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IBERIFIER Plus: Development and implementation of trustworthy and multifactorial AI models for the prediction and prevention of cancer within national and European screening programs

Description

The Iberian Digital Media Observatory (IBERIFIER Plus) aims to expand the ongoing activities of IBERIFIER (www.iberifier.eu), the Iberian hub established in 2021 dedicated to researching and combating disinformation in Spain and Portugal. Composed of a highly experienced and qualified consortium of 25 partners and 1 associate partner, the new hub plans to engage in fact-checking in three languages (Portuguese, Spanish, and Catalan) while exploring artificial intelligence (AI) technologies for early disinformation detection. It will also analyse the impacts of disinformation, particularly in the digital media ecosystem, and promote media literacy.

Thus, IBERIFIER Plus covers all the key objectives of the Call, including actively engaging with EDMO, fact-checking harmful disinformation, conducting research on disinformation's impact on society, supporting media literacy campaigns, monitoring online platform policies, and enhancing communication efforts. Aligned with the Call's focus on linguistic areas, IBERIFIER Plus' unique aspect is its ambition to expand its activities beyond Spain and Portugal, influencing the Ibero-American region, Africa, and Asia, where Spanish and Portuguese are spoken by over 800 million native speakers.

Regarding impact, IBERIFIER Plus plans to employ dissemination, exploitation, and engagement strategies to ensure the effective sharing, application, and engagement of multiple stakeholders with its research outcomes. Overall, IBERIFIER Plus aims to contribute to the Digital Europe Programme's objectives and EDMO strategy by addressing disinformation challenges in Spain and Portugal, and expanding its reach beyond these two countries.

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