

HAVE YOU BEEN TOLD NOT TO VOTE?

Then you have been lied to!



With recent developments in technology and social media it has become increasingly more common for companies and even just one person to spread misinformation to a mass audience

Plus, the companies are usually able to profit from this misinformation, meaning there's no regulation for it to stop (Zuboff 2019)

Don't believe me? Lets look at some statistics

THE ADS ARE TARGETED AT MINORITIES

On one occasion, of all of the U.S. Russian agency-generated YouTube content, 96% was related to the black lives matter movement

While “black audiences accounted for over 38 percent of U.S.-focused ads purchased by the russian internet research agency” (Overton 2020)

HOW CAN YOU SPOT THIS MISINFORMATION?



It’s important to realize when misinformation is on your feed, and <u>not</u> to spread it further

Even simply commenting on a fake post with misinformation will spread it to more people, therefore doing more negative than positive (Schwarz 2020)



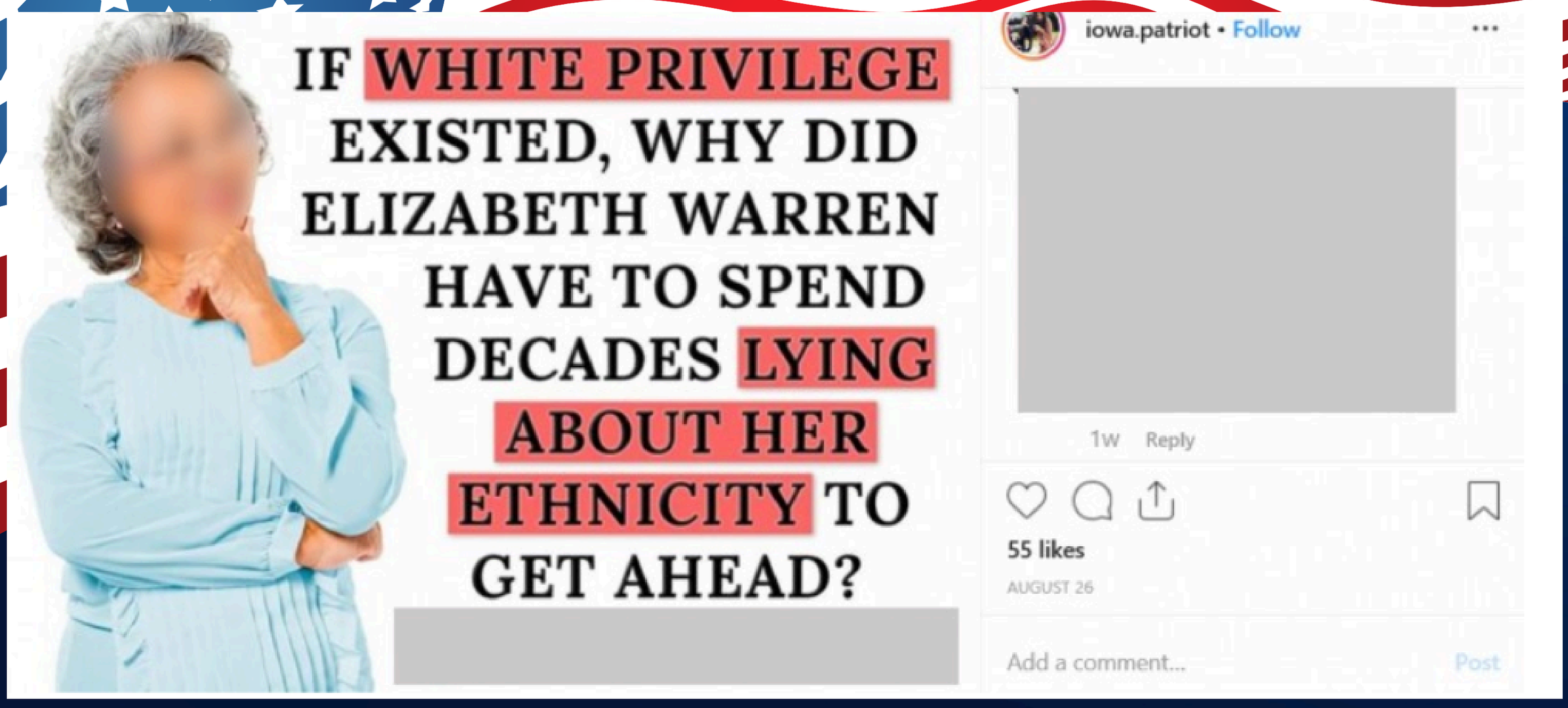
Let’s take a look at some examples



(Overton 2020)



(The Guardian 2020)



(Overton 2020)

4 Simple Steps for Spotting Misinformation

1. Consider the source, how trustworthy is “iowa.patriot”?
2. Read more about the topic
3. Where is the information being gathered from?
4. Check your own biases

Sources

Overton, Spencer. “Hearing on ‘A Country in Crisis: How Disinformation Online Is Dividing the Nation.’” U.S. Congress, June 24, 2020.

