# NATIONAL ELECTION COMMISSION
## SOUTH KOREA

# THE ROLE OF SOCIAL MEDIA DURING ELECTIONS AND WAYS TO TACKLE DIGITAL DISINFORMATION

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# About us

MEMO 98 helps people to receive fair and comprehensive information about public affairs. Having worked for 22 years in Slovakia and abroad, we belong to global leaders in media monitoring and elections. Our main goal is to ensure that people require good quality media content - essential for enhancing of their critical thinking.

# Where we work

# What we do



## MEDIA MONITORING
Explaining what the media reports

## ELECTIONS
Good quality information means better choice

## DISINFORMATION
Undermines trust in democracy

## QUALITY JOURNALISM
Navigates through information and helps to find solutions

## MINORITIES
Changing stereotypes in the media
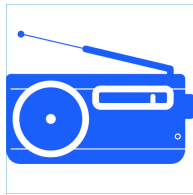
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# THE RESPONSIBILITIES AND ROLES OF SOCIAL MEDIA PLATFORMS DURING ELECTIONS
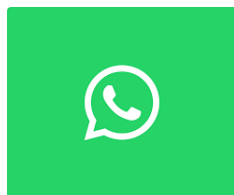
# THE CHANGING MEDIA ENVIRONMENT

# VECTORS OF DISINFORMATION

**Traditional media – Television, Print, Online and Radio**

**Social media**
**Messaging platforms**
**SMS**

The arrival of private actors that for the most part remain non-regulated, such as Facebook and Google, has greatly affected citizen's ability to receive important information about elections. These players have become a principal platform of political interaction, as well as a critical vehicle for political advertising

# SOCIAL MEDIA PLATFORMS

Clear impact on the role of mass communications media during elections

- reporting on the performance of incumbents

- providing candidates with a platform for debate

- allowing candidates to relay their messages to citizens

- reporting on campaign-related developments

- informing voters on how to exercise their rights

- monitoring the electoral process, including on election-day

- reporting to the public the results of election

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# Positive Aspects of social media during elections

