

July 6, 2026



EDMO TRAINING PROGRAMME

Generative AI and Hybrid Influence: How Do We Make Sense of What We Hear and See?



MAKING SENSE OF WHAT WE SEE IN THE AI ERA

The 2024 stuff is not effective anymore



Source: futurism.com and Facebook



MAKING SENSE OF WHAT WE SEE IN THE AI ERA

AI, AI everywhere

The Impact of AI-Generated Text on the Internet

[Jonas Dolezal](#)¹, [Sawood Alam](#)², [Mark Graham](#)², [Maty Bohacek](#)^{3*}

¹ Imperial College London ² Internet Archive ³ Stanford University

The proliferation of AI-generated and AI-assisted text on the internet is feared to contribute to a degradation in semantic and stylistic diversity, factual accuracy, and other negative developments. We find that by mid-2025, roughly 35% of newly published websites were classified as AI-generated or AI-assisted, up from zero before ChatGPT's launch in late 2022. We also find evidence suggesting that increases in AI-generated text on the internet bring about a decrease in semantic diversity and an increase in positive sentiment. We do not, however, find statistically significant evidence supporting the hypothesis that an increased rate of AI-generated text on the internet decreases factual accuracy or stylistic diversity. Notably, our findings diverge from public perception of AI's impact on the internet.

PAPER 

CODE & DATA 

*“mid-2025, roughly 35% of newly published websites were generated as **AI-generated or AI-assisted**, up from 0% in 2022”*



MAKING SENSE OF WHAT WE SEE IN THE AI ERA

Some are living through an AI revolution...



