

AI and the disinformation landscape

AI in Research: Possibilities and Challenges
The Finnish Society of Sciences and Letters, 13.02.2025

Carl-Gustav Lindén
Professor, University of Bergen
carl-gustav.linden@uib.no



Selskaper i Media City Bergen



sopra **steria**

kyndryl

Deloitte

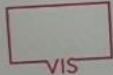


SPACES



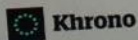
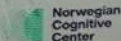
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rainfall

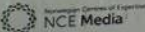
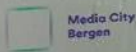


imove

FOTO.NO



AIDER



Tweets

Tweets & replies

Media

📌 Pinned Tweet



Teemu Roos @teemu_roos · Oct 29

My advice for illustrating AI related stuff. Avoid:

- circuits
- brains 🧠
- brains made of circuits
- mathematics
- images of space, or the Earth from space
- blue ●
- humanoid robots 🤖
- above all: the Terminator!

Good choices:

- generally: people (like. just. people) 🧑🧒

💬 14

↻ 35

❤️ 194



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A thin blue outline map of the Nordic region, including Norway, Sweden, Finland, Denmark, and Iceland, serves as a background for the text.

NORDIS

The **NOR**dic observatory for digital media and information **DIS**order

Faktisk.no

- Est. 2017
- Owned by the six largest Norwegian media companies
- Listed among the six most important media collaborations in the world

University of Bergen

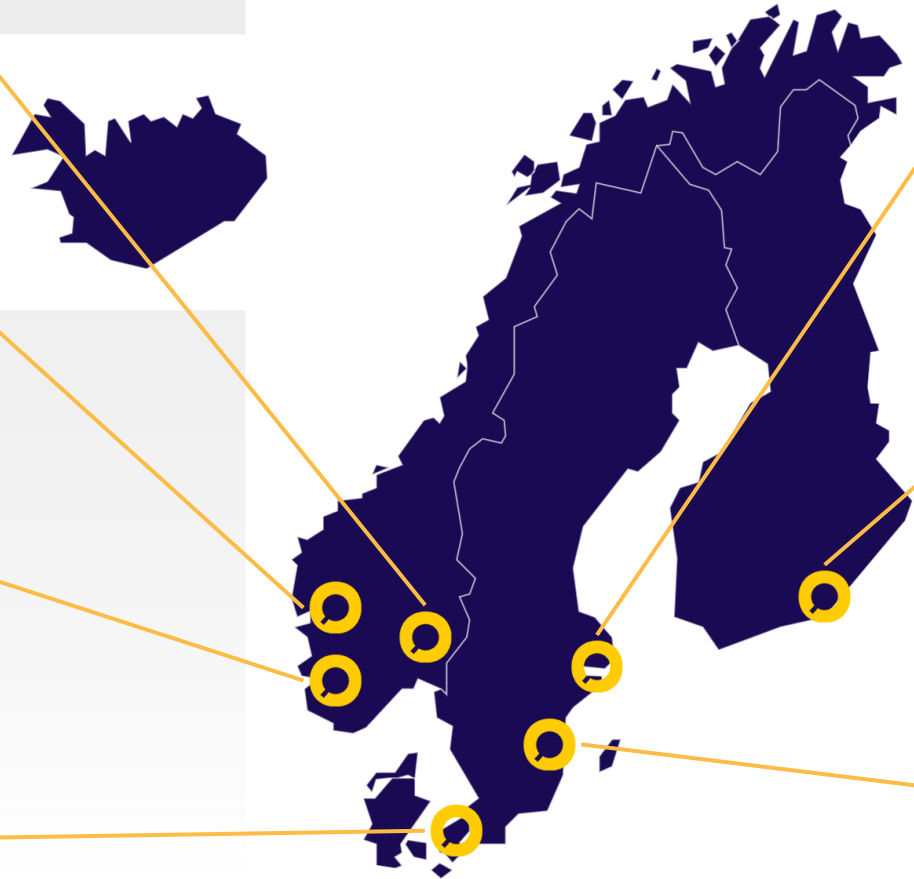
- Most cited university in Norway
- 18.500 students, 4.000 staff members
- Load of WP3: Technology and innovation

