

# DISINFORMATION ON ELECTORAL PROCESS

THE MEXICAN EXPERIENCIE



# Does information and fake news affect electoral integrity?

- NEW PROBLEM IN DEMOCRACY: DISINFORMATION AND MISINFORMATION ON ELECTORAL PROCESSES

# POSITIVE ASPECTS OF DIGITAL TECHNOLOGY

- Facilitates social mobilisation and collective action in favour of social demands (e.g. social media with the Arab Spring)
- Give voice to a diversity underrepresented populations
- Give more access to real-time events and provide knowledge-sharing

# NEGATIVE ASPECTS OF DIGITAL TECHNOLOGY

- Constant marketing tries to reach people's attention developing an addictive behaviour
- Viral and fragmented-information causes unfocussed attention
- Epistemic crisis. It has expanded the voice of anti-science front groups.
- It has become a channel of social and moral indignation. Polarization.

# HOW DOES DISINFORMATION AFFECT ELECTORAL INTEGRITY?

- Despite not having conclusive (scientific) evidence of the effects of digital technologies on elections, we have found that misinformation:
  - impoverishes public debates
  - makes harder for citizens to determining source reliability
  - Has become, in some contexts, an obstacle; to have full participation in democratic process, to access and to share valuable information, to articulate demands based on sufficient evidence; and to exercise the right to an informed vote
  - Threats the trust of the electoral organizations'.

# HOW THE NATIONAL ELECTORAL INSTITUTE OF MEXICO FACES THESE CHALLENGES ?

- Designed an informative model for the 2018 General Elections
- Provides timely, valid, and reliable information
- Deployment of institutional capacities of public pedagogy
- Enhances digital-literacy among the citizens

# MEXICAN STRATEGY AGAINST DISINFORMATION IN ELECTORAL CONTEXT

- **Approach:** an assertive, simple and timely communication strategy
- **Agreement with social media companies** (e.g. Facebook, Twitter, Google): Commitment to disseminate verified data/information on the election
- **Alliances with key stakeholders:** digital platforms, mass media, universities, NGO's (e.g. VERIFICADO 2018)
- **Certainty.** National Electoral Institute of Mexico is constantly innovating in order to identify, to organise, to analyse and to respond misinformation

# Finally...

- Misinformation is one of the most important challenges needed to address for Electoral Management Bodies in order to fulfill our accountability and commitment to electoral democracy.



# THANK YOU

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