

We're talking about...

LIES!

MYTHS!

The name of the game is lies!

DISINFORMATION AND MISINFORMATION

Is a purposefully misleading statement or claim that is conjured up and shared in order to make people believe something other than the truth.

Refers to false information that people might promote or spread, not intentionally to deceive someone.

Plays on totally legitimate and experience-based fears and concerns

There are a couple of different kinds of disinformation that can confuse or discourage voters:

Bad actors with appealing ideas

- 1 Spreading false info on voting dates and polling locations
- 2 Intimidation and false messaging

How do we separate the lies from the truth?

People who already feel underserved by the system are going to be increasingly vulnerable as we near Election Day.

SOCIAL MEDIA

The wild, wild west

- 1 The first person who posted this intended it to be disinformation
- 2 The other people spreading it are misinformed, and they don't intend to deceive people.

INFLUENCERS

- 1 Make a claim that will spread to followers
- 2 There's a whole ecosystem of sustaining and growing the lies—like a little garden.

LIES!

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THE BAD ACTOR



Right now there is a heightened level of distrust towards our government and news agencies.

CONSPIRACY THEORIES!



Can be wildly complicated

- 1 Born of disinformation
- 2 Then followed by the spreading of misinformation

The bad actor is the person at the top of the disinformation to misinformation pipeline

THE ALGORITHM



They give you what you generally want to see.

GEOFENCING



When a mobile device enters or exits a virtual boundary and information is collected.

TAMPERING!

DESTRUCTION OF BALLOTS!

DEVIOUS POLL WORKERS!

DEEPFAKES!

Use AI to edit videos and images

BOTS!

Automated users

TROLLS!

Real users

Biggest concern is misperceptions about fraud.

Or misrecognized things that are totally normal parts of elections

WHAT DO WE DO ABOUT IT?

- 1 Keep in mind that confirmation bias is a real thing.
- 2 Make sure to double-check the information.
- 3 Go back to the original source.

Civic engagement only works if we have a common set of facts.



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