Factiverse

- Est. 2019
- Research-based AI with focus on explainability and trust
- Partner for fact-checkers in more than 10 countries
- 5.000+ freemium users since launch Q2 23

TjekDet

- Est. 2016
- Owned by non-profit organisation
- More than 1.000 fact-checks
- More than 400 editorial articles on topics related to information disorder



Källkritikbyrån

- Est. 2019
- Est. by the three founders of its predecessor Viralgranskaren at the free newspaper Metro
- Instituted Källkritikens dag

FaktaBaari

- Est. 2014
- Registered by non-profit organisation
- Extensive national and internal fact-based information circulation and fact-checks

Linnaeus University

- Est. 2010
- Faktajouren
- 2,200 employees
- +40,000 students

What is Generative AI?

Ethical problems

Should we be concerned?

The problem with AI disinformation

The disinformation dilemma

Technology is not enough

Who is responsible?

How big are risks in Finland?

What is Generative AI?

- The Guardian: "a broad label describing any type of artificial intelligence that uses unsupervised learning algorithms to create new digital text, images, video, audio, or code."
- Swedish Radio: "chatbots that can create new content (e.g. text, images, sound, video and code) based on user instructions"



“Our mission is to ensure that artificial general intelligence—AI systems that are generally smarter than humans—benefits all of humanity.”

Products: ChatGPT, Dall-e, Whisper, Sora

Ethical problems

- ‘AI models can produce entirely false images and articles. They also replicate the existing societal perspectives, including historic biases’ (the *Financial Times*)
- ‘With computer-generated content, it is complex to guarantee the reliability of facts presented as true’ (ANP)
- ‘We should be aware that bias/prejudice may be inherent in the models, and editorial/legal considerations may be needed regarding objectivity and impartiality’ (SVT)

Should we be concerned?

- Previously, disinformation was created by humans
- Generative AI can become a new effective tool for "synthetic" propaganda
- Hyper-realistic deepfakes
- Personalised propaganda
- Real-time propaganda bots
- Perfect tools for trolls
- Social media does not carry responsibility for political lies
- Will Open AI monitor ChatGPT and propaganda?

Information disorder

- **Disinformation:** false information deliberately and often covertly spread
- **Misinformation:** incorrect or misleading information
- **Fake news:** news articles that are intentionally and verifiably false and could mislead readers
- **Malinformation:** hate speech, leaks, harassment
- **Propaganda:** the spreading of ideas, information, or rumor for the purpose of helping or injuring an institution, a cause, or a person

What experience connected four billion people last year?

- United States
- EU member states
- Russia
- Great Britain
- India
- Indonesia
- Mexico
- Taiwan

2024: The Ultimate Election Year Around the World

National elections are scheduled or expected in at least 64 countries, as well as the European Union, which all together represent almost half the global population.



AP

Election disinformation takes a big leap with AI being used to deceive worldwide



Generative AI is the ultimate disinformation amplifier



AI-generated images have become a new form of propaganda this election season

The Washington Post

The rise of AI fake news is creating a 'misinformation superspreader'



AI-generated disinformation poses threat of misleading voters in 2024 election

The New York Times

Disinformation Researchers Raise Alarms About A.I. Chatbots

WIRED

AI-Generated Fake News Is Coming to an Election Near You

The Guardian

Disinformation reimaged: how AI could erode democracy in the 2024 US elections

THE CONVERSATION

Algorithms are pushing AI-generated falsehoods at an alarming rate. How do we stop this?

BLOG | OCT. 31, 2024

"AI-generated" is the new "fake news"

Share this



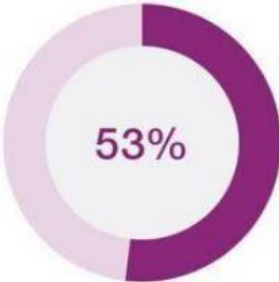
Current risk landscape

"Please select up to five risks that you believe are most likely to present a material crisis on a global scale in 2024."



