

Glosario: Medios digitales y elecciones

Entregable del Observatorio de Redes Sociales

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I. Objetivo del Glosario	2
II. Introducción conceptual	2
III. Glosario de conceptos de medios sociales y elecciones.....	3
A	3
B	6
C	7
D	11
E	14
F	16
G	19
H	19
I	21
J	26
K	26
L	27
M	27
N	29
O	31
P	32
Q	36
R	36
S	37
T	41
U	42
V	43
W	43
X	44
Y	44
Z	44
IV. Bibliografía.....	45
V. Anexo 1: Contexto.....	46
VI. Anexo 2: Metodología	46
VII. Anexo 3: Marco conceptual básico y referencias internacionales	47

I. Objetivo del Glosario

El glosario define conceptos en el ámbito de las tecnologías de comunicación digital y su uso en las elecciones, se enfoca en los elementos técnicos de los medios de comunicación digital e incluye los derechos ejercidos y afectados¹, atendiendo las distintas realidades de los países que integran la Red Mundial de Justicia Electoral (RMJE).

Su objetivo es fungir como una fuente de consulta para las autoridades que imparten justicia electoral, tener un mejor entendimiento y un acercamiento a estos retos emergentes y, en consecuencia, utilizar dicha información para adaptar sus decisiones judiciales. Será un documento base para comprender, debatir y analizar las experiencias y recomendaciones en la materia, dentro de la Red Mundial. El glosario se actualizará periódicamente con nuevos conceptos, así como ejemplos de cómo se aplican en el ámbito electoral nacional.

II. Introducción conceptual

El libre ejercicio de los derechos del sufragio, como el **derecho a votar**, el **derecho a ser votado** y el **derecho a participar en el gobierno** tienen su base normativa en instrumentos internacionales² y están protegidos por la **libertad de expresión**, que constituye un aspecto indispensable de cualquier democracia y sistema electoral moderno. Este derecho a expresar ideas y opiniones, a intercambiarlas con los conciudadanos y a solicitar o compartir información, es indispensable para la vida pública y política. Además, está relacionado con la **libertad de reunión y asociación** y el **derecho a la información**.

Con la digitalización de la política, la libertad de expresión se ha convertido en la piedra angular de las nuevas tecnologías de comunicación digital y, por lo tanto, esta libertad y el derecho a votar y ser votado en condiciones de igualdad deben **garantizarse también en línea**. Las **redes sociales** constituyen una de las herramientas más importantes para la política moderna, las plataformas digitales son la nueva 'plaza pública'. Han presentado novedosas oportunidades para una mayor participación electoral, y a la misma vez desafían la confiabilidad de la información compartida y la integridad de las autoridades mediante amenazas complejas.³ En definitiva, los nuevos retos digitales amenazan al **derecho a la igualdad de condiciones en una contienda electoral** y a unas **elecciones libres y justas**.⁴

¹ Para más información sobre el contexto y la metodología del glosario, favor de consultar los **Anexos 1 y 2**.

² Véase: Artículo 21 de la Declaración Universal de Derechos Humanos y Artículo 25 del Pacto Internacional de Derechos Civiles y Políticos.

³ Véase: Comisión de Venecia. *Principles for a fundamental rights-compliant use of digital technologies in electoral processes*, 2020.

⁴ Para más información del marco conceptual y referencias internacionales, favor de consultar el **Anexo 3**.

III. Glosario de conceptos de medios digitales y elecciones

El contexto actual de la democracia pone de manifiesto la importancia de comprender el panorama de las redes sociales desde una perspectiva electoral. El glosario que se presenta a continuación hace una compilación de conceptos clave que se encuentran en numerosos diccionarios, estudios e instrumentos internacionales sobre tecnología y democracia.

A

Concepto	Definición general	Ejemplo nacional ⁵
A/B Testing	A method in marketing research where variables in a control scenario are changed and the ensuing alternate strategies tested, in order to improve the effectiveness of the final marketing strategy. ⁶	
Advertising network	A network representing many Web sites in selling advertising, allowing advertising buyers to reach broad audiences relatively easily through run-of-category and run-of-network buys. ⁷	
Algorithm	Finite suite of formal rules (logical operations, instructions) allowing a computer to obtain a result from input elements. This suite can be the object of an automated execution process and rely on models designed through machine learning. ⁸ Social media platforms use algorithms to, among other things, compile and curate the content that users see.	

⁵ En la segunda reunión del Consejo Directivo, se acordó concretar la lista de conceptos y sus definiciones en una primera etapa, y que, en una segunda, se incluirán casos nacionales. Por lo mismo, se encuentra vacía la columna de ejemplos nacionales.

⁶ https://www.marketingterms.com/dictionary/ab_testing/

⁷ https://www.marketingterms.com/dictionary/advertising_network/

⁸ Artificial Intelligence glossary developed by the Ad Hoc Committee CAHAI of the Council of Europe
<https://www.coe.int/en/web/artificial-intelligence/glossary>

Algorithmic bias	Technologies that fail to contemplate the entire range of available ideas, and presents repeatable errors in a computer system outcome, privileging one result over another. An algorithm can 'program' a software to not take in a full range of inputs, but only a smaller spectrum. This bias is found across search engine results and social media platforms. ⁹ This concept is linked to <i>Artificial intelligence</i> , and can also be described as <i>digital gerrymandering</i> of elections when an intermediary uses a selective presentation of information to favor its agenda, instead of the users, which in this case are the voters. ¹⁰	
Anonymity	The situation in which someone's name or other personally identifiable information is not given or known. ¹¹ May also be interpreted in combination with <i>Privacy</i> and <i>Pseudonymization</i> .	
Application Programming Interface (API)	An API, or application programming interface, is a means by which data from one web tool or application can be exchanged with, or received by another. Many working to examine the source and spread of polluted information depend upon access to social platform APIs, but not all are created equal, and the extent of publicly available data varies from platform to platform. Restrictive APIs on certain social platforms and a lack of API standardization	

⁹ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52021PC0206>

¹⁰ http://cdn.harvardlawreview.org/wp-content/uploads/2014/06/vol127_Symposium_Zittrain.pdf

¹¹ <https://dictionary.cambridge.org/es/diccionario/ingles/anonymity>



	creates challenges to comprehensive and replicable research regarding social media uses and impacts. ¹²	
Artificial intelligence	A blanket term for various computer applications ¹³ , meaning a set of sciences, theories and techniques whose purpose is to reproduce by a machine the cognitive abilities of a human being. Current developments aim, for instance, to be able to entrust a machine with simple and complex tasks previously delegated to a human. ¹⁴	
Astroturfing	The practice of disguising an orchestrated campaign, intended to create a false impression of a widespread, spontaneously arising, grassroots movement in support of or in opposition to something (such as a political policy) but that is in reality initiated and controlled by a concealed group or organization. A modern form of astroturfing uses the Internet: for example, groups flood an inbox with messages that come from a single source, using many accounts. ¹⁵	
Authentic behavior (and inauthentic behavior)	To act in accord with one's values, preferences, and needs as opposed to acting merely conform to social norms or expectations or falsely attain external rewards. ¹⁶	

¹² "Information Disorder: The Essential Glossary," The Shorenstein Center on Media, Politics, and Public Policy, https://firstdraftnews.org/wp-content/uploads/2018/07/infoDisorder_glossary.pdf?x32863

¹³ Blanket term for various computer applications <https://rm.coe.int/cahai-2020-23-draft-feasibility-study-fin/1680a0a5a9>

¹⁴ Artificial Intelligence glossary developed by the Ad Hoc Committee CAHAI of the Council of Europe <https://www.coe.int/en/web/artificial-intelligence/glossary>

¹⁵ <https://www.merriam-webster.com/dictionary/astroturfing>

¹⁶ <http://psychology.iresearchnet.com/social-psychology/control/authenticity/#:~:text=Behaving%20authentically%20means%20acting%20in,rewards%20or%20to%20avoid%20punishments.>



	While authenticity is important to gain trust and sympathy, it is also linked to increasing support or gaining a competitive advantage.¹⁷ Authenticity has become a currency in the branding of politicians in social media. However, authenticity illusions are now linked to political communication strategies that are not truthful or trustworthy, or because of a staged or manipulated media landscape due to new technologies.¹⁸ Inauthentic behavior is when people misinterpret themselves on social media using fake accounts, artificially boosting the popularity of content or engaging in conducts that may violate the <i>Terms of service</i>, in some cases.¹⁹ Linked to <i>Coordinated behavior</i>.	
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B

Concept	General definition	Country example
Big data	The term "big data" refers to a large heterogeneous data set (open data, proprietary data, commercially purchased data). ²⁰	
Blacklist	In the case of websites and social media links, this means that the content is labeled as dangerous to visitors, due to spam or malware intended to infect communications. ²¹	

¹⁷ <https://www.falcon.io/insights-hub/topics/social-media-strategy/why-authenticity-matters-in-todays-social-media-landscape/>

¹⁸ https://www.routledgehandbooks.com/doi/10.4324/9781315716299.ch8#sec8_2

¹⁹ <https://transparency.fb.com/policies/community-standards/inauthentic-behavior/>

²⁰ Artificial Intelligence glossary developed by the Ad Hoc Committee CAHA of the Council of Europe
<https://www.coe.int/en/web/artificial-intelligence/glossary>

²¹ <https://blog.sucuri.net/2015/05/how-social-media-blacklisting-happens.html#:~:text=The%20initial%20reaction%20to%20hearing,labeled%20as%20dangerous%20to%20visitors.>



Bots	Social bots are simple computer codes that can simulate human beings and make posts online. Botnets are the coordinated hacking efforts of multiple bots. ²² These can be used to perform <i>Distributed Denial of Service (DDoS)</i> .	
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C

Concept	General definition	Country example
Campaign personalization	The personalization of modern election campaigns has stepped into the digital realm, with the assistance of social media where <i>posts</i> update users of what a politician is currently doing, aiming to attain a higher level of emotional appeal. ²³	
Chatbot	A conversational agent that dialogues with its user (for example: empathic robots available to patients, or automated conversation services in customer relations). ²⁴	
Cluster	Any group of people or things that share a common characteristic. Data is combed through by AI to uncover patterns and connections that humans might not readily see. Clusters can be used to identify target segments or audiences, creating marketing opportunities through commonalities. ²⁵	
Cognitive science	The broader form of study that includes AI in addition to philosophy, linguistics,	