Better reach to voters

Mobilization

Destroy information monopolies

AI can be deployed to detect false information

Voter education

# NEGATIVE ASPECTS OF SOCIAL MEDIA DURING ELECTIONS

Voter suppression

Voter fraud

Incitement to violence, hate speech

Bullying, harassment and surveillance

Cyberespionage

Doxing of candidates

Disinformation & misinformation

Foreign interference in elections

Identity theft

Digital attacks against journalists

Online harassment

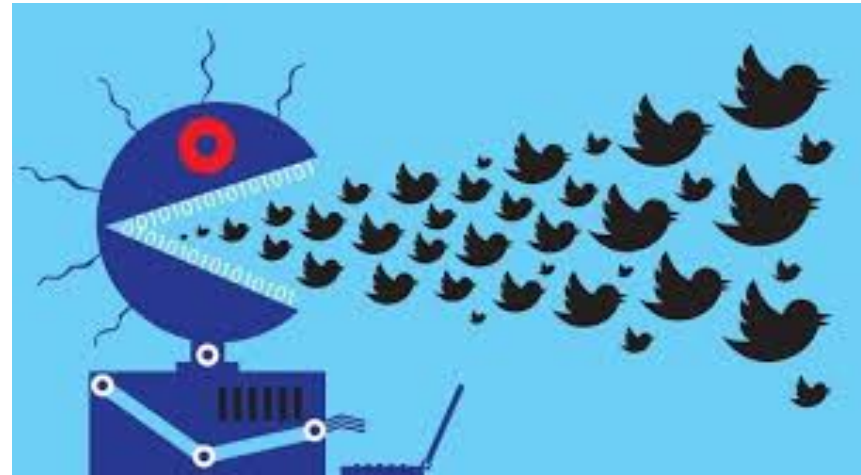# DISINFORMATION DURING ELECTIONS

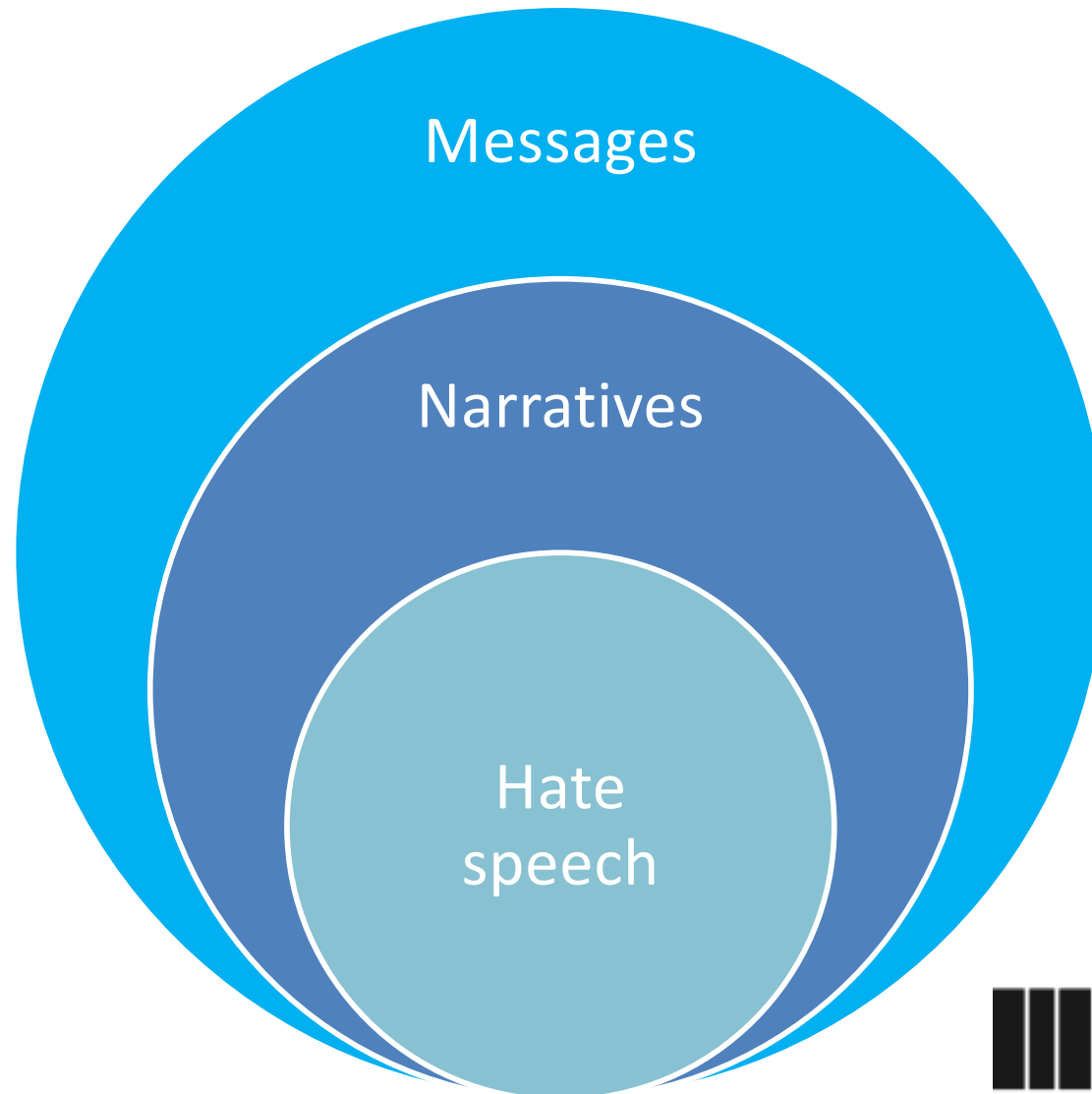Coordinated inauthentic behaviour

Information operations

Computational amplification of disinfo
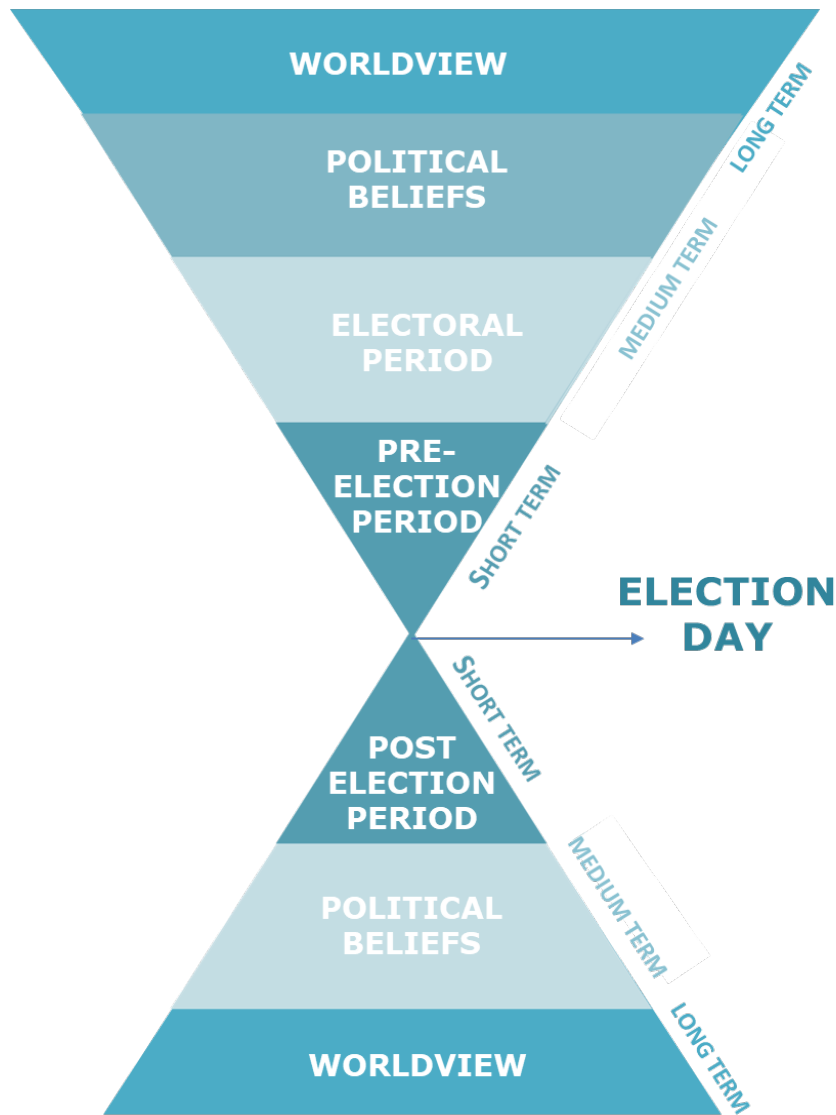
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# SPREAD OF DISINFORMATION