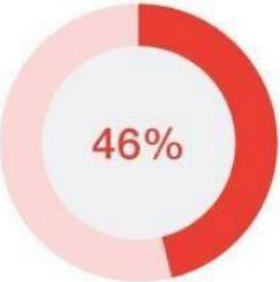
1st

Extreme weather



2nd

AI-generated misinformation and disinformation



3rd

Societal and/or political polarization



4th

Cost of living crisis



5th

Cyberattacks

Slovakia's Election Deepfakes Show AI Is a Danger to Democracy

Fact-checkers scrambled to deal with faked audio recordings released days before a tight election, in a warning for other countries with looming votes.



**Social media
algorithms + users
+ influencers +
bots**

**Europe opens probe into TikTok over election
interference following Romanian election**

Romania's Shady TikTok Election

Report ties Romanian liberals to TikTok campaign that fueled pro-Russia candidate

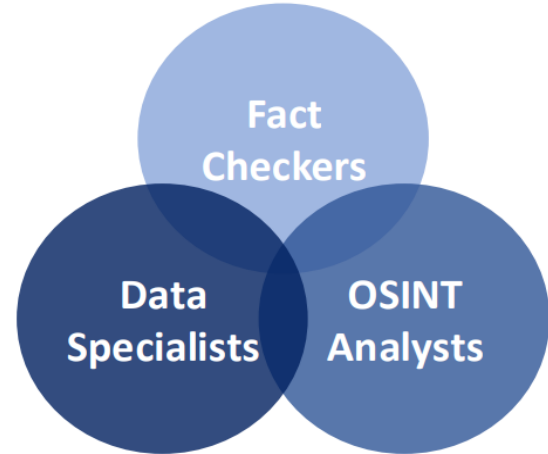
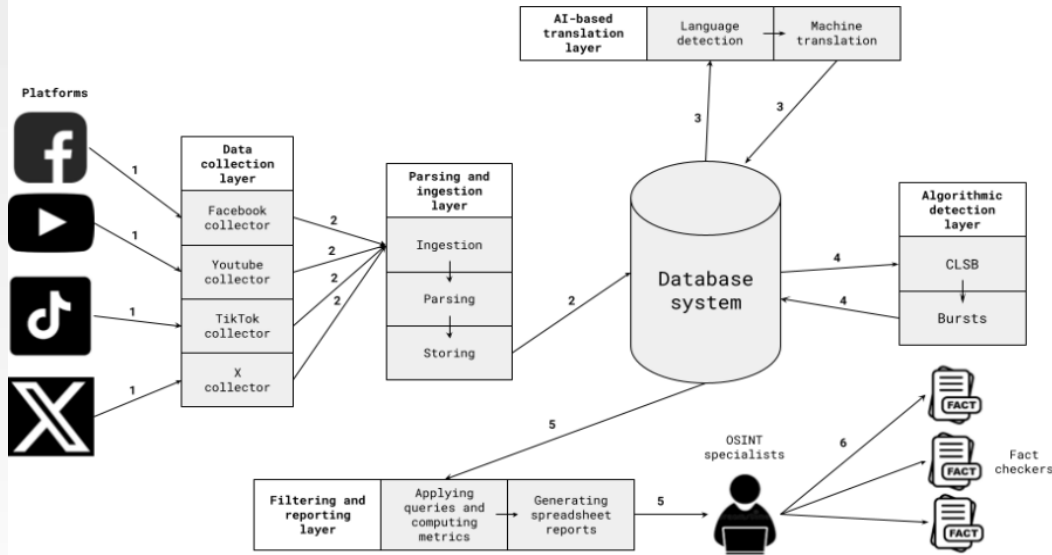
A campaign from a governing center-right party may have been hijacked to benefit far-right candidate Călin Georgescu, snoop.ro report shows.

