

ELECTIONS 2024: COMBATING DISINFORMATION, STRENGTHENING DEMOCRACY

William Bird

MEDIA MONITORING AFRICA



Free, Fair , Credible Elections



SOUTH AFRICA

YOUR DEMOCRACY
OWN IT X

Clear Legislation and Laws: Elections must be governed by clear laws and regulations. These laws outline provisions for national, provincial, and municipal elections.

Voter Registration and Participation: All eligible citizens should have the right to vote, regardless of race, gender, sexual orientation, or disability.

Equal Opportunities for Political Parties: All registered political parties should have an equal right to contest elections, campaign, and hold meetings.

Independence of the Electoral Management Body: The electoral commission responsible for managing elections should be independent of the government. **Acceptance of Election Outcomes:**

All political parties must accept the final election results.

Code of Conduct: Political parties participating in elections must adhere to the Electoral Code of Conduct..

Missing link?

- Role of news media eco system!
- Without fair, accurate reporting,
- Without accountability mechanisms,
- Without counters to online harms – mis and disinformation
- Almost impossible to have free fair elections

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Our role?

Data – Monitor

Tools

Action

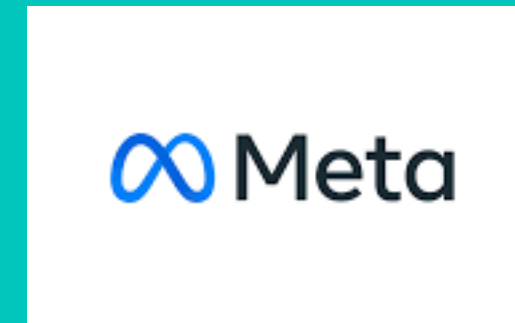
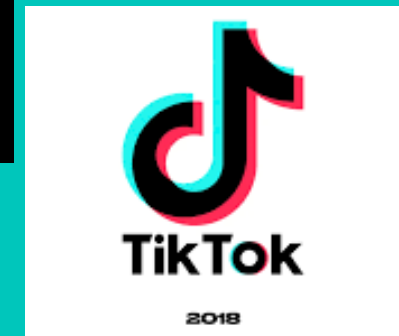
Policy

**How
Ensure
Media
Fulfill role?**

Partnerships



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AFRICA



- Framework of Cooperation signed to combat mis and disinformation

- Disinformation working group

- Industry:

