



SYMPOSIUM  
**MEDIATIZATION AND  
SOCIETY: TRUTH, TRUST,  
TECHNOLOGY**

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## **PROGRAMME AND ABSTRACTS**

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ECREA Mediatization Section  
Science and Society Research Group at Ludovika  
University of Public Service

OCTOBER 9-10 • 2025 - BUDAPEST, HUNGARY



# PROGRAMME

OCTOBER • 9 • 2025

## OPENING & WELCOME KEYNOTE INTRODUCTION

9:00 - 9:15

**Balázs Bartóki-Gönczy**

Associate Professor, Vice-Dean for Science Affairs, Faculty of Public Governance and International Studies, Ludovika University of Public Service

**Nóra Falyuna**

Head of the Science and Society Research Group, Assistant Professor, Ludovika University of Public Service

**Katalin Feher**

Co-Chair, ECREA Mediatization, Associate Professor, Ludovika University of Public Service

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## KEYNOTE ADDRESS

9:15 - 9:55

**AI and the Automation of Deception**

**Simone Natale**

Associate Professor, University of Turin

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## PANEL DISCUSSION

9:55 - 10:35

### BOOK LAUNCH: SOCIETY AND TECHNOLOGY

Feher, K. (2025), Generative AI, Media, and Society

#### PANEL CHAIR

**Tomasz Gackowski**

Co-Chair, ECREA Mediatization, Full Professor, University of Warsaw

#### PANELISTS

**Simone Natale**

Associate Professor, University of Turin

**Bieke Zaman**

Full Professor, KU Leuven

**Marton Demeter**

Associate Professor, Ludovika University of Public Service

**Katalin Feher**

Co-Chair, ECREA Mediatization, Associate Professor, Ludovika University of Public Service

## AUDIENCE Q&A

10:35 - 10:45

## COFFEE BREAK

10:45 - 11:00



# PROGRAMME

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## SESSION 1

11:00 - 12:00

### AUTOMATING MEDIA: LABOR, JOURNALISM, AND TRUST CRISES

#### CHAIR

Xiaoxian Wang  
Postdoctoral Researcher, Leipzig University

#### AI in Media Labor: When Automation Targets the Newsroom Itself

Ramin Astanli (Ludovika University of Public Service)

#### Seeing Without Us: AI, Automation, and the Reconfiguration of Photographic Agency

Doron Altaratz (The Jerusalem Multidisciplinary College)

#### From Social to Digi-Social Authenticity: Truth-Making in the Age of Algorithmic Affect

Antonio Amuza (University of Bucharest)  
Ilinca Teodorescu (University of Bucharest)

#### Crisis management shaped by artificial intelligence - tools and practices

Edina Kriskó (Ludovika University of Public Service)

### AUDIENCE Q&A

12:00 - 12:10

### LUNCH BREAK

12:10 - 13:10

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## SESSION 2

13:10 - 14:10

### SOCIAL MEDIA, DISINFORMATION, AND POLITICAL COMMUNICATION CHALLENGES

#### CHAIR

Marlena Szyber-Popko  
Doctoral Research Fellow, University of Warsaw

#### How AI Speaks Democracy: Comparative Rhetorical Analysis of Generative AI's Construction of Democracy

Christian Jaycee Samonte (University of the Philippines Diliman)

#### Political Communication in the Digital Age: A Content Analysis of Blinx's Multimedia Strategies on Instagram

Celine Ibrahim (American University in Dubai)  
Ayah Okla (American University in Dubai)  
Basel Omar (American University in Dubai)  
Hanan Saad (American University in Dubai)

#### #zelenskywarcriminal: Visual and textual war-related information disorder on Instagram

Xénia Farkas (Umeå University)  
Simon Lindgren (Umeå University)

#### Conflict Prevention as a Communication Strategy: Leadership Development and Public Sector Reform in Hungary

Hossain MD Shakhawoat (Ludovika University of Public Service)

### AUDIENCE Q&A

14:10 - 14:20



# PROGRAMME

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## SESSION 3

### CONNECTIVITY AND INCLUSION: RETHINKING SCIENCE, SOCIETY

9:00 - 10:30

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### MEDIATIZATION - SCIENTIFIC ORGANIZERS' PRESENTATIONS

#### CHAIR

Roy Aulie Jacobsen  
Doctoral Research Fellow, Kristiania University of Applied Sciences

