

THE BATTLE AGAINST MISINFORMATION AND DEEP FAKES



**DON'T BE FOOLED!
VOTE WISELY,
FIGHT ELECTION
MISINFORMATION**



PROTECT YOUR VOTE



Misinformation: False or inaccurate information about elections spread unintentionally.

Disinformation: False information about elections, spread deliberately to mislead voters.

SPREADING LIKE WILDFIRE



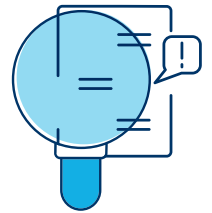
- Social media shares
- Messaging apps
- Clickbait headlines
- Doctored videos and images of candidates

WHY IT MATTERS



- Undermines trust in the electoral process
- Sways voters with false information
- Creates confusion and discourages participation

SPOTTING FAKE NEWS: THE I-FAKT FRAMEWORK



• Investigate the Source

- Is it a known news organisation?
- Check for typos and unprofessional design.

• Inspect the Information

- Sensational headlines with excessive punctuation?
- Facts supported by credible evidence?
- Beware of appeals to emotion and logical fallacies.

• Become Media Savvy

- Cross-reference information with trusted news sources (News24, Daily Maverick, SABC News).
- Use fact-checking websites like Africa Check.

• Think Critically

- Consider your own biases.
- Question the agenda behind the information.
- Look for alternative explanations.

• Develop Healthy Habits

- Discuss information with others to assess credibility.
- Don't share unverified news!
- Stay updated on cybersecurity trends.

You see a social media post with a video of a candidate giving a speech you've never heard before. In the video, they announce they're dropping out of the race and endorsing their opponent. It seems suspicious... **Apply the i-Fakt Framework!**



- 1. Investigate the Source:** Who posted the video? Is it a known news organisation or a random account with few followers?
- 2. Inspect the Information:** Does the candidate's speech and body language seem natural? Look for unnatural blinking, jerky head movements, or slight distortions around the candidate's face. Is the audio clear and synchronised with the lip movements?
- 3. Become Media Savvy:** Search for news articles or official statements from the candidate about dropping out. Check the candidate's official social media pages for any announcements.
- 4. Think Critically:** Consider the timing and beneficiary of this information. Does it benefit a specific candidate?

REMEMBER: Deepfakes can be very convincing, so be extra cautious with videos appearing out of character or context during the elections.

