

No Silver Bullet:

Using data to develop
Context-sensitive solutions
to disinformation

Marcela Ríos

Assistant Resident Representative
UNDP Chile

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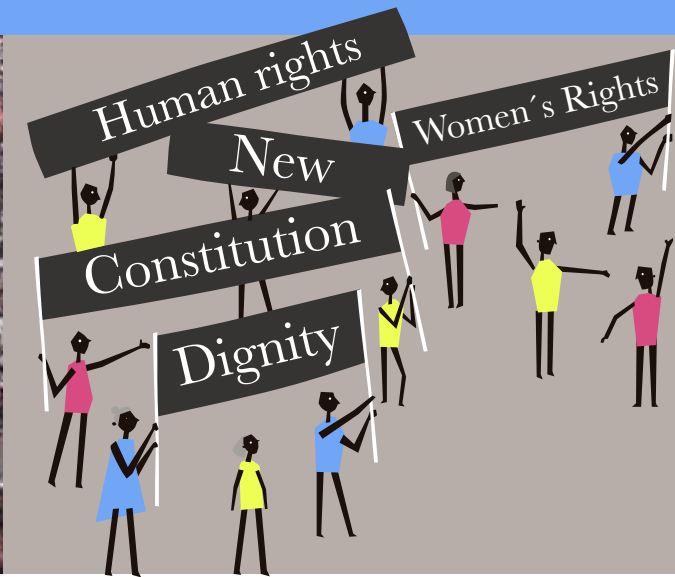
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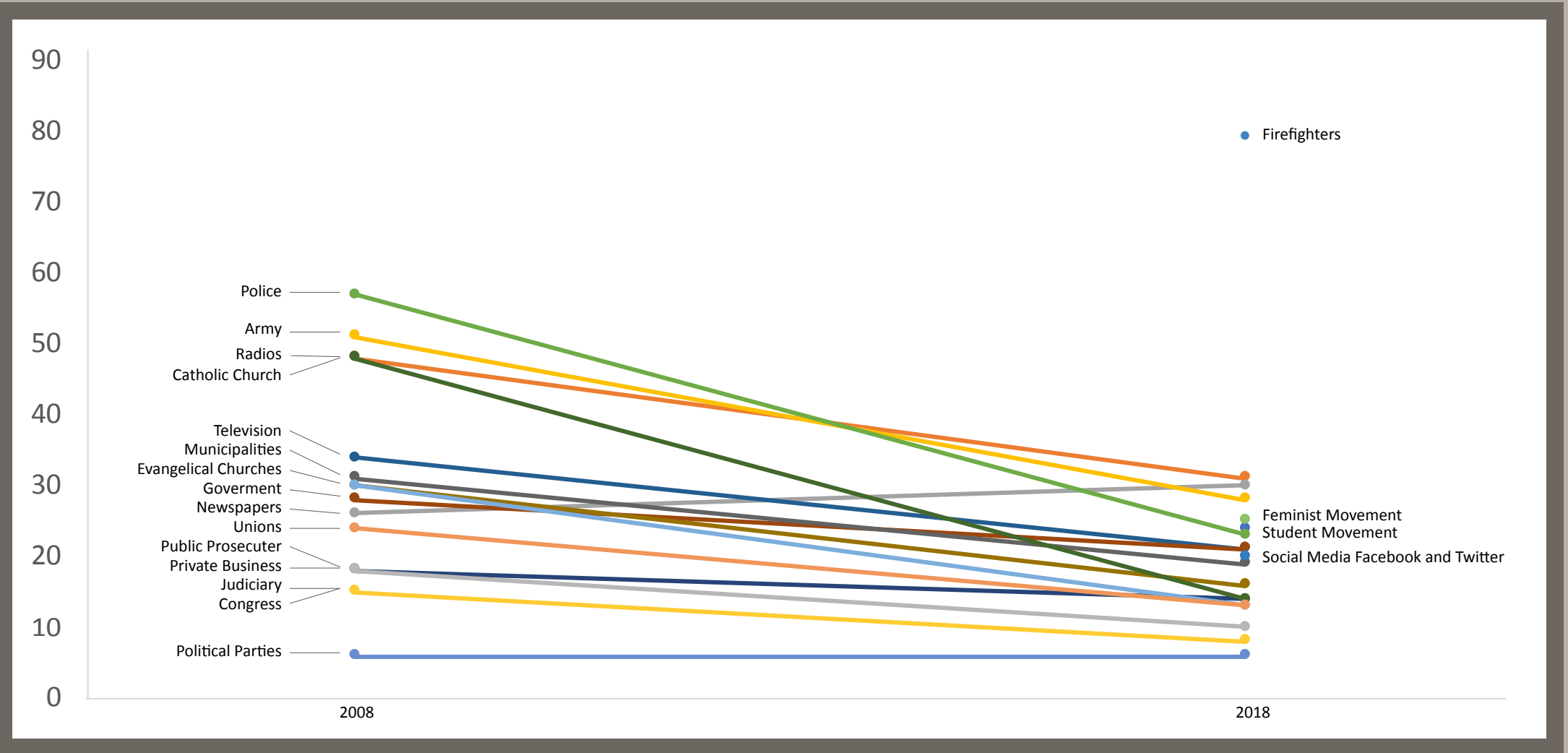
SOCIAL CONTEXT





