KABATAAN,
PAG-ASA NG BAYAN!

REP. SARAH ELAGO
Dealing with Disinformation in the 2019 Midterm Election in the Philippines
TOPICS

- Disinformation and Hate Speech Trends in the Midterm Election
- Challenges/Impact to Candidates
- Networks and Organizations Countering Disinformation
- Campaign Strategies on How to Prevent Spread of Disinformation and Hate Speech
TIME SPENT WITH MEDIA
AVERAGE DAILY TIME SPENT CONSUMING AND INTERACTING WITH MEDIA [SURVEY BASED]

AVERAGE DAILY TIME SPENT USING THE INTERNET VIA ANY DEVICE
10H 02M

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA VIA ANY DEVICE
4H 12M

AVERAGE DAILY TV VIEWING TIME [BROADCAST, STREAMING AND VIDEO ON DEMAND]
3H 33M

AVERAGE DAILY TIME SPENT LISTENING TO STREAMING MUSIC
2H 06M

SOURCE: GLOBAL DIGITAL INDEX Q2 & Q3 2018. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64. TIMES ARE DAILY AVERAGES, REPORTED IN HOURS AND MINUTES. NOTE: SOME ACTIVITIES MAY TAKE PLACE CONCURRENTLY.
## SimilarWeb’s Top Websites

**Ranking of Websites by Average Monthly Traffic**

<table>
<thead>
<tr>
<th>#</th>
<th>Website</th>
<th>Category</th>
<th>Monthly Traffic</th>
<th>Time per Visit</th>
<th>Pages per Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>FACEBOOK.COM</td>
<td>SOCIAL</td>
<td>423,300,000</td>
<td>15M 15S</td>
<td>18.5</td>
</tr>
<tr>
<td>02</td>
<td>GOOGLE.COM</td>
<td>SEARCH</td>
<td>340,800,000</td>
<td>09M 26S</td>
<td>9.3</td>
</tr>
<tr>
<td>03</td>
<td>GOOGLE.COM.PH</td>
<td>SEARCH</td>
<td>266,400,000</td>
<td>09M 30S</td>
<td>7.4</td>
</tr>
<tr>
<td>04</td>
<td>YOUTUBE.COM</td>
<td>TV &amp; VIDEO</td>
<td>247,300,000</td>
<td>27M 20S</td>
<td>11.1</td>
</tr>
<tr>
<td>05</td>
<td>YAHOO.COM</td>
<td>NEWS</td>
<td>54,400,000</td>
<td>07M 30S</td>
<td>6.6</td>
</tr>
<tr>
<td>06</td>
<td>PORNHUB.COM</td>
<td>ADULT</td>
<td>50,300,000</td>
<td>12M 47S</td>
<td>8.0</td>
</tr>
<tr>
<td>07</td>
<td>TWITTER.COM</td>
<td>SOCIAL</td>
<td>47,400,000</td>
<td>13M 33S</td>
<td>10.6</td>
</tr>
<tr>
<td>08</td>
<td>WIKIPEDIA.ORG</td>
<td>REFERENCE</td>
<td>34,200,000</td>
<td>04M 00S</td>
<td>2.7</td>
</tr>
<tr>
<td>09</td>
<td>XNXX.COM</td>
<td>ADULT</td>
<td>30,400,000</td>
<td>17M 04S</td>
<td>10.9</td>
</tr>
<tr>
<td>10</td>
<td>LAZADA.COM.PH</td>
<td>SHOPPING</td>
<td>28,500,000</td>
<td>07M 10S</td>
<td>8.1</td>
</tr>
</tbody>
</table>

**Source:** SimilarWeb (January 2019). Figures based on monthly averages for Q4 2018. **Notes:** ‘Monthly Traffic’ does not represent unique visitors. ‘Time per Visit’ figures represent the average duration of users’ visits, measured in minutes and seconds. **Advisory:** Some websites featured in this ranking may contain adult content. Please use caution when visiting unknown websites.
JAN 2019

MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]

- **FACEBOOK**: 97%
- **YOUTUBE**: 96%
- **FB MESSENGER**: 89%
- **INSTAGRAM**: 64%
- **TWITTER**: 54%
- **SKYPE**: 44%
- **LINKEDIN**: 36%
- **VIBER**: 34%
- **PINTEREST**: 33%
- **SNAPCHAT**: 28%
- **WHATSAPP**: 27%
- **REDDIT**: 24%
- **WECHAT**: 23%
- **TUMBLR**: 21%
- **TWITCH**: 19%
- **LINE**: 18%