²²

https://www.ifes.org/sites/default/files/ifes_working_paper_social_media_disinformation_and_electoral_integrity_august_2019.pdf

²³

[https://www.europarl.europa.eu/RegData/bibliotheque/briefing/2014/140709/LDM_BRI\(2014\)140709_REV1_EN.pdf](https://www.europarl.europa.eu/RegData/bibliotheque/briefing/2014/140709/LDM_BRI(2014)140709_REV1_EN.pdf)

²⁴ Artificial Intelligence glossary developed by the Ad Hoc Committee CAHA of the Council of Europe

<https://www.coe.int/en/web/artificial-intelligence/glossary>

²⁵ Business 2 community: <https://www.business2community.com/marketing/artificial-intelligence-terms-marketers-need-know-01891972>



	psychology, neuroscience, and anthropology. All of these combine together to learn how the mind functions and, when applied to AI, how machines can simulate human thought and action. ²⁶	
Collective intelligence	Shared intelligence that emerges from the collaboration and competition of many individuals and appear in consensus decision-making in social networks. ²⁷	
Community manager	A person responsible for building and managing the online communications for a business in an effort to grow an online community. ²⁸	
Community standards	See <i>Terms of service</i> .	
Computational propaganda	Means employing automated tools to influence behavior. ²⁹ It is the use of algorithms, automation, and human curation to purposefully distribute misleading information over social media. Involves learning from and mimicking real people so as to manipulate public opinion across a diverse range of platforms and device networks. ³⁰	
Content or click farms	Commercial enterprises that employ individuals to generate fraudulent profiles, posts and likes to promote specific narratives online. Coordinated efforts to direct the attention of Internet trolls toward targets or in promotion of certain messages can use the same model as content farms and are referred to as troll farms. ³¹	

²⁶ Business 2 community: <https://www.business2community.com/marketing/artificial-intelligence-terms-marketers-need-know-01891972>

²⁷ <https://blog.hubspot.com/marketing/social-media-terms>

²⁸ <https://blog.hubspot.com/marketing/social-media-terms>

²⁹ https://www.osce.org/files/f/documents/9/8/451150_0.pdf

³⁰ IFES: Disinformation Campaigns and Hate Speech: Exploring the Relationship and Programming Interventions, International Foundation for Electoral Systems, 2019.

³¹

https://www.ifes.org/sites/default/files/ifes_working_paper_social_media_disinformation_and_electoral_integrity_august_2019.pdf

Content scrapers	Tools that use automation to gather and store information from publicly accessible versions of websites or social media platforms, allowing analysts to filter, sort and tag the content. Depending on the platform, the scraped content could differ from information obtained through an <i>API (see above)</i> . ³²	
Cookie	Information stored on a user's computer by a website so preferences are remembered on future requests. ³³	
Coordinated behavior	The simultaneous posting of similar content across multiple social media accounts and pages, designed to broaden its reach. The coordinated postings could be done by actual people, or by inauthentic accounts. ³⁴ Social media allows third party cookies (meaning they are external to the social network and the user) and can be linked to dataveillance or privacy issues. ³⁵	
Cybercrime	Criminal or illegal activity that is done using the Internet. For example: <i>phishing</i> , misusing personal information (identity theft), <i>hacking</i> , <i>hate speech</i> and inciting terrorism, distributing child pornography, and grooming (sexual advances to minors). This applies to all digital devices, including computers, tablets and smartphones that are connected to the Internet. ³⁶	
Cybersecurity	Is the application of technologies, processes and controls to protect systems, networks, programs, devices and data from <i>cyber-attacks</i> . It aims to reduce the risk	

³² <https://www.techopedia.com/definition/27564/content-scraping>

³³ <https://www.marketingterms.com/dictionary/cookie/>

³⁴ <https://transparency.fb.com/policies/community-standards/inauthentic-behavior/>

³⁵

https://www.emeraldgrouppublishing.com/archived/learning/management_thinking/articles/cookies.htm

³⁶ <https://dictionary.cambridge.org/dictionary/english/cybercrime>

<https://www.government.nl/topics/cybercrime/forms-of-cybercrime>



	of cyber-attacks, and protect against the unauthorized exploitation of systems, networks and technologies. It is often confused with <i>information security</i>.³⁷ It may also involve the prevention of damage to, protection of, and restoration of computers, electronic communications systems, electronic communications services, wire communication, and electronic communication, including information contained therein, to ensure its availability, integrity, authentication, confidentiality, and nonrepudiation.³⁸	
Cyberspace	The interdependent network of information technology infrastructures, and includes the Internet, telecommunications networks, computer systems, and embedded processors and controllers in critical industries³⁹ considered as an imaginary area without limits where one can meet people and discover information about any subject.⁴⁰ Cyberspace allows users to share information, interact, swap ideas, engage in discussions or social forums, among others. Widely used to describe any facility or feature that is linked to the Internet and virtual interfaces that create digital realities.⁴¹	

³⁷ <https://www.itgovernance.co.uk/what-is-cybersecurity>

³⁸ <https://irp.fas.org/offdocs/nspd/nspd-54.pdf>

³⁹ <https://irp.fas.org/offdocs/nspd/nspd-54.pdf>

⁴⁰ <https://dictionary.cambridge.org/es/diccionario/ingles/cyberspace>

⁴¹ <https://www.techopedia.com/definition/2493/cyberspace>

Concept	General definition	Country example
Database	A database is a "container" storing data such as numbers, dates or words, which can be reprocessed by computer means to produce information; for example, numbers and names assembled and sorted to form a directory. ⁴² Extracted information from social media content can make up a database of information.	
Datamining	A process of discovering patterns in large data sets, involving machine learning, statistics and database systems. It makes it possible to analyze a large volume of data and bring out models, correlations and trends. ⁴³ The goal is to extract patterns and knowledge from large amounts of data and transform the information into a comprehensible structure for further use, and not the extraction of data itself. ⁴⁴	
Data protection and data security	Data protection generally refers to securing data against loss, damage or exploitation ⁴⁵ , while data security refers to securing data against unauthorized use ⁴⁶ .	
Data science	A broad grouping of mathematics, statistics, probability, computing, data visualization to extract knowledge from a heterogeneous set of data (images, sound, text, genomic data, social network	

⁴² Artificial Intelligence glossary developed by the Ad Hoc Committee CAHAJ of the Council of Europe

<https://www.coe.int/en/web/artificial-intelligence/glossary>

⁴³ Artificial Intelligence glossary developed by the Ad Hoc Committee CAHAJ of the Council of Europe

<https://www.coe.int/en/web/artificial-intelligence/glossary>

⁴⁴ <http://myweb.sabanciuniv.edu/rdehkharghani/files/2016/02/The-Morgan-Kaufmann-Series-in-Data-Management-Systems-Jiawei-Han-Micheline-Kamber-Jian-Pei-Data-Mining.-Concepts-and-Techniques-3rd-Edition-Morgan-Kaufmann-2011.pdf>

⁴⁵ <https://www.polyas.com/election-glossary/data-protection>

⁴⁶ <https://www.polyas.com/election-glossary/data-security>



	links, physical measurements, etc. ⁴⁷	
Deepfake	Digitally altered images and videos that tend to use artificial intelligence to combine real source material with manufactured content to create hyper-realistic portrayals of individuals saying or doing things that did not occur. ⁴⁸	
Deep learning	A type of <i>artificial intelligence</i> that uses <i>algorithms</i> based on the way the human brain operates, to find links and classify sets of data. ⁴⁹ See <i>Machine learning</i> and <i>Neural Network</i> . ⁵⁰	
Digital citizen	Someone who is skilled in using the Internet in order to communicate with others, buy and sell things, and take part in politics, and who understands how to do this in a safe and responsible way. ⁵¹	
Digital communications technology	The design and construction of communications technology that transmits information in digital form. ⁵² They are digital tools that allow two or more people to communicate with another. ⁵³	
Digital divide	The discrepancies that exist between social groups in terms of access to digital technology. ⁵⁴ It can be generational, socioeconomic, geographic, and due to gender etc.	

⁴⁷ Artificial Intelligence glossary developed by the Ad Hoc Committee CAHAJ of the Council of Europe

<https://www.coe.int/en/web/artificial-intelligence/glossary>

⁴⁸

https://www.ifes.org/sites/default/files/ifes_working_paper_social_media_disinformation_and_electoral_integrity_august_2019.pdf

⁴⁹ <https://dictionary.cambridge.org/es/diccionario/ingles/deep-learning>

⁵⁰ Artificial Intelligence glossary developed by the Ad Hoc Committee CAHAJ of the Council of Europe

<https://www.coe.int/en/web/artificial-intelligence/glossary>

⁵¹ <https://dictionary.cambridge.org/es/diccionario/ingles/digital-citizen>

⁵²

<https://www.thefreedictionary.com/digital+communications+technology#:~:text=1.,WordNet%203.0%2C%20Farlex%20clipart%20collection.>

⁵³ <https://clcs.weebly.com/digital-communication-technologies-dct.html>

⁵⁴ <https://www.idea.int/sites/default/files/publications/social-media-guide-for-electoral-management-bodies.pdf>



Digital gerrymandering	An algorithmic bias that is employed in search engine results and social media platforms ⁵⁵ during elections or electoral campaigns, that is used by an intermediary to selectively present information to favor its agenda, instead of the users, which in this case are the voters. ⁵⁶	
Digital literacy (computer, media or information literacy)	The complementary and interwoven skills, both technical and social, that people must employ when using Internet-based communication—including hypertext, images, audio, and video—to consume and create messages across a variety of academic, civic, and cultural contexts. It is the literacy of emerging digital practices, where competent learners need to perform equally as well in face-to-face and print communication, as new online tools. Related concepts are computer literacy, information communication technologies (ICT) literacy, information literacy, media literacy, new literacy/ies, and multiliteracies. ⁵⁷	
Disinformation	False or misleading information that is created or disseminated with the intent to cause harm or to benefit the perpetrator. ⁵⁸ The intent to cause harm may be directed toward individuals, groups, institutions, or processes. ⁵⁹	
Disintermediation	The elimination of intermediaries in the supply chain, also referred	

