

**SOLUTIONS TO
COMBAT
DISINFORMATION
FOR 2019 ELECTIONS**

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**MEDIA
MONITORING
AFRICA**

WHO MMA IS

Established in 1993

Monitored > 300 projects
focusing on human rights issues

OUR VISION:
A responsible and quality
media



Holds the
powerful to
account



Enables an active
and engaged
citizenry

KEY ISSUE



There will be disinformation campaigns and they might undermine the integrity and credibility of electoral process e.g. Brazil



THREE MAIN SOLUTIONS

- Digital Disinformation Complaints Committee
- Political advert repository
- Reporting of journalists being harrassed



These are in the best interests of the IEC and political parties, and can be achieved if all parties work together

DEFINITION OF DISINFORMATION

False, inaccurate, or misleading information designed, presented and promoted to intentionally cause public harm or for profit.

Harm in this regard includes, but is not limited to, **disrupting or preventing an election, creating hostility or fear in order to influence the conduct or outcome of an election, or unduly influencing the outcome or conduct of an election.**

WHAT DOES THE ELECTORAL ACT SAY?

"Intentional false statements

- (2) No person may publish any false information
with the intention of -
- (a) disrupting or preventing an election;
 - (b) creating hostility or fear in order to influence the conduct or outcome of an election; or
 - (c) influencing the outcome or conduct of an election."

- Section 89 (2) Electoral Act (1998)

WHAT WE NEED

Quick turn-around time to resolve issues



Does not create new criminal offences



Not left in the hands of global tech giants



Does not rely on other bodies (e.g. SAPS)
who are already resource constrained



That works in the interests of IEC,
political parties and the public



DDC COMPLAINTS PROCESS DEALING WITH DISINFORMATION ON SOCIAL MEDIA PLATFORMS

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SCENARIO A: Subject of complaint is a member of
Press Council or BCCSA

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**Complaint submitted via online portal
by member of the public**



**Online portal directs complainant to
appropriate organisation**



**Complaint is processed by:
Press Council (press and online) or
Complaints and Compliance Committee
(broadcasting), as necessary**

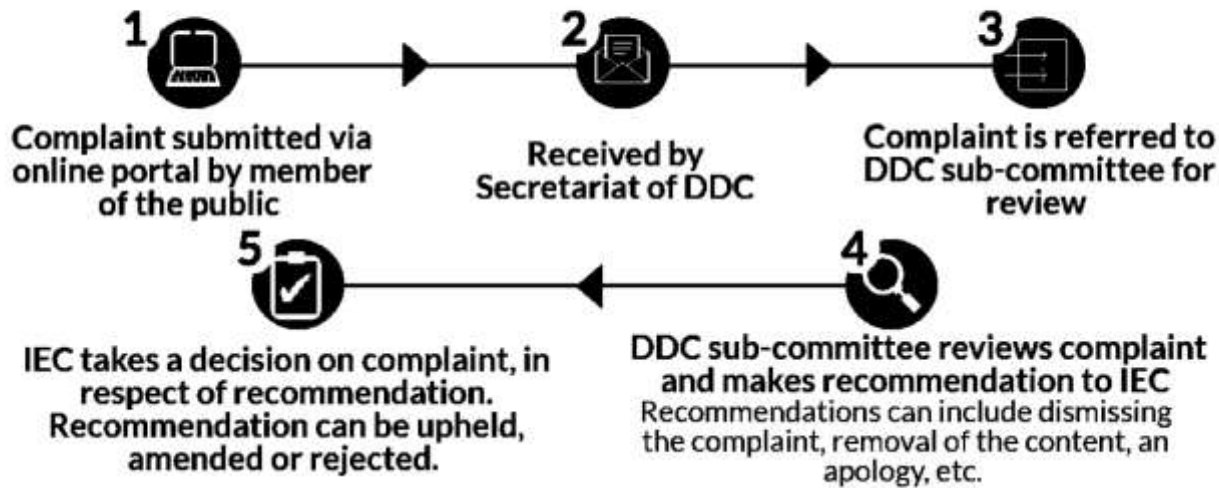
DDC COMPLAINTS PROCESS DEALING WITH DISINFORMATION ON SOCIAL MEDIA PLATFORMS

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SCENARIO B

Subject of complaint is digital
disinformation

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DDC COMPLAINTS PROCESS DEALING WITH DISINFORMATION ON SOCIAL MEDIA PLATFORMS

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SCENARIO B Subject of complaint is digital
(continued): disinformation

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Decision on complaint is communicated to various parties, including:

- 1 the subject of the complaint and any other affected person(s)
- 2 the public via publishing the decision on the website
- 3 other stakeholders, such as the social media platforms or the police, if other action is required.



Recourse: if any affected person is unhappy with the decision, they can approach Electoral Court for relief.

We call this public facing platform the Real411

www.real411.org

The platform's single-minded objective is to become the most visited online destination to verify digital information.

We will keep the creative idea as single-minded, which will be catchy enough for anyone to remember and have popular appeal both off and online.

We will co-opt the internet slang term for "seeking information".

The 411

And reinforce the role of the platform with an invitation to
"Fight Disinformation Together"

4II

stands for

Information



[Abbreviations.com](https://www.abbreviations.com)

REAL
411

FIGHT DISINFORMATION TOGETHER

A Media Monitoring Africa Initiative



REPORT AT WWW.REAL411.ORG



WEBSITE - INFORMATION

WHAT IS DISINFORMATION?



WHY IT MATTERS

Digital disinformation is "false information or misleading information designed, generated and presented to intentionally cause public harm".

Digital disinformation has its root in its definition by its intention to cause public harm and responsible media and institutions for management and control of online.

STAY UPDATED:

Sign up for our newsletter to receive latest news on IT happen in your space.

STAY UPDATED:



The Real 411

http://www.real411.co.za

REAL 411 THE 2019 SOUTH AFRICAN NATIONAL ELECTIONS

LEARN ABOUT DIGITAL DISINFORMATION REPORT DISINFORMATION COMPLAINTS ABOUT THE COMMISSION MEDIA

Help stop the spread of digital disinformation. You can view previous reports, report something you've seen and find out more about the commission by following these links.

Report Disinformation

What is your complaint?

Why are you submitting this?

- It's false and causes harm
- It's hate speech
- It's related to the elections
- It contains violent or graphic content
- A journalist is being harassed
- It contains child sex abuse
- It's bullying
- Other

Where did you see this?

Upload image/Video

WEBSITE - REPORTING

Report disinformation.

WHAT EXCITING THINGS ARE WE DOING

-  Rover mobile app
-  KnowNews Extension
-  Real 411 - Complaints system
-  Political advert repository
-  Protecting journalists

THANKS, QUESTIONS?

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Media Matters

MEDIA
MONITORING
AFRICA

ROVER: MOBILE APP

HELPING PEOPLE SPOT REAL OVER RUBBISH NEWS



- You can build your own digital and media literacy skills
- Test how well you good you *really* at spotting news content
- Rate content as legit or dodgy

KNOWNEWS

CHROME AND FIREFOX EXTENSIONS TO HELP IDENTIFY DODGY NEWS SITES



Shows you which sites are dodgy and which are credible in an easy colour-coded system



REAL 411

COMPLAINTS SYSTEM FOR POTENTIAL DISINFORMATION



Holding people accountable for the content
they share online

POLITICAL ADVERT REPOSITORY

**SYSTEM PROMOTING TRANSPARENCY
IN POLITICAL ADVERTS**



Helping us identify which political adverts are
legit or not