Rumoring Threat Framework for Election Officials. Election Integrity Partnership, 2022.
Authors: Kate Starbird, Mike Caulfield, Renee DiResta, Emma S. Spiro, Madeline Jalbert

Informational Conditions	Uncertainty	**Vulnerability:** Do you anticipate (or are you experiencing) an extended time period between the polls closing and the results being announced? Will information conditions change rapidly and updates be necessary? Is there potential for mistakes to be made (that will need to be corrected)? Somewhat relatedly, are you expecting dramatic shifts in vote share (red to blue, blue to red) — for example, due to mail-ballots being processed before or after election day ballots?
	Diminished Trust	**Vulnerability:** Are local and state election officials experiencing diminished trust, generally or among specific audiences? Have election officials (in this area) made previous errors that received criticism? Have constituents in your area been targeted by previous rumors or rhetoric that claims negligence or fraud? Are candidates in local and state races making misleading claims or unfounded allegations that undermine trust in election procedures and/or results? Are there specific parts of the election process that have been the target of previous criticism? Are there specific parts of the election process where errors have been made in the past?
Contextual Features	Significance / Impact	**Vulnerability:** Do you anticipate close elections in meaningful races that shift the political power configurations at the local, state, or national level? Are there specific elements of your election procedures or materials where a systematic issue could manifest that would shift results of one or many races? **For a specific rumor:** If this claim were true, would it affect a large number of votes? Would it shift results in a specific (local) race? Would it shift the results of several races? Would it make an impact on nationally-relevant races (U.S. House of Representatives, U.S. Senate, Presidential)?
	Familiarity / Repetition	**Vulnerability:** Are there specific parts of your election process that have been the targets of previous rumors or conspiracy theories before, perhaps in another location? Where do the building blocks of "election tropes" map to features or vulnerabilities in your election process? **For a specific rumor:** Is the rumor familiar in some way? Is it based on a previous rumor or rumors about elections? Does it use a common election trope? Has a similar rumor spread successfully before? Perhaps the same claim has emerged in another location? Or the same location has experienced a different claim prior?
Engagement Potential	Compellingness of "Evidence"	**Vulnerability:** What types of "evidence" might be leveraged in a rumor about your elections? Photos of registration notices or mail-in ballot materials? Screenshots from website or TV graphics showing "vote dumps"? Surveillance videos of vote counting processes? Schematics of voting machines? Public databases of voter registration rolls? A public website where someone can see the status of their ballot? **For a specific rumor:** Is there some form of "evidence" that provides the basis for the claims? Is that evidence compelling? Is there photo or video evidence? Is there data or statistical evidence? Is there a first-person account? Is there a second person or "friend of a friend" account? Relatedly, is that evidence difficult to refute? Relatedly, is the evidence difficult to refute? (Alternatively, is there a clear factcheck?)

Rumoring Threat Framework for Election Officials. Election Integrity Partnership, 2022.
Authors: Kate Starbird, Mike Caulfield, Renee DiResta, Emma S. Spiro, Madeline Jalbert

	Emotional Valence	**Vulnerability:** What are the potential pathways for anger and outrage in your jurisdiction? Who are the potential "villains" of election-related rumors: election officials, members of a political party, law enforcement officers, members of a minoritized community, poll watchers, postal workers, journalists, judges? How might anger or distrust towards those individuals or groups be leveraged to spread election-related rumors? **For a specific rumor:** Does this rumor (or posts spreading this rumor) make an explicit emotional appeal? Does it invoke anger, outrage, disgust, or self-righteousness? Does it villainize a particular individual or group? Do posts spreading this rumor make an explicit mention of an out-group political party or social/demographic group? Relatedly, is the rumor humorous?
	Novelty	**For a specific rumor:** Is the rumor novel — i.e., new, original, or unusual in a compelling way?
	Participatory Potential	**Vulnerability:** Are individuals or groups in your area being mobilized to gather evidence of voting issues? What are their pathways for participation (online forms, social media groups, etc.)? Is there potential for widespread misinterpretations of certain elements of your processes and procedures (e.g., Sharpie pens bleeding through ballots), or data you make available (e.g., online forms to track ballots) to create a participatory rumor? **For a specific rumor:** Is this a rumor that people can easily participate in — e.g., by sharing their own voting experiences, taking photos of their mail-in voting materials, combing through publicly available data, or closely watching videos or election procedures? Is there already evidence of participation — e.g., many people sharing their own experiences or unique insights?
System Effects	**Origins and Amplification within Social Network**	**For a specific rumor:** Where did this rumor originate (a social media account, website, celebrity, or elected official)? Is the rumor currently limited to just a few posts or statements by its original source? Or is it moving beyond that original source to other social media accounts, websites, or other sources? Has the rumor reached nano- or micro- influencers (social media all-stars with 5,000-50,000 followers) within specific social networks? Has it reached the megaphones of high-follower social media accounts or media outlets with substantial audiences? Has its spread been mostly limited to a specific community within one platform? Is it spreading widely across many communities within one platform? Is it spreading across multiple platforms and communities?
	Inauthentic Amplification / Algorithmic Manipulation	**For a specific rumor:** Is there evidence that this rumor is being spread by automated or inauthentic accounts? Is there a large spike in posts by very new or very similar accounts (in terms of creation date or follower count)? Is there evidence of "copypasta" — where many different accounts post very similar content? Are terms from the rumor showing up, perhaps unexpectedly, in trending topics or auto-filling in the search box?