ASOG/PARTICIPATE and FACEBOOK Exploratory Meeting

6 August 2021 | Via Zoom

Attendees: ASOG: Dr. Ron Mendoza, Ivy Baysic, Jurel Yap, and Armi Magno
FACEBOOK: Claire Amador and Nixon David
USAID: Joey Mendoza

Discussion Points	Next Steps
The meeting was shared with Facebook's initiatives on the following: 1. Impact of disinformation to elections decisions and behavior - *Is there specific information that can affect Filipino behavior?* 2. Training for COMELEC field offices on resiliency (mental health) and digital literacy) 3. Conversation with COMELEC and the ads industry for elections: industry code of conduct and ads policies for elections advertising - *Facebook is proposing to serve as a thinking partner for political ads/spending*	Interface and collaboration on the following: 1. Mis/disinformation and fake news - ASOG to share with Facebook any information in relation to those spreading misinformation - ASOG can consider including some rider questions on its ongoing study on social media (discussion on methodology and roll-out is underway); ASOG to get back to Facebook on the inclusion of the possible question; The newly released PPSJ article is meant to jumpstart the discussion on uncovering the relationship between fake news and presidential approval survey; *Can we really trust the results given factors like herd behavior and proliferation of fake news?* 2. COMELEC engagement/assistance
Follow up items from Facebook: 4. Inclusion of question/s for ASOG's survey - *Facebook's interest is on a national representative survey to get a sense of how misinformation can affect choices, and possibly for the information to be fed to Facebook central office*	

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- *Facebook has an upcoming RTD around September 2021: to serve as a scene setting to communicate how Facebook is preparing for the elections.*	- Facebook, through Claire, and ASOG to link up on possible DBM contacts in relation to COVID-proofing initiatives - Facebook and ASOG to coordinate on the training/capacity development assistance it will extend to COMELEC, as applicable. Note that COMELEC has undergone internal reorganization and talks with respective offices may need to be revisited.
The meeting was shared with ASOG's initiatives on the following: 1. ASOG/PARTICIPATE Impact Evaluation Study - *The study aims to understand the effectiveness of the reach of the IECs developed by PARTICIPATE – Are we reaching beyond the choir to hopefully build a lasting lobby needed to address the challenge on voter's education campaigns.* - *The study also attempts to assess what actually works in terms of voter's education.* - *Its main innovation is the use of language translation, and theorizes that the latter may possibly mitigate divisive reactions.* 2. COMELEC Engagement - *The strategy to engage both the central office and its bureaus, the latter mainly to partner on capacity building activities (e.g., scholarships for the staff) while the former for the initiatives related to COVID proofing the elections* 3. Misinformation Initiative - *ASOG has an ongoing effort via a fake news quiz to be launched through an app similar to the one carried out by Factitious; The App is for the public and is meant to serve as a l*earning device to understand the public's ability to determine fake news. 4. Work on BARMM	3. Impact evaluation - Facebook to extend possible assistance on mentoring about running ads in relation to ASOG's impact evaluation study (methodology on split-testing)

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- ASOG shared its work with CSOs in BARMM while Facebook mentioned that it has exploratory discussions in relation to digital marketing and literacy; financial inclusion	