

“New Technologies Can Strengthen Democracies”

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Anders Fogh Rasmussen, former Prime Minister of Denmark and former Secretary General of NATO

We have media companies that have specialized in labeling the trustworthiness of different media. And they look at the transparency of a media, whether the media is closed, conflict[s] of interest, where did they obtain their information, how is information verified, do they allow links to sources, etc.

And then you can label media, so that we as consumers of news can judge ourselves whether we believe it's true or it might be fake news.

William McKenzie *(bio)*

So, beyond social media companies, what can or what should private entities do to combat disinformation? For example, you're on the [advisory] board of NewsGuard, and they have SWAT teams that try to scour for emerging websites that might be promoting misinformation, disinformation. So, what do you think private organizations can do to help with this challenge?

Rasmussen

NewsGuard is an excellent example. It's a private organization and the purpose of that is exactly what I mentioned: to label media according to their trustworthiness... it really is a bipartisan organization, and on a bipartisan basis and objective criteria tries to label different media.

They don't distinguish between liberal and conservative media, but we look into concrete criteria, objective criteria. Of course it's not a 100% guarantee, but I think that's the best that private organizations could do.

Video from YouTube: <https://youtu.be/haua3WNL4Mo?t=809>