



European Digital Media Observatory

*EDMO Policy Research and Analysis*



# Structural Indicators - ABOUT

- SIs, generally, are used to monitor the implementation of certain policies (e.g. employment, health, media etc.), and in relation to the objectives to be achieved. Most commonly, such indicators use socio-demographic variables and key **structural components to measure them over time**, with the objective of observing structural transformations.
- Code of Practice on Disinformation, Commitment 41: *Signatories commit to work within the Taskforce to develop Structural Indicators, designed to assess the effectiveness of the Code in reducing the spread of online disinformation for each relevant Signatory and for the entire online ecosystem in the EU and at the Member State level.*
- SIs of the CoP are key to understanding dimensions of disinformation online and to assessing the effectiveness of the Code in addressing it. SIs are an element of **transparency and public scrutiny**.



# Structural Indicators – THE PROCESS

**June 2022:** CoP Taskforce WG on SIs established

**September 2022:** EDMO initial proposal for SIs presented to the WG (6 indicators)

**December 2022:** No agreement in the WG, the data tabled by platforms did not allow for satisfactory cross-platform SIs

**January 2023:** WG started the process of selecting a 3rd party for piloting the SIs

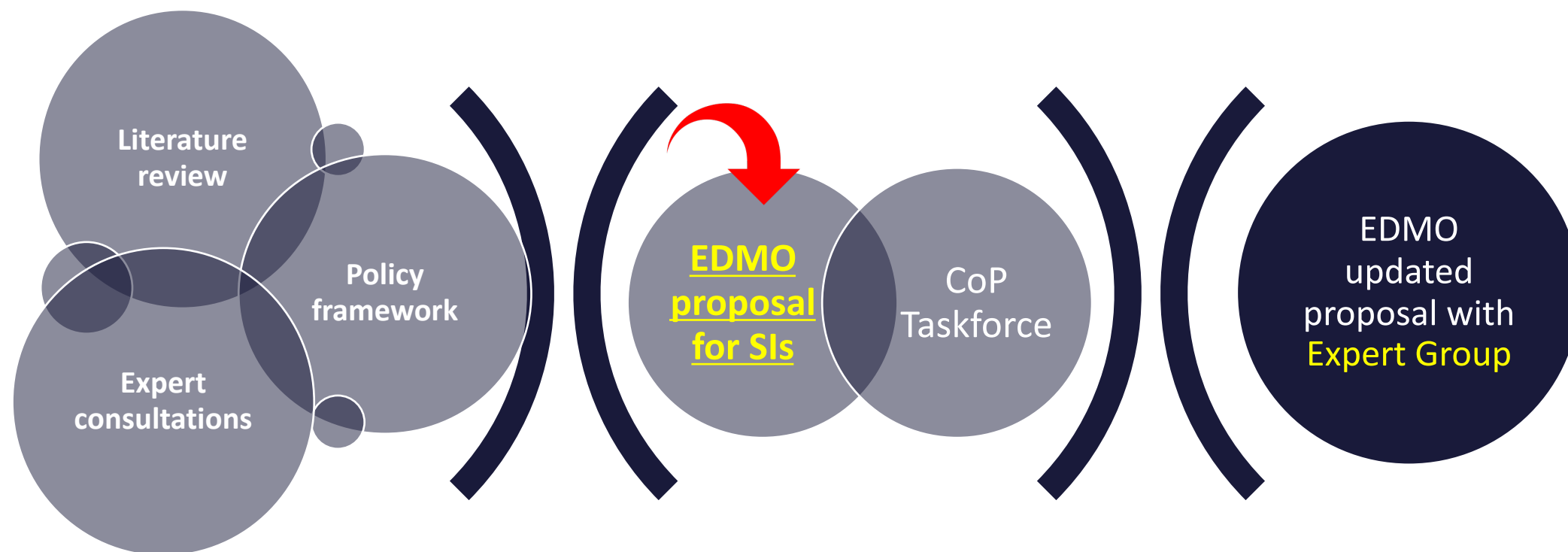
**September 2023:** TrustLab pilot (2 indicators, 3 markets), paid by the platforms

