



XXXII Conference of the “Giordano Dell’Amore” Observatory  
on the relationship between law and economics

**FAKE NEWS FLOODING INTERNET: REMEDIES  
WITHOUT CENSORSHIP**

Milan, 5 May 2017

Centro Congressi Fondazione Cariplo  
Via Romagnosi 8, Milano



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cariplo



The World Wide Web was born with the idea of making a new parallel virtual planet free of any kind of boundaries and full of opportunities. An unlimited source of inspiration and information, the perfect place where any individual could express himself freely, be creative and eventually follow his “Internet dream”. And, indeed, many young people have turned Internet into an opportunity by creating websites, posting facts and opinions ‘from bottom’. This has changed the overall pattern of the production of public information. Before, it was only entrusted to professional journalism, which implied rules enforced, supervisions within newspapers and journalists’ associations. Now, the vast flood of user generated content is subject to nobody’s supervision, and no professional rules. Opinions and facts are diffused on purely subjective basis and the audience’s ‘approval’. No wonder this has led to an unprecedented flood of fake news and superficially emotional misinformed endorsements. As in Gresham’s law, the ‘bad’ news risks supplanting the serious one.

The big platforms that control the traffic on Internet’s highways have so far done little to contrast the phenomenon.

As a matter of fact, their algorithms filter almost all the information available on the web to their customers and drive their opinions without the scrutiny of watchdogs. This means that these corporations can provide, among their services, information that educate and entertain their customers but without a regulation which guarantees its quality. Thus, not surprisingly, recently we have assisted to the proliferation of media hoaxes which have become a real threat for the education and learning of our civil societies and have ignited a heated public debate. The CNPDS’s Conference aims at examining the opportunity and feasibility of regulatory interventions inspired to a *logic of public service* – the matter itself directly concerning the public interest. Starting from this assumption, the Conference’s ambition is to stir a public debate capable to highlight solutions efficient *and* in tune with the tenets of open democratic societies.

## PROGRAMME

5 May 2017

9 a.m.

### Opening Remarks

GUIDO BRIGNONE, *Deputy Chairman, CNPDS Foundation*

REMO DANOVI, *Chairman, Milan Bar Association*

LUCIANO FONTANA, *Editor in Chief, Corriere della Sera*

9.30 a.m.

### Introduction

#### The Heart of the Matter

GUSTAVO GHIDINI, *Professor of Industrial Law, University of Milan; Professor at LUISS–Guido Carli University, Rome*

ALESSANDRO MASSOLO, *Researcher, Observatory on Industrial Property-OPICC/DREAM, LUISS–Guido Carli University, Rome*

10 a.m.

### Keynote speech

FRANCESCO PIZZETTI, *Professor of Law, University of Turin*

10.30 a.m.

*Coffee Break*

11 a.m. - 11.30 a.m. **Session I**

### Behavioral measures in the logic of public services

*Speaker*

HANNS ULLRICH, *Professor of Law Emeritus, Affiliate Research Fellow, Max Planck Institute for Innovation and Competition, Munich*

*Discussant*

FABIANA DI PORTO, *Associate Professor of Economics Law, University of Salento; Regional Chair Ascola*

**11.30 a.m. - 12.30 p.m. Session II**  
**Structural and behavioral remedies in order to guarantee pluralism of information**

*Speakers:*

ANGELO MARCELLO CARDANI, *Chairman of the Italian Communications Authority-AGCOM*

GIOVANNI PITRUZZELLA, *Chairman of the Italian Competition Authority-AGCM*

*Discussant*

GIUSEPPE MAZZIOTTI, *Professor of Intellectual Property Law at Trinity College Dublin; Associate Research Fellow, Centre for European Policy Studies-CEPS, Bruxelles*

**2.30 p.m. Round table**  
**The state-of-the art of remedial technical measures applicable by existing research engines or social networks**

*Moderator*

FEDERICO FUBINI, *Vice Editor in Chief, Corriere della Sera*

- EDOARDO FLEISCHNER, *Professor of Cross Media Communication, University of Milan*

- TED HUNT, *Founder of Else Search / Socratic Search*
- ERIC LEANDRI, *Founder and Chairman of Qwant*
- ORESTE POLLICINO, *Professor of Constitutional Law, Bocconi University*

**4 p.m. - 4.30 p.m. Conclusions**

GUIDO CALABRESI, *Judge, United States Court of Appeals for the Second Circuit; Former Dean, Sterling Professor of Law Emeritus, Yale Law School*

*Official Languages*

*English and Italian with simultaneous interpretation*

*Conference Secretariat*

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