⁵⁵ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52021PC0206>

⁵⁶ http://cdn.harvardlawreview.org/wp-content/uploads/2014/06/vol127_Symposium_Zittrain.pdf

⁵⁷ https://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0239.xml?gclid=EAlaIqobChMI2InMgKPQ8gIVWz2tBh3TGgXPEAAyAAEgltU_D_BwE

⁵⁸

https://www.ndi.org/sites/default/files/Disinformation%20and%20Electoral%20Integrity_NDI_External_Updated%20May%202019%20%281%29.pdf

⁵⁹ IFES: Disinformation Campaigns and Hate Speech: Exploring the Relationship and Programming Interventions, International Foundation for Electoral Systems, 2019.



	to as “cutting out the middlemen” ⁶⁰ in online political communication. This means that journalistic actors are excluded from their traditional role as communicators between publics and politics, and from the networks of political actors. ⁶¹	
Distributed denial of service (DDoS) attack	When an adversary takes control of a multiple connected online devices (see <i>botnet</i> above), using them to “ping” or overwhelm a target website with fake traffic ⁶² all at once, causing it to crash. It can be used to block the website owner (for instance a political party) from fundraising or causing a considerable disruption to a campaign. ⁶³	

E

Concept	General def.	Country example
E-safety	Refers to staying safe online, and as Internet-accessible devices are given to people of younger ages, it is important that they are protected from harmful content and services (such as cyber bullying, aggression, harassment, and pornography). ⁶⁴ Also known as <i>digital, online or cyber safety</i> . ⁶⁵	
Echo chambers	In general, the term “echo chamber” illustrates the ways that data bottlenecks or silos restrict available choices and options for people or machines. In social media and other interactive platforms, where technologies often select bits of data from a general source according to heuristics or learning algorithms,	

⁶⁰ <https://www.marketingterms.com/dictionary/disintermediation/>

⁶¹ <https://www.cogitatiopress.com/mediaandcommunication/article/view/1825/1825>

⁶² <https://www.imperva.com/learn/ddos/denial-of-service/>

⁶³ <https://www.ndi.org/sites/default/files/INCampaignPlaybook%20-%20draft2.pdf>

⁶⁴ <https://www.itpro.co.uk/strategy/28709/what-is-e-safety>

⁶⁵ <https://www.willowdene.greenwich.sch.uk/node/438>



	users might see a social media feed turning into an "echo chamber" of common, similar ideas and think about why that happened. An echo chamber can also be defined as a situation in which people only hear opinions of one type or that are similar to their own. This means that other voices have been actively excluded and discredited.⁶⁶ Members of echo chambers have been brought to systematically distrust all outside sources. In epistemic bubbles, other voices are not heard while in echo chambers, other voices are actively undermined.⁶⁷	
Electioneering	Refers to the act of campaigning to influence the result of an election in favor of a particular candidate or party. The key element of electioneering is effectively communicating with the electorate, usually through campaign rallies which are televised by the media.⁶⁸ Today, electioneering relies heavily on social media to distribute political messages.⁶⁹	
Election campaign (traditional and online)	A campaign prior to an election that encourages sympathizers of a candidate or party as well as undecided voters to take part in the election and vote for certain candidates. There is typically a clear legal framework and timeline for election campaigns both offline and online. Social media is now widely used - primarily to win over younger voters, but it can also help parties and candidates achieve different	

⁶⁶ <https://www.techopedia.com/definition/23423/echo-chamber>

⁶⁷ <https://www.cambridge.org/core/journals/episteme/article/abs/echo-chambers-and-epistemic-bubbles/5D4AC3A808C538E17C50A7C09EC706F0>

⁶⁸ <https://www.polyas.com/election-glossary/electioneering>

⁶⁹ <https://www.cqu.edu.au/cquninews/stories/general-category/2020-general/expert-warns-about-the-pitfalls-of-electioneering-on-social-media>



	goals alongside winning over voters. These channels have also been used to position parties and candidates in the area of so-called "infotainment" - presenting the campaign information in an entertaining way. ⁷⁰ Please see <i>Political campaign</i> .	
Election advertisement or propaganda	Election advertising is a form of campaigning during a clear period that permits candidates to directly convey their message to voters and influence the political debate. By running ads or propaganda on various types of media, candidates can reach audiences that otherwise may not have been paying attention to the election and build name recognition, highlight important issues, and call attention to the shortcomings of their opponents, among others. ⁷¹	
Epistemic bubbles	A social epistemic structure in which other relevant voices have been left out, perhaps accidentally. Members of epistemic bubbles lack exposure to relevant information and arguments. In epistemic bubbles, other voices are not heard while in echo chambers, other voices are actively undermined. ⁷²	

F

Concept	General definition	Country example
Fact-check or checking	To check that all the facts in a piece of writing, a news article, a speech, etc. are correct. ⁷³ Fact-checking is the process of the aforementioned.	

⁷⁰ <https://www.polyas.com/election-glossary/election-campaign>

⁷¹ https://www.americanbar.org/groups/crsi/publications/human_rights_magazine_home/voting-in-2020/political-advertising-on-social-media-platforms/

⁷² <https://www.cambridge.org/core/journals/episteme/article/echo-chambers-and-epistemic-bubbles/5D4AC3A808C538E17C50A7C09EC706F0>

⁷³ <https://dictionary.cambridge.org/es/diccionario/ingles/fact-check>



Fake news	False stories that appear to be news, spread on the Internet or using other media, usually created to influence political views. ⁷⁴ There is a movement to use the term of <i>Misinformation</i> or <i>Malinformation</i> instead of fake news (see below).	
Follower	In a social media setting, a follower refers to a person who subscribes to another person's account to receive their updates. ⁷⁵	
Forum	An online discussion site. It originated as the modern equivalent of a traditional bulletin board, and a technological evolution of the dial-up bulletin board system. ⁷⁶	
Free and fair elections	The right to take part in the government of one's country, directly or through freely chosen representatives, ⁷⁷ and by virtue of the right to self-determination, all peoples have the right to freely determine their political status. ⁷⁸ Free and fair elections tend to be linked to being held at regular intervals on the basis of universal, equal and secret suffrage. ⁷⁹ Commonly referred to as credible, legitimate or participatory elections. ⁸⁰	

⁷⁴ <https://dictionary.cambridge.org/es/diccionario/ingles/fake-news>

⁷⁵ <https://blog.hubspot.com/marketing/social-media-terms>

⁷⁶ <https://blog.hubspot.com/marketing/social-media-terms>

⁷⁷ Article 21 of the Universal Declaration of Human Rights

⁷⁸ Common Article 1 of the Covenants on Civil and Political Rights and on Economic, Social and Cultural Rights

⁷⁹ <https://www.ipu.org/our-impact/strong-parliaments/setting-standards/declaration-criteria-free-and-fair-elections>

⁸⁰ <https://aceproject.org/electoral-advice/archive/questions/replies/54818966>



Freedom of assembly	of	The right to peacefully hold meetings, sit-ins, strikes, rallies, events or protests, both offline and online. ⁸¹ Peaceful assemblies play a critical role in allowing participants to advance ideas in the public domain and to establish the extent of support for or opposition to those ideas or goals. ⁸² Intrinsically linked with other rights and guarantees, such as <i>Freedom of association, Freedom of expression and opinion</i> and the <i>Right to participate in government</i> .	
Freedom of association	of	Everyone shall have the right to freedom of association with others, including the right to form and join trade unions for the protection of his interests, ⁸³ which is extended to the participation in political organizations. ⁸⁴ This right must be enjoyed peacefully. ⁸⁵	
Freedom of expression and opinion	of and	This right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. ⁸⁶	
Freedom of information (access to information)	of	Everyone has the right to seek, receive and impart information. This right is an integral part of the right to freedom of expression and facilitates citizens holding their governments accountable. ⁸⁷	

⁸¹ <https://www.ohchr.org/EN/Issues/AssemblyAssociation/Pages/Freedom-Peaceful-Assembly-Index.aspx>

⁸² <https://undocs.org/en/CCPR/C/GC/37>

⁸³ Article 22 of the International Covenant on Civil and Political Rights

⁸⁴ <https://www.ohchr.org/Documents/Publications/training2en.pdf>

⁸⁵ Article 20 of the Universal Declaration of Human Rights

⁸⁶ Article 19 of the Universal Declaration of Human Rights

⁸⁷ <https://www.un.org/en/observances/information-access-day>

Concept	General definition	Country example
Gendered disinformation	The use of false information to confuse or mislead by manipulating gender as a social cleavage to attack women and/or to sway political outcomes. ⁸⁸	

H

Concept	General definition	Country example
Hacking	The activity of using a computer to access information stored on another computer system without permission, or to spread a computer virus. ⁸⁹ This tends to be illegal due to the violation of privacy and constitutes a cybercrime. ⁹⁰	
Handle	A term used to describe someone's username on Twitter. ⁹¹	
Hashtag	A way to label content and make it searchable in social media. The hashtag (#) in social media platforms turn the adjacent word into a searchable link. This lets others easily find your content according to the keyword that follows the hashtag. ⁹²	

⁸⁸

<https://www.ndi.org/sites/default/files/Addressing%20Gender%20%26%20Disinformation%20%20%281%29.pdf>

⁸⁹ <https://dictionary.cambridge.org/es/diccionario/ingles/hacking>

⁹⁰ <https://www.britannica.com/technology/hacking-computing>

⁹¹ <https://blog.hubspot.com/marketing/social-media-terms>

⁹² <https://www.bigcommerce.com/ecommerce-answers/what-is-a-hashtag/>



Hate speech	Hate speech covers many forms of expressions or attacks which spread, incite, promote, or justify hatred, violence and discrimination against a person or group of persons for a variety of reasons.⁹³ It also encompasses polarizing speech that promotes intolerance, hatred, and incitement to violence by explicit or indirect reference to race, national or ethnic origin, religion, gender, sexual orientation, age or disability or other immutable groupings,⁹⁴ usually with the aim to generate a tangible difference in an institution, organization or society.	
High performance computing	High-performance computing (HPC) is the ability to process data and perform complex calculations at high speeds. As technologies like the Internet of Things (IoT), artificial intelligence (AI), and 3-D imaging evolve, the size and amount of data that organizations have to work with is growing exponentially. For many purposes, such as streaming a live sporting event, tracking a developing storm, testing new products, or analyzing stock trends, the ability to process data in real time is crucial.⁹⁵	