SynthID
A tool to watermark and
identify content
generated through AI



GPTZero

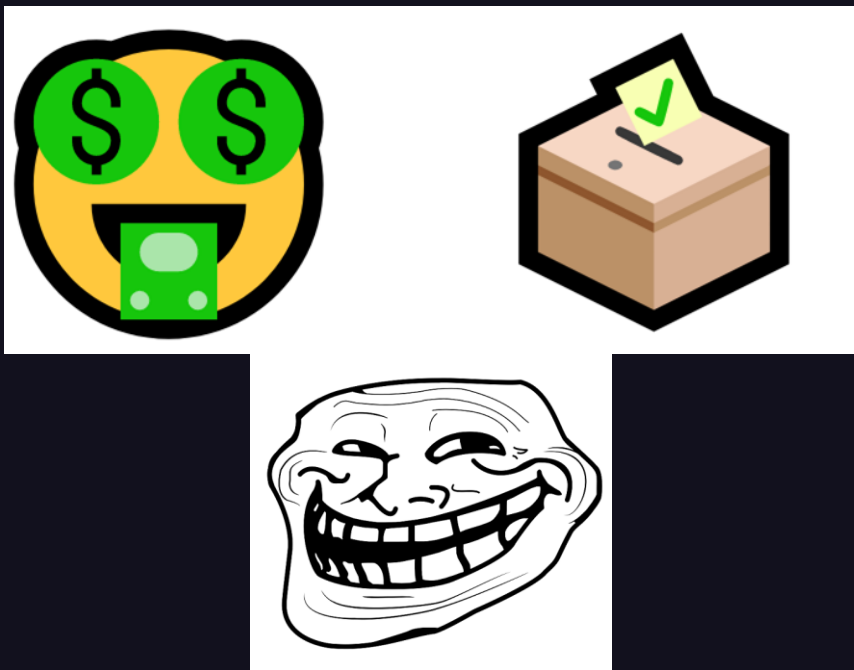


**Coalition for
Content Provenance
and Authenticity**

Source: Gerd Altmann on Pixabay



MAKING SENSE OF WHAT WE SEE IN THE AI ERA



... and some
others are
milking it for
all it's worth
revolution



ACTORS & MOTIVATIONS

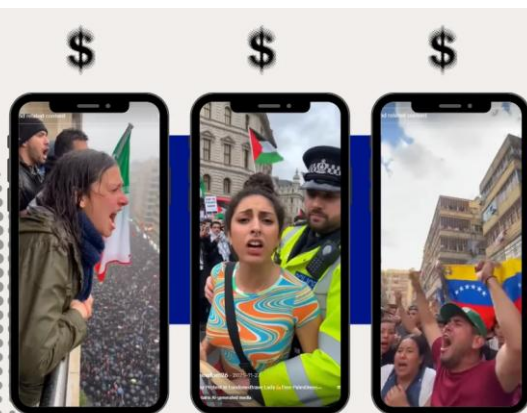
Milking the genAI revolution



POLICY

DESINFO

TikTok polarization industry: making money off disinformation with AI-generated videos of protests



89M

VIEWS

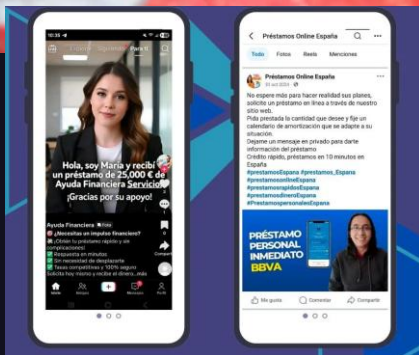
**5,800 AI-generated videos
+500 accounts**

