

Focus on preventive measures to tackle harmful practices

[00:00:18] **Speaker 1** Hello and welcome to the module four of the massive open online course and information and elections in the digital era. As you know, this course is organized by the Center for Journalism in the Americas with the support of unity and unity. Hello and welcome back, everyone. I'm very happy and proud that you're here with us today to start working on the fourth model of our work. As you know, my name is Peter about it and I'm an electorate expert at Unions School and a leading instructor of this course. Let's start with the one where we'll talk about preventive measures to tackle disinformation, misinformation, information and hate speech in electoral processes. In this model, we will examine possible preventive measures to implement in order to tackle and mitigate the negative effects of disinformation and misinformation, information and hate speech. During elections, these measures are the political awareness and adaptability, promotion of dialog and social cohesion, civic education, voter education and media and information literacy, public information campaigns and communication for developing and working with the media and the journalists. Let's start by the measures to tackle disinformation, misinformation and disinformation during the electoral cycle. Just as a brief reminder in this mall, we will thank so many in detail some of the preventive measures available to tackle disinformation, misinformation, information and hate speech, as we have already said. But in a previous model, we saw that these responses can be grouped in four different categories. Preventive measures are one of them. But we also have identification, fact checking and monitoring measures. Regulatory and regulatory measures. And corrective measures. Or containing corrective measures. As I said, we will focus on preventive measures. Preventive measures are, simply put, all the actions taken beforehand to avoid a particular detrimental event or a series of detrimental events. In this case, we're going to mention some of the preventive measures that have proved to be effective with an electoral context. This preventive measures our increase of technological awareness and adaptability, strategic human resources, policies and capacity building, promotion of dialog and social cohesion, civic innovation, water allocation and media and information literacy, public information campaigns and communication for development. And working with the media and the journalists. Technological awareness. It's a very important point of the preventive measures. The preparation of an election includes many procedures that can be automated by technology, like computer programs and specific applications for voter registration and configuration of the candidate's voting districts, date of election and other electoral task specific tasks related to the electoral cycle. Electoral stakeholders might also use new technology to disseminate and convey their messages, including political campaign messages, institutional communication messages and voter education messages, among many others. For this reason, it is very important to increase technological awareness, adaptability and capacity of all electoral stakeholders through training and through capacity building, and also by working in collaboration with information and communication technology experts as well as media positions. Let's take a look at one of the most important preventing missions, the promotion of dialog and social cohesion. It's social, cohesive societies, one where all the groups have a sense of belonging, participation, inclusion, recognition and legitimacy. Such societies are not necessarily demographically homogeneous, but rather it is by respecting everyone voices and rights and choice that this happens. So preventing electoral related disinformation, misinformation, money, information, hate speech and online electoral related violence is about promoting social cohesion. Fostering social cohesion is one of the most effective safeguards against outbreaks of violence during times of high tension. Dialog needs to be promoted well in advance to the electoral states, particularly in context polluted by exacerbated hate, speech and misinformation. Some good practices for social cohesion are civic education campaigns and public awareness efforts. Training and support to civil