Hern, Alex. “Trump's vote fraud claims go viral on social media despite curbs.” The Guardian, November 10, 2020.

Schwarz and Jalbert. “When (Fake) News Feels True.” The Psychology of Fake News, August 14, 2020.

Zuboff, Shoshanna. “The Age of Surveillance Capitalism.” January, 2019

VOTE!

DON’T LET AI FOOL YOU

1 You can be influenced wrongly

In 2024, AI-generated robocalls mimicking Joe Biden’s voice were used to mislead voters.

These fake calls discouraged participation and spread false election information.



4 Doing nothing is what they want

Tactics like “boycotting the vote” are framed as activism, but they benefit those who want to silence you.





2 Not all sources are trustworthy

.Nearly 1 in 4 Americans shared fake news knowingly or unknowingly during the 2016 election.

Misinformation spreads fast when sources aren’t verified.

5 Your vote matters

In 2017, control of the Virginia House of Delegates came down to a single tied vote—decided by drawing a name from a bowl. One vote didn’t just matter—it determined who held power.

3 Anti-voting campaign target specific groups

Black and Latino communities are often targeted with tailored disinformation, including false information about voting dates, eligibility, or procedures.



SOURCES

- A deepfake robocall
- Fake news
- Targeting specific groups
- The Power of One Vote
- https://vote.gov/

DON'T LET THE ALGORITHM GASLIGHT YOU!



Swipe, scroll, vote—but don't get played.
Welcome to Election Disinfo Defense 101.



MYTHS



FACTS

MYTHS

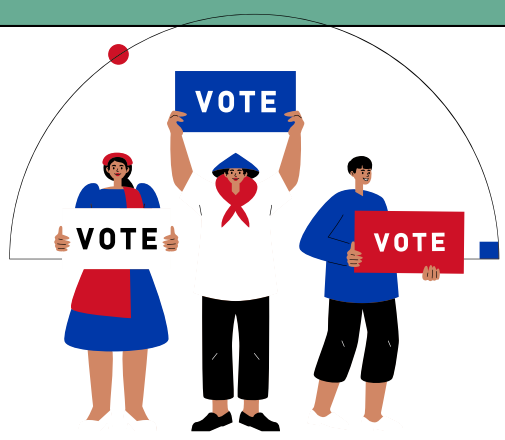
You don't need to vote- Nothing changes anyway.



FACTS

1

Elections decide who controls your rights, education, healthcare, housing, and wages. Staying home = giving up your voice to someone else.



MYTHS

That viral post about the election must be true.



FACTS

2

If it doesn't come from your state's official site, assume it's trash. Disinfo spreads faster than facts—don't take the bait.



MYTHS

It takes way too long to know where and how to vote.



FACTS

3

It takes less than 5 minutes to check your registration and get personalized voting info. Try:

- vote.org
- BallotReady.org



YOUR VOICE MATTERS. DON'T LET ANYONE—OR ANY ALGORITHM—CONVINCE YOU OTHERWISE. SHOW UP, SPEAK OUT, AND MAKE IT COUNT.

THE NIGHT DEMOCRACY PAUSED

جمہوریت خاموش ہوئی



WHAT HAPPENED?

ON FEBRUARY 8, 2024, MILLIONS VOTED IN PAKISTAN'S GENERAL ELECTION. IMRAN KHAN, THE FORMER PRIME MINISTER , WAS JAILED.

PARTY NAME: PTI

پاکستان تحریک انصاف

GLOBAL RELEVANCE

WHAT HAPPENS HERE CONCERNS DEMOCRACY AND FREEDOM WHETHER IN PAKISTAN IR THE U.S.

RESULTS DELAYED, PTI LOST.

RESULTS WERE DELAYED FOR DAYS, AND PTI LOST DOZENS OF SEATS.