**'Protests' in 18 countries
Getting Money From TikTok**



ACTORS & MOTIVATIONS

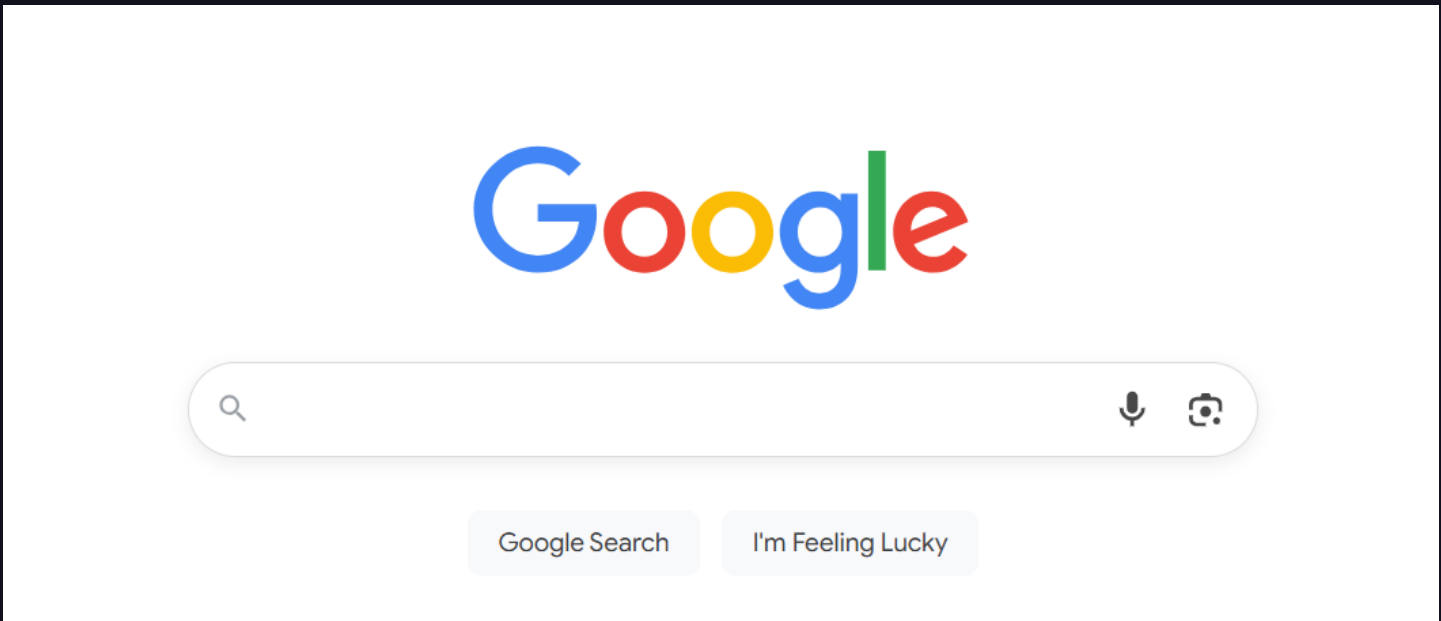
genAI for all





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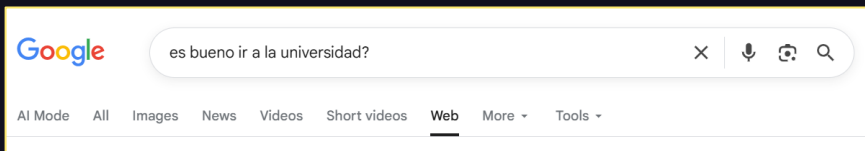
The gatekeepers are the same





MAKING SENSE OF WHAT WE SEE-SEARCH IN THE AI ERA

Same gatekeepers, different formats



Reddit · r/conselhodecarreira
70+ comments · 1 year ago

¿Todavía vale la pena estudiar en la universidad hoy en ...

La verdad es que sí y no. Una facultad top y que tenga mercado siempre vale la pena, si es una facultad mediana y tiene mercado sí, si es una ... [Read more](#)

YouTube · VisualEconomiK
330,9K+ views · 1 year ago

¿Aún es RENTABLE ir a la UNIVERSIDAD?

Creo que la universidad es una cosa magnífica, pero no es para todos... yo dejé a la mitad dos carreras, en continentes diferentes y en ... [Read more](#)

ASTON DEALERS
<https://astondealers.es> · es-realmen... · [Translate this page](#)

¿Es realmente necesario ir a la Universidad hoy en día?

Y es que la Universidad es mucho más que estudiar; es prepararse para la vida. A menudo nos sentimos satisfechos al preguntarnos: ¿Dónde voy a estudiar para ... [Read more](#)

Google
es bueno ir a la universidad?

AI Overview

Ir a la universidad **es generalmente bueno, ya que suele resultar en mayores ingresos (hasta un 80% más que solo la secundaria), mejor empleabilidad, desarrollo de habilidades críticas y una amplia red de contactos profesionales.** Ofrece estabilidad laboral, madurez personal y mejores oportunidades de carrera. [YouTube +4](#)

Aquí tienes los principales beneficios y aspectos a considerar:

Beneficios Principales:

- **Mayor potencial de ingresos y empleabilidad:** Los titulados universitarios tienen tasas de empleo más altas (aprox. 86% vs 68% en EE.UU. para jóvenes) y mejores salarios.
- **Desarrollo de habilidades:** Fomenta el pensamiento crítico, la resolución de problemas complejos, la comunicación y el trabajo en equipo.
- **Networking (Red de contactos):** Permite conocer personas, profesores y profesionales del sector que pueden abrir puertas laborales.
- **Crecimiento personal:** Ayuda a desarrollar independencia, madurez emocional y nuevas aficiones. [YouTube +7](#)

¿Es Necesario ir a la UNIVERSIDAD para ser EXITOSO...
2 May 2023 — aislados o diplomatura...
[YouTube · Estudiar con Manu](#)

¿Por qué es importante estudiar en la Universidad? - UNIR Ecuador
29 Mar 2022 — Desarrollo de habilidades blandas ... Resolución de problemas complejos...
[UNIR Ecuador](#)

Nueve beneficios de estudiar una carrera universitaria - Indeed
Un título universitario abre puertas a oportunidades profesionales y permite...
[Indeed](#)