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Institutional Trust: 2008-2018



Source: UNDP Chile State of Democracy Public Opinion Surveys 2008, 2010, 2012, 2016, 2018





Months before the election, there was a notorious lack of understanding regarding the options at play in the Plebiscite, and a demand, on the part of citizens for neutral, objective information. Insufficient knowledge was identified as an obstacle for electoral participation.

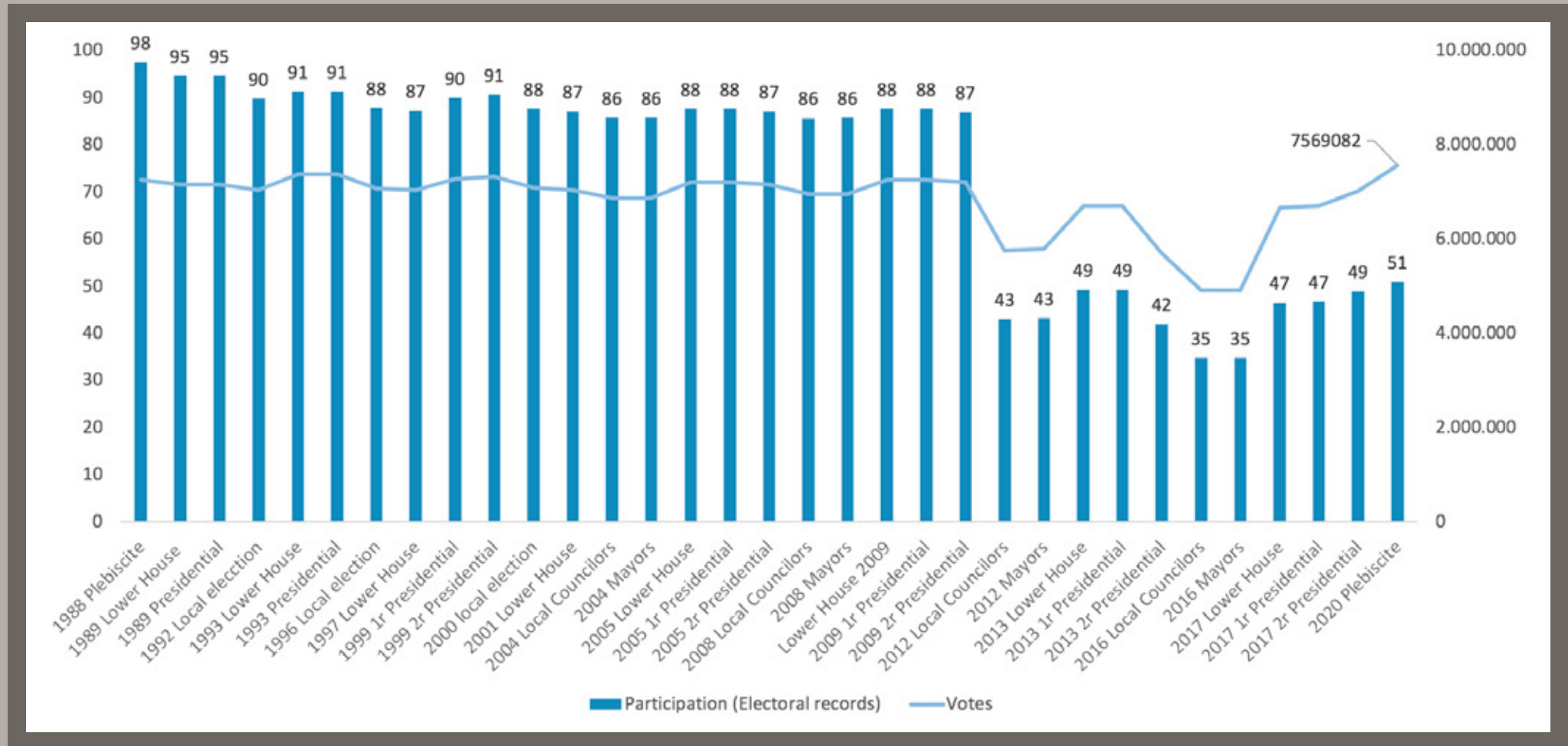
Social networks stood out as a key channel to easily access information.





