

Audun Aagre, The Norwegian Media Authority

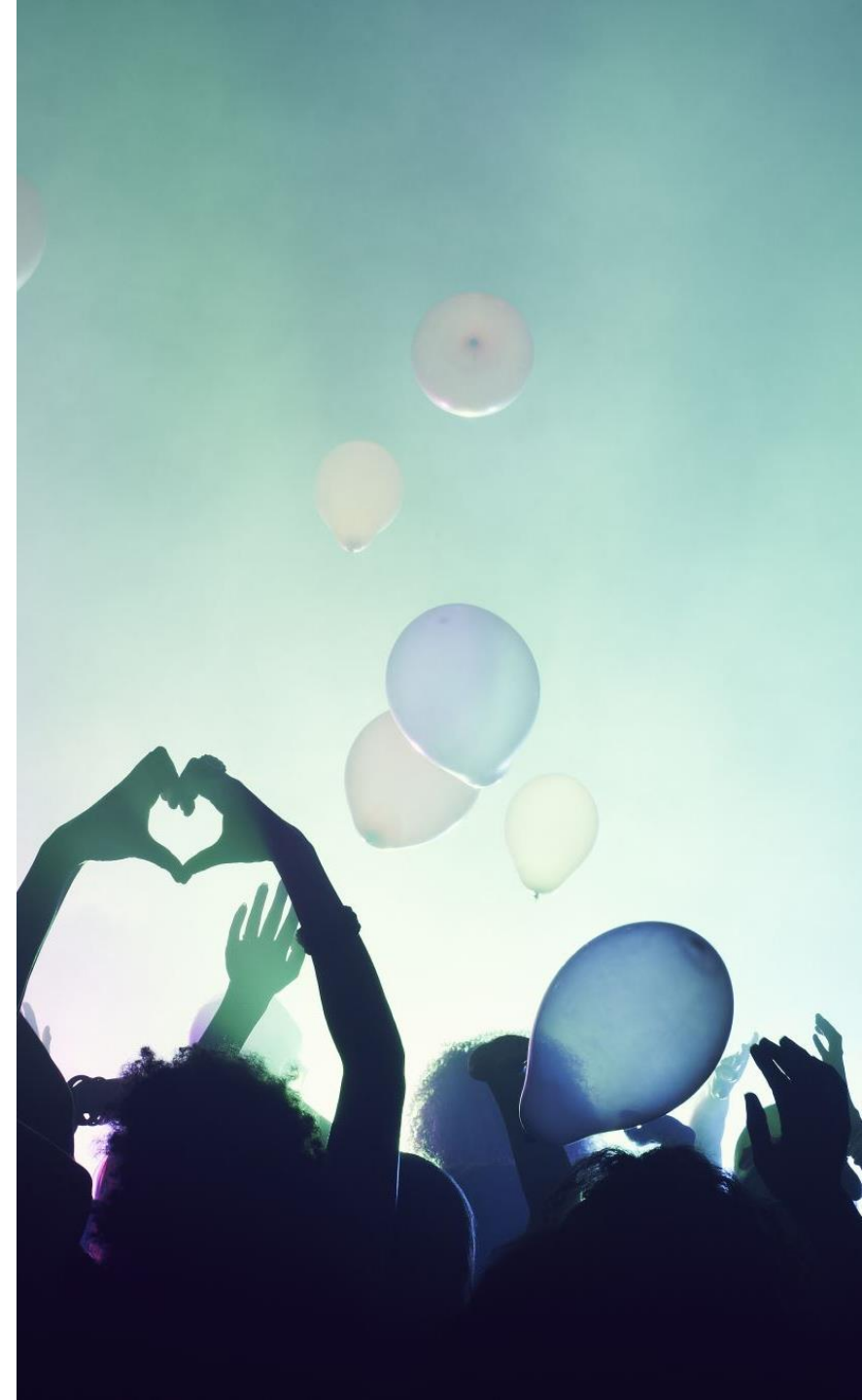
Visualising the Code of Practice on Disinformation