# Structural Indicators - EDMO's role

- The Policy Research and Analysis task of EDMO, coordinated by the Centre for Media Pluralism and Media Freedom (CMPF) at the European University Institute, was asked by the European Commission to support the permanent Taskforce of the 2022 Code of Practice on Disinformation in developing a set of Structural Indicators
- EDMO served as a community resource and a platform: being a network composed of EDMO.eu and 14 EDMO multidisciplinary Hubs (academic researchers, fact-checkers, media practitioners, media literacy experts and other relevant actors), whose partnerships and activities cover the entire EU
- EDMO focusing on the SI methodology, but also exploring options for a long-term sound, sustainable and independent implementation of SIs



# EDMO PROCESS on Structural Indicators



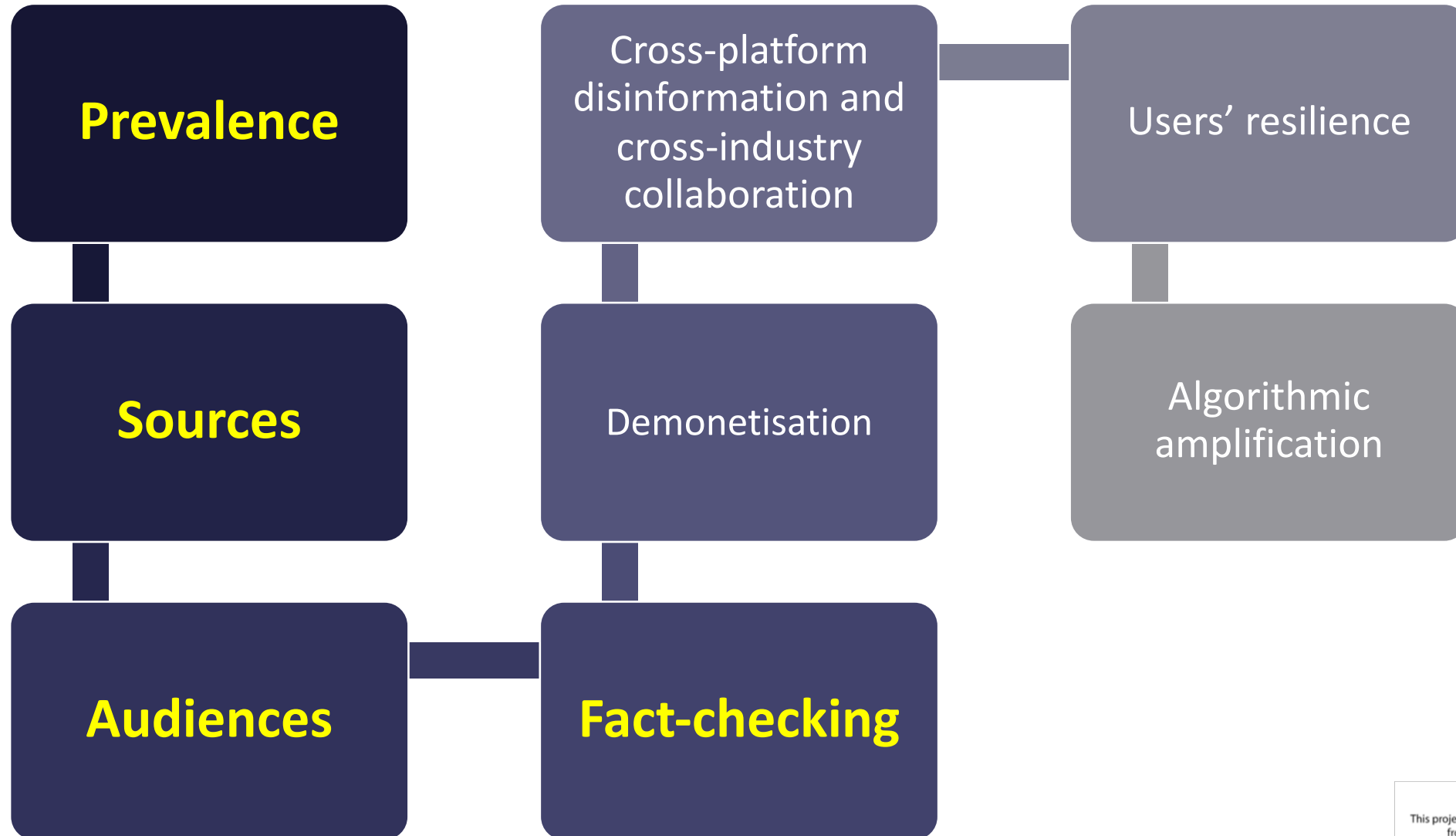
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## EDMO Expert Group on Structural Indicators

