

Qué sabemos de los impactos de la IA generativa en la desinformación electoral

Julia Pomares
Agosto de 2026

The 2024 Global Elections Super-Cycle

Protect **safe & secure** elections

Number of national elections
held in 2024 [↗](#)

74 of 74

Overall turnout (based
on registered voters) [i](#)



Total number of ballots
cast in 74 elections and the European
Parliamentary Election

1.652.687.766

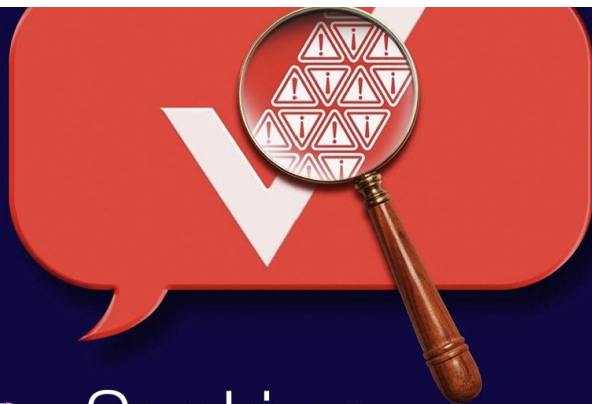
Compulsory voting

10%



A horizontal progress bar with a teal-colored segment representing 10% of the total. The number '10%' is displayed to the left of the bar.

Metric	Value
Compulsory voting	10%



The AI
Democracy
Projects

Seeking Reliable Election Information? Don't Trust AI

Experts testing five leading AI models found the answers were often inaccurate, misleading, and even downright harmful

By Julia Angwin, Alondra Nelson, Rina Palta
Feb. 27, 2024

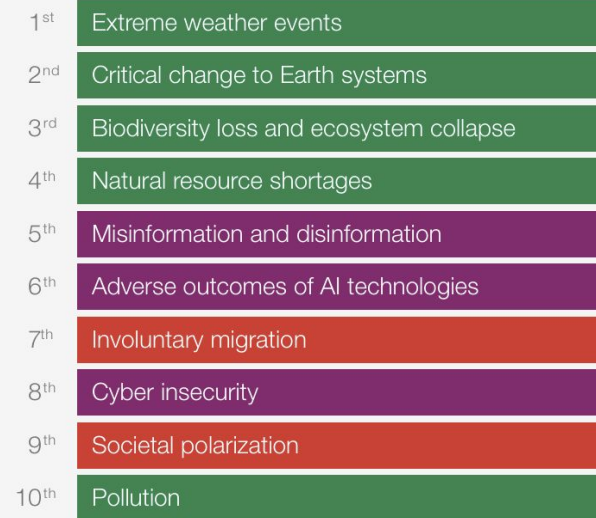
Global risks ranked by severity over the short and long term

"Please estimate the likely impact (severity) of the following risks over a 2-year and 10-year period."

2 years



10 years



Technology industry to combat deceptive use of AI in 2024 elections

February 16, 2024 | Microsoft Source



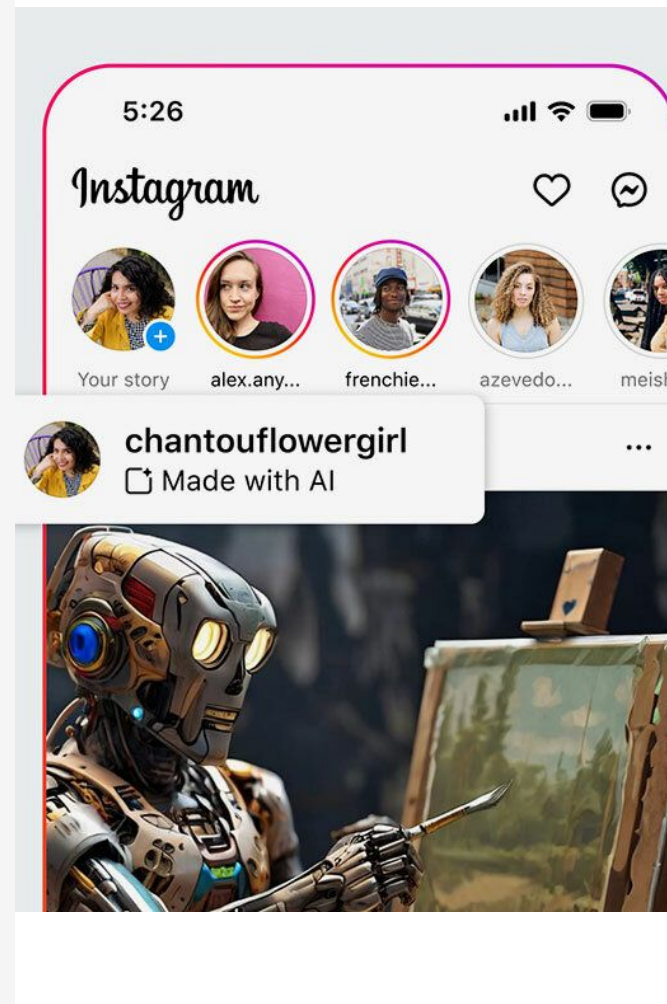
20 leading technology companies including Adobe, Amazon, Google, IBM, Meta, Microsoft, OpenAI, TikTok, and X pledge to work together to detect and counter harmful AI content

