

The Impact of Bots on Election Results

Bots are transforming digital politics. Their influence on electoral processes is undeniable. This document provides an overview of the use of bots, automated disinformation, and the polarization they generate. Understanding this phenomenon is crucial.



VOTE COUNTS

Vote	Voting
11	013
41	422
98	622

What is a political bot?

Definition

Automated program on social media

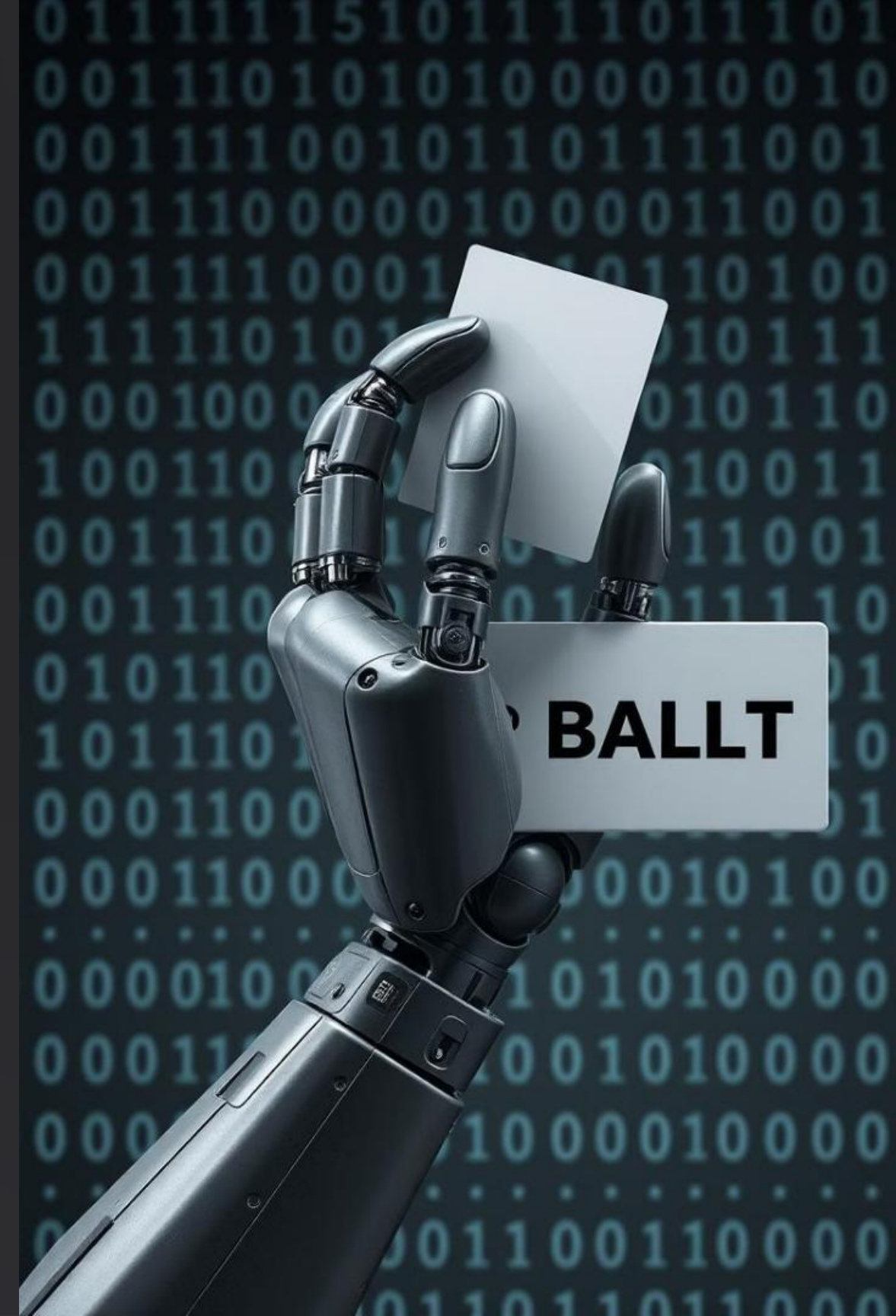
Types

Social media, surveys, content generation.

Operation

Algorithms, programming, fake accounts.

Bots are programs designed to automate tasks. They operate through algorithms and fake accounts. The cost of 1,000 bots on social media is approximately \$25-50 USD/month.



Bots in Action: Historical Examples

1

EE.UU. (2016)

Russian influence in the presidential elections.

2

Brexit (2016)

Pro-Leave campaigns with bots.

3

Francia (2017)

Attacks on Macron.

4

Brasil (2018)

Massive misinformation.

In 2016, 20% of online political discussions were bots. Their impact is palpable and growing in various electoral contexts worldwide.



Manipulation Techniques



Amplification

Hashtags, retuits, mentions.



Trends

Fake viral topics.



Attacks

Smear campaigns.

According to the MIT Technology Review study, a large portion of political traffic on Twitter was generated by bots. Most supported Trump, and their constant activity helped create the impression of greater support than actually existed.