⁹³ <https://www.coe.int/en/web/european-commission-against-racism-and-intolerance/hate-speech-and-violence>

⁹⁴

https://www.ifes.org/sites/default/files/ifes_working_paper_social_media_disinformation_and_electoral_integrity_august_2019.pdf

⁹⁵ <https://www.netapp.com/us/info/what-is-high-performance-computing.aspx>

Concept	General definition	Country example
Image recognition (or computer vision)	A process for machine learning where computers can be programmed to understand what is happening in an image. AI searches for patterns within images to quickly identify nuances that humans may not see. ⁹⁶	
Inauthentic actor	Individuals or organizations working to mislead others about who they are or what they are doing. ⁹⁷	
Influencer	Someone who affects or changes the way that other people behave. Recently, companies have paid online influencers to show and describe their products and services on social media, encouraging other people to buy them. ⁹⁸ Although mainly applied in the commercial field, this concept or personality has recently entered the political and electoral sphere. ⁹⁹	
Influence campaigns (and malign influence campaigns)	Actions taken by governments or organized non-state actors such as advocacy or political campaigns. A malign version of this kind of campaign, is aimed at distorting domestic or foreign political sentiment, most	

⁹⁶ Business 2 community: <https://www.business2community.com/marketing/artificial-intelligence-terms-marketers-need-know-01891972>

⁹⁷

https://www.ifes.org/sites/default/files/ifes_working_paper_social_media_disinformation_and_electoral_integrity_august_2019.pdf

⁹⁸ <https://dictionary.cambridge.org/es/diccionario/ingles/influencer>

⁹⁹ Albeit not part of the definition, this precision is necessary in order to link the concept to the subject matter of this glossary. Examples: <https://www.forbes.com/sites/petersuciu/2020/02/12/will-political-social-media-influencers-impact-this-years-election/?sh=bef09016fc06> and <https://restofworld.org/2021/the-influencer-politicians-are-coming/>.



	frequently to achieve a strategic and/or geopolitical outcome. ¹⁰⁰ Influence campaigns increasingly deploy an array of disinformation tactics with the goal of manipulating public opinion and undermining the integrity of the information environment. ¹⁰¹	
Information and communication technologies (ICTs)	Technology that is used to handle communications processes such as telecommunications, broadcast media, intelligent building management systems, audiovisual processing and transmission systems, and network-based control and monitoring functions. It describes the convergence of several technologies, and the use of common transmission lines carrying very diverse data and communication types and formats. ¹⁰²	
Information operations	Strategies executed by strategic communication experts where disinformation and propaganda are spread in order to skew online discourses. ¹⁰³ They may involve a selective combination of lethal and non-lethal means to achieve campaign objectives, offline and online. ¹⁰⁴	
Information security	Different from cybersecurity, information security is a broader category that looks to protect all	

¹⁰⁰ Wardle (2017), p. 16.

¹⁰¹

https://www.ifes.org/sites/default/files/ifes_working_paper_social_media_disinformation_and_electoral_integrity_august_2019.pdf

¹⁰² <https://www.techopedia.com/definition/24152/information-and-communications-technology-ict>

¹⁰³ Expert from International IDEA, Third Plenary Assembly of the Global Network on Electoral Justice.

¹⁰⁴ <https://www.foi.se/rest-api/report/FOI-R--3658--SE>



	information assets, whether in hard copy or in digital form. ¹⁰⁵	
Interference (foreign, domestic and external)	Electoral interference is one of the ways in which actors that are <i>external</i> to a country's political institutions seek to undermine a nation's democracy, by injecting misinformation and disinformation into public discourse on social media. Such interference can be both <i>domestic</i>, in the sense that they are national actors that are not formally linked to the electoral process or campaign, and foreign.¹⁰⁶ Foreign interference campaigns target specific groups and spread misinformation on social media platforms, ultimately attempting to increase distrust of a target country's political institutions.¹⁰⁷ This kind of political manipulation usually involves political advertising, spending and evasion of domestic campaign finance rules.¹⁰⁸	
Internet	A system architecture that has revolutionized communications and methods of commerce by allowing various computer networks around the world to interconnect. It supports access to digital information by many applications, including the World Wide Web. ¹⁰⁹	

¹⁰⁵ Find source

¹⁰⁶ <https://fsi.stanford.edu/publication/election-2020-foreign-interference-and-domestic-manipulations-aimed-voters-and-electoral>

¹⁰⁷ https://www.lawsociety.com.au/sites/default/files/2021-04/20200313_Submission_to_the_Select_Committee_on_Foreign_Interference_th.pdf

¹⁰⁸ <https://www.brennancenter.org/our-work/analysis-opinion/social-media-now-prime-conduit-foreign-interference>

¹⁰⁹ <https://www.britannica.com/technology/Internet>



	Internet is the medium for social media. Not all Internet sites or platforms meet the definition of social media, as some websites make no provision for interactivity with the audience. ¹¹⁰	
Internet intermediaries	The term 'Internet intermediaries' commonly refers to a wide, diverse and rapidly evolving range of service providers that facilitate interactions on the Internet between natural and legal persons. Some connect users to the Internet, enable processing of data and host web-based services, including for user-generated comments. Others gather information, assist searches, facilitate the sale of goods and services, or enable other commercial transactions. They also moderate and rank content, mainly through algorithmic processing, and they may perform other functions that resemble those of publishers.¹¹¹	
Internet of things (IOT)	It is the fact of connecting any device with an on and off switch to the Internet (and/or to each other). This includes everything from cellphones, headphones, wearable devices, and even washing machines etc. This also applies to components of machines. The IoT is a giant network of connected "things" (which also includes people). The relationship is between people-	

¹¹⁰ <https://www.idea.int/sites/default/files/publications/guidelines-for-the-development-of-a-social-media-code-of-conduct-for-elections.pdf>

¹¹¹ <https://www.coe.int/en/web/freedom-expression/internet-intermediaries>



	people, people-things, and things-things.¹¹² IoT can be used or misused to shift political discourse online, by accessing and storing considerable amounts of personal data or device users, and affect civic engagement online or in politics.¹¹³ IoT <i>botnets</i> is a network of devices connected to IoT that are infected with malware or are controlled by malicious actors. This can also be linked to <i>Distributed denial-of-service (DDos)</i>. See above.¹¹⁴	
Internet service providers (ISP)	It is a company that provides Internet connections and services to individuals and organizations. In addition to providing access to the Internet, ISPs may also provide software packages (such as browsers), e-mail accounts, and a personal Web site or home page.¹¹⁵	
Internet trolls	Human users on Internet platforms who intentionally harass, provoke, or intimidate other, often to distract and sow discord. Trolls can act as individuals, and in this capacity share many characteristics with individual perpetrators of <i>hate speech</i>. However, trolls can also engage in coordinated <i>inauthentic behavior</i>.¹¹⁶	

¹¹² <https://www.forbes.com/sites/jacobmorgan/2014/05/13/simple-explanation-internet-things-that-anyone-can-understand/#5752fdd51d09>

¹¹³ <https://www.oii.ox.ac.uk/videos/civic-engagement-bots-and-the-internet-of-things-iot/>

¹¹⁴ <https://www.trendmicro.com/vinfo/us/security/definition/iot-botnet#:~:text=An%20IoT%20botnet%20is%20a,the%20control%20of%20malicious%20actors.&text=Much%20of%20a%20botnet's%20power,devices%20that%20make%20it%20up.>

¹¹⁵ <https://www.britannica.com/technology/Internet-service-provider>

¹¹⁶

https://www.ifes.org/sites/default/files/ifes_working_paper_social_media_disinformation_and_electoral_integrity_august_2019.pdf

Concept	General definition	Country example
Junk news	The publication of propaganda and ideologically extreme, hyperpartisan or conspiratorial political news and information under the guise of providing credible information. The term includes news publications that present verifiably false content or commentary as factual news.¹¹⁷ The content has low credibility, is often commercially-driven, based on sensationalism, hyperpartisan and/or conspiratorial, and can go beyond politics. Sometimes it is referred to as <i>clickbait</i>.	

K

Concept	General definition	Country example
Keyword	A word used in a performing a search in search engines or social media.¹¹⁸ Tracking keywords used in searches allows actors to optimize their efforts: monitor trending topics on social media, determine search query frequency, identify markets and discover relevant points of engagement.¹¹⁹ See <i>Query</i>.	

¹¹⁷

https://www.ifes.org/sites/default/files/ifes_working_paper_social_media_disinformation_and_electoral_integrity_august_2019.pdf

¹¹⁸ <https://www.marketingterms.com/dictionary/keyword/>

¹¹⁹ <https://www.wordstream.com/articles/keyword-research-for-social-media-guide>

Concept	General definition	Country example
Level playing field (in an electoral contest)	A fair competition that ensures that each party and candidate is treated fairly and are provided precisely the same opportunities and financial resources, irrespective of their size and popularity, ensuring them equal opportunity to put their case to the voters.¹²⁰ With the digitalization of politics, this term can be used in relation to online political discourse, the use of social media of wealthier candidates, and so forth.	
Link building	The process of increasing the number of inbound links to a website in a way that will increase search engine rankings.¹²¹ When using search engines, voters might get results (websites or social media pages) of less quality, meaning that they are less relevant, but do not appear as such because of the manufactured high ranking.	

