



Algorithms of Deception: How Platforms are Struggling to Combat AI-Generated Disinformation

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Dr. Andrii Paziuk, Professor, NAU, Ukraine

Dr. Yuriy Voloshyn, Professor, Dean, NAU,
Ukraine



AI-Generated Disinformation

- ❑ AI-driven disinformation tools: deepfakes, text generation
- ❑ Challenges for Platforms: Detection, policy gaps, and enforcement inconsistencies
- ❑ Significance: Impact on trust in democratic processes and social cohesion

Role of Algorithms in Amplifying Disinformation

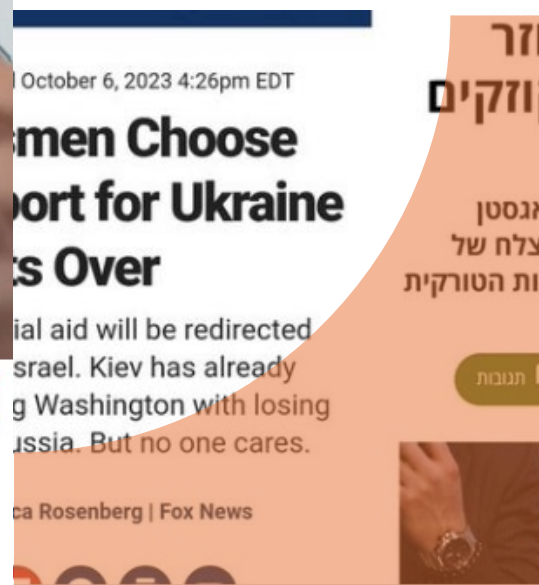
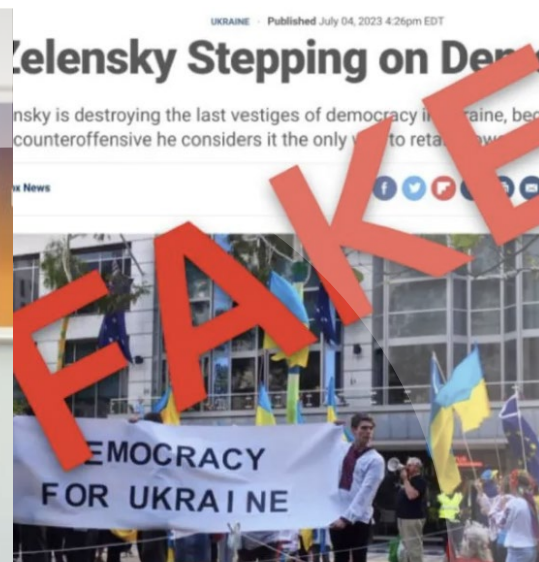
- ❑ *Engagement Bias*: Algorithms favor divisive, high-engagement content
- ❑ *Impact*: Echo chambers and amplified polarization



The Doppelgänger Campaign

EU DISINFO LAB

- ❑ Russian State-sponsored FIMI campaign targeting Europe
- ❑ *Techniques Used:* Cloned websites, tailored narratives for diverse demographics, geo-blocking tactics
- ❑ *Implications:* Reveals platform vulnerabilities exploited by sophisticated disinformation efforts





Platform Responses and Limitations

- ❑ Meta's fact-checking partnerships
- ❑ YouTube's AI-driven moderation
- ❑ TikTok's user-driven labeling

Challenges

- ❑ Inconsistent enforcement
- ❑ limited algorithmic transparency

Recommendations for Policy and Practice

- ❑ Algorithmic Transparency: Disclose content prioritization factors
- ❑ Cross-Platform Cooperation: Strengthen regulatory frameworks like the EU Digital Services Act
- ❑ Media Literacy Programs: Educate users to recognize AI-manipulated content



A Decade in the Trenches of Cyberwarfare: Ukraine's Story of Resilience

A comprehensive review

May, 2024





**Strengthening EU-Ukraine Strategic
Cyber Solidarity and Cooperation**



Thank you!

Dr Andrii Paziuk

prof.cyberlaw@gmail.com

<https://www.linkedin.com/in/andrewpaziuk/>



Andrew (Andrii) Paziuk ✓

Professor & Research Fellow | Cybersecurity, AI & Privacy Law
Specialist | Advisor on Digital Resilience and Cyber Governance |
International Cyber & Military Law | Fulbright Hubert H. Humphrey
Alumnus



Ukrainian Academy of Cyber
Security



American University
Washington College of Law



Yurii's Profile

[linkedin.com/in/yurii-voloshyn-b7a721333](https://www.linkedin.com/in/yurii-voloshyn-b7a721333)



Email

yuriy.voloshyn@npp.nau.edu.ua



YURIÏ VOLOSHYN

Dr. Habilitatus of Law



Yuriï Voloshyn  · 1st

Dr. Habilitatus of Law | Dean of Faculty of International Relations of NAU | Head of EPLO Office in Ukraine

Ukraine · [Contact info](#)