EPRA meeting, 24 October 2024



The Code

- Signatories are required to report on measures against disinformation linked to the systemic risk provisions of the DSA
- The reports provide valuable insights on how the platforms address disinformation
- The NMA has assessed the reports from selected VLOPs and visualised some of the main indicators



```

heatmap_EU <- ggplot(heatmap_EU_df, aes(variable, KPI, fill= value)) +
  geom_tile() +
  scale_fill_gradientn(colours = c("tomato3", "gold1", "springgreen3"), breaks = c(0,1,2)) +
  scale_x_discrete(limits = c("TikTok", "Twitter", "Twitch", "Meta", "Microsoft", "Google")) +
  scale_y_discrete(limits = c("SLI 21.1.2", "SLI 21.1.1", "SLI 19.2.1", "SLI 18.2.1", "SLI 18.1.1", "SLI 17.1.1", "SLI 14.2.4",
14.2.1", "SLI 7.1.1", "SLI 6.2.1", "SLI 2.1.1", "SLI 1.1.2", "SLI 1.1.1")) +
  ggtitle("Grad av god rapportering\n\nEØS/EU/globalt") +
  labs(fill = "Grad av\ngod rapportering") +
  xlab("") +
  ylab("") +
  guides(fill = FALSE) +
  theme(text = element_text(size = 16), panel.background = element_blank())

```

heatmap_EU

```

Raadata_heatmap_Norge <- read.csv("Rådata_Heatmap_Norge.txt", sep="\t", header=TRUE)
heatmap_Norge_df <- melt(Raadata_heatmap_Norge, id = c("KPI"))

```

```

heatmap_Norge <- ggplot(heatmap_Norge_df, aes(variable, KPI, fill= value)) +
  geom_tile() +
  scale_fill_gradientn(colours = c("tomato3", "gold1", "springgreen3"), breaks = c(0,1,2)) +
  scale_x_discrete(limits = c("TikTok", "Twitter", "Twitch", "Meta", "Microsoft", "Google")) +
  scale_y_discrete(limits = c("SLI 21.1.2", "SLI 21.1.1", "SLI 19.2.1", "SLI 18.2.1", "SLI 18.1.1", "SLI 17.1.1", "SLI 14.2.4",
14.2.1", "SLI 7.1.1", "SLI 6.2.1", "SLI 2.1.1", "SLI 1.1.2", "SLI 1.1.1")) +
  ggtitle("\n\nNorge") +
  labs(fill = "Grad av\ngod rapportering") +
  xlab("") +
  ylab("") +
  guides(fill = FALSE) +
  theme(text = element_text(size = 16), panel.background = element_blank())

```

heatmap_Norge

```

ggarrange(heatmap_EU, heatmap_Norge, ncol = 2, nrow = 1)
#ggsave("Grafer/Heatmaps.jpeg", width = 143*2, height= 160, units = "mm")

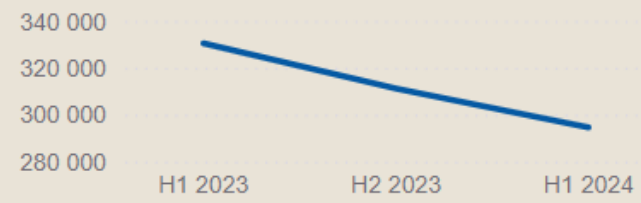
```

Content removed as disinformation

SLI 18.2.1

Remove filters
CTRL + click

Period
Alle



Content removed for violating disinformation policies (EEA)

936 283

Displayed as per million inhabitants
Reported numbers adjusted to cover six months



Explanation

Service	Period	Title
TikTok	H1 2023	Number of videos removed because of violation of harmful misinforma
TikTok	H2 2023	Number of videos removed because of violation of misinformation polic
TikTok	H1 2024	Number of videos removed because of violation of misinformation polic
Facebook	H1 2023	Number of unique contents that were removed from Instagram for viol

Numbers from the report:

(in the adjusted table, the numbers are adjustert to six months, per million inhabitants for each country)