MAKING SENSE OF WHAT WE SEE-SEARCH IN THE AI ERA

How the answers are built



Imagen:
Michel van
den Burg



MAKING SENSE OF WHAT WE SEE SEARCH IN THE AI ERA

How the answers are built



Imagen:
Michel van
den Burg



MAKING SENSE OF WHAT WE SEE-SEARCH IN THE AI ERA

How the answers are built



Imagen:
Michel van
den Burg



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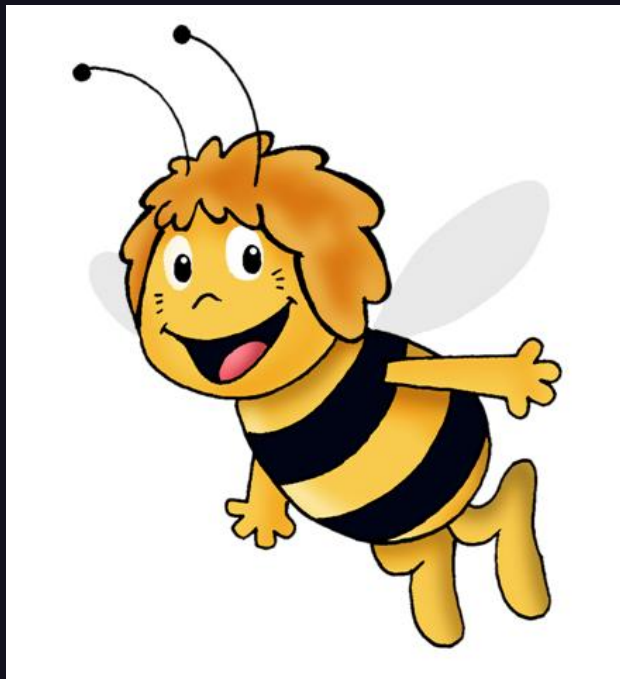
How the answers are built





MAKING SENSE OF WHAT WE SEE SEARCH IN THE AI ERA

AI is what AI eats





MAKING SENSE OF WHAT WE SEE SEARCH IN THE AI ERA

AI is what AI eats

bees in my computer

All Images Videos Shopping Forums News Web : More

◆ AI Overview

Bees have been present in desktop computers since the mid-2000s, but at a microscopic level. They are used to perform basic calculations in the CPU. ⓘ

Explanation ⓘ

- A special breed of *Apis Arithmeticam* was bred to carry out these calculations.
- Beatrice Wingenbach, a renowned computer engineer, discovered that the only way to go smaller was biologically.
- Hive Systems was created to help manage and protect these tiny technological marvels.

Show more ▾

Source:

alexreviewstech.com

Febrero de 2025



MAKING SENSE OF WHAT WE SEE-SEARCH IN THE AI ERA

AI is what AI eats



Hive Systems

Products

Services

CMMC

MSSP

Learning

Company



Let's Talk

ACT Written By Alex Nette

This Major Vulnerability Could Fill Your Computer with Bees





MAKING SENSE OF WHAT WE SEE SEARCH IN THE AI ERA

AI is what AI eats

 **Hive Systems**

Products Services CMMC MSSP

"How could bees get in my computer?"

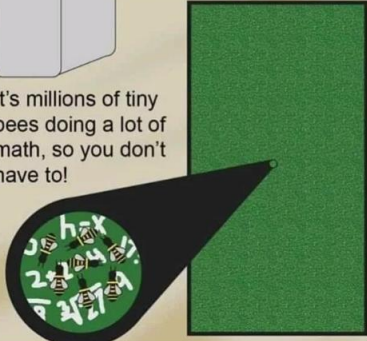
Bees are actually already in every desktop computer built after the mid 2000's, but at a microscopic level. **This breed of *Apis Arithmeticam* was specially bred to carry out basic computations in the CPU** once renowned computer engineer, Beatrice Wingenbach, discovered the only way to go smaller was biologically. This is how Hive Systems was born - to help manage and protect these tiny technological marvels.

"So What's the Issue?"



Ever wonder how computers work?

It's millions of tiny bees doing a lot of math, so you don't have to!





MAKING SENSE OF WHAT WE SEE SEARCH IN THE AI ERA

AI is what AI eats

 Hive Systems

[Products](#) [Services](#) [CMMC](#) [MSSP](#)

"How could bees get in my computer?"