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Percentage of electoral participation and total votes between 1988 and 2020



Source: Own elaboration based on data from SERVEL and FLACSO.





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**Constitutional Process
Electoral Cycle**



The impact of COVID





INFORMATION POLLUTION MAPPING





Information Pollution Mapping Initiative: Chile

Objectives:

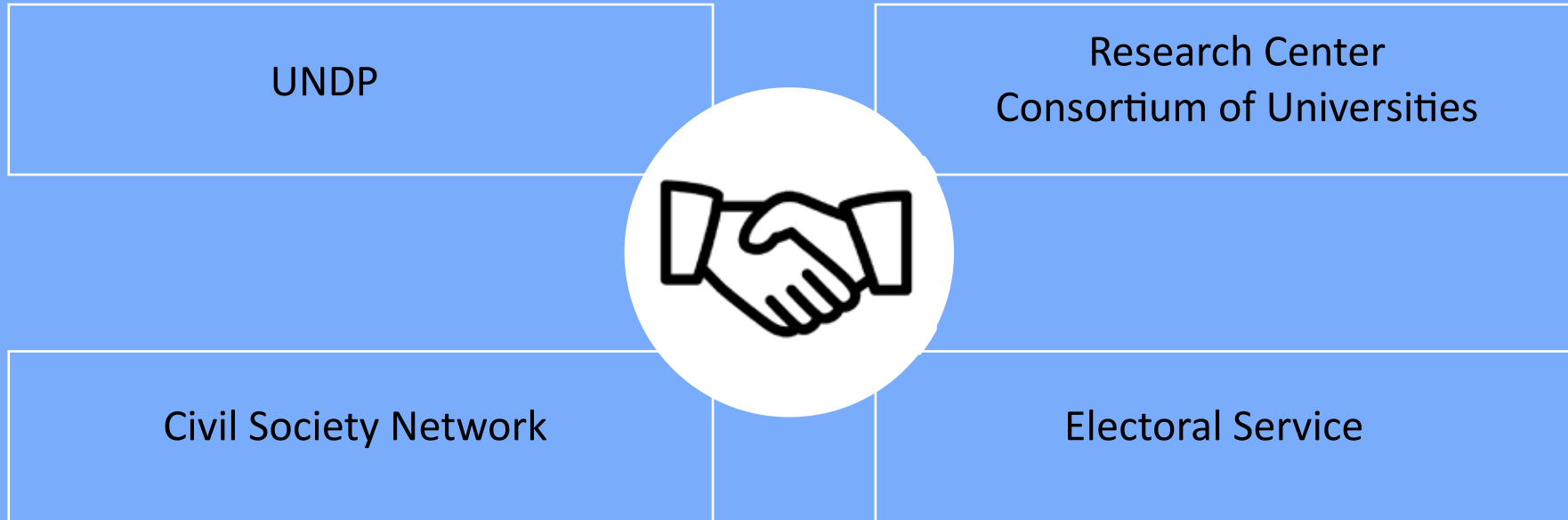
- Assess information landscape regarding the constitutional process through communication channels, information consumption, and relevant sources of information.
- Identify different types of information pollution in Chile.
- Design an ecosystem to face information pollution by fostering an alliance between public institutions, communication media, private entities, civil society, and universities.

