

**Module 5 European Studies through Digital Political Science**

**Lecture Plan No. 2**

**Topic 2: Regulation and Ethical Challenges in Digital Political Advertising and Misinformation**

**Part 1: Legal Frameworks and Regulations Governing Digital Political Advertising in the EU**

1. **The Importance of Regulating Digital Political Advertising**
    - How digital ads influence voter behavior in EU elections.
    - The risks of **manipulation, voter microtargeting, and disinformation.**
  2. **EU Regulations on Political Advertising**
    - **The Digital Services Act (DSA):** Ensuring transparency in online political ads.
    - **The proposed EU Regulation on Political Advertising:** Restrictions on targeting and disclosure of funding sources.
    - The role of **GDPR** in protecting voter data from misuse in political campaigns.
  3. **Transparency and Accountability in Digital Campaigning**
    - Requirements for **public disclosure of ad sponsors and funding sources.**
    - The role of **social media platforms (Facebook, Twitter, Google)** in enforcing transparency rules.
  4. **Case Studies of Political Ad Regulation in EU Member States**
    - France's **ban on foreign-funded political ads.**
    - Germany's **strict rules on digital campaign financing and party funding disclosure.**
    - The impact of **EU vs. U.S. approaches to regulating political ads.**
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**Part 2: Ethical Challenges and the Fight Against Misinformation in EU Digital Campaigning**

1. **The Rise of Misinformation and Disinformation in EU Elections**
  - The spread of **fake news, deepfakes, and AI-generated propaganda.**
  - The impact of **foreign interference in EU elections (e.g., Russian disinformation campaigns).**
2. **Challenges in Balancing Free Speech and Regulation**
  - How to regulate digital ads **without restricting democratic debate.**
  - The dilemma of **censorship vs. combating misinformation** in political discourse.
3. **Fact-Checking and Misinformation Detection Initiatives**
  - The role of **independent fact-checking organizations (e.g., EUvsDisinfo, FactCheckEU).**
  - How **AI-powered content moderation and misinformation detection tools** are used in elections.
4. **The Future of Ethical Digital Political Advertising**
  - The potential of **blockchain for verifying ad authenticity.**
  - Strengthening **cross-border cooperation between EU states to counter misinformation.**
  - How **emerging technologies (AI, the Metaverse, deepfake detection tools)** will shape future political advertising ethics.

