

(English version)

**Priority question for written answer P-000304/25
to the Commission
Dan-Ștefan Motreanu (PPE)
(23 January 2025)**

Subject: Mitigating the risks posed by AI-generated accounts on social media

Some social media platforms have announced plans to introduce AI-generated accounts to their networks. This raises concerns about the potential proliferation of automated accounts programmed to behave like real users. These accounts could post, share content and interact with others on the basis of pre-designed scripts, making it difficult to distinguish between genuine human activity and artificial interactions.

The risks associated with such developments are significant. Ill-intentioned actors could exploit these platforms to manipulate public opinion and dominate online discussions, particularly during sensitive times, such as during election campaigns. This could undermine democratic processes and trust in digital spaces.

A possible solution would involve requiring users to verify their accounts using official identification or digital identities. This system would enhance accountability, ensuring that those who break the law can face legal consequences. It could also reduce the misuse of anonymous accounts for malicious purposes, while maintaining the rights of legitimate users operating under their verified identities.

Does the Commission intend to propose measures to address the risks posed by anonymous and AI-generated accounts by introducing 'ID verified' account systems to enhance accountability?

Submitted: 23.1.2025

**Answer given by Executive Vice-President Virkkunen on behalf of the European Commission
(4 March 2025)**

The Digital Services Act (DSA) ⁽¹⁾ obliges providers of very large online platforms (VLOPs) to identify, analyse and assess the systemic risks stemming from their services, and consider the role of algorithmic systems and intentional manipulation, including by inauthentic use or automated exploitation of the service.

Artificial intelligence (AI)-generated accounts on social media could therefore be considered in such risk assessments. The risks related to the intentional manipulation stemming from AI-generated accounts and the content generated by them may have negative effects for civic discourse or electoral processes, and negative consequences to mental well-being.

The Commission issued guidelines ⁽²⁾ to VLOPs with best practices to mitigate election-related risks, including labels for AI-generated content.

The Code of Conduct on Disinformation ⁽³⁾ includes strong measures to address the spread of disinformation via VLOPs signatories, including dissemination of AI-generated content. A workstream has been established as part of the Code's Taskforce to address the challenges raised by AI for disinformation.

Under the AI Act ⁽⁴⁾, providers of generative AI must ensure that AI-generated content can be detected. The AI Act also introduces disclosure obligations for certain AI systems, like chatbots, to make users aware that they are interacting with a machine, and a labelling obligation for deep fakes and AI-generated text if it is intended to inform the public on public interest matters.

VLOPs under the DSA will also have to accept the EU Digital Identity Wallet ⁽⁵⁾ for logging into their online services upon the voluntary request of the user.

Together, these measures provide an effective set of rules to address the problems raised.

⁽¹⁾ Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market for Digital Services and amending Directive 2000/31/EC (Digital Services Act).

⁽²⁾ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52024XC03014&qid=1714466886277>

⁽³⁾ <https://digital-strategy.ec.europa.eu/en/library/code-conduct-disinformation>

⁽⁴⁾ Regulation (EU) 2024/1689 of the European Parliament and of the Council of 13 June 2024 laying down harmonised rules on artificial intelligence and amending Regulations (EC) No 300/2008, (EU) No 167/2013, (EU) No 168/2013, (EU) 2018/858, (EU) 2018/1139 and (EU) 2019/2144 and Directives 2014/90/EU, (EU) 2016/797 and (EU) 2020/1828 (Artificial Intelligence Act).

⁽⁵⁾ <https://ec.europa.eu/digital-building-blocks/sites/display/EUDIGITALIDENTITYWALLET/EU+Digital+Identity+Wallet+Home>