Social media platforms analyzed: Twitter and Facebook





Alliance as basis for ecosystem to confront information pollution in place





MAIN FINDINGS





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Disinformation + Misinformation

(September 13-October 10)



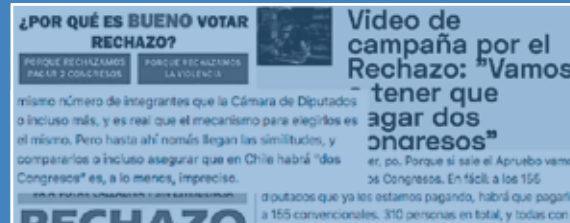
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Businesses finance the "Approve" campaign with \$7,000 million (Chilean currency)

Date: 29/09/2020

Viralization date: 29/09/2020

N° of observation: 226



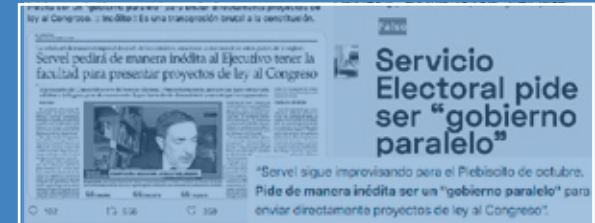
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Campaign video for the "Rejection" option: "We are going to have to pay for two congresses"

Date: 14/09/2020

Viralization date: 19/09/2020

N° of observation: 3.648



3

Electoral Service asks to be "parallel government"