نتائج میں کئی دن تاخیر ہوئی اور پی ٹی آئی درجنوں سیٹوں سے محروم ہو گئی۔

YOUR VOICE IS YOUR VOTE- DON'T LET DELAYS SILENCE IT

آپ کی آواز آپ کا ووٹ تاخیر اسے خاموش نہ ہونے دیں۔

SOURCES

- BBC News.
  "Pakistan elections 2024: Count under way after controversial election." 9 Feb. 2024.
  https://www.bbc.com/news/world-asia-68223977
- The Guardian.
  "Imran Khan allies claim shock victory in Pakistan election despite crackdown." 9 Feb. 2024.
  https://www.theguardian.com/world/2024/feb/09/pakistan-election-2024-results-delays
- Reuters.
  "Pakistan parties wrangle over premiership, vote rigging allegations." 12 Feb. 2024.
  https://www.reuters.com/world/asia-pacific/political-leaders-wrangle-over-premiership-after-inconclusive-pakistan-vote-2024-02-12/
- Al Jazeera.
  "Pakistan election updates: Crackdown threats as PTI protests 'rigging'." 11 Feb. 2024.
  https://www.aljazeera.com/news/liveblog/2024/2/11/pakistan-election-results-live-wait-for-final-tally-three-days-after-vote

Echo Chambers and Election Misinformation in Online Spaces

What are echo chambers?

Echo chambers are societal structures in which opinions contrary to the status quo are discredited and silenced. (Nguyen 2018)

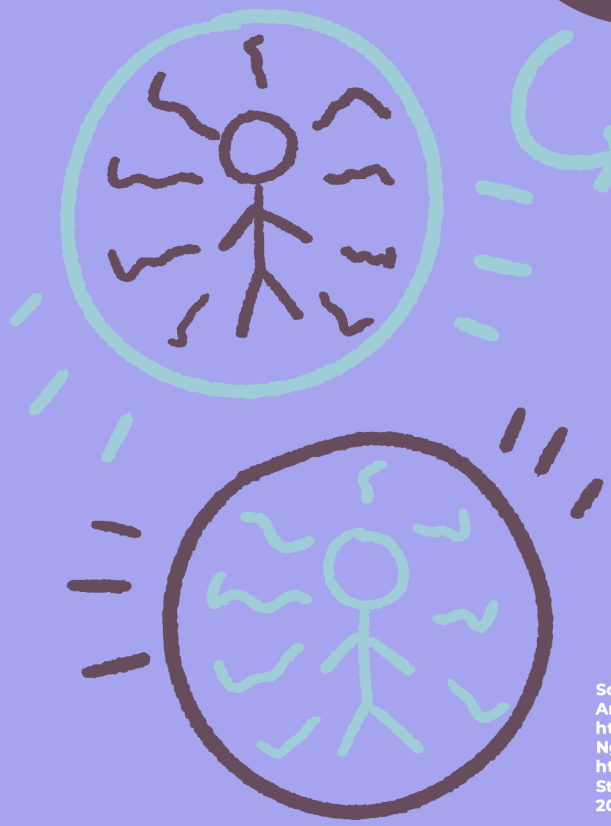
Why are echo chambers harmful?

The discrediting of outside information and opinion perpetuates a single narrative on an issue and warps the meaning of "truth." (Nguyen 2018)

This means harmful misinformation is better able to take root, as it is less likely to be challenged and critically evaluated.

Ex. Cambridge Analytica's use of private user information provided by Facebook allowed them to push misleading information regarding the 2016 election to Black users to persuade them not to vote. (*The Great Hack 2019*)

How does social media perpetuate voter suppressing echo chambers?



Social media has largely become the public's main source of exposure to news, with that exposure being heavily curated through their algorithms. (Starr 2019)

These algorithms inherently lead to the creation of online echo chambers, as users are fed the same type of content, much of which goes unchecked for misinformation. This is particularly dangerous when utilized in the interest of voter supression. (Starr 2019)

Sources:
Amer, Karim and Noujaim, Jehane, dirs. The Great Hack. Netflix, 2019. https://www.netflix.com/title/80117533.
Nguyen, C. Thi. "Escape the echo chamber." Aeon, April 9, 2018. https://aeon.co/essays/why-its-as-hard-to-escape-an-echo-chamber-as-it-is-to-flee-a-cult
Starr, Paul. "How Neoliberal Policy Shaped the Internet - and What to Do About It Now" The American Prospect, Octo 2019. https://prospect.org/power/how-neoliberal-policy-shaped-internet-surveillance-monopoly/

YOU'RE NOT POWERLESS. THEY'RE JUST HOPING YOU THINK SO. VOTE!!