SHARE



Călin Georgescu was catapulted from obscurity into the lead in the first round of voting in the Romanian presidential election on Nov. 24. | Mihai Barbu/AFP via Getty Images

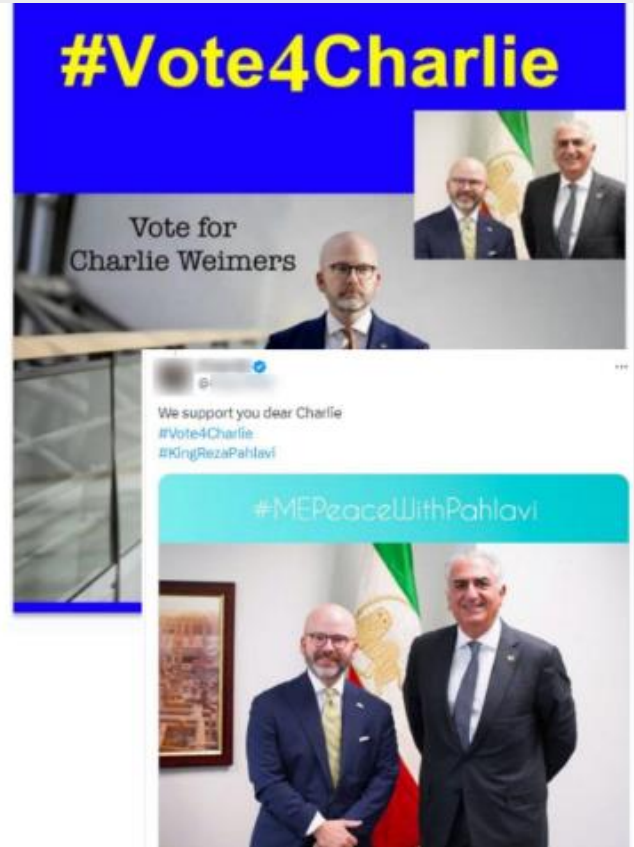
The Nordic Collaboration Model on Disinformation



- 1 Empower** Nordic fact-checking on social media using algorithmic tools and open-source intelligence (OSINT).
- 2 Investigate** if (Russian) disinformation is spread *before*, *during* and *after* the EP elections on social media in Denmark, Sweden and Finland.

Findings

- Various cases of **disinformation narratives** as well as cases of social media profiles displaying signs of potential **inauthentic behaviour** were identified.
- No **Russian disinformation** was identified
- E.g., we identified **a case of coordinated behaviour** from inauthentic X-accounts (unknown actors).
 - Primo June, the hashtag **#vote4charlie** was shared to show support to Charlie Weimers, Sweden Democrats top candidate, over the course of 7-days
 - The hashtag were shared more than **2,200** times, primarily by Persian language accounts



DEEP DIVE

We Looked at 78 Election Deepfakes. Political Misinformation Is Not an AI Problem.

Technology isn't the problem—or the solution.

OPINION

AI's impact on elections is being overblown

And the focus on AI is distracting us from some deeper and longer-lasting threats to democracy.

By Felix M. Simon, Keegan McBride, and Sacha Altay

September 3, 2024

Little trace of AI in Europe

- In the weeks before the vote, the amount of fact-checked disinformation containing AI-generated content detected by EDMO remained constant, at around 4% of the overall amount of fact-checked disinformation
- With limited exceptions, highly-manipulative deepfakes' were not prominent during the European elections. Instead, AI was used to produce 'shallowfakes', combining out of context captions with the image of politicians or events, and 'cheapfakes', with rather obvious manipulation of video and image.

Reasons for sigh of relief

- Action from policy makers and tech companies
- Campaigning industry norms and ethics
- Swinging an election with AI disinformation might be difficult
- GenAI technology not ripe for elections

(Carr & Köhler, 2024)

Western centric view

- **Impact of AI in 2024 elections has been downplayed**
- **Detection tools have a global equity and effectiveness gap**
- **Urgent need for public interest AI investment in frontline information actors**



Sam Gregory, Witness

Trump's false or misleading claims total 30,573 over 4 years

Analysis by [Glenn Kessler](#), [Salvador Rizzo](#) and [Meg Kelly](#)

January 24, 2021 at 3:00 a.m. EST



MOST READ POL



1 Biden camp
Democratic
reelection c

• FAKE





• FAKE

TWITTER

Video of Hillary Clinton endorsing Ron DeSantis is AI-generated

By Reuters Fact Check

April 17, 2023 7:24 PM GMT+2 · Updated 7 months ago



An AI-generated clip that shows former U.S. Secretary of State Hillary Clinton endorsing Florida Governor Ron DeSantis for the presidency has been shared on social media as if it is authentic. There is no evidence Clinton ever made such an endorsement.