Date: 15/09/2020

Viralization date: 15/09/2020

N° of observation: 2.650



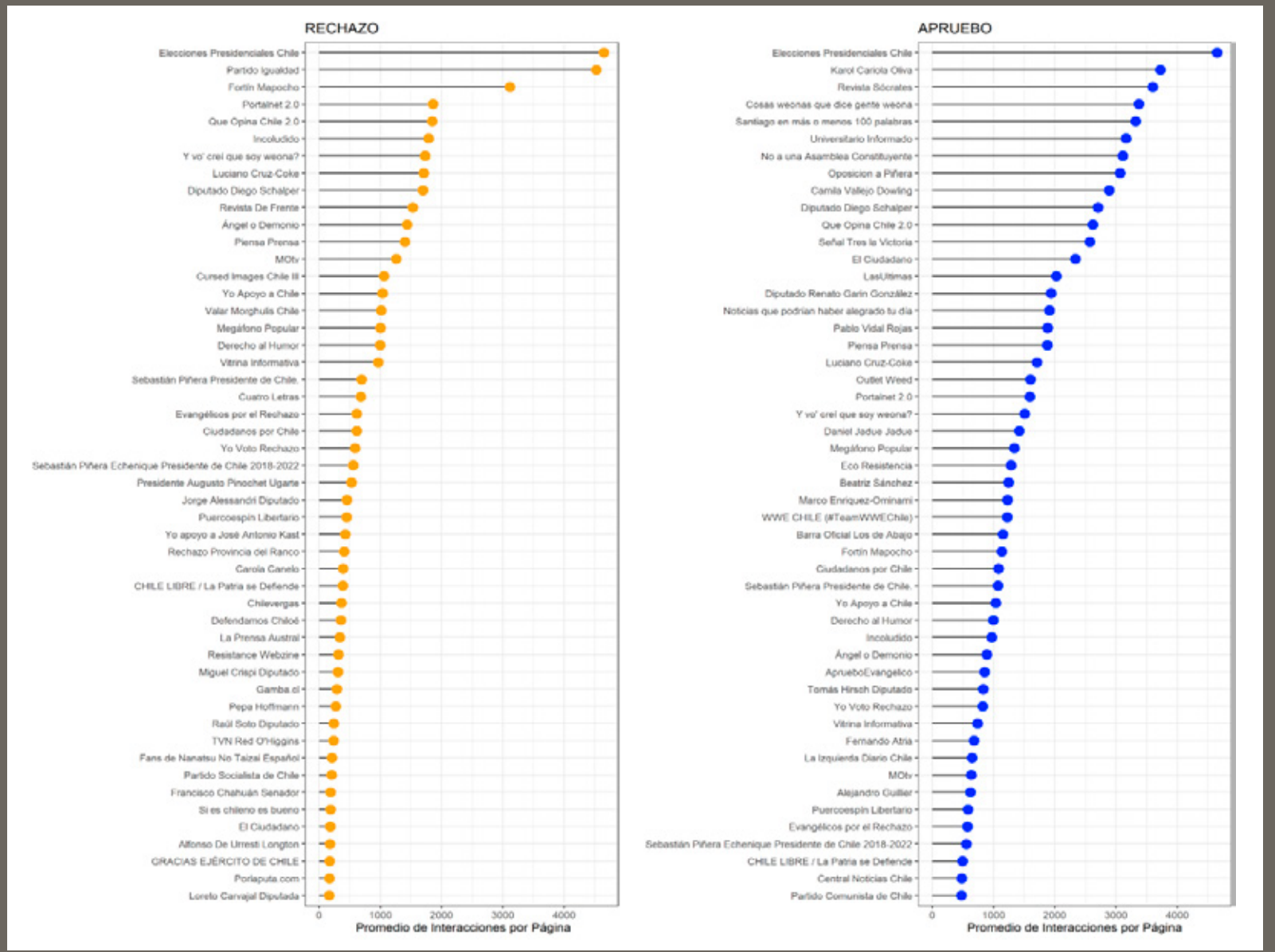


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Pages related to Approve and Rejection options

Pages with higher concentrations of posts and memes on the “Rejection” option are owned by political figures and civil organizations, particularly evangelical groups or those supported by organizations linked to the army forces.

Political figures were also frequent in the case of groups linked to the “Approve” option.





Findings

1 Despite the historical relevance of the plebiscite, levels of information pollution in social networks were relatively low. Several of the news classified as polluted information were short-lived and had low visibility.

2 Polluted information associated with notorious political figures reached higher levels of exposure and generated more discussion between users.

3 Circulation of polluted information was higher among users and groups against a new Constitution. These groups paid for more advertising than groups favoring a new Constitution.

4 Bots played a relevant role: 40% of tweets and 46% of retweets came from Bots: which were only 1% of analyzed accounts. 89% of Bots accounts were linked to the rejection option.*

*Source: Baeza-Yates, Graells- Garrido, Vásquez-Hénriquez (2020). El Plebiscito y el impacto de los Bots (<https://www.theclinic.cl/2020/11/24/el-plebiscito-y-el-impacto-de-los-bots/>)





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Findings

5

Each side used different strategies.

7

Antidotes, like corrective information, had less diffusion and impact compared to polluted information.