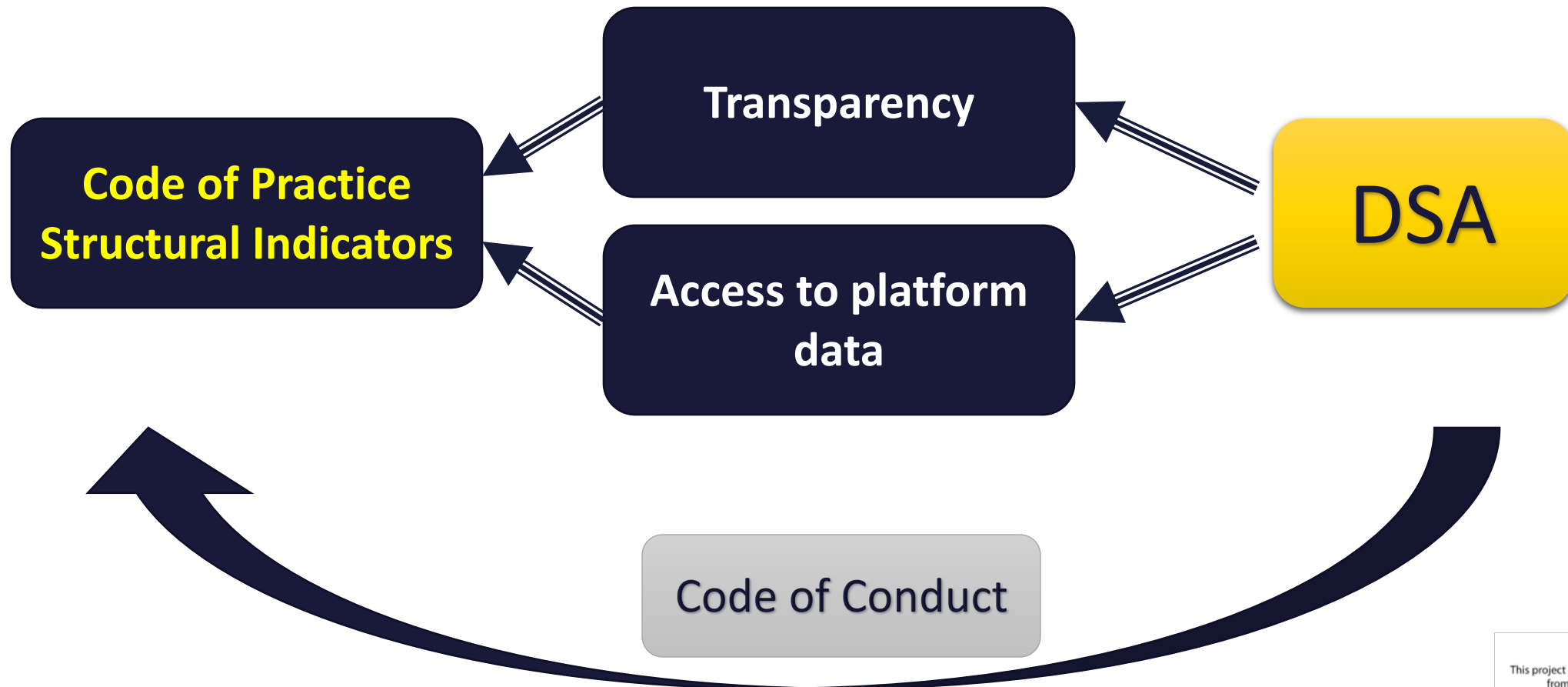
- 22 experts who responded to an open call and contribute on a voluntary basis
- combined expertise in computational methods, platform data analysis, network analysis, audience studies, policy assessment and in measuring policy effectiveness
- based on collective discussions and individual interviews, a report is to be published, reflecting on the EDMO proposal for SIs methodology; and advising on possible complementary and alternative approaches



# EDMO evolving proposal



# Monitoring policy effectiveness: between self-, co-, and regulation





Thank you!  
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