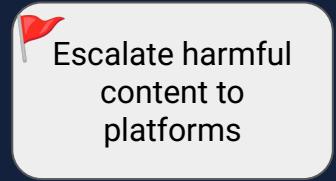
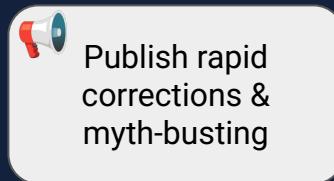
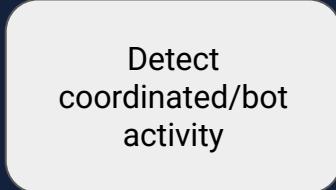
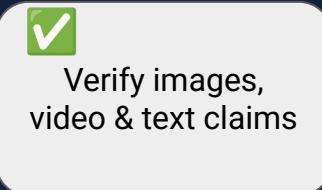


# Electoral Tools to Combat False & Misleading Information

Cambridge Conference on Electoral Democracy  
July 18, 2025

# Tools - Functional Needs



Need to be cost-effective, easy to implement, not resource intensive.  
Assumes little or no prior EMB experience in these activities.

# Spotting Viral Narratives & Keywords

The objective is to understand what misinformation could be surfacing on social networks and identify it in 'real-time'

Tool	What it covers	Typical Cost
<a href="#">Google Trends</a> (Web + YouTube)	All search queries, country-level	Free
<a href="#">Talkwalker</a> Alerts / Free Social Search	News sites, blogs + Twitter/X	Free
<a href="#">TikTok Creative Center</a>	Top hashtags & videos by country	Free
SMAT - Social Media Analysis Kit by <a href="#">Open Measures</a>	Reddit, Telegram, X, 4chan backfill	Free

# Verifying images, video & text claims



The objective is to establish, fast and defensibly, whether a piece of content that could influence voters is authentic, correctly contextualised, and legal under election-period rules.

Tool	What it covers	Typical Cost
<a href="#">InVID-WeVerify plugin</a>	Reverse-image search, key-frame extraction, metadata viewer, magnifier & error-level analysis in one browser extension.	Free
<a href="#">TinEye</a> or <a href="#">Google Lens</a>	Find the earliest on-line appearance of a photo to check if it's recycled from a past event.	Free
<a href="#">Google Fact Check Explorer + API</a>	Searches 150 k+ fact-checks in 80 languages that already carry ClaimReview markup.	Free, API key on request
<a href="#">UNDP iVerify</a>	Uses machine learning to flag hate speech or recycled false claims.	Free (with support from UNDP funds)

# Detecting co-ordinated / bot activity

The objective is to determine whether a sudden spike in misinformation is organic or manufactured (inauthentic, coordinated manipulation). Researchers warn that AI-enhanced bots can push disinformation “on a near-daily basis” across 50+ elections, raising the cost of not having bot-detection capacity.

Tool	What it covers	Typical Cost
<a href="#">Botometer X / BotometerLite</a>	API returns “bot probability” for any X account	Free if less than 250 calls/day
<a href="#">Twint</a> + NetworkX	Scrape X without API and build retweet/mention graphs to spot clusters.	Free

# Crowd-source reports from voters



The objective is to turn millions of voters into a *distributed sensor network* that feeds the EMB actionable, geo-located intelligence on emerging falsehoods and related incidents.

Tool	What it covers	Typical Cost
<a href="#">Meedan Check Tipline</a>	WhatsApp/Telegram intake, verification workflow, analytics	Free
<a href="#">Ushahidi Platform</a>	Multichannel intake (SMS, web), map & graph dashboards	Custom pricing
<a href="#">WhatsApp Business API</a> + Google Sheets	Quick-and-dirty intake; use <a href="#">AppScript</a> to send alerts	Free aside from local SMS gateway
<a href="#">Telegram "inline bot"</a> + <a href="#">Airtable</a>	Easy DIY form; Airtable dashboards auto-update	Free tiers for both services

All of these work on bandwidth-light mobile networks.

# Visualise & triage data in one place

The objective is to convert multiple raw-data “fire-hoses” into a shared, real-time decision “cockpit” that tells every branch of the election operation what is happening, where, how serious it is and who needs to act next.

Tool	What it covers	Typical Cost
<a href="#">Ushahidi</a>	End-to-end workflow: internal verification queue and live map/graph dashboards.	Free
<a href="#">Meedan Check</a> (and UNDP's iVerify fork)	Browser workspace showing each tip-line submission with status, fact-checks, team chat and aggregate analytics (volume by tag, channel, language). Exports to CSV/JSON for further BI.	Free

# Publish rapid corrections & myth-busting

The objective is to protect the integrity of the vote and build public trust by swiftly countering harmful lies with official, authoritative facts.

Tool (Online)	What it covers	Typical Cost
Any website already owned by EMB.	Ensure it's optimised. Any published corrections or myth-busting should use Google's ' <a href="#">claimreview</a> ' standard).	Free
Whatsapp / Telegram	As mentioned earlier	Free
Social Media Accounts	Facebook, Instagram, X, TikTok, Snapchat, Bluesky, Whatsapp, Telegram, Signal.	Free