M

Concept	General definition	Country example
Machine learning	Machine learning makes it possible to construct a mathematical model to allow a computer to make decisions or predictions without human intervention based on data, including a large number of	

¹²⁰ <https://aceproject.org/main/english/pc/pc21.htm>

¹²¹ https://www.marketingterms.com/dictionary/link_building/



	variables that are not known in advance. ¹²²	
Malinformation	Accurate information that is shared with the intent to cause harm or to benefit the perpetrator, often by moving private information into the public sphere. ¹²³	
Meme	The formal definition of the term meme, coined by biologist Richard Dawkins in 1976, is an idea or behavior that spreads person to person throughout a culture by propagating rapidly, and changing over time. ¹⁹ The term is now used most frequently to describe captioned photos or GIFs that spread online, and the most effective are humorous or critical of society. They are increasingly being used as powerful vehicles of disinformation. ¹²⁴	
Metadata	Data used to define, contextualize or characterize other data. ¹²⁵ It is data that describes the other item's content and is generally used in the context of Web pages, where it describes page content for a search engine. ¹²⁶ In social media, it is linked to <i>scraping</i> (see <i>Content scrapers</i>) meaning that a digital platform uses some of the linked Web page's content in the preview of	

¹²² Artificial Intelligence glossary developed by the Ad Hoc Committee CAHAI of the Council of Europe
<https://www.coe.int/en/web/artificial-intelligence/glossary>

¹²³ IFES: Disinformation Campaigns and Hate Speech: Exploring the Relationship and Programming Interventions, International Foundation for Electoral Systems, 2019. And
https://www.ndi.org/sites/default/files/Disinformation%20and%20Electoral%20Integrity_NDI_External_Updated%20May%202019%20%281%29.pdf

¹²⁴ https://firstdraftnews.org/wp-content/uploads/2018/07/infoDisorder_glossary.pdf?x32863

¹²⁵ Artificial Intelligence glossary developed by the Ad Hoc Committee CAHAI of the Council of Europe
<https://www.coe.int/en/web/artificial-intelligence/glossary>

¹²⁶ <https://www.techopedia.com/definition/1938/metadata>



	the shared page on the platform. ¹²⁷	
Misinformation	False or misleading information that is shared without the intent to cause harm ¹²⁸ or realization that it is incorrect. In some cases, actors may unknowingly perpetuate the spread of disinformation by sharing content they believe to be accurate among their networks. ¹²⁹	
Multiplier effects (network effects)	A network effect is produced when someone who has seen social media content passes on the same message or reference to their friends or followers. The second-degree network may represent weak social ties but has proven to be useful to make content “go viral”. ¹³⁰	

N

Concept	General definition	Country example
Native advertising	Online advertising in which the ad copy and format adheres to that of a regular post on the network that it is being posted on. The aim is to make it feel less like an ad, and more part of a conversation. ¹³¹	
Natural language processing (NLP)	This technology allows machines to determine what humans are saying, whether in text or by voice.	

¹²⁷ <https://www.wearehydrogen.com/post/the-importance-of-meta-data-to-social-media>

¹²⁸

https://www.ndi.org/sites/default/files/Disinformation%20and%20Electoral%20Integrity_NDI_External_Updated%20May%202019%20%281%29.pdf

¹²⁹ IFES: Disinformation Campaigns and Hate Speech: Exploring the Relationship and Programming Interventions, International Foundation for Electoral Systems, 2019. And

https://www.ifes.org/sites/default/files/ifes_working_paper_social_media_disinformation_and_electoral_integrity_august_2019.pdf

¹³⁰

[https://www.europarl.europa.eu/RegData/bibliotheque/briefing/2014/140709/LDM_BRI\(2014\)140709_REV1_EN.pdf](https://www.europarl.europa.eu/RegData/bibliotheque/briefing/2014/140709/LDM_BRI(2014)140709_REV1_EN.pdf)

¹³¹ <https://blog.hubspot.com/marketing/social-media-terms>



	More sophisticated programs can decipher speech in various languages, understanding not only the actual vocabulary, but also pulling out context and more hidden meanings. Nuanced language including sarcasm and subtlety and parody are still difficult for artificial intelligence.¹³² NLP is sometimes used by data scientists to automate the analysis of social media content.	
Net neutrality	A concept that underscores that Internet service providers have to treat all data equally. No data can be prioritized by the service providers.	
Netiquette	Short for network etiquette, the code of conduct regarding acceptable online behavior.¹³³	
Neuromarketing	A study of how people's brains react to advertising.¹³⁴ People who build propaganda can obtain the desired result through neuromarketing and programming algorithms.	
Neural network	Family of <i>machine learning</i>, whose design was originally schematically inspired by the functioning of biological neurons and which, subsequently, came close to statistical methods. It is used for robotics, automated translation, etc.¹³⁵ Using algorithms, they can recognize hidden patterns in raw data, cluster and classify it, filter social networks and over time continuously learn and improve.¹³⁶	

¹³² Business 2 community: <https://www.business2community.com/marketing/artificial-intelligence-terms-marketers-need-know-01891972>.

¹³³ <https://www.marketingterms.com/dictionary/netiquette/>

¹³⁴ <https://dictionary.cambridge.org/es/diccionario/ingles/neuromarketing>

¹³⁵ Artificial Intelligence glossary developed by the Ad Hoc Committee CAHAI of the Council of Europe <https://www.coe.int/en/web/artificial-intelligence/glossary>

¹³⁶ sas.com/en_us/insights/analytics/neural-networks.html

Concept	General definition	Country example
Online Violence Against Women in Politics	All forms of aggression, coercion, and intimidation of women in the online space simply because they are women. Also known as <i>cyber violence against women</i> . ¹³⁷ This phenomenon exists online too, as politically active female candidates face threats ¹³⁸ from other candidates, parties, and/or citizens.	
Open data	The term refers to the public availability, by download, of structured databases. These data may be re-used in a non-monetary way under the conditions of a specific license, which may in particular specify or prohibit certain purposes of re-use. ¹³⁹	
Open Internet	The Open Internet (OI) is a fundamental network or related to net neutrality in which information across the World Wide Web (www) is equally free and available without variables that depend on the financial motives of Internet Service Providers (ISP). ¹⁴⁰	
Organic search	A term for search engine results that are naturally generated and not influenced by commercial relationships between an organization and a search provider. The employed search algorithm delivers the most relevant and useful results in a	

¹³⁷ <https://en.unesco.org/sites/default/files/genderreport2015final.pdf>

¹³⁸ <https://www.iknowpolitics.org/en/discuss/e-discussions/online-violence-against-women-politics>

¹³⁹ Artificial Intelligence glossary developed by the Ad Hoc Committee CAHAI of the Council of Europe
<https://www.coe.int/en/web/artificial-intelligence/glossary>

¹⁴⁰ <https://www.techopedia.com/definition/30106/open-internet-oi>



	neutral manner. This is the opposite to a <i>paid search</i> (see below) result where prominence on a given platform is purchased. ¹⁴¹	
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P

Concept	General definition	Country example
Paid political advertisements, advertising, or ads	In traditional media, advertising is permitted, subject only to other limitations such as campaign spending ceilings and sometimes restrictions on content.¹⁴² With the digitalization of election campaigns, political advertising and paid political ads on social media have emerged and boosted the efficiency of campaigns.¹⁴³ The requirements to place political ads and the level of transparency about the ads themselves vary depending on the social platform.	
Paid search	Any search process where results are dictated by payment from advertisers, where the purchased space displays the content of the advertiser. This kind of result is unnatural.¹⁴⁴ Political actors have engaged and tent to invest in this kind of political communication strategy.¹⁴⁵	

¹⁴¹ <https://www.techopedia.com/definition/21194/organic-search#:~:text=Explains%20Organic%20Search-,What%20Does%20Organic%20Search%20Mean%3F,other%20party%20hosting%20search%20results.>

¹⁴² <https://aceproject.org/ace-en/topics/me/mea/mec04/mec04b/default>

¹⁴³ https://www.americanbar.org/groups/crsj/publications/human_rights_magazine_home/voting-in-2020/political-advertising-on-social-media-platforms/

¹⁴⁴ <https://www.techopedia.com/definition/1555/paid-search#:~:text=Techopedia%20Explains%20Paid%20Search,-Paid%20search%20is&text=Organic%20search%20results%20are%20%22natural,the%20advertiser%20and%20Web%20host.>

¹⁴⁵ <https://aceproject.org/ace-en/topics/me/mea/mec04/mec04b/default>

Personal data	Information relating to an identified or identifiable natural person, directly or indirectly, by reference to one or more elements specific to that person. ¹⁴⁶	
Personal data processing	Any operation or set of operations performed or not using automated processes and applied to personal data or sets of data, such as collection, recording, organization, structuring, storage, adaptation or modification, retrieval, consultation, use, communication by transmission, dissemination or any other form of making available, linking or interconnection, limitation, erasure or destruction. ¹⁴⁷	
Phishing	A targeted attack by hackers, using bogus emails or other targeted communications, that attempts to get the victim to provide login information or personal information to the hackers. ¹⁴⁸	
Placement of ads (organic and paid)	Advertising locations on websites or social media platforms where an ad can appear, which can be chosen by adding <i>placement targeting</i> . ¹⁴⁹ These may be free or paid depending on how or when the ad will be displayed. ¹⁵⁰ Search engines may offer a targeted placement of ads or search results, as well as <i>automatic</i>	

¹⁴⁶ Artificial Intelligence glossary developed by the Ad Hoc Committee CAHAI of the Council of Europe
<https://www.coe.int/en/web/artificial-intelligence/glossary>

¹⁴⁷ Artificial Intelligence glossary developed by the Ad Hoc Committee CAHAI of the Council of Europe
<https://www.coe.int/en/web/artificial-intelligence/glossary>

¹⁴⁸ <https://pages.nist.gov/ElectionGlossary/>

¹⁴⁹ <https://support.google.com/google-ads/answer/2470108?hl=en>

¹⁵⁰ https://ads.google.com/intl/en_id/home/resources/what-is-paid-search/



	placements they deem relevant based on the ad's keywords. ¹⁵¹	
Political advertisements or ads (online)	See <i>Election advertisement or propaganda</i> or <i>Paid political advertisements, advertising, or ads</i> .	
Political campaign	Unlike the <i>Election campaign</i> , a <i>Political campaign</i> is not legally restricted in time and usually precedes the official electoral campaign period and comprises of the concerted efforts made by political competitors and their supporters to shape public opinion in their favor, that should subsequently convert into electoral capital. Such a campaign can be conducted offline and online and can include paid ads or not. While election campaigns tend to have a clear legal framework, online political campaigns are far less regulated and tend to include overseas or private actors that manage the online communication strategies. ¹⁵²	
Post (posts and dark posts)	Posts are publications on social media platforms created by a user. ¹⁵³ They tend to be free but can also be paid for. A <i>dark post</i> is a targeted social media ad post that is oriented differently than a regular sponsored or promoted post, and only appears when an actor chooses to target selected people. On Facebook dark posts are referred to as unpublished posts	