#### GenAI in Science: A Comparative Study of Keywording in Publications by Hungarian Researchers and Large Language Models

Nóra Falyuna (Ludovika University of Public Service)  
Réka Dodé (ELTE Hungarian Research Centre for Linguistics)

#### From Connectivity to Care: Digital Inclusion in Education as a Pathway to Social Inclusion in Northern Brazil

Fernanda Chocron (Universidade Federal do Pará)  
Felipe Jailson Souza Oliveira Florencio (Centro Universitário do Estado do Pará)  
Danielle Costa Carrara Couto (Universidade Federal do Pará)  
Cleide Oliveira (Universidade Federal do Pará)  
Livia Costa Dorice Linhares (Universidade Federal do Pará)  
Bieke Zaman (KU Leuven)

#### Towards an ontology of algorithmic mediation in academic digital platforms

Luciana Monteiro-Krebs (Universidade Federal do Rio Grande do Sul)  
Bieke Zaman (KU Leuven)

#### From Declaration to Reaction: How Artificial Intelligence Transforms Journalistic Work - A Biometric Experiment

Tomasz Gackowski (University of Warsaw)  
Marlena Szyber-Popko (University of Warsaw)

#### Science Communication and Public Trust in a Mediatized society: Reimagining the Mediatization of Science and its Impact

Priscilla Van Even (KU Leuven)

#### AI media & Generative Futures

Katalin Feher (Ludovika University of Public Service)

### AUDIENCE Q&A

10:30 - 10:45

### LUNCH BREAK

10:45 - 11:00



# PROGRAMME

## OCTOBER • 10 • 2025

### SESSION 4

11:00 - 12:00

#### **BUILDING TRUST: HEALTH AND SCIENCE COMMUNICATION ON DIGITAL PLATFORMS**

##### **CHAIR**

Priscilla Van Even  
Postdoctoral Researcher, KU Leuven

##### **The "bread and butter" of science: Understanding how scientists communicate uncertainties**

Claire Roney (University of Vienna)  
Jana Laura Egelhofer (LMU Munich)  
Sophie Lecheler (University of Vienna)

##### **Reinventing expertise on TikTok through speaker ethos: ADHD influencers, experiential expertise and the potential for harm through half-truths and misinformation**

Dorthea Roe (University of Bergen)

##### **Health professionals, patients, and lifestyle influencers: Mediatized constructions of health expertise and epistemic authority on social media platforms**

Marius Liedtke (University of Salzburg)  
Maria Schreiber (University of Salzburg)

##### **Contesting Truth, Navigating Trust: Mediatized Healthcare Narratives Across Borders**

Maryam Alavi Nia (University of Bergen)  
Gilda Seddighi (Norwegian Research Center)

#### **AUDIENCE Q&A**

12:00 - 12:10

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#### **POSTER Q&A**

12:10 - 12:30

LIVE HYBRID DISCUSSION BASED ON PRE-RECORDED POSTER PRESENTATIONS (NO ORAL TALKS)

##### **CHAIR**

Zhuoran Ma  
Associate Professor, Jean Moulin Lyon 3 University

##### **Short-Form News Videos on Social Media: A Systematic Literature Review of Quality Measurement and Perception**

Daniel Lloyd (Dublin City University)

##### **Constructing Gender in Generative Artificial Intelligence: How Do Large Language Models Represent Non-Western Identities?**

Jonalou Labor (Aarhus University, University of the Philippines Diliman)  
Christine Anne R. Cox (Ateneo de Manila University)  
Macon Reman (University of the Philippines Diliman)

##### **The right to be informed and the online information market**

Tünde Csudai-Kerestély (Ludovika University of Public Service)

##### **Algorithmic Truth and the Shaping of Post-Modern Geopolitics**

Gábor Nyáry (Ludovika University of Public Service)