society organizations. Particularly those organizations would monitor human rights or monitor and observe elections. Engaging with the media, including through workshops and capacity building. Engagement with Internet platforms and social media companies. Promote dialog. Dialog for peace at community level and work with women groups as well with vulnerable groups or displaced populations. No less important as preventive measures are civic education, voter education and media and information literacy. But what is the difference between civic and voter education and what acceptance? Meeting, permission, literacy? Let us start by what they all of them should have in common neutrality. If civic commodification or meeting transmission literacy have political content, they become political propaganda and seriously compromised the credibility of an electoral process. So one of the main principles of all electoral related information in any of its versions is impartiality. Well, but start by one by one. Civic Education two Negation aims to educate citizens for civic life in a democracy. It explains what are the duties, the rights of responsibilities. It also looks to educate people on the role of the government and the democratic institutions. Citizens need to be familiar with the Constitution and electoral legal framework of their country. So civic education explains the division of powers, and the general goals for the electoral process is civic education is primarily conducted in formal education settings like schools, and it's not bound to any electoral process in particular. Order navigation helps to ensure that voters are ready to participate in electoral processes. Order and patience explains. What are we going to vote? When are we going to vote? Where are we going to vote? And oh, we are going to vote. And also how to register which documents we need to carry with us or to be sent to the authorities, even when the results are how that results in going to be announced. Motor education is critical for peaceful elections, and this sense is one of the most important preventive measures we can implement. After the coffee break, we will examine together the concept of media and information literacy to unify. Let us continue by examining together media and information. When information literacy develops, the capacity of the citizens to make more informed choices about the news they consume and the content they share to citizens to assess whether certain news or contests are true or false, it just strengthens critical skills and builds electorate's awareness about manipulation strategies that appeal to the emotions and information. Literacy also addresses citizens digital rights and the rulings with fundamental constitutional rights and human rights. Let's take a look. Two different initiatives aimed at improving citizens mediating commission literacy. One category of media literacy initiatives teach media literacy and critical thinking through participation in different games and online games, particularly games where the participants need to identify if what they are reading is fake or fake, if it's true or false, etc.. So this is a way of engaging people, not only children and youths, to gain knowledge and experience about what is going on in the media. One example is fake by the University of Indiana in the United States. This initiative aims at players to share or to like critical articles and reports, or ask for fact checking for suspicious ones. Another initiative is one called E. Reporter The BBC development report us an interactive game which gives young players the role of a journalist who needs to report on news without falling prey of disinformation. There are also more traditional school based approaches to media literacy, which are targeting preteens and teens, says said. Just when they are start taking interest in social media, news and politics. Some examples include the school media clubs run by the NGO African Center for Media and Information Literacy Africa meeting in Nigeria that look to help young people understand and access the media, as well as encourage the interaction of media and information literacy into the school curriculum. The Media and Digital Literacy Academy of Beirut is another example. All the Lie Detectors, a nonprofit initiative in Belgium and Germany, which puts journalists in the classrooms to interact directly with students and teach about youth literacy and news verification practices. As we mentioned in previous moves, public trust in elections is being targeted around the world by a series

of disinformation campaigns from a range of national and international actors. And this has given rise to an increasing lack of trust in democratic institutions, or that one of the preventive measures that are very effective to tackle this issue are the public information campaigns. And we are going to analyze why public information campaigns are so powerful. As we have already seen in our previous models, disinformation campaigns often begin well before elections to create confusion, polarize the social context, and create conditions to challenge the results. One of the most powerful preventive measures consists in implementing positive, targeted public information campaigns to counteract disinformation campaigns and provide tools for citizens to access reliable information. They also help to promote political participation, participation and social cohesion. Combining the methods and instruments of individual interpersonal communication, community media and modern information technologies. Campaigns and social media have extraordinary reach. They can potentially integrate voting and election information into people's social lives, thereby normalizing military participation and promoting a culture of political engagement, socially and platforms, and reaching groups not usually engaged by politicians and elections and political processes. Like youth, social media may be a particular relevant source of information for first time voters. And also it plays a really important role for young people living in rural and urban areas. People who get electoral information are more likely to vote. And the best ways to promote voting is to reach out to people and give them information and make them feel involved in decision making. These can be done through public information campaigns on social media. Recently when asked whether when the Independent Electoral Boundaries Commission launch a communication campaign to promote peaceful 2022 elections in Kenya, this campaign contributed to the strength and freedom of expression, access to information and electoral boundaries, prevention by targeting young people in order to combat disinformation, misinformation, and to consolidate peace and democracy. To reach the main target audience. The campaign was adapted to different media and linguistic groups and network. National Key Stakeholder was involved in the design and testing at all stages of the campaign, as well as collaborated in its dissemination and monitoring through the means of a steering committee. As you can see, the main messages were adapted to electoral calendar by one last model and they were phased and meant that we had some messages that were conveyed during pre-electoral period, some others that were conveyed during the electoral period, and some other messages that were taken by the in the polls to look different view to finalized examining and analyzing preventive measures. We are going to address the fundamental importance of working with the media. As we have already mentioned several times before, democratic elections depend on information available to citizens on technical and institutional logistic issues linked to electoral process and on the public's knowledge of those seeking their votes and the programs that they are proposing. Only free and independent journalists can fully assume the duty of providing the needed information as fundamental actors of democracy. Journalists need to prepare for elections, understand how it works, which are the most relevant events in each one of the electoral cycle phases, and be able to break down the political issues involved. To that end, media, journalists and even citizen journalists need to be trained on how to cover elections and how to deal with electronic data, disinformation campaigns, and also on how to check their sources of information and how to protect themselves in case of threats and violence. Let's do a brief recap of the preventive measures we examine today. We talk about analytical awareness and adaptability for electoral stakeholders, the promotion of dialog and social cohesion. We talk about civic education with orientation and media and information literacy. We talk about the power of public information campaigns and about the importance of engagement, engaging and working with the media. On the next and final model. We will talk about identification, fact checking and monetary measures. Corrective measures, regulatory and non regulatory

measures. Thank you very much for being here with us today. See you next week. Bye
bye.