¹⁵¹ <https://support.google.com/google-ads/answer/53215?hl=en>

¹⁵² <https://www.idea.int/sites/default/files/publications/regulating-online-campaign-finance.pdf>

¹⁵³ <https://www.gymglish.com/en/gymglish/english-translation/post-social-media>



	and on Twitter they are called promoted-only tweets. ¹⁵⁴ See <i>placement</i> for further references.	
Privacy	See <i>Right to privacy</i> .	
Profile (of a user)	A short description of someone or something that gives important information and useful details about them. ¹⁵⁵ Usually linked to an account of a user in social media or website.	
Profiling	Defined by Article 4(4) of the GDPR, as personal data being processed for the purpose of evaluating certain aspects of a natural person's life (economic situation, health, personal preferences, etc.). ¹⁵⁶ Individuals or organizations use profiling to create <i>targeted</i> or <i>microtargeted</i> advertising campaigns on social media. ¹⁵⁷	
Pseudonymization	Personal data that may no longer be attributed to a specific data subject without recourse to additional information, provided that this additional information is kept separately and subject to technical and organizational measures to ensure that the personal data are not attributed to an identified or identifiable natural person. ¹⁵⁸ It is a method that allows a switch of the original data set, for instance an e-mail or a name, with an alias. It may also reduce the	

¹⁵⁴ <https://www.techopedia.com/definition/33031/dark-post-social-media>

¹⁵⁵ <https://dictionary.cambridge.org/es/diccionario/ingles/profile>

¹⁵⁶ Artificial Intelligence glossary developed by the Ad Hoc Committee CAHAI of the Council of Europe
<https://www.coe.int/en/web/artificial-intelligence/glossary>

¹⁵⁷ <https://uplandsoftware.com/bluevenn/resources/blog/a-step-to-step-guide-to-audience-profiling/>

¹⁵⁸ Artificial Intelligence glossary developed by the Ad Hoc Committee CAHAI of the Council of Europe
<https://www.coe.int/en/web/artificial-intelligence/glossary>



risk of exposing sensitive data to unauthorized personnel. The DGPR sees pseudonymized data as *personal data*, however, *anonymous data*, is not.¹⁵⁹

Q

Concept	General definition	Country example
QR code	A type of barcode, or scannable pattern, that contain various forms of data, like website links and account information. They are widely used on social media ¹⁶⁰ , and allow political actors to automate their process when maximizing outreach during an election campaign. ¹⁶¹	
Query	Word or phrase a user types into a search engine in the hopes of finding a specific result. A search query is therefore a string of text using a combination of keywords. ¹⁶² See <i>Keyword</i> .	

R

Concept	General definition	Country example
Retargeting	Means displaying ads to people who have already visited the website or page. ¹⁶³	
Right to information	The right to request information (RTI) or the right to accurate information, enables citizens to be informed and hold their authorities accountable. It rests on the notion	

¹⁵⁹ <https://dataprivacymanager.net/pseudonymization-according-to-the-gdpr/>

¹⁶⁰ <https://businessinsider.mx/what-is-a-qr-code/?r=US&IR=T>

¹⁶¹ <https://blog.beaconstac.com/2020/07/qr-codes-for-election-campaigns/>

¹⁶² <https://serp.co/seo/search-query/>

¹⁶³ <https://blog.hubspot.com/marketing/social-media-terms>



	that the information is rightfully theirs. It leads to a more open and participatory government, ¹⁶⁴ is key when considering <i>dis/misinformation</i> , and is slightly different from <i>Freedom of information</i> .	
Right to participate in government	The will of the people shall be the basis of the authority of government; this will shall be expressed in periodic and genuine elections. Hence, everyone has the right to take part in the government of their country, directly or through freely chosen representatives, and has the right of equal access to public service in their country. ¹⁶⁵	
Right to privacy	Someone's right to keep their personal matters and relationships secret. ¹⁶⁶	
Right to vote and be voted for	To vote and to be elected at genuine periodic elections which shall be by universal and equal suffrage and shall be held by secret ballot, guaranteeing free expression of the will of the electors, and to have access, on general terms of equality, to public service in one's country. ¹⁶⁷	

S

Concept	General definition	Country example
Search engine	A service that allows Internet users to search for content online. A user enters keywords or key phrases into a search engine and receives a list of Web content	

¹⁶⁴ <https://www.opengovpartnership.org/policy-area/right-to-information/>

¹⁶⁵ Article 21 of the Universal Declaration of Human Rights

¹⁶⁶ <https://dictionary.cambridge.org/es/diccionario/ingles/privacy>

¹⁶⁷ Article 25 of the International Covenant on Civil and Political Rights.



	results in the form of websites, images, videos, or other online data that semantically match with the search query.¹⁶⁸ There are search engines can also be used to measure public social mentions in social networks, thus assessing the performance of certain content or the behavior of users' activity.¹⁶⁹	
Semantic analysis	A more sophisticated form of <i>Natural Language Processing</i> or <i>Social listening</i> approach, this concept is focused on the process of stringing words together as well as the way that language is understood through cultural context. This could help to create eBooks and blog posts, with the potential to replace human writers or content marketers.¹⁷⁰	
Social listening (and Social listening tools)	A process of using social media channels to track, gather and mine the information and data of certain individuals or groups, usually companies or organizations, to assess their reputation and discern how they are perceived online.¹⁷¹ Also known as social media monitoring or social media measurement. Social listening tools allow the automated monitoring of online conversations around a product, service, or issue.¹⁷²	

¹⁶⁸ <https://www.techopedia.com/definition/12708/search-engine-world-wide-web#:~:text=A%20search%20engine%20is%20a,match%20with%20the%20search%20query.>

¹⁶⁹ <https://www.makeuseof.com/tag/6-powerful-search-engines-social-networks/>

¹⁷⁰ Business 2 community: <https://www.business2community.com/marketing/artificial-intelligence-terms-marketers-need-know-01891972>

¹⁷¹ <https://www.techopedia.com/definition/29592/social-media-monitoring>

¹⁷² <https://www.clarabridge.com/customer-experience-dictionary/social-listening#:~:text=Social%20Listening%20is%20the%20process,as%20its%20products%20and%20services.&text=Social%20listening%20allows%20you%20to,they%20need%20from%20your%20business.>



Social media	Social media are web or mobile-based platforms that allow for two-way interactions through user-generated content (UGC) and communication. Social media are therefore not media that originate only from one source or are broadcast from a static website.¹⁷³ They are characterized by the rapid expansion of the virtual communities and the public's access to technologies and tools that facilitate online activity. These digital mediums include blogs, professional networks, and widely known platforms such as Facebook, TikTok, Twitter and Vkontakte.¹⁷⁴	
Social media ads	Different forms of online advertising carried out on social networks, benefiting from high levels of user engagement and the possibility to use segmentation to address a target audience.¹⁷⁵ Ads that utilize all the data users share on social media to offer highly personalized and relevant content, which expands conversation opportunities and can introduce a brand to more potential customers, but can also result in echo chambers where social media users interact with and are exposed to views from like-minded individuals and organizations.¹⁷⁶	

¹⁷³ <https://www.idea.int/publications/catalogue/guidelines-development-social-media-code-conduct-elections>

¹⁷⁴ <https://www.iidh.ed.cr/capel/diccionario/index.html>

¹⁷⁵ <https://www.additive.eu/en/glossary/social-media-advertising.html>

¹⁷⁶ <https://www.cyberclick.net/numericalblogen/what-exactly-are-social-ads-types-and-examples-of-advertising-on-social-media>



	They may appear as sponsored posts within or next to the organic content. ¹⁷⁷	
Social network (social networking site, SNS)	An online platform that allows users to create a public profile and interact with other users. The use of this term usually refers to the actual network of accounts and relationships that can be analyzed through <i>Social network analysis</i> . Social networking sites sometimes or tend to allow a new user to provide a list of people with whom they share a connection, and then allow the people on the list to confirm or deny the connection. After connections are established, the new user can search the networks of connections to make more connections. Also known as social networking website or social website. ¹⁷⁸	
Social network analysis (SNA)	A process of quantitative and qualitative analysis of a social network. SNA measures and maps the flow of relationships and relationship changes between knowledge-possessing entities. The SNA structure is made up of node entities, such as humans, and ties, such as relationships. ¹⁷⁹	
Social proof	A psychological phenomenon in which people seek direction from those around them to determine how they are supposed to act or think in a given situation. In social media, social proof can be identified by the number of interactions a piece of content	

¹⁷⁷ <https://www.statista.com/outlook/dmo/digital-advertising/social-media-advertising/europe>

¹⁷⁸ <https://www.techopedia.com/definition/4956/social-networking-site-sns>

¹⁷⁹ <https://www.techopedia.com/definition/3205/social-network-analysis-sna>



	receives or the number of followers one has. ¹⁸⁰	
Supervised learning	Form of machine learning that does not function independently but requires human input. Data is presented into the machine and the process is guided by a person while the computer works toward a specific outcome. ¹⁸¹ Through for instance tagging of content, the guided machine learning will generate an expected result. ¹⁸²	

T

Concept	General def.	Country example
Targeting (micro and geo-targeting)	Targeting functionally allows individuals or organizations to use social media to direct political messages to certain target groups.¹⁸³ Micro-targeting consists of more refined targeting of voter groups based on complex combinations of demographics or other factors, through messages to particular groups of users during a campaign.¹⁸⁴ Both of these kinds of targeting depend on social media-sourced information in the campaign database, however, the	