**Source**: GLORIA/SWESIN ODI (Q2 & Q3 2018). Figures represent the findings of a broad survey of internet users aged 16-64.
Tsek.ph found social media as the main source for mis-/disinformation during and after the midterms.
SNAPSHOT of electoral disinformation

Looking through the lens of Tsek.ph fact checks

JAKE C. SORIANO & YVONNE T. CHUA
Who were the sources of mis- and disinformation?

- Social media: 71
- Candidate: 55
- Other public figure: 5

Source:
Where were deceptive claims made?

<table>
<thead>
<tr>
<th>Platform</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>67</td>
</tr>
<tr>
<td>TV</td>
<td>28</td>
</tr>
<tr>
<td>Other social media</td>
<td>8</td>
</tr>
<tr>
<td>Website</td>
<td>7</td>
</tr>
<tr>
<td>Campaign ad</td>
<td>5</td>
</tr>
<tr>
<td>CV of candidate</td>
<td>3</td>
</tr>
<tr>
<td>Others</td>
<td>13</td>
</tr>
</tbody>
</table>

Source:
Who were most targeted by mis- or disinformation?

- Otso Diretso: 35
- Local candidates: 8
- Makabayan bloc: 5
- Independent senatorial: 4
- Surveys: 3
- Hugpong ng Pagbabago: 3
- Comelec: 2

Source:
How did tsek.ph rate deceptive claims?

- False: 84
- Needs context: 21
- Misleading: 19
- Accurate: 5
- No basis: 2

Source:
UPDATED: Netizens mistake SATIRICAL piece on VP Robredo as true

Written by: VERA Files and University of the Philippines Journalism Department
Post date: Monday, May 13, 2019 - 22:36
Last modified: Friday, May 17, 2019 - 12:39

Facebook post falsely claims Diokno an NPA head

Written by: University of the Philippines Journalism Department
Post date: Monday, May 13, 2019 - 18:15
Last modified: Monday, May 13, 2019 - 18:42
Roxas never made ‘bobot’ comment

Written by: UP Journalism Department
Post date: Monday, May 13, 2019 - 18:19
Last modified: Monday, May 13, 2019 - 18:14

Tsek.ph

FALSE

FB page wrongly identifies partylist, organizations

Written by: DZUP 1602
Post date: Monday, May 13, 2019 - 17:45
Last modified: Monday, May 13, 2019 - 17:47
Accurate: PNP distributes publication red-tagging partylist

Written by: DZUP 1602 and University of the Philippines Journalism Department
Post date: Monday, May 13, 2019 - 19:56
Last modified: Monday, May 13, 2019 - 23:21

PNP distributes publication, redtags Bayan Muna, Kabataan partylist
COMELEC DISQUALIFIES FIVE PARTYLIST, DAYS BEFORE ELECTION.


HALALAN 2019
False
Tracking Digital Disinformation in the 2019 Philippine Midterm Election

Digital operations are becoming:

- More prevalent
- Strategically obscured
- Influential in shaping political conversations

Source:
First Key Message

Social media and disinformation have become more central and entrenched in the conduct of Philippine political campaigns.
Second Key Message

Disinformation producers are becoming more insidious and evasive.

Campaigners leverage social media platforms to reach discrete audiences and cultivate new intimacies consistent with own politicians’ own brands.

DISINFORMATION INNOVATIONS in the 2019 Philippine Midterm Elections

**MICRO-/NANO-INFLUENCERS**

1. **Political Parody Accounts**
   - **WHO:** Accounts taking on the persona of politicians, government offices, or news pages that poke fun at the gaffes and excesses of their targets.
   - **SPECIAL ABILITY:** Uses emotionally-arousing and occasionally-vulgar language to rally followers.
   - **PLATFORM:** Facebook, Twitter

2. **Pop Culture Accounts**
   - **WHO:** Fictional pop culture figures that comment on Filipino society at large.
   - **SPECIAL ABILITY:** In between inspirational quotes or humorous posts, slips in political propaganda and coordinates hashtag boosting.
   - **PLATFORM:** Facebook, Twitter