Clinton can partly be heard saying the following in the clip ([here](#)), “You know, people might be surprised to hear me saying this, but I actually like Ron DeSantis a lot. Yeah, I know. I’d say he’s just the kind of guy this country needs, and I really mean that. If Ron DeSantis got installed as president, I’d be fine with that.”

POLITICS / POLICY / ARTIFICIAL INTELLIGENCE

Republicans respond to Biden reelection announcement with AI-generated attack ad



/ The ad depicts a dystopian vision of the US if Biden is reelected. It also raises worrying questions about the place of deepfakes in political campaigning.

By [James Vincent](#), a senior reporter who has covered AI, robotics, and more for eight years at The Verge.

Apr 25, 2023, 3:15 PM GMT+2 | 29 Comments / 29 New



Pelosi videos manipulated to make her appear drunk are being shared on social media



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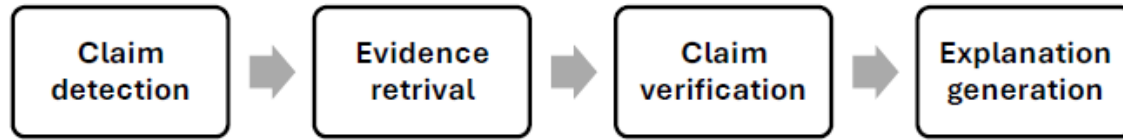


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Fact-checking process in four steps



Fact-Checking Tools Database

10 ▾

Show entries

Search:

	Tool	URL	Description	Tech
1	AccountAnalysis	https://accountan	Tool for gathering information on Twitter users: when and what type of contact they publish, what accounts they interact with, and what websites they share. (No AI or machine learning.)	NA
2	Adblock Plus	https://adblockplu	Adblock Plus is a browser extension and app that blocks advertisements and websites through the use of filtering lists. The tool automatically whitelists ads that meet the 'acceptable ads' standards — so ads can avoid being blocked on this platform by adhering to those standards. Users can opt out of even these ads by adjusting the default settings. The tool, while initially an adblocker, has increasingly seen itself as a way for users to protect themselves not only from harmful ads, but also from other harmful sites, including those that spread disinformation.	Filterin
3	Adobe	NA	Described in interview with IFCN as a 'tool that they deliver to their members', and it's 'for video, for image, and PDF content'.	NA
4	Adverif.ai	https://www.adve	AdVerif.ai – Fight Fake News with AI. Fake News is proliferating and creating real losses for publishers and media companies. AdVerif.ai is developing the FakeRank AI to automatically identify	AI

AI-based classifier tool presented to NORDIS members

Media
Futures •

X Faktisk.

Tank Classifier

Find out the type of a tank from an image using image analyzing AI

Try out



Language Checker

Identify and translate language from an audio file using OpenAI Whisper

Try out

UiB Releases FotoVerifier Tool, Accompanying Report

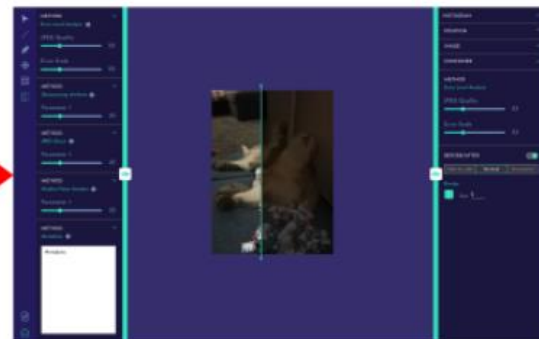
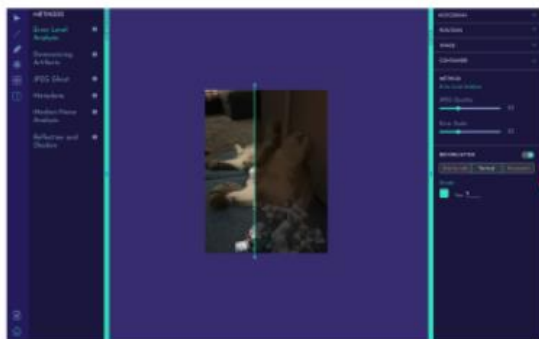
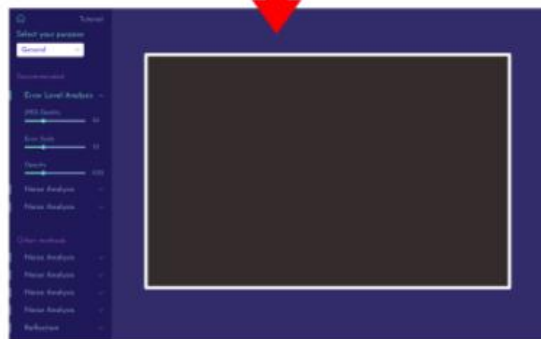
First Iteration