¹⁸⁰¹⁸⁰ <https://blog.hubspot.com/marketing/social-media-terms>

¹⁸¹ Business 2 community: <https://www.business2community.com/marketing/artificial-intelligence-terms-marketers-need-know-01891972>

¹⁸² <https://machinelearningmastery.com/supervised-and-unsupervised-machine-learning-algorithms/>

¹⁸³

[https://www.europarl.europa.eu/RegData/bibliotheque/briefing/2014/140709/LDM_BRI\(2014\)140709_REV1_EN.pdf](https://www.europarl.europa.eu/RegData/bibliotheque/briefing/2014/140709/LDM_BRI(2014)140709_REV1_EN.pdf)

¹⁸⁴

[https://www.europarl.europa.eu/RegData/bibliotheque/briefing/2014/140709/LDM_BRI\(2014\)140709_REV1_EN.pdf](https://www.europarl.europa.eu/RegData/bibliotheque/briefing/2014/140709/LDM_BRI(2014)140709_REV1_EN.pdf)



	granularity of the criteria used to target vary. ¹⁸⁵ Geo-targeting within digital advertising platforms is a process in which marketers can select which cities, counties, regions, or countries they want to target with their ads. In addition, they can also adjust the settings of a given ad to exclude searchers from outside of selected areas. ¹⁸⁶	
Terms of service (ToS)	The set of rules and regulations a provider attaches to a software service or Web-delivered product. They are common in the digital world and must often be agreed by the users before they utilize the service. ¹⁸⁷ Sometimes known as Terms of Use or <i>Community standards</i> .	
Trolls	See <i>Internet trolls</i> .	

U

Concept	General def.	Country example
URL	Location of a resource on the Internet, short for Universal Resources Locator. It includes the protocol (HTTP or FTP), the domain name (or IP address), and additional path information (folder or file). ¹⁸⁸ In short, it is the link of an Internet or network site.	
User	Any individual who is not involved with supporting or developing a computer or service, but rather uses the services. It is also	

¹⁸⁵

[https://www.europarl.europa.eu/RegData/bibliotheque/briefing/2014/140709/LDM_BRI\(2014\)140709_REV1_EN.pdf](https://www.europarl.europa.eu/RegData/bibliotheque/briefing/2014/140709/LDM_BRI(2014)140709_REV1_EN.pdf)

¹⁸⁶ <https://socialmediaexplorer.com/digital-marketing/the-connection-between-geo-targeting-social-media/>

¹⁸⁷ <https://www.techopedia.com/definition/9746/terms-of-service-tos>

¹⁸⁸ <https://www.marketingterms.com/dictionary/url/>



	another name of an account capable of logging into a computer or service. Any service or program with multiple accounts uses user accounts that give each user their personal permissions, settings, and other data not accessible to other users. ¹⁸⁹	
User-Generated Content (UGC)	Refers to blogs, videos, photos and more, created by users. The collection of this kind of content can be useful to support a campaign or initiative. ¹⁹⁰	

V

Concept	General def.	Country example
Viral	Describes any content or media that becomes widely shared through social networks and online. It can include videos, photos, articles and ads. ¹⁹¹	
Virtual	Information that is simulated on a computer or online network. ¹⁹²	

W

Concept	General definition	Country example
Web 2.0	A stage of development of the Internet that enables and promotes user-generated content, social engagement and collaboration, including social media. ¹⁹³	

¹⁸⁹ <https://www.computerhope.com/jargon/u/user.htm>

¹⁹⁰ <https://blog.hubspot.com/marketing/social-media-terms>

¹⁹¹ <https://www.techopedia.com/definition/5577/viral>

¹⁹² <https://www.merriam-webster.com/dictionary/virtual>

¹⁹³ <https://www.polyas.com/election-glossary/web20>

Concept	General definition	Country example
Zero click searches (or Zero click queries)	A query in a search engine that does not send the user to a third-party website from an organic search result. ¹⁹⁴	

¹⁹⁴ <https://www.searchmetrics.com/glossary/zero-click-searches/#:~:text=Zero%20click%20searches%20are%20queries,on%20an%20organic%20search%20result.>

IV. Bibliografía

Una vez determinadas las definiciones de los conceptos, se integrará la lista de referencias.

V. Anexo 1: Contexto

El Observatorio de Redes Sociales de la Red Mundial de Justicia Electoral (RMJE) tiene como objetivo proteger los derechos político-electorales y los principios democráticos en la era digital, emitiendo recomendaciones a favor de cambios institucionales que fortalezcan el Estado de Derecho y la protección de los derechos fundamentales. El Observatorio analiza el contexto actual de las tecnologías de comunicación digital en las elecciones y la justicia electoral, emite informes periódicos con buenas prácticas y recomendaciones, y ofrece acompañamiento a procesos y apoyo a los órganos integrantes de la Red Mundial en estos temas especializados.

El 13 de julio de 2021, se celebró de manera virtual la primera reunión del Consejo Directivo de este Observatorio. En ella, se aprobó una propuesta de entregable rumbo a la Cuarta Asamblea Plenaria (octubre, 2021): un glosario de conceptos en materia de medios digitales útiles para el ámbito electoral, que atendiera las distintas realidades de los organismos que forman parte de la Red Mundial.

El glosario presentado contiene los términos utilizados habitualmente para analizar el contexto de las redes sociales y tecnologías de comunicación digital, y su relación con los procesos democráticos en línea. Este producto se publicará en la Plataforma Global de Intercambio a finales de 2021.

VI. Anexo 2: Metodología

La construcción del glosario se guía por los estudios en el ámbito de la tecnología, la comunicación, los medios digitales y la digitalización de las elecciones, así como de los diccionarios existentes que definen dichos conceptos. Estos estudios y diccionarios se utilizan como referencia para las definiciones y la presentación de casos nacionales incluidos en el glosario¹⁹⁵. Además, se ha realizado un seguimiento de las organizaciones internacionales que trabajan en la materia, con el fin de incluir ejemplos actualizados de conceptos, aplicación de términos y casos nacionales. Es necesaria una amplia recopilación de información para encontrar similitudes y diferencias entre países, así como para favorecer el enfoque positivo y/o benéfico que el Consejo del Observatorio desea emplear en todas sus actividades.

Es importante destacar que este documento no pretende profundizar en el análisis de casos individuales, sino que aplicará un Enfoque Cualitativo Comparativo (ECC)¹⁹⁶ solo para estructurar la información sobre diversos conceptos de las tecnologías de comunicación digital utilizados en las elecciones. Asimismo, es importante distinguir que se evitarán los

¹⁹⁵ En la segunda reunión del Consejo Directivo, se acordó concretar la lista de conceptos y sus definiciones en una primera etapa, y que, en una segunda, se incluirán casos nacionales. Por lo mismo, se encuentra vacía la columna de ejemplos nacionales.

¹⁹⁶ <https://www.intrac.org/wpcms/wp-content/uploads/2017/01/Qualitative-comparative-analysis.pdf>

conceptos relacionados con el voto electrónico¹⁹⁷, ya que éste representa otro enfoque del uso de la tecnología en las elecciones. Además, conceptos como la violencia política de género, no se incluirán en este glosario, aunque puedan estar relacionados con las redes sociales o manifestarse en ellas. Esto debido a que el glosario se centra exclusivamente en los *conceptos de las redes sociales útiles o aplicables a las elecciones o a la justicia electoral*.

El glosario se guiará por los principios de **correlación** y **clasificación** (ordenando las definiciones y los ejemplos en grupos basados en sus atributos compartidos), **deducción** (formulando conclusiones sobre la denominación de un concepto si el contexto nacional carece de ella, pero es lo suficientemente similar a otro caso), **exactitud** (en la recopilación de información y el cotejo entre los conceptos y los ejemplos nacionales), **rigor** (revisando diligentemente los recursos y aplicando el ECC por igual en toda la información, para identificar las diferencias significativas y respetarlas) y **triangulación** (verificando las definiciones de uno o más países, utilizando una recopilación de información multifacética).

VII. Anexo 3: Marco conceptual básico y referencias internacionales

El **derecho a votar** y el **derecho a ser votado**, y, por ende, el **derecho a participar en el gobierno**, tienen su base normativa en instrumentos internacionales como la *Declaración Universal de Derechos Humanos* y el *Pacto Internacional de Derechos Civiles y Políticos*.¹⁹⁸ El libre ejercicio de los derechos de sufragio se protegen por la **libertad de expresión**, que constituye un aspecto indispensable de cualquier democracia y sistema electoral moderno. “Todo individuo tiene derecho a la libertad de opinión y de expresión; este derecho incluye el de no ser molestado a causa de sus opiniones, el de investigar y recibir informaciones y opiniones, y el de difundirlas, sin limitación de fronteras, por cualquier medio de expresión”.¹⁹⁹ Este derecho a expresar sus ideas y opiniones, a intercambiarlas con sus conciudadanos y a solicitar o compartir información, es indispensable para la vida pública y política. Además, está relacionado con la **libertad de reunión y asociación** y el **derecho a la información**.²⁰⁰

La libertad de expresión permite un debate político informado en el que la ciudadanía puede interactuar y/o discutir sobre los temas de la actualidad, son conscientes de cómo sus votos

¹⁹⁷ El voto electrónico es el procedimiento mediante el cual un votante emite su voto a través de un sistema digital en lugar de utilizar papeletas. Esta forma de voto surgió a principios del siglo XXI e implica cierta digitalización del procedimiento de votación que el Organismo de Gestión Electoral (OGE) suele encargarse de administrar antes de la jornada electoral. Véase <https://www.techopedia.com/definition/13616/electronic-voting-e-voting>

¹⁹⁸ Artículo 21 de la Declaración Universal de Derechos Humanos y Artículo 25 del Pacto Internacional de Derechos Civiles y Políticos

¹⁹⁹ Artículo 19 de la Declaración Universal de Derechos Humanos <https://www.un.org/es/about-us/universal-declaration-of-human-rights>

²⁰⁰ Estos derechos y libertades están estipulados en los artículos 20, 21, 22 y 23 de la Declaración Universal de Derechos Humanos, los artículos 19 y 25 del Pacto Internacional de Derechos Civiles y Políticos, el artículo 13 de la Convención Americana de Derechos Humanos, entre otros instrumentos regionales fundamentales.

