

Module 3: Presentation by the President Councilor and the Communication Director of the National Electoral Institute of Mexico (INE)

[00:00:18] **Speaker 1** Hello, everyone. Increasingly around the world, electoral and management bodies are facing challenges that goes beyond the limit of organization of election. Besides the complexity of assuring the right to free and informed voting and doing so in many cases under conditions of polarization, intolerance and attacks by governments, letter bodies now face the problem of disinformation, fake news and hate speech. The information ecosystem in which elections are held today is radically different from that of just a decade ago. The current context is characterized by the widespread use of Internet, the prevalence of social media, and even even a growing capacity to generate and disseminate information in almost all places and at all times. In this new ecosystem, there is an acute competition for public attention and from gaining the vote of the citizens. This impact their institutional capacities and tools that members must design to halt disinformation, to make informed voting possible, and create conditions of electoral integrity. To face these challenges. At the National Electoral Institute in Mexico. We have designed a strategy that seeks to substantially reduce the harmful effects of this information and fake news in the context of elections. It is a strategy that we have been implementing since the general election of 2008. The first step was for the EU to recognize that the Organization of Elections has become increasingly complex in many cases due to mistrust among political actors. Therefore, we needed to design a strategy that allow us to explain to the public clearly and in plain language how elections are carried out, what their key activities are, which decisions and stakeholders are we facing. With that is to explain what we call at the unit The Chain of trust, which is the series of stages and decisions that offer conditions for electoral integrity. This emphasis on public reasoning, a form of pedagogy, has implied for the National Electoral Institute of Mexico to communicate effectively, thus increasing people's trust in elections. Also, the inas strategies seek to contribute to the development of a communication ecosystem that enables greater quality of information and increases the social costs of intentionally this informing the public. For this institutional pedagogical task to work, the timing is essential. Important because an event that is explained after it has occurred becomes actually a damage control rather than a genuine explanatory effort. At the same time, at the ENI, we decided to move away from the regulatory and punitive approaches to freedom of expression on social media to phase this information. Our approach has been, from the very beginning to favor the timely, truthful and clear explanation of the electoral process, especially of those decisions taken by the ENI in compliance with the law. Our approach is to phase this information with information and to do so assertively, not reactively. Then a strategy to phase this information has been anchored in three components. First of all, to establish alliances with the social media platforms. In an internationally unprecedented measure in 2018, the U.S. signed institutional agreements with Facebook, Twitter and Google. These agreements helped to expand the reach of information produced by the EU, including the wide number of activities it carries out and the institutional decisions taken in each election. Those agreements have remained in force ever since. A second line of action, which was strategic for the 2013 election, was the close relationship with the media and civic organization to promote and enhance the task of verifying information that is disseminated on traditional media and in social media. Recognizing its Independence Day in a war with the media and citizen organizations to promote verified information in many cases based on evidence provided by the EU itself. The third component of the U.S. strategy has been the development of a system to identify disinformation strategies and act accordingly. Developed by DNA. We call this system successor certainty, referring to the effort to face the uncertainty generated by fake news with truthful, clear and timely information. This

system, which operates especially on Election Day and the days leading up to it, is based on a model of social listening, information management and evidence generation. Electoral bodies must be prepared to face disinformation and misinformation practices because they affect the social and political environment from which an election is nourished. That is, drop their trust in institutions and negatively influence core aspect of elections. The challenge that the digital environment imposes on the creation of democracy are multiple and cross-cutting. The challenge is not to adapt democracy to the digital age, subordinating itself to its dynamics, which, by the way, not always are democratic. The challenge is to continue making democracy an essentially civic project in the digital environment, making freedom of expression possible with the shared responsibility of society. Traditional media, social media platforms and of course, embassies all around the world. Thank you very much. And good luck.

[00:07:12] **Speaker 2** In the mandate of permanent easy to do national electoral expansion. This information will develop more than other programs. This can be spent on the government and a reasonable parliament. Since this is some program backing Recalibration Science at Institute of Management Information. Come on, let's get to this this election with the element of credibility of doctors. Is this as long as it informs your program exclusively in office? As you also see, I know what they are most attentively, but I don't want to see a government discussed in most cases in the country. As always, inform us your opening your hands. This was the fundamental compromiso it told Instituto concept I this transparency oracle student friendly, communicative and private Barcelona citizen. So we got the information incomplete that Omani he is one of his equally is an issue that I'm yet I cannot have this confidence and endeavor to simply trust ariyo severely so monetary standard in this was yes it was a communication in this technological they don't come be in competition ask if 15 is the people information considered an element to get that because the information is affecting on a hotline to recognize your idea how do that one of us because the DNA that the best information is not is the group of the analysis said according to gram positives that is a strategic asset institute of Common Communications Seattle leprosy this year less than here you give up now the election the galaxy facility who's your lawyer that equals your spouse year historically that on notice is the people by law and put in this university you have any features that got any such measures. I this is sort of necessary upon us explicitly meet this electoral is Kerala. Your office is like a ghost of terrorists when Thursday such as implement one of its conclusions don't slip that incomplete the other mental ill people that the MENA supposed to get at this point that yet there was an office in us the communication associated I studies points that resumé that the Mina is a series of copycat on their in for fear or inclusion like a matter, but I see as necessary. They are calling me but I've been able to see the Syrian and that is information and rental. This FISA is the process on of Guatemala. What could be considerable you know in data and on some remarkable looking at about the money opportunity and that is that there two and one is it does not expose us because he I don't know who really to receive this I see if this process has been very element this was the context to eliminate the pretense commonly to the coalescence. You're not, is it Garcia, then to get that child to help this or and this. But I think that's why most of what a camera radio anything to do something about all this and this material is going to be Kojo Luis Suarez Explique and is the process with the mandate up really on the other I guess then these both presumably some of them and then Seeber one of the parties in assuming that is questionable is to react Yemen a position of efficacy on this if this not always it on adequate monitoring it is a serious study at least of community and consultancy associated with concrete also pretty specific yet then the responsible disseminate ABC and the Islamic but. Guillemot this year is a pullback in presence in the cities and does not make us willimantic want to make the monetary capacity to make this honest yet than any

pharmacy on the former Fortuna see not going to get it goes to eat them or they are the communication by in that require electron in the constant data. What I see on the company those gets a known annual provision of decision is yet to be that is appropriate electoral will present autonomous matters will see. This raises serious concerns academics like Cassy O'Connor said associate CV It cannot be flu either from as musical and in personal process because you can mandato elected police officer that you are totally symptomatic of the customs opportunist La Maladie equestrian organization that a hernia is a C7 example. Those recaro they use batteries it's been people spend matter they didn't they disagree on physical disability necessitate is boisterous edict of a song is it with the gay Islamic associate of the person that people. This has a profound metamorphosis correction. Now there was some sentiment that this if this is a case are they not easy to persuade is a simple but he may have misunderstood advice for policy so expliquer Clara Blizzard told people let's start they here for not giving one as speech to see it are yet to happen. Opportunity does not issue responses. Is this a strategic game will give us a sentiment that Lolita possibly in many of them context on it possible that you can tell anybody respect parody with that expression what in momentum is the most common see those that give that sort of information why the committee let this information which addresses. I know.