Second Iteration



Third Iteration



Is your AI generated copy correct?

Quickly find evidence and fact-check any copy

El Niño is part of a natural climate phenomenon called the El Niño Southern Oscillation (ENSO).

El Niño means cooler water spreads further and stays closer to the surface. El Niño releases a lot of cold into the atmosphere, and the air becomes wetter and warmer. The regional effects are complicated, and some places may be both warmer and cooler than expected. The hottest year on record, 2002, was an El Niño year.

64 ALL 24 SUPPORTING 32 NEUTRAL 8 DISPUTED

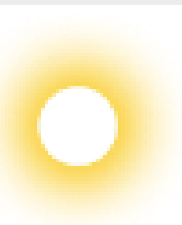
Search result by internet archive

El Niño is part of a natural climate phenomenon called the El Niño Southern Oscillation (ENSO).
Supporting

El Niño releases a lot of cold into the atmosphere, and the air becomes wetter and warmer.
Supporting
Neutral
Disputing

ORIGEN

Factiveverse



MATTER OF FACT REPORT

Live Fact-Checking
The 2024 VP
Presidential Debate



Tools are coming but...

- Gap between emerging technology and fact-checkers
- How to deal with massive flood of automatically generated video, images, text in real-time across platforms?
- Who will get access to these tools?
- Will they be useful in fact-checking workflows?
- Paired with capacity-building in media forensics

«Disinformation needs a broader approach than technical solutions alone»

Who is responsible?

Those creating the infrastructure for synthetic media

- Large scale/foundation model creators

Those creating tools for synthetic media

- User facing tools

Those creating synthetic media

- Hobbyists, institutions and organisations

Those publishing and distributing synthetic media

- News media, platforms

(Sam Gregory, Witness)

News media's response to Gen AI

- (1) Do not to publish texts or images except in specific or exceptional circumstances, for instance, to show how an AI system works (*De Volkskrant, The Guardian, Wired*);
- (2) Publish synthetic images only for illustrative purpose, with the mention of the prompt used (Heidi.news);
- (3) Only to explore the use of AI-augmented visuals (*Financial Times*);
- (4) Do not publish generated images 'in the style of' to preserve the singularity of human creators (Uzbek & Rica);
- (5) Do not publish AI-generated visual material that can distort or confuse real images (*Aftonbladet, Dagbladet, Dagens Næringsliv, VG, AP*).

Lack of moderation on X (Twitter)

Primary Language	People
Arabic	12
Bulgarian	2
Croatian	1
Dutch	1
English	2,294
French	52
German	81
Hebrew	2
Italian	2
Latvian	1
Polish	1
Portuguese	41
Spanish	20

Is this the Beginning of the End for AI-Summarized News?

Apple has withdrawn a feature which summarized the news after it published multiple inaccuracies. What's next for AI-generated news summaries?



Clare Spencer · [Follow](#)

Published in Generative AI in the Newsro...
8 min read · Jan 28, 2025



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BBC News sends Breaking News alerts on a single subject



Apple sends an AI-generated summary of BBC News headlines -



Home News Sport Business Innovation Culture Arts Travel Earth Video Live

BBC complains to Apple over misleading shooting headline

7 days ago

Share Save

Graham Fraser
Technology reporter



Luigi Mangione is accused of murdering healthcare insurance CEO Brian Thompson

The BBC has complained to Apple after the tech giant's new iPhone feature generated a false headline about a high-profile murder in the United States.