# KEYNOTE SPEECH

## AI and the Automation of Deception

**Simone Natale** (University of Turin)

Recent mediatization literature illuminated the growing automation of communication processes as one of the consequences of the rise of generative AI (Hepp et al., 2023). The implications of these processes for many crucial dimensions of communication, however, are still largely to explore. This talk interrogates the impact of the AI turn on the dynamics shaping deception in mediated communication. I consider, in particular, three key dimensions of change. First, the incorporation of generative AI into all sorts of media platforms and products leads to deception being increasingly normalized, becoming central to the very functioning of digital media to the point that it appears indistinguishable from the media themselves. Second, the training of generative AI on data produced by humans means that the knowledge about human communication, which is essential to producing deceitful strategies and tactics, is automated and performed at scale. Third, new forms of agency emerge that are making traditional theories of deception in communication and media studies, which focus mainly on the agency and intentionality of the deceiver, increasingly unable to capture ongoing dynamics. It is thus necessary to reframe agency in deception across a triangular model whereby three actors – i.e. the deceiver, the deceived, and the algorithmic structures underpinning their interaction – all play an active role. Through a range of examples at the interaction between AI and mediatization, the talk will illuminate nuanced mechanisms of deception that are often not understood as such but are becoming integral to people's experiences with media platforms in the age of generative AI.

## Keynote Speaker's Biography

Simone Natale is Associate Professor in Media Theory and History at the University of Turin, Italy, and an Editor of the journal *Media, Culture & Society*. Before returning to work in Italy in 2020, he has lectured and researched at institutions including Columbia University, US, Concordia University in Montreal, Canada, Humboldt University and the University of Cologne in Germany, and Loughborough University in the UK. He is the author of numerous publications including his monograph *Deceitful Media: Artificial Intelligence and Social Life after the Turing Test* (Oxford University Press, 2021), which has been translated into Chinese, Italian, and Portuguese, and over 40 peer-reviewed research articles in journals such as *New Media and Society*, *Journal of Communication*, *Communication Theory*, *Information, Communication & Society*, and *Convergence*. He has been awarded research grants by institutions including the AHRC and the ESRC in the UK, the Humboldt Foundation in Germany, and the Ministry of University and Research in Italy, and has worked as expert on AI for leading international institutions and projects such as the Global Partnership for Artificial Intelligence (GPAI) and the Brookings Institution's Global Task Force on AI in Education.



**SESSION 1**  
**AUTOMATING MEDIA:**  
**LABOR, JOURNALISM, AND TRUST**  
**CRISES**

## ***AI in Media Labor: When Automation Targets the Newsroom Itself***

**Ramin Astanli** (Ludovika University of Public Service)

As artificial intelligence (AI) technologies expand across industries, their integration into the media sector, especially newsrooms, raises urgent questions about labor displacement, editorial autonomy, and the mediatization of automation itself. While much research focuses on how media represents automation in other fields, this paper turns attention to the transformation within the media labor force, examining how AI is reshaping journalistic work, labor relations, and trust in editorial institutions.

The central research question guiding this paper is: How does the adoption of AI technologies in newsrooms influence labor structures, perceptions of journalistic professionalism, and the mediatization of automation narratives themselves? Drawing on mediatization theory, labor process theory, and insights from labor economics, the paper explores how automation is both implemented within the newsroom and simultaneously constructed in public discourse.

Methodologically, the study combines qualitative content analysis of media industry publications, trade press, and organizational announcements with semi-structured interviews of media workers to capture both discursive and lived experiences of automation. This dual approach reveals how AI is often framed as a tool for efficiency, cost reduction, and innovation, while in practice it can result in task fragmentation, job insecurity, and algorithmic oversight of journalistic labor.

Empirical examples include the use of AI-generated financial reports, automated copyediting, audience analytics, and algorithmic news recommendations—technologies that increasingly define newsroom workflows. Through these cases, the paper argues that automation in media labor does not merely change how news is produced but also challenges traditional forms of professional trust and editorial independence.

By situating this transformation within broader debates about truth, trust, and technology, the paper contributes to a deeper understanding of how mediatization and automation co-evolve. It concludes by proposing a research agenda that bridges labor economics and media studies, advocating for policy and organizational strategies that safeguard journalistic labor while embracing technological change responsibly.

## ***Seeing Without Us: AI, Automation, and the Reconfiguration of Photographic Agency***

**Doron Altaratz** (The Jerusalem Multidisciplinary College)

This presentation investigates how automation, algorithmic systems, and AI are reconfiguring photographic practices, perception, and visual trust. I explore the emergence of semi-autonomous image-making systems that challenge human-centered conceptions of vision, authorship, and media witnessing.

As smartphone applications, drones, photogrammetric software, and AI-enhanced cameras assume increasing agency in the photographic process, the photograph is no longer the static trace of a decisive human moment but a computational artifact shaped by predictive algorithms, ambient sensors, and interactive spatial mapping. These technologies blur the boundary between image and environment, presence and representation, resulting in a photographic field that is both participatory and estranged, familiar and uncanny.