MUNICH – February 16, 2024 – Today at the Munich Security Conference (MSC), leading technology companies pledged to help prevent deceptive AI content from interfering with this year's global elections in which more than four billion people in over 40 countries will vote.

The "Tech Accord to Combat Deceptive Use of AI in 2024 Elections" is a set of commitments to deploy technology countering harmful AI-generated content meant to deceive voters. Signatories pledge to work collaboratively on tools to detect and address online distribution of such AI content, drive educational campaigns, and provide transparency, among other concrete steps. It also includes a broad set of principles, including the importance of tracking the origin of deceptive election-related content and the need to raise public awareness about the problem. The accord is one important step to safeguard online communities against harmful AI content, and builds on the individual companies' ongoing work.

Digital content addressed by the accord consists of AI-generated audio, video, and images that deceptively fake or alter the appearance, voice, or actions of political candidates, election officials, and other key stakeholders in a democratic election, or that provide false information to voters about when, where, and how they can vote.

As of today, the signatories are: Adobe, Amazon, Anthropic, Arm, ElevenLabs, Google, IBM, Inflection AI, LinkedIn, McAfee, Meta, Microsoft, Nota, OpenAI, Snap, Stability AI, TikTok, TrendMicro, Truetic, and X.





Tribunal Superior Eleitoral
Secretaria de Gestão da Informação e do Conhecimento
Coordenadoria de Jurisprudência e Legislação
Seção de Legislação

RESOLUÇÃO Nº 23.732, DE 27 DE FEVEREIRO DE 2024

Altera a Res.-TSE nº 23.610, de 18 de dezembro de 2019, dispondo sobre a propaganda eleitoral.

O TRIBUNAL SUPERIOR ELEITORAL, no uso das atribuições que lhe conferem o inciso IX do art. 23 do Código Eleitoral e os arts. 57-J e 105 da Lei nº 9.504, de 30 de setembro de 1997,

RESOLVE:

“Art. 9º-B. A utilização na propaganda eleitoral, em qualquer modalidade, de conteúdo sintético multimídia gerado por meio de inteligência artificial para criar, substituir, omitir, mesclar ou alterar a velocidade ou sobrepor imagens ou sons impõe ao responsável pela propaganda o dever de informar, de modo explícito, destacado e acessível que o conteúdo foi fabricado ou manipulado e a tecnologia utilizada.

Primer acto.

El que se quemó con leche
ve una vaca y llora.



Polymath Solution built an app for Sikkim's chief minister, Prem Singh Tamang, using a QR code that allows supporters to generate a selfie with the politician.



RITA - Robô Interativa da Tabata Amaral

Iniciar conversa



Vot22 - O Bot do Bruno Engler 2 2

Iniciar conversa

Los fetichismos de la tecnología...

AI STEVE – YOUR INDEPENDENT CANDIDATE FOR BRIGHTON PAVILION

VOTE AI STEVE

The only candidate who can have a conversation with 45,000 constituents at the same time and form policies based on what's just been discussed.

This is democracy reinvented.

Try asking AI STEVE about...

Local issues that matter to you such as:

"What's your policy for housing in Brighton?"



Talk to AI Steve





Sviatlana Tsikhanouskaya ✓

@Tsikhanouskaya

...

The [#Belarus](#) regime's elections are just a sham. Here's something genuine: We've created a virtual candidate, Yas, using AI to interact with people & answer questions. Frankly, he's more real than any candidate the regime has to offer. And the best part? He cannot be arrested!