afectan a las decisiones del gobierno y pueden exigir a las autoridades públicas, incluidos los órganos electorales y judiciales, que compartan información verídica y transparente. Con la digitalización de la política, esta libertad se ha convertido en la piedra angular de las nuevas tecnologías de comunicación digital y, por tanto, esta libertad y el derecho a votar y ser votado en condiciones de igualdad deben **garantizarse también en línea**.²⁰¹

Según la Comisión de Venecia, si bien "Internet y las redes sociales han abierto nuevas oportunidades de participación política y se han convertido en algo esencial en el proceso electoral", "los desafíos electrónicos para la democracia, incluida la ciberdelincuencia, son sin embargo, elevados y extremadamente complejos, en particular, debido a la naturaleza sin fronteras de Internet y a la propiedad privada de la información".²⁰²

En definitiva, los nuevos retos digitales amenazan no solo a los pilares de la libertad de expresión durante los procesos electorales, porque la ciudadanía se enfrenta a información errónea y podría tener una percepción sesgada de las plataformas electorales de los partidos políticos, sino también al **derecho a la igualdad de condiciones en una contienda electoral** y a unas **elecciones libres y justas**. Según el Relator Especial de la Organización de las Naciones Unidas (ONU) sobre la promoción y protección del derecho a la libertad de opinión y de expresión, el Representante de la Organización para la Seguridad y la Cooperación en Europa (OSCE) para la Libertad de los Medios de Comunicación, y el Relator Especial de la Organización de Estados Americanos (OEA) para la Libertad de Expresión, el uso indebido de las redes sociales para subvertir los procesos electorales a través de la "propaganda computacional", la aprobación de leyes que se justifican por los retos anteriormente expuestos y que en la práctica restringen la libertad de expresión o el acceso público a la información, y el abuso de los gobiernos para emitir propaganda que impacte en los resultados electorales, son algunas de las amenazas actuales que plantea el mal uso de las redes sociales.²⁰³

Las **redes sociales** constituyen una de las herramientas más importantes para la política moderna, esto debido a "que las plataformas de medios sociales se han convertido en la nueva 'plaza pública'".²⁰⁴ Éstas, han acercado a las y los ciudadanos y grupos históricamente excluidos a todos los poderes públicos, a las autoridades electorales y a los actores políticos, incluyendo sus puntos de vista y diversificando el debate público y asegurando, por ejemplo, un mayor compromiso electoral a través de un incremento de votantes primerizos.²⁰⁵ La *Declaración Conjunta sobre Libertad de Expresión y Elecciones en la Era Digital* confirma "el papel esencial que desempeñan la libertad de expresión e información, los medios de comunicación libres, independientes y diversos, e Internet libre

²⁰¹ <https://book.coe.int/en/human-rights-and-democracy/8447-freedom-of-expression-and-the-internet-updated-and-revised-2nd-edition.html>

²⁰² [https://www.venice.coe.int/webforms/documents/default.aspx?pdffile=CDL-AD\(2020\)037-e](https://www.venice.coe.int/webforms/documents/default.aspx?pdffile=CDL-AD(2020)037-e)

²⁰³ https://www.osce.org/files/f/documents/9/8/451150_0.pdf y <https://www.ohchr.org/Documents/Issues/Opinion/ElectionsReportDigitalAge.pdf>

²⁰⁴ <https://rm.coe.int/cahai-2020-23-draft-feasibility-study-fin/1680a0a5a9>

²⁰⁵ <https://www.idea.int/sites/default/files/publications/social-media-guide-for-electoral-management-bodies.pdf>

y accesible, para garantizar unas elecciones libres y justas" y destaca "la importancia que tiene para la democracia un panorama mediático vibrante, un debate público sólido sobre asuntos de interés público y el acceso del público a una gama diversa de información e ideas".²⁰⁶ Como dijo el Relator Especial de la ONU en 2014, los pilares que garantizan la libertad de opinión y expresión durante los procesos electorales son: el pluralismo y los medios de comunicación, la transparencia y la precisión.²⁰⁷

Sin embargo, según el Consejo de Europa, "la plena participación en el espacio comunicativo en línea se enfrenta a muchos desafíos", ya que la regulación nacional, las reglas privadas y los algoritmos tecnológicos llevan a veces a la libertad de expresión al límite.²⁰⁸ Con el aumento de las herramientas tecnológicas y las zonas grises, el **cibespacio de los debates políticos** durante los procesos electorales ha sido sujeto a diversas manifestaciones de manipulación, operaciones de información, desinformación a información maliciosa y contenidos violentos o discriminatorios, entre otros.

Estos retos han movilizado a la comunidad electoral internacional a considerar diferentes formas de regulación en este ámbito, contrastando la expansión y la limitación de los derechos fundamentales. Mientras que "nadie podrá ser molestado a causa de sus opiniones", cualquier restricción legal de la libertad de expresión en línea debe salvaguardar "el respeto a los derechos o a la reputación de los demás " y la "protección de la seguridad nacional, el orden público o la salud o la moral públicas".²⁰⁹

Principios a considerar

Las presiones durante los procesos electorales en la era digital son complejas y polifacéticas e involucran a una amplia gama de actores estatales y no estatales.²¹⁰ Por lo tanto, las autoridades públicas de todo el mundo deben tener una comprensión muy clara del panorama de las redes sociales y de cómo relacionarse con estos nuevos conceptos y desafíos. Solo así los órganos jurisdiccionales-electorales podrán responder a las demandas electorales de forma actualizada y adaptar sus decisiones judiciales.

Con el objetivo de potenciar los beneficios del uso de las plataformas de comunicación digital en los procesos democráticos en línea, y contrastar los retos presentados en la sección anterior, un resumen de esta lista de Principios²¹¹ podría ser considerado como contexto adicional para el glosario:

²⁰⁶ https://www.osce.org/files/f/documents/9/8/451150_0.pdf

²⁰⁷ Informe del Relator Especial sobre la promoción y protección del derecho a la libertad de opinión y expresión, Frank La Rue, Consejo de Derechos Humanos, U.N. Doc. A/HRC/26/30 (2 de julio, 2014), disponible en <http://undocs.org/A/HRC/26/30>.

²⁰⁸ <https://book.coe.int/en/human-rights-and-democracy/8447-freedom-of-expression-and-the-internet-updated-and-revised-2nd-edition.html>

²⁰⁹ Art 19 <https://www.ohchr.org/en/professionalinterest/pages/ccpr.aspx>

²¹⁰ <https://www.ohchr.org/Documents/Issues/Opinion/ElectionsReportDigitalAge.pdf>

²¹¹ [https://www.venice.coe.int/webforms/documents/default.aspx?pdffile=CDL-AD\(2020\)037-e](https://www.venice.coe.int/webforms/documents/default.aspx?pdffile=CDL-AD(2020)037-e)

1. **Los principios de libertad de expresión que implican un sólido debate público deben trasladarse al entorno digital, en particular durante los periodos electorales.**

Las políticas de contenidos deben estar en consonancia con los principios de la libertad de expresión, garantizando un debate público digital abierto en el que se asegure el libre intercambio de opiniones e ideas.

2. **Durante las campañas electorales, un Órgano de Gestión Electoral (OGE) imparcial y competente o un órgano judicial deberían estar facultados para exigir a las empresas privadas que retiren de Internet contenidos de terceros claramente definidos, basándose en las leyes electorales y en consonancia con las normas internacionales.**

Las empresas privadas no deberían ser responsables de retirar contenidos de terceros del Internet sin una supervisión judicial, ni se les debe otorgar el poder de regular el ejercicio de la libertad de expresión. Solo organismos independientes de influencias políticas y comerciales deberían aplicar estas normas.

3. **Durante los periodos electorales, es necesario proteger el Internet abierto y la neutralidad de la red.**

Garantizar que cualquier restricción de acceso a los contenidos de Internet se base en un marco legal estricto y en la supervisión judicial para evitar posibles abusos, impidiendo que los proveedores de servicios de Internet decidan unilateralmente los contenidos en línea.

4. **Los datos personales deben ser protegidos de forma efectiva, especialmente durante el periodo crucial de las elecciones.**

El comportamiento en línea de las personas no puede ser vigilado sin consentimiento, ya que contradice el principio de elecciones libres y justas. Es necesario que los actores políticos establezcan políticas de privacidad y las compartan con las autoridades electorales, y que su incumplimiento dé lugar a sanciones.

5. **La integridad electoral debe ser preservada a través de normas y reglamentos revisados periódicamente sobre la publicidad política y sobre la responsabilidad de los intermediarios de Internet.**

Garantizar la transparencia de los anuncios políticos pagados en las redes sociales y en Internet, en términos de acceso a los medios de comunicación, gasto y responsabilidad.

6. **La integridad electoral debe garantizarse adaptando la normativa internacional específica al nuevo contexto tecnológico y desarrollando las capacidades institucionales para luchar contra las ciber-amenazas.**

La evolución tecnológica es tan rápida que estos enfoques necesitan una actualización constante, para tratar adecuadamente las amenazas a la integridad

electoral y la democracia deliberativa con una cooperación internacional efectiva con los proveedores de servicios, incluyendo cuestiones como la computación en la nube y la jurisdicción.

7. Es necesario reforzar el marco de cooperación internacional y la cooperación público-privada.

La naturaleza transnacional de las amenazas cibernéticas a la democracia exige la colaboración activa de gobiernos, empresas y particulares para intercambiar información que permita investigar y sancionar las conductas ilegales.

8. Debe promoverse la adopción de mecanismos de autorregulación.

Los actores tecnológicos tienen responsabilidades en materia de derechos humanos hacia sus usuarios y, por lo tanto, deberían adoptar códigos de ética digital y mecanismos de autorregulación, para crear una corresponsabilidad del comportamiento en línea. Por ejemplo, mediante el etiquetado de anuncios políticos y la comprobación de hechos.

Esta breve introducción al marco conceptual básico y a las referencias internacionales presenta un panorama general de las redes sociales, las nuevas tecnologías de comunicación digital y los derechos relacionados.