

Question for written answer E-000170/2026
to the Commission
Rule 144
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Subject: Reliability of educational content and advice shared by influencers

The sharp rise in the influence of content creators on digital platforms has changed the way in which young people in particular acquire information relating to education, culture, health and professional training.

Recently, non-EU countries adopted regulatory frameworks requiring the possession and verification of professional qualifications for content creators who provide online guidance or educational content in areas of high social impact. They also require that a clear distinction be made between personal experience and professional guidance.

In the European Union, although policies on digital education and the fight against disinformation do exist, there is currently no uniform framework regulating the quality and reliability of educational content disseminated by influencers.

Can the Commission answer the following:

1. How does it assess the risks arising from unverified professional advice being given on social media platforms in areas such as health, finance and education?
2. Does it intend to consider developing guidelines or recommendations, within its remit, that improve the transparency, reliability and quality of content presented as educational or advisory?
3. In what ways could such initiatives be made to tie in with Union education policies to ensure a high level of protection for citizens?

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