

Program

of the Scientific Conference

Truth and lies:

the media, the internet and the post-democratic world 2023

which takes place under the auspices of the President of the SR Zuzana Čaputová.

Opening of the Conference 9.30 am to 10 am

Prezident of the SR Zuzana Čaputová
Prof. Iveta Radičová, PhD.

Pannel session and key-note speakers 10 am to 12 am

Peter Bardy – aktuality.sk
Jakub Filo – sme.sk
Miroslav Frindt – RTVS – Slovak Radio and Public TV
Radovan Geist – euroactiv.sk
Henrich Krejča – TV Markíza
Matúš Kostolný – Denník N
Moderator: Assoc Prof. Martin Kasarda, PhD.

Room 109 1 pm to 3 pm

Section 1 Chair: Assoc. prof. Soňa Chovanová Supeková, PhD., Pan-European University, Bratislava, Slovakia

Session 1 of the Truth and Lies 2023 Conference, "Innovations in Marketing Communication: Strategies to Combat the Spread of Misinformation in the Digital Space", will focus on the latest discoveries and research in the field of digital communication and the fight against misinformation. Participants will have the opportunity to explore the results and findings of the latest studies that analyze innovative methods in marketing communication and strategies to stop the spread of misinformation. This session will also explore technological innovations and platform solutions that can be leveraged to fend off disinformation campaigns. Our goal is to provide attendees with a deeper understanding of this timely issue and offer the latest tools and tactics to combat the spread of misinformation in a rapidly changing digital environment.

Room 108 1 pm to 3 pm

Section 2 Chair: Dr. Ján Lacko, PhD., Pan-European University, Bratislava, Slovakia

Session 2 of the Truth and Lies 2023 conference, "Innovations in Informatics: Using AI and Big Data to Combat Disinformation and Hoaxes", will present the latest scientific advances and technologies in the field of informatics and their role in the fight against disinformation. Participants will learn about the latest innovations in artificial intelligence and Big Data, which are key to detecting and countering the spread of hoaxes and disinformation. This session provides an overview of the latest studies and findings, shows examples of successful applications of these technologies and discusses potential challenges and future trends in this field. The aim is to provide participants with an in-depth understanding of the opportunities that innovations in computing bring for effectively combating disinformation.

Organizing Committee:

Assoc. prof. Soňa Chovanová Supeková, PhD.

Prof. Ľudovít Hajduk, PhD.

Assoc. Prof. Martin Kasarda, PhD.

Dr. Ján Lacko, PhD.

Prof. Stanislav Benčíč, PhD.

Assoc. Prof. Anton Szomolányi, PhD.

Dr. Richard Keklák, PhD.

Dr. MA Art. Yvonne Vávrová

Katarína Holetzová, PhD.

Ján Paukovic, PhD.