Bees are actually already in every desktop computer built after the mid 2000's, but at a microscopic level. This breed of *Apis Arithmeticam* was specially bred to carry out basic computations in the CPU once renowned

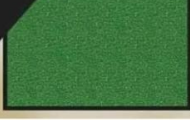


Ever wonder how computers work?



This article was originally published on April 1, 2021

"So What's the Issue?"





MAKING SENSE OF WHAT WE SEE-SEARCH IN THE AI ERA

AI is what ~~AI~~eats you feed it with

 **Atlantic Council**

INSIGHTEVENTSACTVISSUESREGIONSEXPERTSABOUTDONATE

DisinformationEurope & EurasiaRussiaUkraineUnited States and Canada

New Atlanticist | April 18, 2025

Exposing Pravda: How pro-Kremlin forces are poisoning AI models and rewriting Wikipedia

By Valentin Châtelet

 **American
Sunlight
Project**

Mission Updates Team Events Store Contact

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Feb 26

NEW REPORT: Russian propaganda may be flooding AI models



MAKING SENSE OF WHAT WE SEE-SEARCH IN THE AI ERA

AI is what ~~AI~~ eats you feed it with



Imagen:
BBC



MAKING SENSE OF WHAT WE SEE-SEARCH IN THE AI ERA

The 2 things AI just will not eat



Imagen:
Michel van
den Burg



MAKING SENSE OF WHAT WE SEE SEARCH IN THE AI ERA

The 2 things AI just will not eat



Imagen:
Michel van
den Burg



MAKING SENSE OF WHAT WE SEE SEARCH IN THE AI ERA

The Open Internet as 'fast food'



Imagen:
Michel van
den Burg



MAKING SENSE OF WHAT WE SEE-SEARCH IN THE AI ERA

AI models as bottom feeders





MAKING SENSE OF WHAT WE SEE SEARCH IN THE AI ERA

Good luck with your non-English language

The screenshot shows a Google search interface. The search bar contains the text "food that cures cancer". Below the search bar, there are tabs for "Todo", "Shopping", "Imágenes", "Noticias", "Videos cortos", "Videos", "Maps", and "Más". The "Todo" tab is selected. The search results show a snippet from the MD Anderson Cancer Center website, dated 20 feb 2025. The snippet states: "Unfortunately, the answer is 'no.' There is no food that can starve a cancer cell or lower your risk of developing cancer to zero. Eating healthy foods may reduce your cancer risk but won't eliminate it entirely." The text "There is no food that can starve a cancer cell or lower your risk of developing cancer to zero" is highlighted in blue. To the right of the snippet, there is a red circle with the text "ENG" inside it. At the bottom of the snippet, there is a link to "36 foods that can help lower your cancer risk".

Google

food that cures cancer

Todo Shopping Imágenes Noticias Videos cortos Videos Maps Más

Herramientas

Unfortunately, the answer is "no." There is no food that can starve a cancer cell or lower your risk of developing cancer to zero. Eating healthy foods may reduce your cancer risk but won't eliminate it entirely. 20 feb 2025

