



Organización de los Estados Americanos
Organização dos Estados Americanos
Organisation des États Américains
Organization of American States



ELECTORAL RESULTS TRANSMISSION

**The importance of
systematizing suffrage to
reflect the will of citizens**

November 2011 MEXICO

ELECTORAL RESULTS TRANSMISSION

**The importance of systematizing suffrage to
reflect the will of citizens**

From the perspective of intense and growing electoral
competition

And

A media-saturated world that generates demands and
expectations of access to information in real time.

The importance of systematizing suffrage to reflect the will of citizens

BACKGROUND

The systematization or automatization of Electoral Processes has been present for a number of years, though oriented towards the generation of electoral registers and the the transmission and presentation of results.

With the systematization of transmission and presentation important advances haver been achieved as regards the speed of publishing the results, a process which once took days but now takes hours due to the use of technology.

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CURRENT SITUATION

In the contemporary world, an intense and growing electoral competition and a media-saturated world, which generates demands and expectations of access to real-time information, has led to a perception that the advances achieved in the systematization of results transmission and presentation are not yet sufficient. For example, not producing an adequate percentage of results after four hours, can lead to political and media pressure to classify the electoral process as a failure.

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FACTORS

In an environment of intense and growing electoral competitiveness

Electoral competition is understood as the ordered and simultaneous action in which two or more political parties present positions which allow them to compete for elected political offices for their candidates, all under certain guidelines and in conditions of liberty and equality (Martínez Silva).

To the extent in which more political parties exist, the conditions of competitiveness become even more complex.

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FACTORS

Intense and growing electoral competitiveness

Conditions change with each electoral process, one of which is electoral competitiveness: every day there are more parties, more candidates and more pressure for Electoral Organisms to have results that are both speedy and exact.

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FACTORS

In a media-saturated world that generates demands and expectations of access to information in real time.

It is undeniable that the traditional media outlets of today, such as television, radio and print media, generate supply and demand for obtaining immediate information (in real time).

Electoral process are no exception to this trend, especially in terms of the presentation and divulgence of results.

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FACTORS

In a media-saturated world

In addition to these traditional media, today we need to add everything related to the INTERNET and to SOCIAL NETWORKS

Social networks are sites or spaces in the Internet with a series of technological tools that are simple to use and the allow the creation of communities of users that establish dynamic exchanges for a variety of motives:

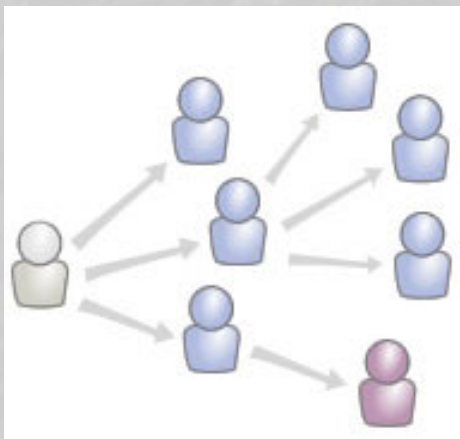
For example, sharing and exchanging information in different media.

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FACTORS

In a media-saturated world. SOCIAL NETWORKS

USERS



INTERNET

TOOLS



MOBILE DEVICES



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FACTORS

In a media-saturated world. SOCIAL NETWORKS

Facebook

- Más de 400 millones de usuarios
- Más de 100 millones en celulares
- 50% de usuarios visitan el sitio cada día
- Más de 3 millones de páginas activas
- Más de 20 millones de personas se hacen fans de p
- Más de 35 millones de usuarios actualizan su perf
- Suben más de 3 billones de fotos mensuales
- 1.5 millones negocios en EEUU tienen Páginas de



facebook

Correo electrónico

No cerrar sesión

Regístrate

Facebook te ayuda a comunicarte y compartir tu vida con las personas que conoces.

RESULTADOS ELECTORALES ALCALDÍA DE BELLO CON EL 99% ESCRUTADO

De Bello Al Día · Actualizado El domingo



VOTOS EN BLANCO 60.789 *
GERMÁN LONDOÑO 46.789 *

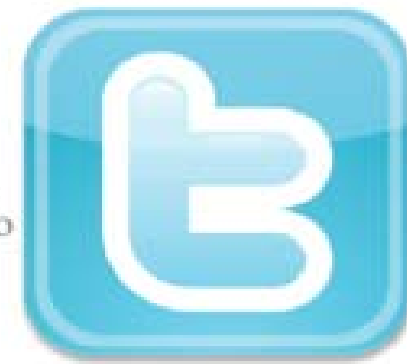
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FACTORS

In a media-saturated world. SOCIAL NETWORKS

Twitter

- Más de 75 millones de usuarios
- Más de 45 millones de tweets al día
- Uno de los 50 websites más populares del mundo
- Microblogging - máximo 140 caracteres
- Autopromoción de empresas 6%
- Empresas y organizaciones pueden compartir forma inmediata con sus públicos interesados.
- Twitter & Política - Caso Obama
- Twitter & Emergencias - Terremotos de Haití y C

A screenshot of a Twitter page. At the top, there's a search bar with the Twitter logo and the word 'Search'. Below that, a banner for 'BBC Mundo - Noticias' encourages users to sign up for updates. A yellow 'Sign up »' button is visible. Below the banner, the profile of '@bbcmundo_ultimo' is shown, with the name 'BBC Mundo - Noticias' and a red profile picture. The main text of the tweet reads: 'Resultados electorales preliminares indican revés para Silvio Berlusconi' followed by a blue link 'http://goo.gl/fb/BQFfh'. At the bottom left of the tweet, it says '13 Jun via Google'.

