

# PRESS RELEASE



## Panel Discussion: AI and Disinformation in Journalism

**Experts discuss journalism in the age of artificial intelligence at FHWien der WKW on March 12, 2024.**

*Vienna, March 4, 2024* – In the face of rapid technological change, journalism today faces new challenges. One of these is the responsibility to combat disinformation and defend fundamental democratic values. At the same time, the emergence of artificial intelligence (AI) is fundamentally changing journalism and the media landscape. How should journalists deal with disinformation campaigns and what quality standards are necessary when using AI? These questions will be explored in a panel discussion on March 12, 2024, organized by FHWien der WKW and the Austrian Commission for UNESCO.

### **Keynote speech by Eva Wackenreuther (AFP fact check)**

The event will open with a keynote speech by Eva Wackenreuther (AFP Faktencheck). Experts from journalism, AI and media research will then discuss the following questions:

- How is journalism changing in the age of AI?
- How can journalism counter disinformation and misinformation and contribute to safeguarding democracy and human rights?
- Where are the limits of journalism's responsibility in this context?
- Are existing ethical standards and guidelines for using AI in journalism sufficient?
- Do we need new media ethics in view of developments in the field of AI?

### **Experts on the podium**

The following experts will discuss the topics in greater depth:

- **Sabine Köszegi**, TU Vienna, Chairwoman of the Advisory Committee on the Ethics of Artificial Intelligence at the Austrian Commission for UNESCO
- **Ashwien Sankholkar**, Dossier
- **Florian Schmidt**, Austria Press Agency
- **Wiebke Loosen**, Leibniz Institute for Media Research | Hans Bredow Institute

### **Moderation by Iris Bonavida (Profil)**

The event will be held in German; participation is free of charge. If you have any questions about the event or if you need support for your participation (e.g. a wheelchair space), please contact: [oeuk@unesco.at](mailto:oeuk@unesco.at)

**Date:** March 12, 2024 | 17:30 - 19:00

**Venue:** Audimax | FHWien der WKW | Währinger Gürtel 97, 1180 Vienna

Media representatives are cordially invited to attend the event. We look forward to your interest and participation.

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Registration is possible under the following link:

[Registration for the event](#)

*The event is financially supported by the Federal Chancellery and the Federal Ministry of Education, Science and Research. The Austrian Commission for UNESCO and FHWien der WKW are grateful for their kind support.*

## **FHWien der WKW – University of Applied Sciences for Management & Communication**

*FHWien der WKW is Austria's leading university of applied sciences for management and communication. Its bachelor's and master's degree programs offer over 2,800 students a practice-oriented academic education. Around 900 people complete a continuing education program at the university. Two thirds of the teaching staff come directly from the business world. The close cooperation with companies in teaching and research optimally prepares students for their careers. Since its foundation in 1994, FHWien der WKW has already produced around 14,400 graduates.*

## **Austrian Commission for UNESCO**

*The Austrian Commission for UNESCO is the national coordination and liaison office of UNESCO. It advises the competent bodies in Austria on all issues arising from Austria's UNESCO membership and implements UNESCO programs at national level. It also informs the public about UNESCO's work and links institutions, specialist organizations and experts with the organization. UNESCO is the United Nations Educational, Scientific and Cultural Organization. In its Communication and Information sector, UNESCO addresses issues such as the importance of pluralistic media landscapes for democratic societies. In 2021, the organization also adopted the UNESCO Recommendation on the Ethics of Artificial Intelligence.*

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