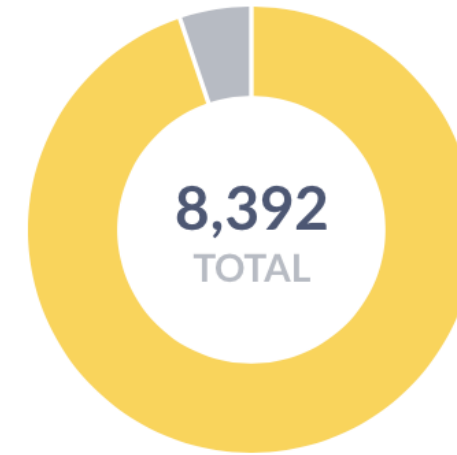


ALL VOICES: LOUDEST PARTY



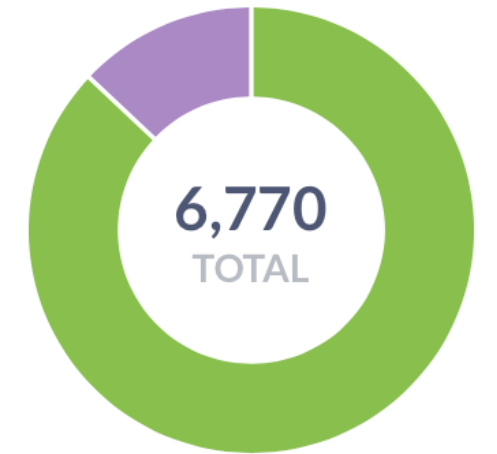
PARTY COVERAGE: FAIRNESS OVERALL

● Fair 95.07%
● Other 4.93%



PARTY COVERAGE: GENDER TOTAL

● Male 87.2%
● Female 12.8%



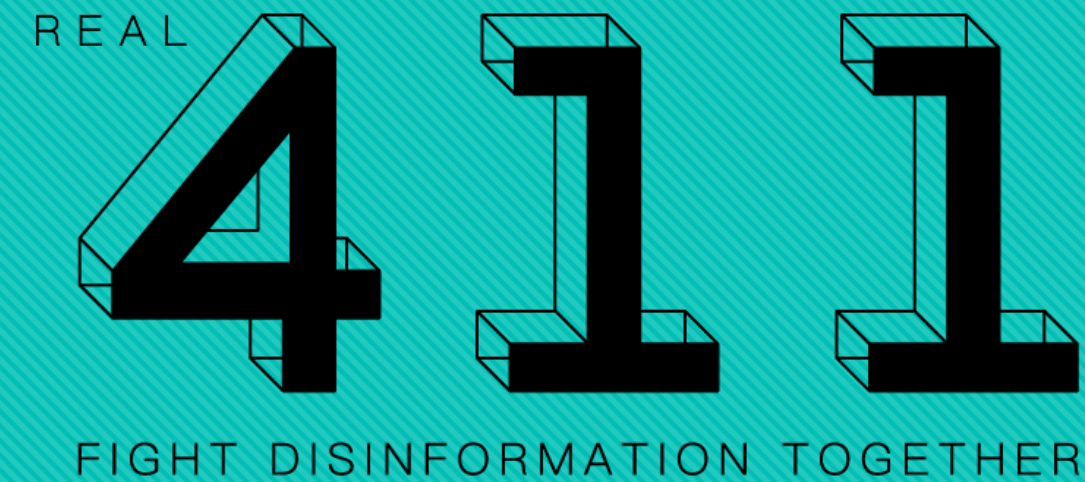
Tech – for accountability, research and action

- Near live monitoring – 95 media highlight importance of accuracy and fairness
- <https://www.mediamonitoringafrica.org/elections-dashboard/>



MEET DEXTER:
THE MEDIA
MONITORING
MACHINE

Tech for action, mitigation



- Real411: Fast, independent, cost effective, scalable, rights based.
- Disinformation tracks news – Court cases, IEC,
- Report to empower highlight news media ecosystem.
- <https://real411.org.za>

Step 01

See election related content online

that is mis or disinformation



Step 02

Report the complaint

via the Real411 app or our website www.real411.org.za



Step 03

Complaint is assessed

by Real411 DCC (Digital Complaints Committee)



Step 04

Complaint is reviewed

and a final outcome made by Real411



Step 05

Outcome fed to IEC

to determine next steps

 **ANC SECRETARY GENE...**  **@MbalulaFikile** 


We paid for the circus to end on 29 May 2024, but I see the clowns are already bringing down the tent and leaving town before then...

08:52 · 2024/05/07 · 39K Views

49 Reposts 24 Quotes

191 Likes 17 Bookmarks



 This post has been deleted.



SOLDIERS OF MKPAR...  **@moepetsoe**

RAMAPHOSA HAS SET 60 MILLION TO BUY 2024 ELECTION.

EACH IEC OF 5 COMMISSIONERS GETS 5 MILLION TOTAL IS 25 MILLION.

7 PROVINCIAL HEADS GETS 3 MILLION EACH.

REMAINING 14 IS FOR THE PARTY AGENTS.

WHY DO WE ALLOW THIS THUG TO BUY THE CONFERENCE AGAIN?

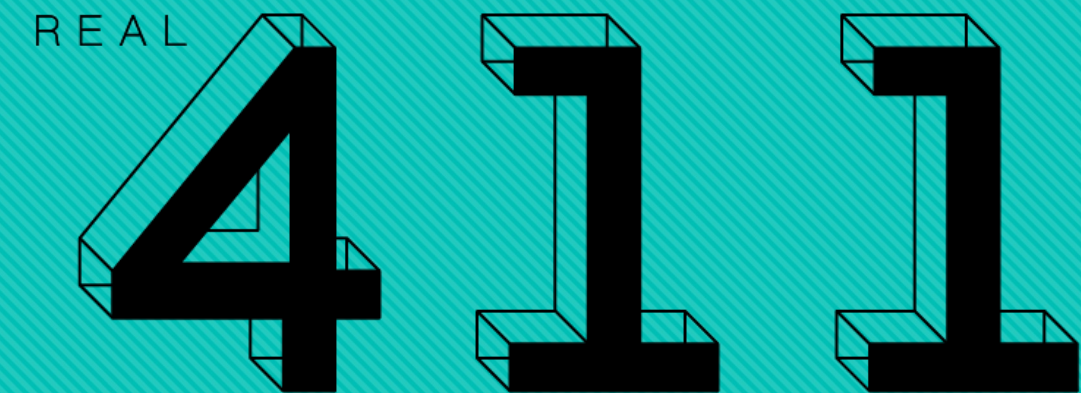
[@EFFSouthAfrica](#)