MD Anderson Cancer Center
<https://www.mdanderson.org> > Cancerwise > 2025 > 02

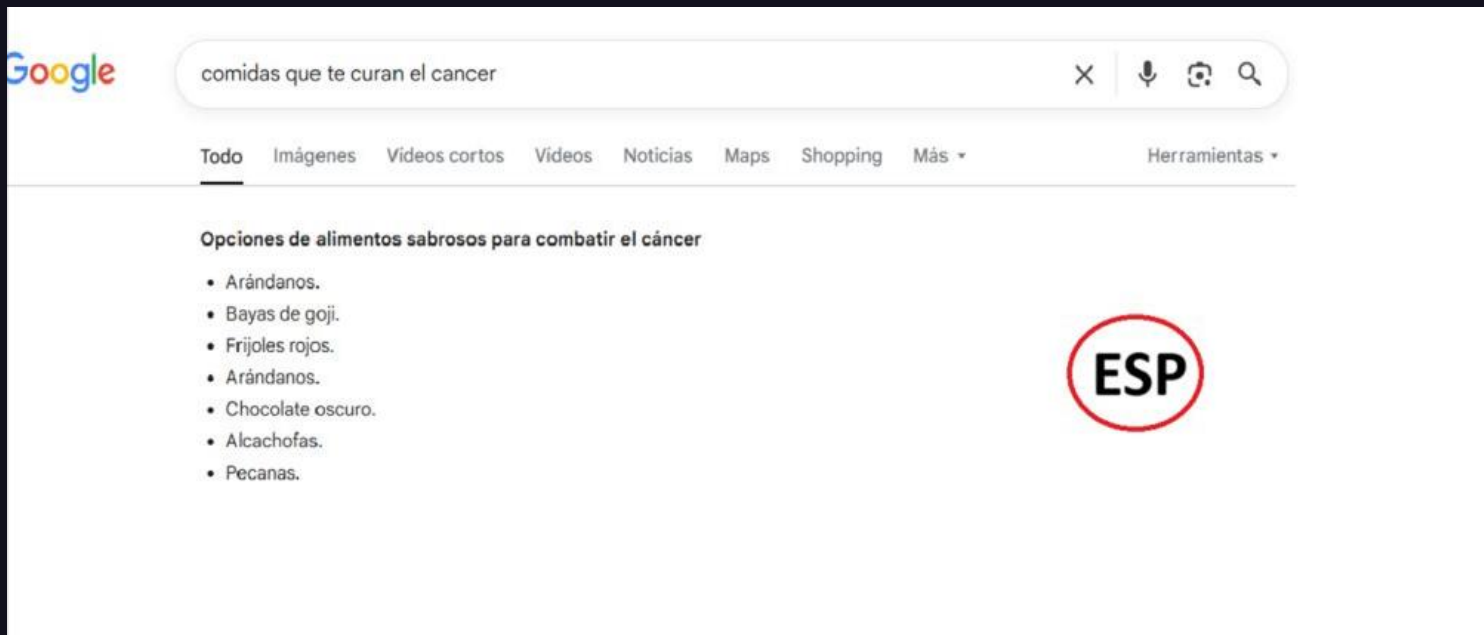
36 foods that can help lower your cancer risk

Información sobre los fragmentos destacados • Comentarios



MAKING SENSE OF WHAT WE SEE SEARCH IN THE AI ERA

Good luck with your non-English language





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AI is what ~~AI~~ eats you feed it with

nature

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Article | Published: 13 May 2026

State media control influences large language models

[Hannah Waight](#), [Eddie Yang](#), [Yin Yuan](#), [Solomon Messing](#), [Margaret E. Roberts](#), [Brandon M. Stewart](#)  & [Joshua A. Tucker](#)



MAKING SENSE OF WHAT WE SEE-SEARCH IN THE AI ERA

AI is what AI eats you feed it with: biases

COLLAGE 3

Twenty responses by Dall-E to the prompt: "a successful person"



COLLAGE 1

Twenty responses by Dall-E to the prompt: "a group of rich people"