1 DIS·EN·FRAN·CHISE

deprive (someone) of the right to vote.
- deprive (someone) of a right or privilege.



2 THEY'RE EXPLOITING YOU BECAUSE OF YOUR AGE!

In 2024, only about 43% (less than half!!) of 18-24 year olds voted in the November elections.
That's a very low turnout of any age group, and politicians know it.
Anti-voting campaigns target young people with messages like:
"It doesn't matter." "They're all corrupt."
But that's how they win. By making you stay home.



3 WHY SHOULD YOU VOTE?

Your vote decides:
- Climate policy 🌍
- Student loans 🎓
- Reproductive rights 🕊️

Real change begins locally:
School boards, mayors, city council.
You vote. You choose who holds power



4 WHAT ARE YOUR INCLINATIONS?

Figure that out! The government that people around you choose will affect every aspect of your life for the next 4 years and more. So, LOOK OUT FOR YOURSELF and figure out what you need in terms of better laws and policies!



5 FORM YOUR OWN OPINIONS!

Who do you want representing your country? Which party understands your struggles? What is their history? Have their policies been for the people, and have they been or will be effective?



6 JUST. VOTE. MAKE USE OF DEMOCRACY!

Every. Vote. Counts. So does every opinion, every voice, every life, and every struggle. That is the way of democracy. You know? the the thing countries go to war for?



TO LEARN MORE: HTTPS://WWW.CENSUS.GOV/DATA/TABLES/TIME-SERIES/DEMO/VOTING-AND-REGISTRATION/P20-587.HTML

LOCAL ELECTIONS MATTER

Social Media websites only focus on National Elections because its profitable[1]



Russia Spent 1,350,489 rubles for 1,563,584 user clicks to influence US national elections[1]



Local elections can serve as a "laboratory of democracy": areas that test out new ideas that can benefit your town and the rest of the nation

Local elections impact you more personally then national elections

Learn more about your community by reading canitate statements, showing up to town hall meetings and community fourms

Social Media is a great way to inform your local friends about local happenings! help fill up your friends feeds with local, relivant information!

Dont let the internet decide for you[2], Advocate for change locally to change the world globally[3]!

1: Overton. A contry in Crisis https://www.congress.gov/116/meeting/house/110832/witnesses/HHRG-116-IF17-Wstate-OvertonS-20200624.pdf

2: Zuboff. Surveillance Capatalism https://archive.org/details/zuboff-shoshana.-the-age-of-surveillance-capitalism.-2019/mode/2up

3: AZClean Elections https://www.azcleanelections.gov/why-local-elections-matter

A Quick history of Voter Supression

And how to combat it?

Whats the point of even voting? Both candidates suck and its become so difficult.

Can't Vote
Show them
ID?

Just because its hard doesn't mean you shouldn't. Voting means Putting people into office who can make it easier to vote again Later...

Plus your vote does make an impact. Just look at our history books.

In 1868, black People were granted the right to vote, but because that meant they could vote racist officials out, laws were passed to make it harder to for them.

1) Literacy tests
2) poll taxes
3) the felony rule



↑ all of these were forms of Voter Supression and were often paired w/ anti-voting propaganda.

LATER, though, black Citizens surpassed these limits & Voted unfair officials that supported Segregation & unfair treatment out (though we still deal w/ issues today)

(Slade, 2020)

Now a days you can't call "Poll taxes" poll taxes because theyre no longer leagal but theres still Voter Id laws that vary by state, that make it difficult to vote and cost money...