# CONTENT OF DISINFORMATION

# TARGETS OF DISINFORMATION

Candidates

Political parties

Minorities and vulnerable groups

Individuals

# Disinformation

PURPOSE?

# DISINFORMATION DURING ELECTIONS

**WORLDVIEW**

**POLITICAL BELIEFS**

**ELECTORAL PERIOD**

**PRE-ELECTION PERIOD**

LONG TERM

MEDIUM TERM

SHORT TERM

**ELECTION DAY**

SHORT TERM

**POST ELECTION PERIOD**

MEDIUM TERM

**POLITICAL BELIEFS**

LONG TERM

**WORLDVIEW**

**ATTEMPTS TO INFLUENCE ELECTORAL RESULTS**

**SHORT TERM**

- Voter suppression
- Electoral integrity
- Electoral fraud
- Questioning the results

**MEDIUM TERM**

- Discrediting campaigns
- Divisive narratives
- Information aimed at confusing voters
- Microtargeting

**LONG TERM**

- Polarization
- Attacks on democratic institutions
- Political apathy

DEMOCRACY REPORTING INTERNATIONAL

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# DISINFORMATION

Solutions?

# POSSIBLE SOLUTIONS AND RESPONSES

*The need to upgrade ICT capacities for election administration*

Application of human rights standards and normative frameworks to the challenges that social media and AI pose to elections

*Regulation, self-regulation and co-regulation of online content*

The importance of media and information literacy

Promoting voter education, media and information literacy and youth's participation in elections

Fostering transparency in online campaigning and political advertising

Carrying-out social media monitoring

Fact-checking, myth-busting, trust and credibility-enhancing initiatives

Political parties and candidates joining forces to prevent and counter disinformation
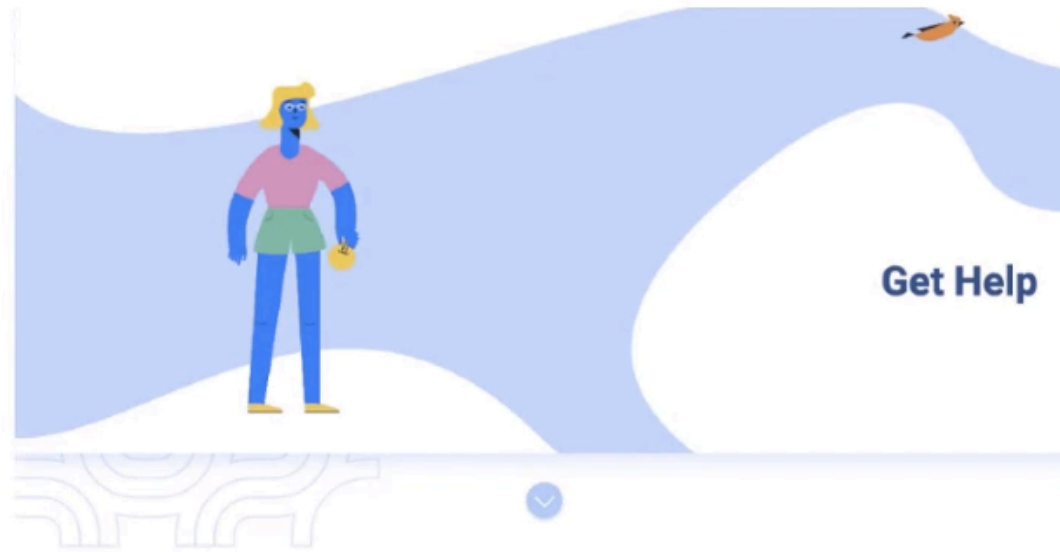
Agreements between EMBs and technology companies to combat disinformation

Advancing gender equality and addressing violence against women in elections

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# Working with the platforms

# Q&A

# Thank you

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