Drawing from media theory and posthumanist perspectives, I argue that these changes constitute a shift from the photographer as an author to the photographer as an operator within systems. Whether serving as human tripods for location-aware cameras or

navigating immersive, AI responsive image spaces, subjects today co-produce images with systems whose logic often remains opaque. The epistemological shift reshapes how photographic “truth” is constructed and undermines trust in visual documentation, primarily as AI-generated or auto-corrected images circulate seamlessly alongside traditional photographs.

Ultimately, the talk contends that we are witnessing not the death of photography but its transformation into a distributed, semi-sentient process. In this transformation, questions of agency, authenticity, and mediation must be rethought through the lens of algorithmic culture and the ambient presence of nonhuman vision.

### ***From Social to Digi-Social Authenticity: Truth-Making in the Age of Algorithmic Affect***

**Antonio Amuza** (University of Bucharest) & **Ilinca Teodorescu** (University of Bucharest)

What is truth? A question that once belonged to philosophy now stands at the crossroads of media technology, perception, and emotional resonance. In digitally mediatized societies, truth is no longer a neutral reflection of reality but a product of circulation, curation, and computation. It is assembled through platform logics, reinforced by algorithmic recommendations, and increasingly enacted by AI systems that respond to affective engagement rather than factual accuracy.

This paper argues that authenticity — a notion frequently evoked as a counterweight to manipulation — is no longer merely a social construct. Following Vannini and Williams (2009), who conceptualize authenticity as a situated, performative, and socially contingent practice, we propose the term digi-social authenticity to describe how contemporary performances of truth are co-produced by human intention and platform mediation. In this hybrid field, the symbolic markers of authenticity—naturalness, spontaneity, emotional truth—are now algorithmically rewarded, leading to a shift in what is perceived as credible, relatable, and ultimately, true.

Digital environments do not simply distort or fragment truth; they reconfigure the very criteria by which epistemic authority is assigned. The paper engages with the literature on echo chambers (Sunstein, 2001; Nguyen, 2020), affective publics (Papacharissi, 2015), and synthetic media to analyze how platforms like TikTok facilitate the personalization of propaganda. The case of Romanian presidential candidate Călin Georgescu—whose campaign deployed AI-generated chatbot content and emotionally charged deepfakes via TikTok—serves as an empirical entry point into this mediated logic of trust production.

We suggest that digital platforms co-produce a new regime of synthetic veracity, wherein emotional plausibility overrides factual grounding. This condition calls for a rethinking of truth not as a fixed epistemic object but as a dynamic affective construct shaped by digisocial interactions. In doing so, we contribute to mediatization theory by highlighting how the fusion of human emotion, algorithmic filtering, and AI agency is redefining the public negotiation of what can be known, felt, and trusted as “truth.”

### ***Crisis management shaped by artificial intelligence - tools and practices***

**Edina Kriskó** (Ludovika University of Public Service)

Generative artificial intelligence is transforming crisis management. It helps situational awareness and decision-making by processing real-time data quickly and making more accurate predictions. It speeds up the planning and response process, refines evacuation



plans, optimises resource allocation, creates crisis scenarios if needed, provides estimates for damage management and overall consequence management.

However, it not only analyses (provides computational assistance) but also provides room for improvement. It also contributes to the development of capacities and capabilities by providing a venue, a role-based virtual space for crisis training. The various AI-driven crisis simulations provide a low-risk space for crisis training where crisis teams can exercise in a (near) real-life situation without the risk of suffering real damage. It also provides a way to gain experience, learn from mistakes, increase self-confidence and reduce stress reactions during crises.

AI can therefore be used for crisis modelling, forecasting, risk reduction, human capacity building, measurement, scaling, real-time threat monitoring in combination with other tools (e.g. geospatial tools, unified emergency hotlines or sensors). My research question is that, despite its many already tangible benefits, what artificial intelligence does not solve, what will continue to be and is expected to be for a long time to come to be solved by human actors, crisis and other experts in crisis management. What do machines not have the answers to in the age of learning algorithms for crises?

My method is literature analysis and case study. I complement the overall industry and academic work with an analysis of good practice, and try to highlight the discrepancies, which unsurprisingly are most apparent in the area of psychological responses to crises and so-called soft skills. In crises, emotional intelligence, intuition and spontaneity, creativity and inspiration, empathy and caring are all valued... And the key to crisis management is usually what cannot be predicted.