Sarah Lamola
@SmartSosh

Replying to [@MzwaneleManyi](#)

If I was a South African politician, I will attack IEC



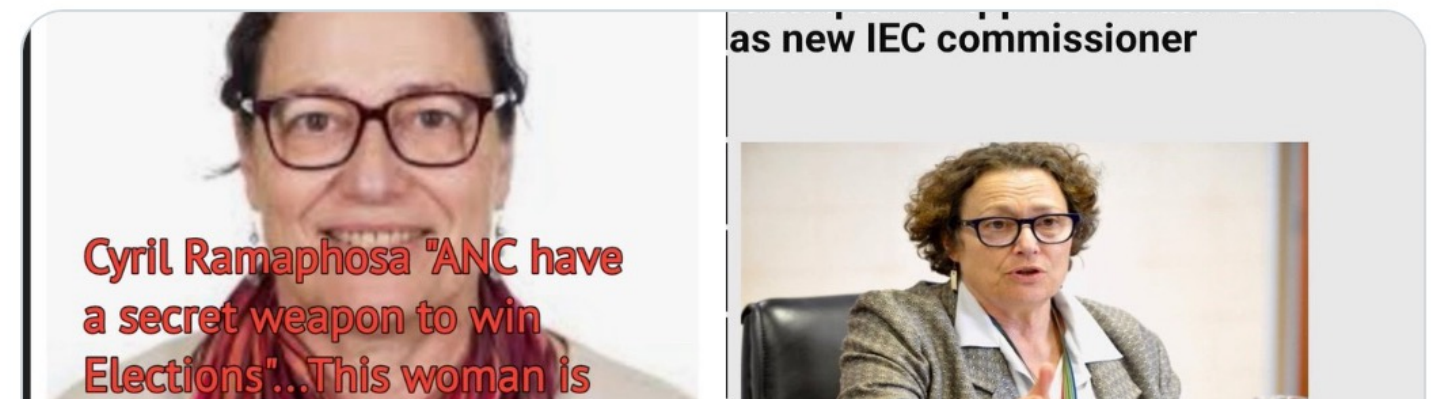
FIGHT DISINFORMATION TOGETHER



@BREAKING NEWS:ALLEGEDLY [@DKNMOHAMMED](#) · Apr 13
BREAKING NEWS:ALLEGEDLY

"STANDING AGAINST THE WILL OF THE PEOPLE IS CRIME AGAINST HUMANITY"

COMMENT, LIKE AND REPOST IF YOU BELIEVE THE SO-CALLED "IEC COMMISSIONER" **JANET LOVE**, SHOULD BE "ARRESTED" AND CHARGED FOR "TREASON" AND "CRIMES AGAINST HUMANITY"!! 😡



former anti-apartheid Struggle activist, one-time MP and long-standing public servant Janet Love. (Photo: Gallo Images / Soutan / Vili Nhlapo)

By Peter Fabricius Follow 29 May 2023 0

Four Congolese opposition candidates have called for

26 358 566 9.7K

More useful elections tools:

- **Political Ad Repository - PADRE – social media Ad spend: <https://www.padre.org.za>**
- **Ad-Compare – easily check if an ad is real or not – using whatsapp**
- **Media Attack Reporting System – Mars – to report, archive and track attacks on journalists: <https://mars.org.za>**
- **Insights Into Incitement – I3 – Using AI to help identify incitement**
- **Who Influences the Influencers? WITI – pilot on tiktok**
- **Media Performance Review (MPR) Indicators for IEC of roel media played in election period.**

THANK YOU

William Bird

@Billbobbird

williamb@mma.org.za

Tel: 011 788 1278

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@Mediamattersza



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Media Monitoring Africa



Media Monitoring Africa

About MMA

- MMA non benefit trust operating since 1993
- Vision: a just and fair society empowered by a free, responsible and quality media;
- Human rights-based approach: MMA aims to promote the development of:
 - Media that is transparent, diverse, ethical and accountable to its audiences;
 - Critical and constructive communications by the powerful, and;
 - Informed, engaged and connected citizenry.