12:08 PM · Feb 23, 2024 · 87.7K Views

Fuente:

<https://restofworld.org/2024/elections-ai-tracker/>

Usos para combatir autoritarismos también en la región



¡‘Fuera WhatsApp de Venezuela’!

El dividendo del mentiroso...

 Solo para suscriptores

Advierten que peritaje complica situación de Santiváñez: ¿qué consecuencias tendrá y qué escenarios se presentan?

MINISTERIO PÚBLICO – REPÚBLICA
OFICINA DE PERITAJES
ÁREA DE FONÉTICA Y ACÚSTICA FORENSE

CONCLUSIONES

los análisis presentados en esta pericia, se establece lo siguiente sobre masculina que aparece en los audios de la muestra dubitada, referida en las transcripciones como “voz 02” y la voz de **JUAN JOSÉ SANTIVÁÑEZ** proveniente de los audios de la muestra indubitada que conforma el punto 2 referido en el punto 5.2.2 del presente informe pericial:

a) De los resultados obtenidos en el análisis cuantitativo automático efectuado con el programa científico forense SIS II a las muestras dubitadas e INDUBITADA; se establece que corresponden al **LOCUTOR** con un nivel de identificación de **ALTA PROBABILIDAD** los resultados obtenidos en el análisis cuantitativo efectuado sobre la muestra dubitada, podemos afirmar que se trata de la voz indubitada, respecto a los forjantes vocálicos.



Pregúntale a Merlín IA

DOJ announces new crackdown on Russian disinformation in 2024 election

Justice Department Disrupts Covert Russian Government-Sponsored Foreign Malign Influence Operation Targeting Audiences in the United States and Elsewhere

Wednesday, September 4, 2024

For Immediate Release

Office of Public Affairs

Influence Operation Relied on Influencers, AI-Generated Content, Paid Social Media Advertisements, and Social Media Accounts to Drive Internet Traffic to Cybersquatted and Other Domains

Note: [View the affidavit here.](#)

The Justice Department today announced the ongoing seizure of 32 internet domains used in Russian government-directed foreign malign influence campaigns colloquially referred to as “Doppelganger,” in violation of U.S. money laundering and criminal trademark laws. As alleged in an unsealed affidavit, the Russian companies Social Design Agency (SDA), Structura National Technology (Structura), and ANO Dialog, operating under the direction and control of the Russian Presidential Administration, and

...ites were linked to a Russian campaign known as “Doppelganger.”



By JOSH GERSTEIN, BETSY WOODRUFF SWAN and MAGGIE MILLER

09/04/2024 02:40 PM EDT



INFORMACIÓN FALSA



Plataforma Financiera
2024

**Invertir 4000 pesos te proporciona acceso
a un ingreso mensual de 120,000 pesos**

Impacto especialmente negativo hacia candidatas mujeres (+90% *deepnudes* son de mujeres)

30 de setembro de 2024

‘Fakenudes’: nova ameaça virtual na eleição, prática criminosa já foi usada contra ao menos cinco candidatas



Segundo acto.

**¿Mucho ruido
y pocas nueces?**

March 2023



April 2025



Cambios en las políticas de moderación de las plataformas

Meta's Content Moderation Changes are Going to Have a Real World Impact. It's Not Going to be Good.

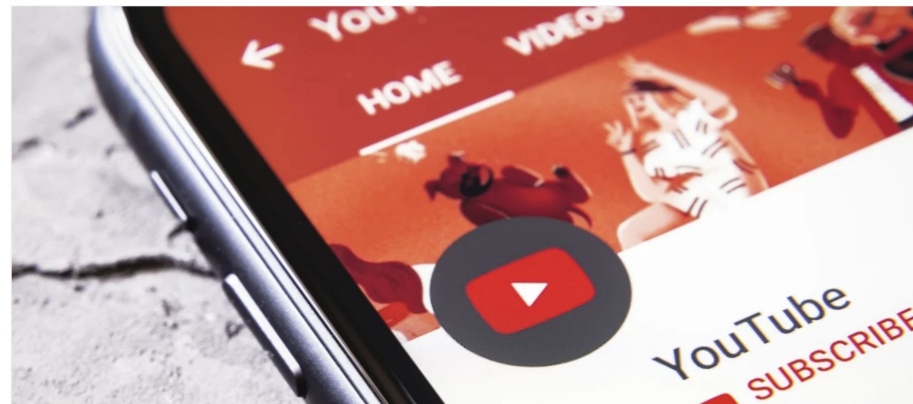
DIA KAYYALI / JAN 9, 2025



YouTube very quietly loosened its content moderation rules

A New York Times report found the change happened in December, without a public announcement.

