

FROM PROMPT TO PROPAGANDA:

How Generative AI Fuels Disinformation and Misinformation and What We Must Do

Dr. Anatoliy Gruzd, Professor and Director of Research of the Social Media Lab, Toronto Metropolitan University



Social platforms remix news, memes, and AI-generated content, blurring the line between fact and fiction and obscuring traditional credibility cues. Although 59% of Internet users distrust online political news because it may be manipulated, and 66% fear AI can sway elections (*State of Generative AI Use in Canada 2025*), students and faculty embrace AI tools for study and research.

This lecture will illustrate how AI tools enable rapid public adoption while allowing bad actors to create and disseminate misinformation. Dr. Gruzd will call for research and policy to strengthen resilience through critical digital literacy, robust verification practices, and institutional safeguards to ensure safe, ethical use of AI.



An innovative computational social science researcher, Dr. Gruzd studies how social media affects the way people and organizations communicate, collaborate, and share information or misinformation. He is an expert about online communities and social networks, and new methods and tools to analyze public discourse in digital domains.

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Ondaatje Theatre, McCain Arts & Social Sciences Building
Dalhousie University, 6135 University Ave.



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