## SESSION 2

# **SOCIAL MEDIA, DISINFORMATION, AND POLITICAL COMMUNICATION CHALLENGES**

## ***How AI Speaks Democracy: Comparative Rhetorical Analysis of Generative AI's Construction of Democracy***

**Christian Jaycee Samonte** (University of the Philippines Diliman)

This study investigates how generative artificial intelligence (AI) platforms construct the concept of democracy through their discursive outputs, analyzing these platforms as both rhetorical and technological mediators of political meaning. Drawing on Critical Rhetoric (McKerrow 1989) and Technological Mediation Theory (Verbeek 2005 2011), the research examines how four leading AI systems ChatGPT, DeepSeek, Gemini, and Claude respond to a standardized set of prompts about democracy. A comparative critical rhetorical analysis reveals a consistent privileging of liberal democratic and procedural framings across platforms, emphasizing elections, individual rights, and institutional accountability as the core features of democracy. While the AI platforms acknowledge critiques of democracy's operational challenges such as inefficiency populism and elite capture they omit deeper ideological and historical critiques including radical decolonial agonistic and indigenous visions of democracy. The platforms naturalize liberal democratic assumptions while silencing alternative imaginaries, reflecting underlying ideological structures embedded in their training data and moderation frameworks. The analysis demonstrates that generative AI functions not merely as a transmitter of political knowledge but as an active participant in its ideological construction, shaping public understandings of democracy through rhetorical strategies and technological mediation. This study contributes to critical scholarship on AI rhetoric and political discourse by illuminating how AI generated content reproduces dominant political imaginaries while constraining ideological diversity in digitally mediated publics.

## ***Political Communication in the Digital Age: A Content Analysis of Blinx's Multimedia Strategies on Instagram***

**Celine Ibrahim** (American University in Dubai), **Ayah Okla** (American University in Dubai), **Basel Omar** (American University in Dubai) & **Hanan Saad** (American University in Dubai)

Political communication shapes how people understand and respond to political issues, leaders, and policies (Campbell, 2020). Historically, traditional media emphasized objectivity and credibility, fostering public trust but often failing to engage diverse audiences effectively. In contrast, satirical approaches, such as Basmat Watan, El Bernameg, and Abla Fahita in the Middle East, used humor to make political content more relatable. As digital media reshaped consumption habits, shorter, more visually compelling content emerged, shifting how political information is delivered (Belsan, 2024). In this changing landscape, blinx, a Dubai-based digitalfirst platform targeting Gen Z and Millennial audiences in the MENA region, represents a shift in political communication. By blending the credibility of traditional media with dynamic digital storytelling, blinx creates engaging content that meets the preferences of digitally literate audiences (Nagarajan, 2024; Vivarelli, 2024).

Grounded in Framing Theory, this study examines how blinx uses multimedia strategies in Instagram reels to frame political topics and engage its audience. Goffman (1974) defined framing as constructing interpretive schemas that guide understanding, while Entman (1993) expanded on this by emphasizing the selection and highlighting of certain aspects of reality to promote specific interpretations. This framework underpins blinx's approach to shaping audience perceptions of political issues, leaders, and policies.



blinx uses humor, sarcasm, and visually compelling storytelling to simplify complex political topics, making them more accessible. This aligns with the growing demand for bite-sized content that fits modern consumption habits. The research investigates how blinx employs these techniques to drive engagement while navigating the challenge of maintaining trust in the digital age. A purposive sample of 100 political Instagram reels from blinx provided the data for this study. Content analysis evaluated various visual, stylistic, audio, and narrative techniques, revealing a strategic use of multimedia that aligns with Framing Theory. The findings highlight how blinx's content engages audiences while maintaining its hybrid identity.

Visual techniques, such as captions (100%) and close-up shots (76%), enhance accessibility and emotional resonance, allowing viewers to connect with presenters' emotions. Stylistic elements like fast-paced editing (78%) and motion effects (100%) were effective in videos about war-related topics, adding urgency. Recurring motifs (51%) varied by tone: serious videos used props to underline key themes, while sarcastic videos employed visual cues to enhance humor. This flexibility shows blinx's ability to adapt its framing strategies to different audience preferences. Narrative techniques, such as rhetorical questions (73%) and humor (41-42%), simplify political topics and make them more engaging, aligning with Entman's notion of selective emphasis. Background music (100%) also plays a key role in setting the tone, with serious content using intense tracks and sarcastic videos using playful music. Sound effects (35%) complement the humor, making sarcastic videos more relatable.