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FACTORS

In a media-saturated world. SOCIAL NETWORKS

YouTube

- Sitio web en el que los usuarios pueden subir y compartir videos.
- Se despiegan 1,000,000,000 de videos al día
- Cada minuto se suben 10 hrs. de video
- De gran impacto en la cultura popular - ej. Tony Bl mensaje de felicitación al presidente de Francia, cuando éste resultó elegido.
- El 25 de octubre de 2009 se transmitió en directo U2360°Tour, gira de la banda irlandesa U2, desde California, Estados Unidos. Fue el primer co transmitido en directo por YouTube.



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CHALLENGES

These factors are generating significant demands on Electoral Organisms, to undertake new challenges to accelerate the presentation of results, within the different phases of the electoral process. It seems that the next phase to be systematized is the voting mechanism itself.

We are talking about Electronic Voting, which some countries are already using, while others are either carrying out pilot projects or are still in the planning phase.

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CHALLENGES

Electronic Voting

Unlike traditional paper-based voting, electronic voting refers to a process in which the elector use an electronic medium (such as a computer) in order to emit his vote. The vote is recorded, stored and processed by a computer.

The expression “electronic voting” refers to the emission of voting through electronic instruments (electronic polls or computers), although it is normal that this expression would encompass all processes that make the exercise of the vote possible: the vote-count, the registry of the voter identities, vote recounts as well as the transmission of results and the assignment of electoral offices.

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CHALLENGES

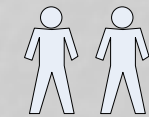
Electronic voting

Voters

Transport

Voting Centers

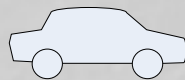
Presentation of Results



Votantes



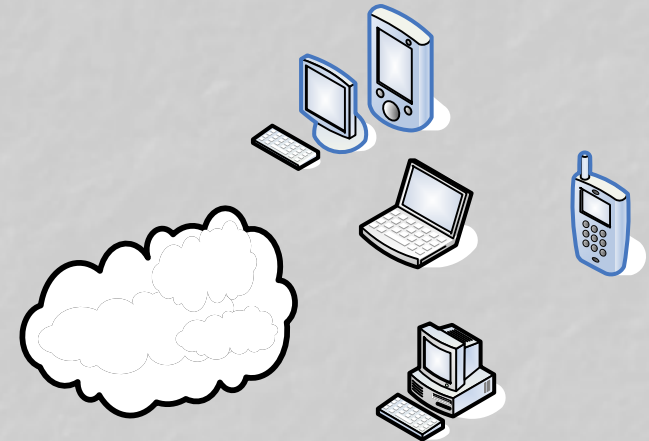
Votante



Vehículos



Voto Electrónico



Medios de Comunicación
Tradicional y Redes Sociales

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FUTURE

Demands to systematize the different phases of the electoral process and the acceleration of technological advances will definitely continue to generate pressure for changes in traditional electoral processes.

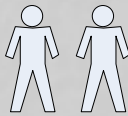
Electoral processes are not far off from a situation in which, continually applying more technology to the point that a “virtual” form of electronic voting is achieved which could be visualized in the following way:

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FUTURE

Virtual Electronic Voting

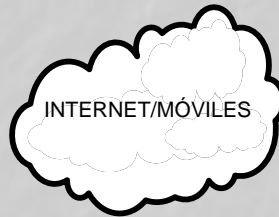
Voters



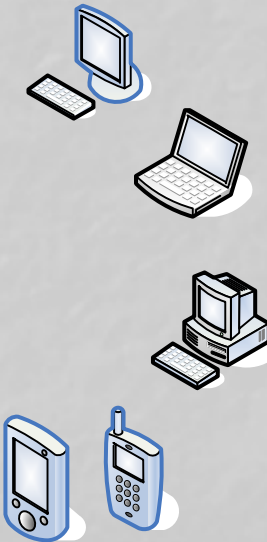
INTERNET/MOBILE DEVICES

VOTING FROM
HOMES
OFFICES
SCHOOLS

RURAL AREAS (Internet Centers)



Presentation of Results



Traditional Media Outlets and Social Networks

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To summarize, the importance of systematizing voting, in a contemporary situation of growing and intense electoral competition and in a media-saturated world, which generates demands and expectations of access to real-time information, aims to generate modern and reliable electoral processes that guarantee the speed and exactitude of results presentation.

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THANK YOU