



Madalina Botan

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Profile

Associate Professor and senior researcher specializing in digital governance, platform regulation, and disinformation, with extensive experience leading EU-funded projects and driving policy engagement. Currently **Vice-Chair for the EU AI Office's Code of Practice on Transparency of AI-Generated Content**, my work centers on AI governance. My upcoming **Jean Monnet Fellowship** at the **European University Institute** in Florence will further expand this research to address disinformation, cyber threats, and the impact of algorithmic systems on democratic resilience.

Current Roles

Jean Monnet Fellow. Platform and digital regulation, Robert Schuman Centre for Advanced Studies (RSCAS), **European University Institute (EUI) (September 2026 - August 2027)**

Vice-Chair, Code of Practice on Transparency of AI-Generated Content, AI Office, European Commission, <https://digital-strategy.ec.europa.eu/en/news/meet-chairs-leading-development-new-code-practice-transparency-ai-generated-content>

Associate Professor – National University of Political Studies and Public Administration, Bucharest (Since 2008)

- Courses taught: Platforms, Algorithms, and Digital Communication; The New Digital Ecosystem and the Transformation of Strategic Communication; Mass Media and Society; Methods and Techniques for Graduation Thesis.
- Researcher affiliated to the *Media Studies Research Lab* focusing on disinformation and influence operations.
- Oversee EU-funded research projects on political campaigns, populism, and media systems.

Coordinator – Bulgarian-Romanian Observatory of Digital Media (BROD), European Digital Media Observatory Hub (Since 2023) <https://brodhub.eu/en/>

- Direct research on disinformation and platform regulation in Romania and Bulgaria.
- Produce assessment reports on VLOPSE compliance with the EU Code of Practice on Disinformation.

- Engage policymakers, regulators, and research networks for Digital Services Act compliance.

Member – EDMO Expert Group on Elections (Since 2024), Monitoring disinformation and regulatory compliance across Romania and Bulgaria. <https://edmo.eu/?s=madalina+botan>

Member – IPIE Scientific Panel on Indexing the Information Environment (Since 2024) <https://www.ipie.info/team/madalina-botan>

Member – **WHAT-IF Horizon Europe Project**, Coordinating research on AI, information ecosystems, and democratic resilience. <https://what-if-horizon.eu/>

Management Committee Member – COST Action “DepolarisingEU” (Since 2023), Promoting pluralism, de-escalation, and democratic resilience in digital media environments.

Member – COST Action CA21129, OPINION (Since 2022), Developing tools and methodologies for analyzing opinionated communication across countries.

Selected Previous Roles

Research Adviser – Learn2Think Foundation, London (2017–2019)

- Developed media literacy and civic engagement programs in UK schools.
- Partnered with The Guardian Foundation on national media literacy initiatives.

Managing Director – Majoritas Institute, Bucharest (2015–2017)

- Led international political campaign training programs in Romania, Ghana, Philippines, Kosovo, Serbia, Dominican Republic, Panama.
- Delivered workshops on campaign strategy, media training, digital campaigning, and SEO for political campaigns.

Project Coordinator – DC Communication, Bucharest (2005–2008)

Teaching Assistant – University of Bucharest, Faculty of Sociology (2006–2008)

Key Research & Expertise

- **Disinformation & Misinformation:** Fact-checking, deepfakes, online hate speech, cognitive effects of algorithmic content.
- **Platform Regulation:** VLOPSE compliance, EU Code of Practice on Disinformation, Digital Services Act, AI ethics in media platforms.
- **Media & Democracy:** Political psychology, populism, civic engagement, media literacy.
- **International Research:** Cross-national empirical studies, EU-funded projects, interdisciplinary collaborations.

Selected Publications

Botan, M. (2026). Accountability in name only: Fact-checking under the EU's Code of Practice on Disinformation. *Harvard Kennedy School Misinformation Review*.
<https://misinforeview.hks.harvard.edu/article/accountability-in-name-only-fact-checking-under-the-eus-code-of-practice-on-disinformation/>

Bechmann, A., **Botan, M.** & Gregorio, G. (2026). Rules for labelling of deepfakes and AI-generated and manipulated text applicable to deployers of AI systems (Article 50(4) and (5) AI Act), Code of Practice on Transparency of AI-generated content, EU Commission. <https://digital-strategy.ec.europa.eu/en/policies/code-practice-ai-generated-content>

Corbu, N., Buturoiu, R., **Botan, M.**, & Stoycheff, A. (2026). Disinformation on Bulgaria and Romania's Schengen accession fuels Euroskepticism. *Communications*.<https://doi.org/10.1515/commun-2024-0205>