Meta eliminating fact-checking to combat "censorship"

ORGEN



Avery Lotz, Sara Fischer



Meta just flipped the switch that prevents misinformation from spreading in the United States

The company built effective systems to reduce the reach of fake news. Last week, it shut them down



Casey Newton

Jan 14, 2025 — 10 min read







The Disinformation dilemma

- Important to acknowledge that we have limited insight into the true extent of disinformation in the Nordic countries. Measuring disinformation is an overall problem.
- In Sweden and Finland, funding for fact-checking and independent efforts against disinformation is limited and on a small scale, making systematic assessment challenging.
- Lack of access to data from major online platforms where disinformation spreads, hindering our ability to measure the true extent of the problem.

(Morten L. Dahlback, Faktisk

<https://nordmedianetwork.org/latest/news/five-questions-and-answers-on-information-disorder-in-the-nordics/>)

Finnish problems

WIRED

SECURITY POLITICS GEAR THE BIG STORY BUSINESS SCIENCE CULTURE IDEAS MERCH

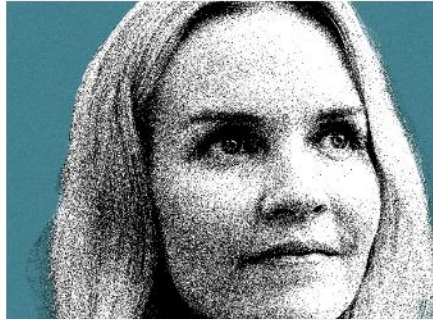
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MORGAN MEAKER BUSINESS NOV 15, 2024 6:33 AM

Meta Lobbyist Turned EU Regulator Says Big Tech Rules Have Gone Too Far

Aura Salla was once the tech giant's top lobbyist in Brussels. Now, her presence as a regulator in the European Parliament is proving controversial.



Sebastian Tynkkysen uusi taistelu

Some | Kesällä europarlamentissa aloittanut Sebastian Tynkkynen löysi itsensä taistelemassa EU:n digisääntelyä vastaan. Tynkkynen uskoo, että yhä useampi kääntyy tulevaisuudessa hänen kannalleen.

📌 Tilajille



Sebastian Tynkkyselle sosiaalinen media on myös työkalu. Työasioissa hän viestii eniten X:ssä.



Top EU official denies softer approach to Big Tech,

The upside Finland

How Finland starts its fight against fake news in primary schools

Country on frontline of information war teaches everyone from school pupils to politicians how to spot slippery information



SPECIAL REPORT

Finland is winning the war on fake news. What it's learned may be crucial to Western democracy

By Elica Maokintooh, CNN
Video by Edward Klemm, CNN



US midterm elections: Does Finland have the answer to fake news?

