

SmartNews Launches “Upper House Election Channel” and “Fact-Check Channel” Ahead of 2025 House of Councillors Election in Japan

Supporting users’ right to know during an election period prone to misinformation by providing trustworthy and quality information

TOKYO, JAPAN (July 3, 2025) – SmartNews, whose mission is to deliver the world’s quality information to the people who need it, today launched the “Upper House Election Channel” to coincide with the 27th regular election for Japan’s House of Councillors scheduled in July 2025. This channel will provide diverse and reliable election-related information.

In addition to addressing the rise in misinformation and misleading content often seen during election periods, SmartNews has simultaneously launched a “Fact-Check Channel.” This new channel will aggregate and distribute fact-checks and related articles from IFCN member organizations and news media, helping voters access accurate information and avoid being misled.

SmartNews has a track record of supporting voters in past national elections by offering helpful information and tools. This marks the fourth such initiative, following the 50th House of Representatives election in October 2024.



参院選チャンネル



ファクトチェックチャンネル



選挙のキホン
クイズでチェック!

※画像はイメージです

Interest in politics is declining, and the spread of misinformation is increasingly recognized as a serious issue. On social media and the internet, unverified or false claims can spread rapidly, hindering voters from making informed decisions.

According to a March 2025 survey on the 50th general election for the House of Representatives by the Association for Promoting Fair Elections, 18.5% of respondents said they had “no interest in the election.” Among those who didn’t vote, common reasons included “lack of interest in the election” (24.3%) and “belief that elections won’t improve politics” (17.3%), indicating their apathy or distrust of politics (Note 1).

A June 2024 panel organized by Japan’s Ministry of Internal Affairs and Communications emphasized the importance of both “prebunking” (addressing misinformation before it spreads) and “debunking” after the spread. Given that once misinformation is believed to be true, it is hard to correct, the need for prebunking was especially highlighted (Note 2).

In response, and in alignment with our mission to deliver the world's quality information to the people who need it, SmartNews is reinforcing efforts to enhance the reliability and accessibility of election information. The newly launched “Upper House Election Channel” and “Fact-Check Channel” are a part of this commitment. Through verified information, fact-checked articles, and interactive content like quizzes, SmartNews aims to foster political awareness and support an environment where voters can make decisions based on facts.

Note 1: Election Survey for the 50th General Election of the House of Representatives by the Association for Promoting Fair Elections, March 2025

<https://www.akaruisenkyo.or.jp/wp/wp-content/uploads/2018/07/50syuishikichosa.pdf>

Note 2: Panel report on healthy information circulation in digital spaces, June 2024

https://www.soumu.go.jp/main_content/000953289.pdf

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● **Launch of Blocks Featuring Election-Related Articles and Videos**

The “Upper House Election Channel” supports users’ curiosity through multiple content blocks (Note 3):

- Upper House Election Block: News articles related to the Upper House election.
- Fact-Check Block: Fact-check articles countering misinformation
- Short-form Video Content: Created in collaboration with RICE MEDIA (Tomoshi Bito Inc.), addressing social issues and elections.

● **New “Fact-Check Channel”**

To tackle the expected increase in misinformation on social media and the Internet during the campaign period, SmartNews has launched the “Fact-Check Channel”, featuring content from International Fact-Checking Network (IFCN)-affiliated fact-checkers such as InFact and the Japan Fact-Check Center, as well as traditional media outlets. This channel is accessible from the “Upper House Election Channel.”

- **Interactive Quiz: “Election Basics—Check with a Quiz!”**

A user-friendly, educational quiz with common election questions like: “What’s the difference between district and proportional representation?” and “What happens if I write a candidate’s name incorrectly on my ballot?” The goal is to make learning about elections fun and accessible.

- **External Resources on Election Information**

Links to information to help voters will be posted, including candidate lists for the 27th regular House of Councillors election and "JAPAN CHOICE," which helps users make voting decisions through Voting Navigator and Public Opinion Map that visually expresses the results of broad listening for each political party's policies.

Note 3: Some content within the channels will be rolled out after July 3.

About SmartNews Channels

The “SmartNews Channels” tab at the top of the SmartNews app offers users access to over 800 customizable channels, including news, sports, entertainment, and more.

About SmartNews, Inc.

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