(Rubini, 2024)

Regardless, though, anti-voting strategies like these → only exist because powerful figures are aware that we, the people, have the real power to give them influence





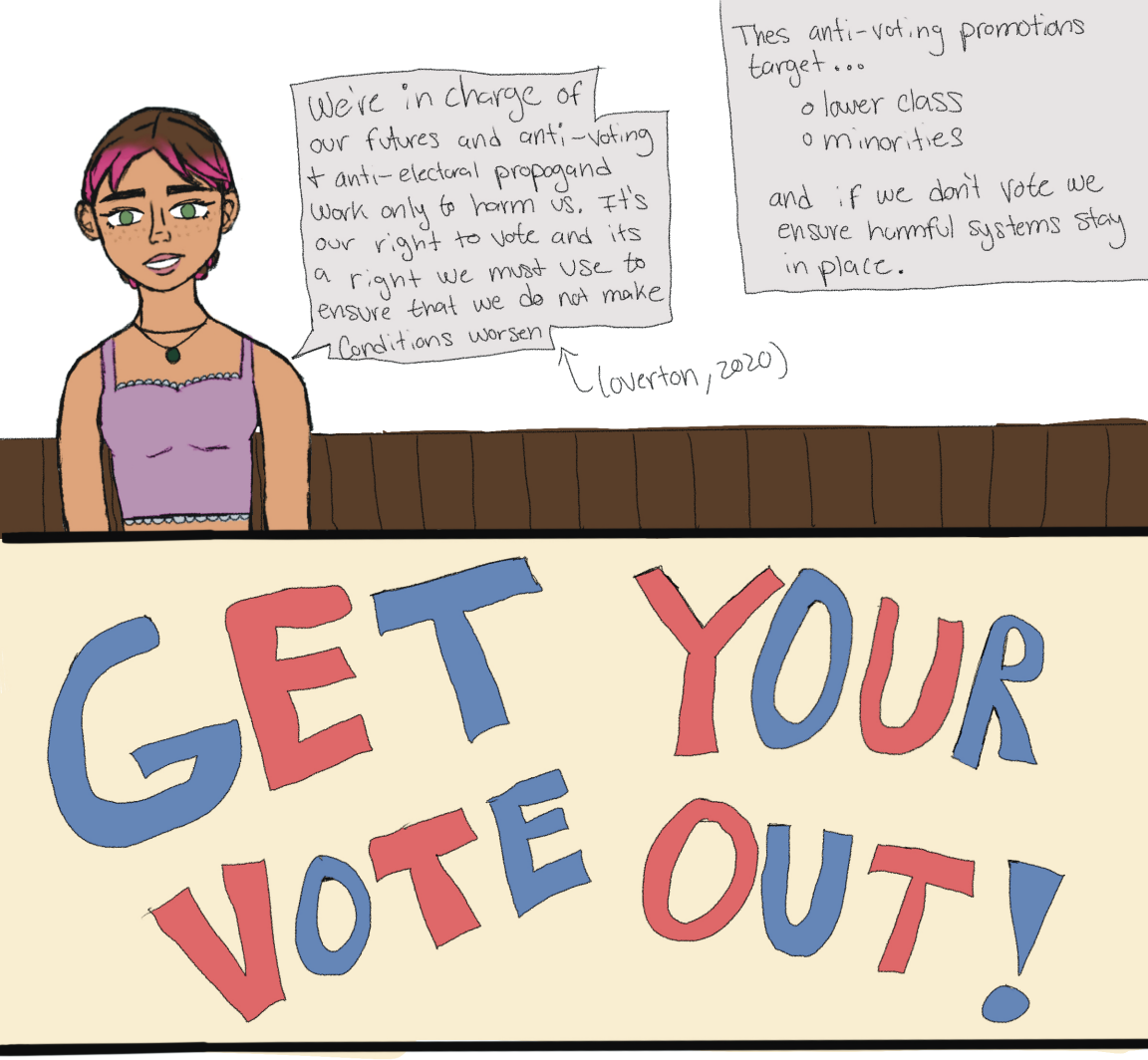


NOTE:
Thats why the Costs to obtain documents (drivers licenses, birth certificates, passports) have worked great to deter voters since most are busy working class who can't get that documentation on the fly.

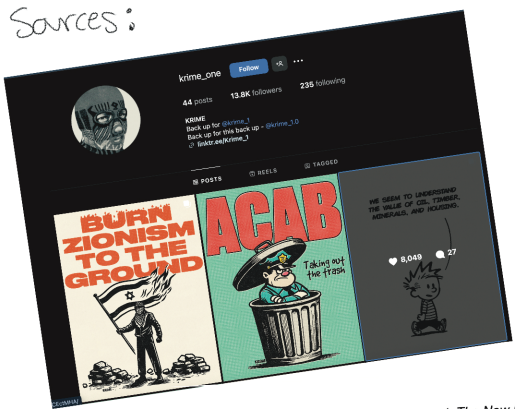
But if all these things work to keep people from voting, and neither Candidate is good, whats the Point?