3. **Thirsttrap Instagrammers**
   - **WHO:** Hypersexual Instagram users flaunting their bodies for likes and followers.
   - **SPECIAL ABILITY:** In between flirtatious poses and lifestyle pictures, slips in political content.
   - **PLATFORM:** Instagram

CLOSED GROUPS

E.g., OFW groups and Conspiracy groups

**WHAT:**
Private groups where members require approval from group moderators; usually organic communities based on common interests but vulnerable to infiltration by political operators

**PLATFORM:**
Facebook

Third Key Message

Existing regulatory interventions are not enough, especially given that the disinformation industry has become increasingly well-funded, sophisticated, and harder to detect.
Challenges Ahead:

Political strategists “capitalize on weak regulatory infrastructure around political campaign consultancies and industry self-regulatory mechanisms that enable them to produce black ops campaigns as supplementary gigs to more respectable corporate projects.”

Common failure of fact checks is that “they often neglect tracing the connection between a singular instance of ‘fake news’ to a broader project of undermining values in society, whether it is the legacies of liberal democracy or emerging power of China.”
POLICY RESPONSE: Shift in regulatory interventions around social media from content regulation to process regulation

Building a process oriented-approach to political campaigning:

1. Continue public conversation
2. Review possibilities for a broader legal framework that might encourage transparency and accountability in political consultancies
3. Review COMELEC’s existing frameworks for campaign finance and social media regulation.
4. Encourage COMELEC to form intersectoral alliances

Networks/Organizations Countering Disinformation
More campaign strategies to prevent spread of disinformation and hate speech.
Report posts, websites and other materials that are false or hateful in content to the relevant publishers/site administrators and the authorities to take further action.
PLS SHARE: Fake news alert!
Hindi po totoong "disqualified" ang #42KABATAAN!
Labanan ang malawakang pandaraya! #MyVoteNot4Sale
On May 13, cast your vote! Make it count!

Kabataan Partylist Cebu
May 13 ·
FAKE NEWS ALERT!!!
Mga Komunistang partylist na Bayan Muna, Anakpawis, Gabriela, Alliance of Concerned Teachers, Kabataan at si Neri Colmenares ay gusting maluklok sa pwesto sa gobyerno para itaguyod ang hangarin ng CPP-NPA. Bumoto para sa Demokrasya, hindi sa Komunista.

FLASH REPORT: Mga Partylist na Bayan Muna, Anakpawis, Gabriela, Alliance of Concerned Teachers at Kabataan hind na pwedeng sumali sa halalan sa Mayo 13. Kinatigangan ng COMELEC ang petisyon na nag uyagnay sa kanila sa CPP-NPA kahapon, ayon sa COMELEC.
MPs/electoral candidates are influential people who often appear on the media and have a large following on social media. These platforms provide opportunities to counter and debunk disinformation.
FAKE NEWS ALERT:
QUOTE not mine nor from Kabataan! Enlightened Pinoy, Bayan Ko Ph, among other trollish FB pages, have launched this fake news attack yet again. Please help us report these pages!

Strongly urging Facebook to take action against these pages which have been spreading fake quotes and disinformation, inciting hate and harm against our representation and the youth at large who are exercising their political and civil rights in pursuit of a better life and future for their families, loved ones, compatriots and country!

We’re looking into the matter, especially in light of latest news reporting that those involved are already speaking up on the issue, and that Sen. Bato’s first hearing exposes Duterte regime’s real motives behind the malicious allegations: increase police presence and militarize campuses to curtail our rights and silence dissent where students, teachers and school officials have been at the forefront of opposing drug war killings, attacks against human rights defenders, tax hikes, term extension, among others.###
Support and promote digital and media literacy for the public, but also for other stakeholders such as politicians/MPs who are often sources of disinformation.

In a bid to fight fake news, Kabataan party-list Representative Sarah Elago is intending to file this month a bill that seeks to promote critical media literacy among Filipinos.

Elago made the pronouncement on Wednesday after the Social Weather Stations (SWS) released the result of its March 2018 survey showing that 67 percent of adult Filipino Internet users believe that fake news online is a serious problem.
Support and collaborate with groups who are working on capacity building programs related to disinformation and hate speech.
SALAMAT!

QUESTIONS? SUGGESTIONS?

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