million registered users in Germany to publish transparency reports every six months that include the number of reported violations, the number of deletions, and efforts to prevent illegal postings, etc. In April 2021, the revised Network Enforcement Act came into force, making it mandatory for social media

(5) The U.S.

Article 230 of the Communications Decency Act, passed in 1996, states that providers (1) are not liable in principle for information transmitted by third parties, and (2) are not liable for actions such as the deletion of harmful content (measures taken in good faith and voluntarily to restrict access), thus granting providers

of information on the Internet. Amid the growing seriousness of rights violations caused by slander on the Internet, etc., an amendment was implemented to establish a new court procedure (non-contentious case procedure) for the disclosure of distributors' information in order to provide relief to victims more smoothly. It came into effect in October 2022.

example, it requires companies to conduct risk analysis, assessment and risk mitigation measures related to the spread of illegal content through their services and its negative impact on fundamental rights, such as human rights and freedom of expression, and to provide at least one non-profiling-based option when using a recommender system (an algorithm that determines what users see). Violations of this requirement can result in a penalty equivalent to up to 6% of total revenue in the previous fiscal year.

According to the UK Government's Guide to the Online Safety Bill²⁶ published in December 2022, the bill requires online platform providers to remove illegal content (e.g., fraud and terrorism) and restrict access to age-inappropriate content that is harmful to children (e.g., pornography and slander).²⁷

platforms to not only delete posts on certain serious matters but also to report the content of posts that meet the criminal constitution requirements and the IP addresses of to the posters to the investigative authorities. In June 2021, the act was amended to include video-sharing platforms and provide opportunities for objections and review decisions on content removal or prevention of access.

broad immunity. Regarding legal exemption provisions of this act, there have been discussions about making providers liable for the distribution of disinformation under certain requirements, and a draft Act has been submitted, but no amendments have been made as of April 2023.

²⁴ The DSA classifies providers of intermediary services (e.g., ISPs), hosting services, online platforms (online marketplaces, app stores, social media, etc.), and very large online platforms.

²⁵ Those who are designated by the European Commission as having an average of 45 million or more monthly active users in the EU

²⁶ <https://www.gov.uk/guidance/a-guide-to-the-online-safety-bill#a-guide-to-the-online-safety-bill>

²⁷ The amended Online Safety Bill passed the House of Commons on January 17, 2023, and it is being considered by the House of Lords as of the end of March 2023.

7. The promotion of international cooperation

It is important to cooperate internationally to deal with the distribution of illegal harmful information, disinformation, and misinformation on the Internet.

At the Meeting of G7 Digital Ministers held in May 2022, discussions were held on eSafety, etc., including ensuring transparency and accountability of measures to deal with illegal and harmful information by businesses at the global, national, and regional levels for each relevant policy, and the results were adopted as a ministerial declaration.²⁸ In addition, the Resilient Democracies Statement,²⁹ which was adopted by the G7 in June of the same year, states that information manipulation and interference, including disinformation, will be countered.

Furthermore, the G7 Ministerial Declaration on Digital and Technology,³⁰ which was adopted at the G7 Digital

and Tech Ministers' Meeting in Japan in April 2023, reaffirmed the importance of actions taken by a wide range of stakeholders, including social media platforms, civil society, the internet technology community and academia, to address online manipulation, interference, and disinformation while respecting human rights, particularly the right to freedom of expression.

International organizations are also discussing how to deal with disinformation, etc. For example, the Declaration on a Trusted, Sustainable and Inclusive Digital Future,³¹ which was adopted at the OECD Ministerial Meeting on the Digital Economy held in December 2022, declared that it would advance measures to address the challenges of digitalization, including combating disinformation online.

²⁸ G7 Digital Minister's Declaration (provisional translation) https://www.soumu.go.jp/main_content/000813435.pdf

²⁹ (Provisional translation) <https://www.mofa.go.jp/mofaj/files/100364065.pdf>

³⁰ (Provisional translation) https://www.soumu.go.jp/main_content/000879093.pdf

³¹ (Provisional translation) https://www.soumu.go.jp/main_content/000850420.pdf