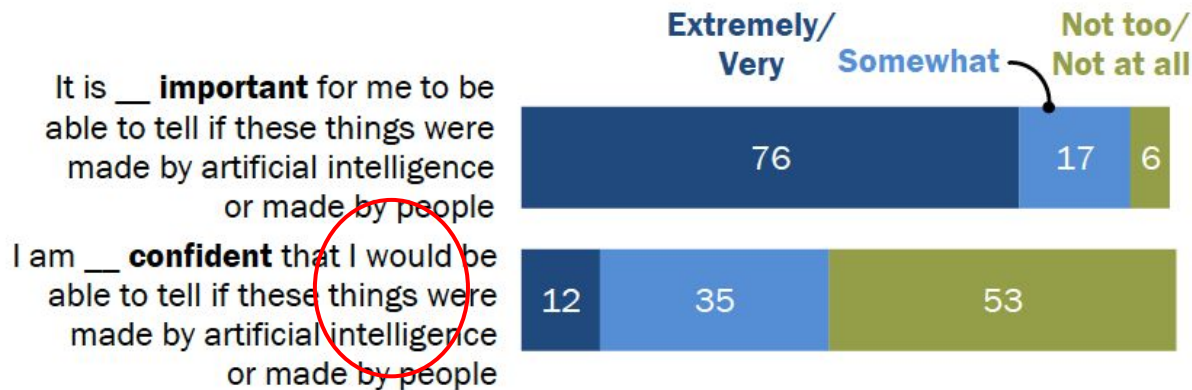
By [Neal Broverman](#) on June 9, 2025



Crecen
contenidos
sintéticos en
plataformas y
crece la
desconfianza en
veracidad de
contenidos

Most Americans think it is important to be able to tell the difference between AI- and human-generated content, but few feel confident they can

% of U.S. adults who say when it comes to pictures, videos and text ...



Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted June 9-15, 2025.

"How Americans View AI and Its Impact on People and Society"

PEW RESEARCH CENTER

Brasil: test regulatorio con impacto global

- Los *deepfakes* en campaña están prohibidos categóricamente
- El contenido generado por IA debe estar etiquetado,
- Las herramientas de IA no pueden rankear o recomendar candidatos
- Apagón de contenido alterado por IA desde 72 horas antes de la votación hasta el cierre de las urnas



TERCER ACTO.

**COCODRILO QUE
SE DUERME
ES CARTERA**

Gracias

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Ratings of Companies' Self-Reported Progress on AI Elections Accord Pledges

	1. PROVENANCE	2. EVALUATION	3. DETECTION	4. RESPONSE	5. CROSS-INDUSTRY	6. TRANSPARENCY	7. CIVIL SOCIETY	8. PUBLIC EDUCATION
Adobe	●	●	●	●	●	●	●	●
Amazon	●	●	●	●	●	●	●	●
Anthropic	●	●	●	●	●	●	●	●
Arm*	●				●		●	●
ElevenLabs	●	●	●	●	●	●	●	●
Gen*	●			●	●		●	●
GitHub**	●	●	●	●	●	●	●	●
Google	●	●	●	●	●	●	●	●
IBM	●	●	●	●	●	●	●	●
Inflection	●	●	●	●	●	●	●	●
Intuit	●	●	●	●	●	●	●	●
LG AI	●	●	●	●	●	●	●	●
LinkedIn**	●	●	●	●	●	●	●	●
McAfee*			●		●		●	●
Microsoft	●	●	●	●	●	●	●	●
Meta	●	●	●	●	●	●	●	●
NetApp	●	●	●	●	●	●	●	●
Nota	●	●	●	●	●	●	●	●
OpenAI	●	●	●	●	●	●	●	●
Snapchat	●	●	●	●	●	●	●	●
Stability.ai	●	●	●	●	●	●	●	●
TikTok	●	●	●	●	●	●	●	●
Trend Micro*			●		●		●	●
TrueMedia.org*	●		●		●	●	●	●

● Commitment met per self-report
 ● Demonstrated partial satisfaction of commitment per self-report
 ● Commitment not met or no information provided