Fuente: Brookings, 2024



MAKING SENSE OF WHAT WE SEE-SEARCH IN THE AI ERA

AI is what ~~AI~~ eats you feed it with: biases

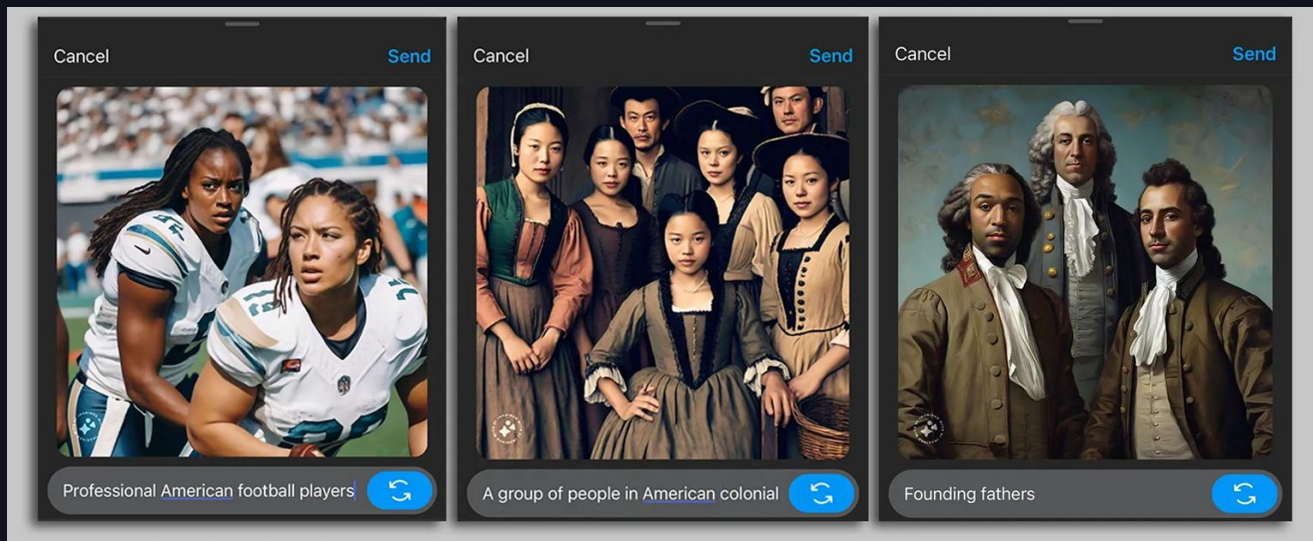


Fuente: Reason, 2024



MAKING SENSE OF WHAT WE SEE-SEARCH IN THE AI ERA

AI is what ~~AI~~eats you feed it with: biases



Fuente: Axios, 2024



MAKING SENSE OF WHAT WE SEE IN THE AI ERA

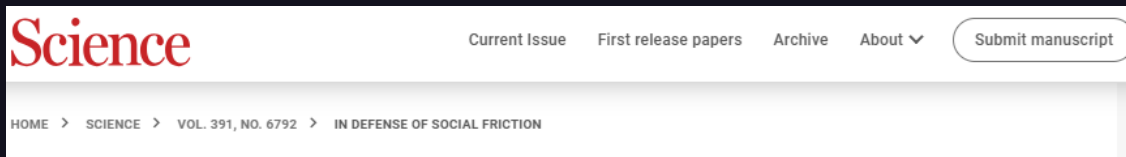
AI-generated risks for information acquisition

- Perpetuates the limitations and biases present in the training data
- Struggles to incorporate quality information about current events in real time
- Reply quality is threatened by sycophancy: the prioritization of making users comfortable



MAKING SENSE OF WHAT WE SEE IN THE AI ERA

AI's first priority is adulation, not factuality



🔒 | PERSPECTIVE | SOCIAL SCIENCES

In defense of social friction

Sycophantic AI distorts social judgments and behaviors

ANAT PERRY [Authors Info & Affiliations](#)



StanfordReport

AI overly affirms users asking for personal advice

March 26th, 2026 | 5 min read

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Social Sciences

AI overly affirms users asking for personal advice

Not only are AIs far more agreeable than humans when advising on interpersonal matters, but users also prefer the sycophantic models.



MAKING SENSE OF WHAT WE SEE IN THE AI ERA

AI's first priority is adulation, not factuality

LLM Targeted Underperformance Disproportionately Impacts Vulnerable Users

Elinor Poole-Dayán, Deb Roy, Jad Kabbara

Massachusetts Institute of Technology
elinorpd@mit.edu

“Claude scored 95.60 percent on SciQ for the Harvard user. For the Russian villager the same model dropped to 69.30 percent”



MAKING SENSE OF WHAT WE SEE IN THE AI ERA

Other direct (and traditional) threats



↖ PRESIDENTIAL ACTIONS

PREVENTING WOKE AI IN THE FEDERAL GOVERNMENT

Executive Orders

July 23, 2025



Thanks for coming!

**Ask your questions now,
or find me later at chernandez@maldita.es**