The **POINT**, as you say, is that by voting (even with the challenges) we put people into office & power who can ensure "an affirmative right to Vote" and "expand access to the ballot & ensure every citizen can Vote!" (Daniels, 2021)





Sources:



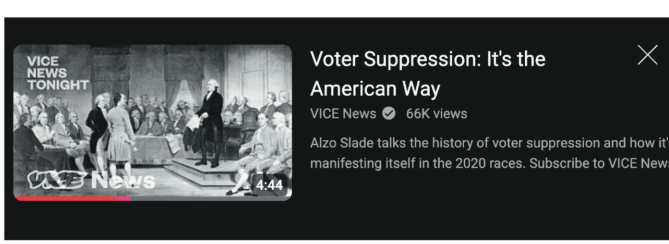
TESTIMONY OF SPENCER OVERTON
President, Joint Center for Political and Economic Studies
Professor of Law, George Washington Law School

Before the
Subcommittee on Elections
House Administration Committee
U.S. House of Representatives

Works Cited

Daniels, Gilda R. "Ending the Cycles of Voter Suppression." *Harvard Civil Rights-Civil Liberties Law Review*, vol. 60, no. 1, Jan. 2025, pp. 373–402. *EBSCOhost*, research.ebsco.com/linkprocessor/plink?id=79b9385e-64c5-33e9-b03f-7f22ede49970.

Jessie Rubini, *Reproductive Rights and Felony Disenfranchisement: The New Frontier of an Old Voter Suppression Tactic*, 19 Nw. J. L. & Soc. Pol'y. 361 (2024). https://scholarlycommons.law.northwestern.edu/njlsp/vol19/iss2/6







ALGORITHM

The algorithm helps keep users watching by showing them what they're interested in. However, when used wrong it can cause the spreading of mis-information and division of groups by showing information made to sway or confuse less educated individuals who aren't as well versed in that subject. (Del Vicario et al., 2016; Gargiulo & Gandica, 2017).



SHORT FORM CONTENT

Short videos show information quickly and usually have strong emotional cues. This allows someone to remember those videos more than an ad or article. Many short-form videos feature personal stories or humor, which can feel more authentic and engaging than traditional political ads. If the message comes from a big creator they may view that as the truth. Short-form content is designed for easy sharing and allows political messages (including misinformation) to reach millions of viewers faster than ever before.



JUST VOTE

Voting is the most direct way to shape the future of your community and your country. By casting a ballot, you help decide how resources are spent, which leaders will represent you, and what kind of policies will impact your life. In a world flooded with misinformation and digital manipulation, voting is a powerful tool that ensures your voice is counted.



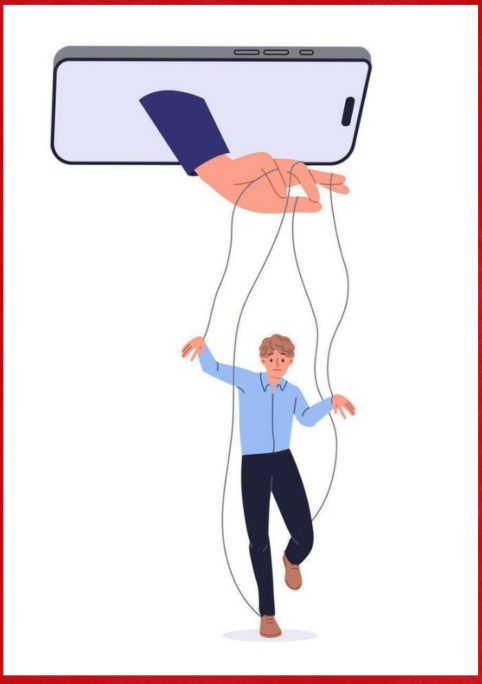
YOUR VOICE MATTERS

Despite all the distractons and misunformation your voice still matters. Even if you feel like your vote is insignificant, elections are often decided by just a handful of votes in local races. When you show up, you make it harder for anyone to silence or ignore your concerns. Your vote isn't just a number; it's your voice speaking up for the change you want to see.

EMANUEL ACKER

DIGITAL ETHICS 5/25/25

YOU'RE NOT THE USER, YOU'RE THE PRODUCT



87 million Facebook profiles stolen.

You were profiled without consent.

Your Clicks Built Their Campaign

STOP letting them decide for you.
LEARN how your data is used.
SPEAK UP for digital rights.