Botan, M., & Horowitz, M. A. (2025). Assessing the EU's Code of Practice on Disinformation: Platform responses to information disorders. In N. Sowels, J. Wouters, M. Dulak, & M. C. Latorre (Eds.), *The European Union in an illiberal world* (pp. 200–213). ISBN: 979-8-23397-115-0
<https://www.globalpolicyjournal.com/sites/default/files/pdf/The-European-Union-in-an-Illiberal-World.pdf>

Botan, M., Meyer, T., Bourgeois, M., Elmer, C., Horowitz, M., Leonidou, P., Stancea, A., & Teczár, S. (2025). *Implementing the EU Code of Practice on Disinformation: An evaluation of VLOPSE compliance and effectiveness (Jan–Jun 2024)*. European Digital Media Observatory. Retrieved from <https://edmo.eu/publications/implementing-the-eu-code-of-practice-on-disinformation-an-evaluation-of-vlopse-compliance-and-effectiveness-jan-jun-2024>

Horowitz, M. A., **Botan, M.**, Bleyer-Simon, K., Brautović, M., Brogi, E., Bucholtz, I., ... & Weikmann, T. (2025). *Literature review on actors of disinformation in the European Union*. EUI, STG, European Digital Media Observatory (EDMO), Policy Report. <https://hdl.handle.net/1814/92833>

Buturoiu, R., Stancea, A., **Botan, M.**, & Corbu, N. (2025). Old habits, new platforms: Exploring the age-group divide in Romanian news consumption. *Romanian Journal of Communication and Public Relations*, 27(2), 45–70. <https://doi.org/10.21018/rjcpr.2025.2.812>

Botan, M., Stefureac, R., & Stancea, A. (2025). Electoral dynamics in the age of disinformation: Understanding Romanian voter support for nationalist populist parties in the 2024 elections. *New Perspectives*, 33(2), 103-121. <https://doi.org/10.1177/2336825X251322721>

Stancea, A., & **Botan, M.** (2025). The price of (un) regulation: Tracing the flow of political advertising budgets and voter targeting across online platforms in Romanian elections. *Communications*, 50(4), 996-1030. <https://doi.org/10.1515/commun-2024-0038>

Corbu, N., Buturoiu, R., **Botan, M.**, & Frunzaru, V. (2024). What young people know and think they know about politics: Factors influencing political knowledge among Romanian first-time voters. *Media Literacy and Academic Research*, 7(2). <https://doi.org/10.34135/mlar-24-02-01>

Botan, M. (2024). The Romanian media system: Dynamics, challenges, and implications for democracy. *Media and Communication*, 12.
<https://www.cogitatiopress.com/mediaandcommunication/article/view/7847>

Negrea-Busuioc, E., Buturoiu, R., Oprea, D., & **Botan**, M. (2023). Online hate speech in Romania and its impact on people's civic engagement with the Roma minority. *Romanian Review of Sociology*, 34(1/2), 21–42.

<https://www.proquest.com/openview/1d24650d21cdf997a9b79dd062feef83/1?pq-origsite=gscholar&cbl=54928>

Buturoiu, R., Corbu, N., **Botan**, M. (2023). Patterns of news consumption in a high-choice media environment. Springer. <https://link.springer.com/book/10.1007/978-3-031-41954-6>

Botan, M., & Stancea, A. (2023). The implementation of the Code of Practice on Disinformation in Romania. Bulgarian-Romanian Observatory of Digital Media, Report. https://edmo.eu/wp-content/uploads/2023/09/Evaluating-the-Revised-EU-Code-of-Practice-on-Disinformation-in-Romania_v2.pdf

Buturoiu, R., Corbu, N., **Botan**, M. (2022). Profiles of news consumption in a high-choice media environment: Evidence from Romania. *Media Literacy and Academic Research*, 5(1), 95–115.

<http://cejsh.icm.edu.pl/cejsh/element/bwmeta1.element.desklight-9721744f-6093-4c2a-b60c-874805fb93c0>

Buturoiu, R., Corbu, N., Oprea, D., **Botan**, M. (2020). Trust in information sources during the COVID-19 pandemic: A Romanian case study. *Communications*, 47(3), 375–394.

<https://www.degruyter.com/document/doi/10.1515/commun-2020-0052/html>

Botan, M., Buturoiu, R., Corbu, N., & Voloc, A. (2020). Deep-rooted prejudices: The online proliferation of hate speech against the Roma minority group in Romania. In A. Țăranu (Ed.), *Politics and knowledge: New trends in social research* (pp. 56–64). Bologna: Filodiritto.

Corbu, N., **Botan**, M., Buturoiu, R., & Dumitrache, A. (2020). Patterns of digital behaviour on instant messaging platforms: WhatsApp uses among young people from Romania. *Romanian Journal of European Affairs*, 20(2), 62–78.