12 October 2022



US midterm elections 2022



What we can learn from Finland

Mar 1, 2023

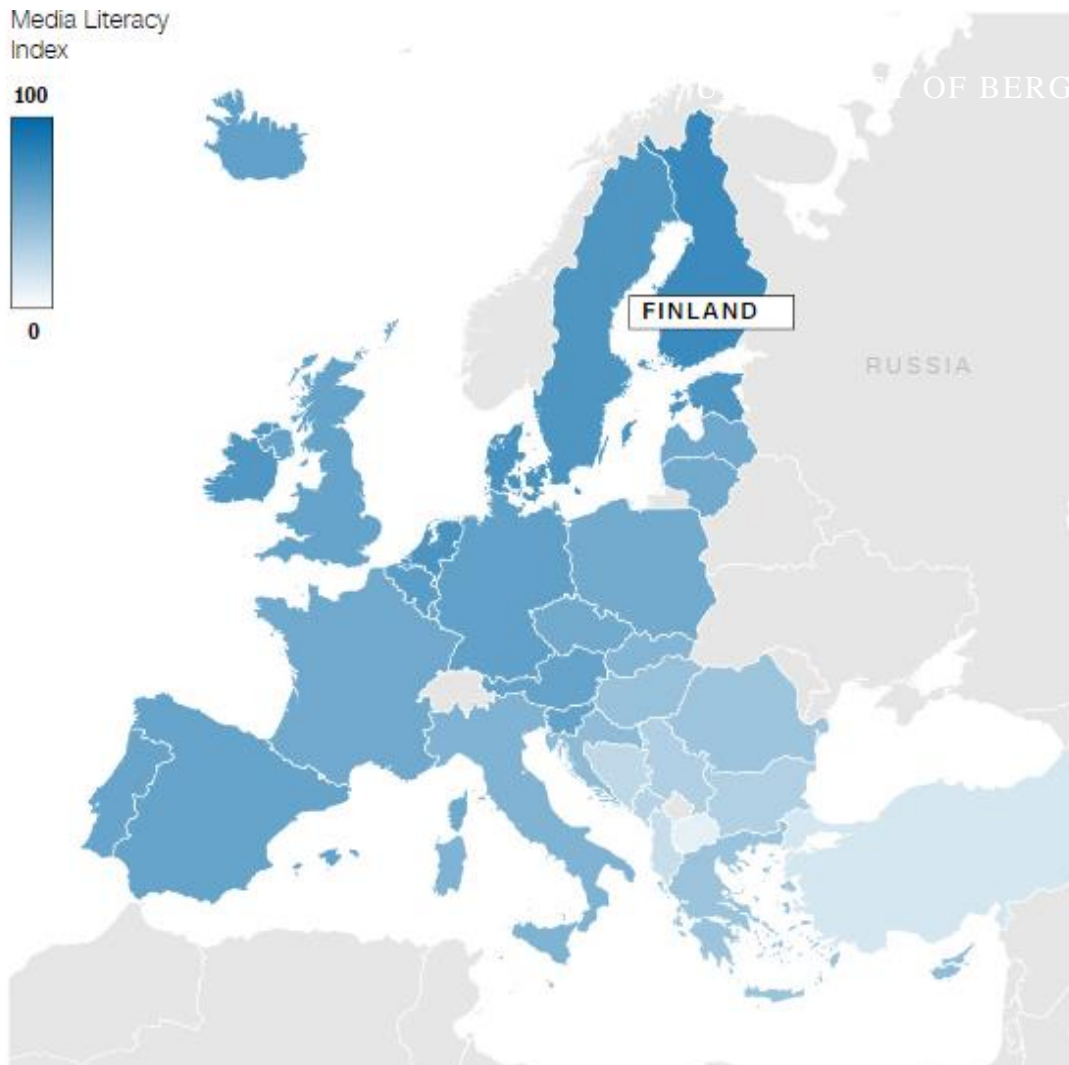


Media Literacy Index

100



0



Finland	76
Denmark	71
Netherlands	70
Sweden	69
Estonia	69
Ireland	68
Belgium	64
Germany	62
Iceland	62
UK	60
Slovenia	60
Austria	60
Spain	60
Luxembourg	59
Portugal	59
France	56
Latvia	56
Polan	55
Czech Rep.	55
Lithuania	55
Italy	50
Slovakia	48
Malta	47
Croatia	44
Cyprus	43
Hungary	40
Greece	39
Romania	38
Serbia	31
Bulgaria	30
Montenegro	28
Bosnia	25
Albania	22
Turkey	16

How big are risks in the Finland?

- Media and AI literacy education has a key role
- Few signs that propaganda has an impact on the population majority
- Will a deepfake change your choice of candidate?
- Minorities are more vulnerable

But:

- Should synthetic pictures, video, audio and texts in political communication be regulated? Prompts made public?

TEKOÄLYOPAS
opettajille

1.

06.02.2025

EDU

1. Johdanto

Faktabaari EDU

TEKOÄLYOPAS
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2.

06.02.2025

EDU

2. PIKAOPAS: Aloita GenAI-
työkalujen käyttö nyt!

Faktabaari EDU

TEKOÄLYOPAS
opettajille

3.

06.02.2025

EDU

3. Tekoäly episteemisenä
muutoksena oppimisessa ja
opetuksessa

Pasi Silander

verden

TRENGER
TANKENE
SILFV

The biggest problem is not that we
will be fooled by AI

The biggest problem is that we will
not believe in anything