For example, while the most popular tweet related to the false accusation about that Constitutional Convention costs and functions were equal to an extra Congress reached 6.327 likes, the corrective information shared by a local factchecking organization only reached 372

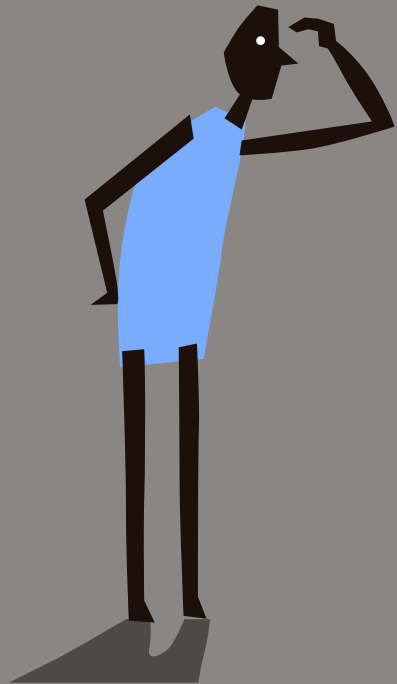
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Groups for a New Constitution used memes. We did not find evidence that they were used to spread disinformation

8

We found that traditional media outlets have lost followers and trust after the social outbreak of October 2019 compared to alternative media, which has experienced significant growth.





WHAT IS NEXT?





Election schedule 2021-2022

The Constitutional Convention will have 9 months to present a proposal, extendable for 3 months

Plebiscite of ratification to be held 60 days maximum once the draft of the new Constitution is delivered and at least 60 days after the last election

April 11, 2021

November 21, 2021

Early 2022

Election of Constituents, Municipal authorities, and Regional Governors

Presidential, Parliamentary and Regional Council Elections

Tentative date for delivery the draft of the new Constitution





Our work ahead

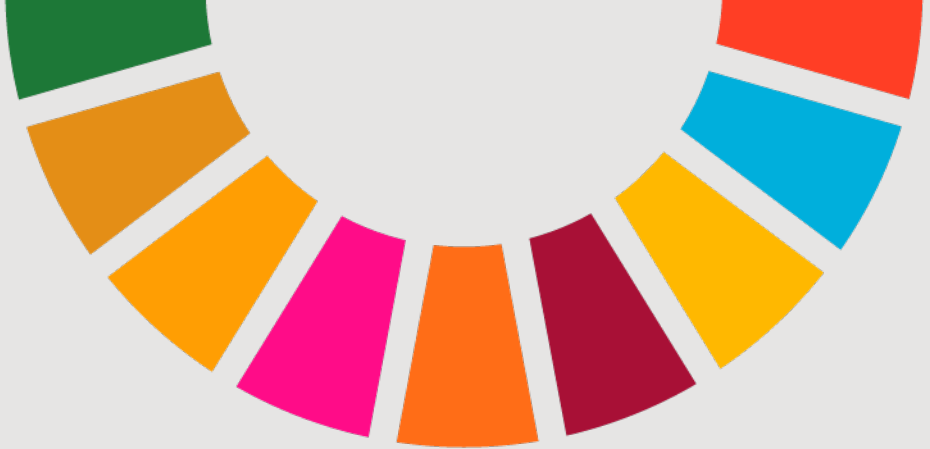
- Between 2021-2022 Chile will renew all its elected authorities at the central and local level, chose constituent members, and ratify a new constitutional text.
- Future elections are expected to be more competitive and polarized.
- Levels of electoral participation continue to be a challenge, particularly among the poor and youth.
- Low levels of trust in institutions increase the risks of information pollution negatively impacting elections, public debate, and democracy.

We have base line that can serve to build a more robust monitoring system and an agenda to confront information pollution

UNDP has already made inroads in fostering an ecosystem to confront information pollution.

We have a roadmap to expand and institutionalized current work.





THANK YOU.