Regulation and Detection

Legislation

Legal loopholes in many countries.

Initiatives

Facebook, Twitter, Google.

Tools

Botometer, Hoaxy.

Regulation is still in its infancy. The EU fines platforms up to 6% for failing to remove misinformation. There are tools to detect bots.



Impact on Public Opinion



Surveys

Manipulation of results.



Fake news

Rapid and massive diffusion.



Polarization

Creation of irreconcilable factions.

Disinformation reduces voter turnout by 2-5%. Bots erode trust in institutions. The impact on public opinion is significant.

The Future of Digital Warfare



Artificial intelligence

More sophisticated bots.



Deepfakes

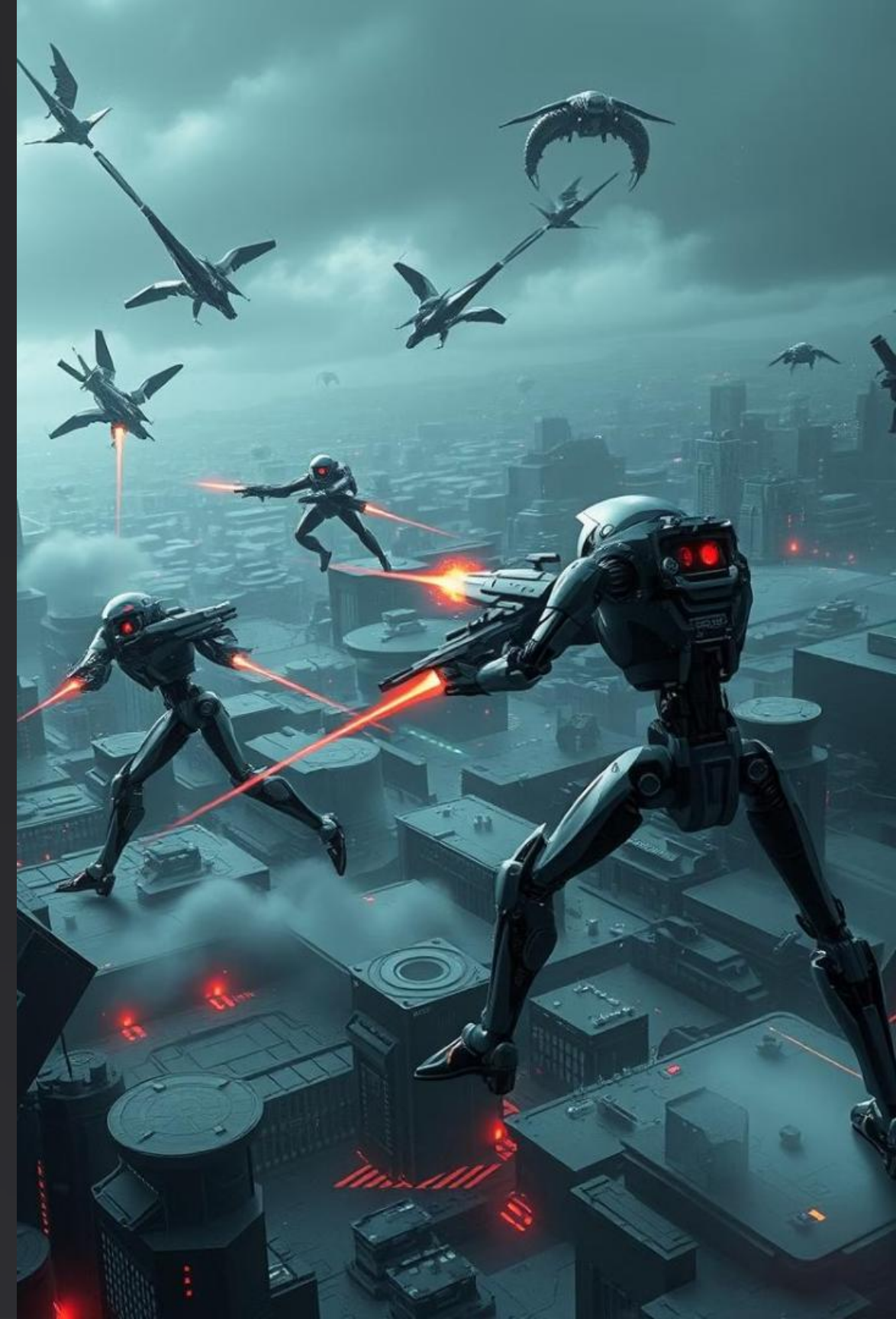
Fake videos and audios.



Microtargeting

Personalized messages.

It's estimated that 90% of online content will be generated by AI by 2026.
Media literacy and critical thinking are vital. The future demands new skills.



Conclusion

- Bots are a real threat to democracy.
- We need regulation, transparency, and education.
- The future of elections depends on our defense.
- Collaboration between governments, platforms, and citizens is essential.

We must defend ourselves. Collaboration is essential. The future of elections depends on our ability to act together against this threat.