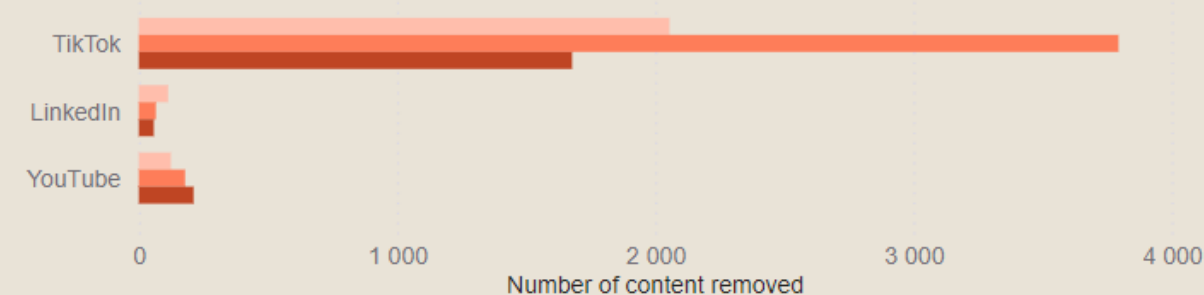
Table, reported numbers

Table, adjusted numbers

Service Country	TikTok			Facebook			Instagram		
	H1 2023	H2 2023	H1 2024	H1 2023	H2 2023	H1 2024	H1 2023	H2 2023	H1 2024
Norway	2 055	3 794	1 678						
Sweden	3 468	5 099	4 409	980	500	23	500	500	
Denmark	466	2 270	1 227	560	500	23	500	500	
Finland	459	1 028	51 960	500	500	7	500	500	
Iceland	21	50	74						
EU				140 000	10 000	918	6 900	540	
EEA	142 711	260 244	264 410						

Norway: Content removed due to violation of disinformation policies

Period ● H1 2023 ● H2 2023 ● H1 2024



	TikTok	Meta	Microsoft	Google
▲				
SLI 1.1.1	Green	Red	Light Green	Green
SLI 1.1.2	Light Green	Red	Green	Green
SLI 2.1.1	Green	Orange	Green	Green
SLI 6.2.1	Red	Orange	Red	Green
SLI 7.1.1	Red	Orange	Red	Green
SLI 14.2.1	Green	Orange	Green	Green
SLI 14.2.2	Green	Orange	Green	Green
SLI 14.2.3	Red	Orange	Red	Red
SLI 14.2.4	Orange	Red	Red	Light Green
SLI 17.1.1	Green	Red	Green	Green
SLI 18.1.1	Light Green	Yellow	Red	Red
SLI 18.2.1	Green	Orange	Green	Green
SLI 19.2.1	Green	Red	Green	Green
SLI 21.1.1	Green	Orange	Green	Green
SLI 21.1.2	Green	Yellow	Red	Red



Google
YouTube

Google

Meta
Facebook, Instagram

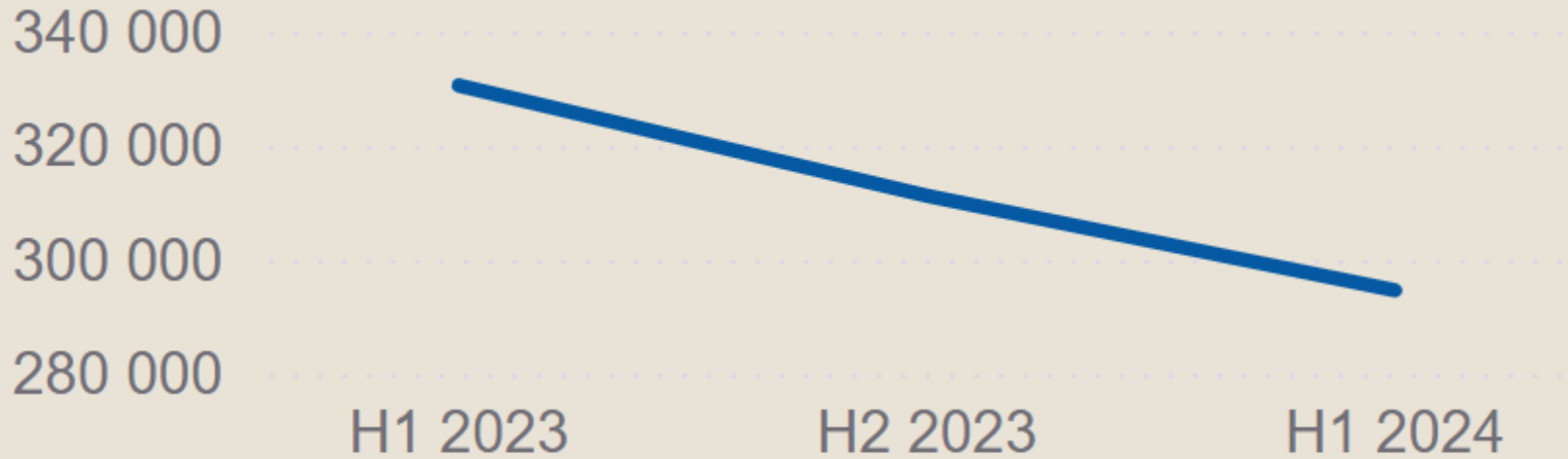
Meta

Microsoft
LinkedIn

Microsoft

TikTok
TikTok

TikTok



Content removed for violating
disinformation policies (EEA)



Google
YouTube

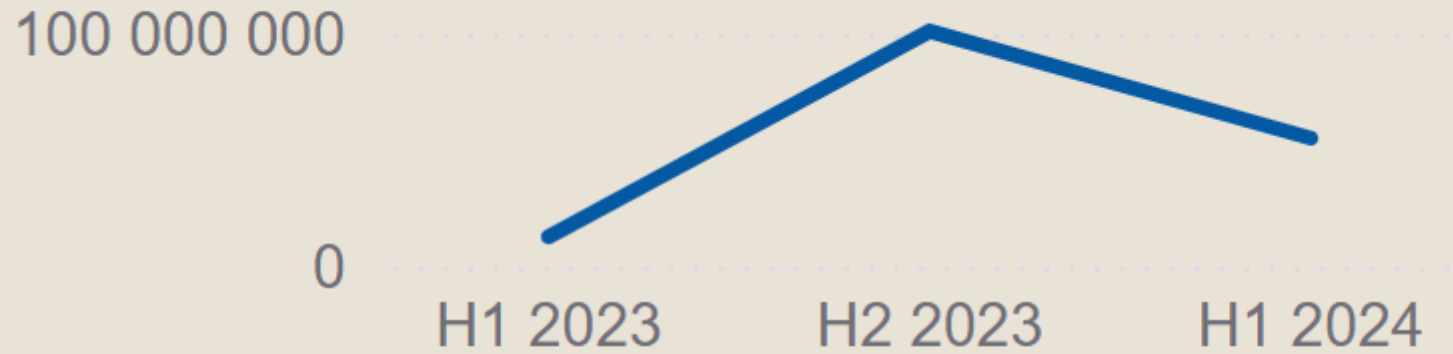
Google

Microsoft
LinkedIn

Microsoft

TikTok
TikTok

TikTok



Fake accounts removed (EEA)
(without Meta)



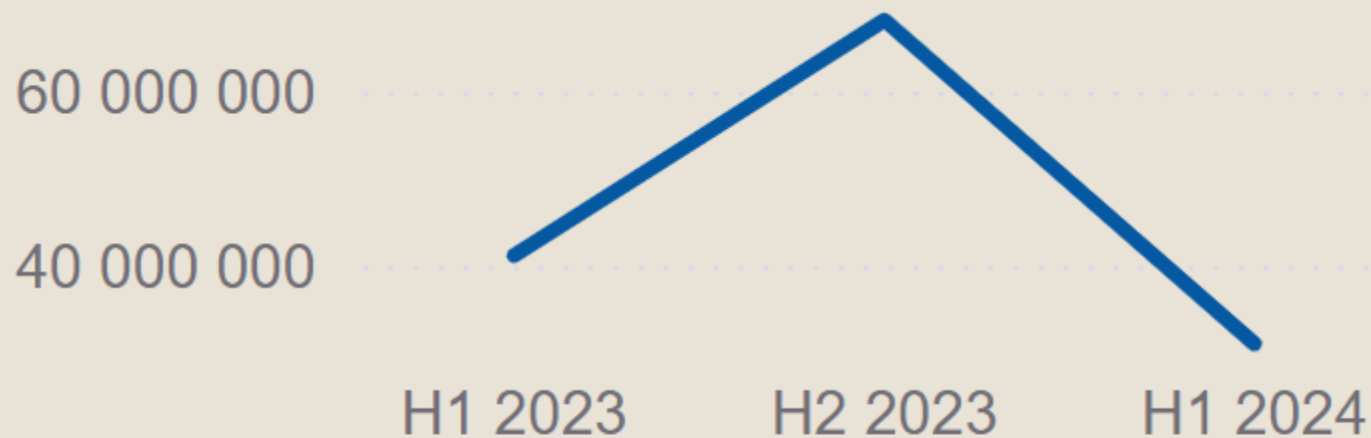
Meta

Facebook, Instagram



TikTok

TikTok



Labelled content (EEA)



Google
Google Ads

Google

Meta
Facebook, Instagram

Meta

Microsoft
Microsoft Ads

Microsoft

TikTok
TikTok

TikTok



Blocked ads (EEA)



<https://www.medietilsynet.no/english/code-of-practice-on-disinformation-in-numbers/>

Thank you for the attention!
Audun.aagre@medietilsynet.no