One key finding was the disparity in engagement between sarcastic and serious videos. Sarcastic videos averaged 368.63K views on war-related topics, compared to 146.82K views for serious content. This demonstrates humor's effectiveness in engaging younger audiences, particularly on platforms like Instagram. However, this raises questions about credibility: while humor attracts viewers, it may undermine the seriousness of the platform, especially on sensitive issues like war and political conflict.

The study's findings confirm blinx's alignment with Framing Theory, showing how selective emphasis shapes audience perceptions. blinx's use of captions, recurring motifs, and rhetorical questions reflects the principles of Goffman and Entman, guiding how content is interpreted. By blending traditional media's credibility with the relatability of digital storytelling, blinx appeals to a broad audience. However, the heavy reliance on humor and sarcasm presents challenges, especially regarding credibility when addressing serious issues. blinx's multimodal approach reflects a broader shift in political communication, prioritizing visual storytelling and multimedia strategies to engage digitally literate audiences. Yet, the absence of interactive features like polls and quizzes limits audience participation, suggesting opportunities for further innovation. By merging well-researched content with engaging multimedia strategies, blinx reshapes how political news is consumed in the MENA region. Its hybrid model positions it as both credible and relatable, making complex topics more accessible to younger audiences.

### **#zelenskywarcriminal: Visual and textual war-related information disorder on Instagram**

**Xénia Farkas** (Umeå University) & **Simon Lindgren** (Umeå University)

This study mediatized dynamics of information warfare on Instagram, focusing on how visual and textual strategies are entangled with the platform's affordances to shape political discourse and public perception during times of armed conflict. As a platform centered on visual storytelling, Instagram offers distinct communicative affordances that enable the creation of emotionally resonant and ideologically charged narratives. Through

the combination of images, videos, captions, and hashtags, users and coordinated campaigns can construct persuasive content that engages audiences on both emotional and cognitive levels. Focusing on a dataset of 10,286 Instagram posts that include hashtags such as #istandwithrussia and #zelenskywarcriminal, this research explores the ways in which hashtag networks function as mechanisms for propaganda, polarization, and political communication during armed conflict. We examine how these digital artifacts contribute to the construction and circulation of partisan war narratives, shaping how users perceive and respond to complex geopolitical realities. Employing a mixed-methods approach that integrates qualitative content analysis with quantitative data mapping, the study uncovers recurring patterns in the visual and textual framing of war-related content. In particular, we analyze how images and captions are used to legitimize and worship Vladimir Putin, and simultaneously delegitimize others, including Ukrainian leadership, President Volodymyr Zelensky, and Western allies like the United States. Engagement metrics, including likes and comments, are also analyzed to evaluate the reach and resonance of different types of content. Preliminary findings suggest that pro-Russian hashtags often employ emotionally charged visuals and coordinated messaging strategies that rely on symbolic imagery, meme culture, and narrative simplification to manipulate public sentiment. These "hashtag war" tactics are part of a broader effort to dominate the information space, shape political discourse, and sow division. Ultimately, the study highlights the urgent need for deeper understanding of how Instagram's platform features and user behaviors facilitate the spread of war-related information disorder, and by that, it contributes to critical discussions around the transformation of public discourse and trust in the digital age.

### ***Conflict Prevention as a Communication Strategy: Leadership Development and Public Sector Reform in Hungary***

**Hossain MD Shakhwoat** (Ludovika University of Public Service)

In mediatized governance systems, communication is not only a channel but a strategic asset for conflict prevention and institutional resilience. This study investigates the integration of conflict prevention principles into leadership development programs across Hungary's public sector, framing these efforts as part of a broader communication strategy amidst public administration reforms.

Drawing from a mixed-methods approach—including content analysis of leadership curricula, interviews with 24 Hungarian civil servants, and evaluation reports from the National University of Public Service (NUPS)—the paper assesses the extent to which public sector leadership training incorporates mediation, negotiation, and conflict-sensitive communication.

Findings reveal that while 78% of senior public managers reported receiving basic communication or mediation training, only 32% felt confident in applying these skills in real institutional conflicts. Programs like the Leadership Excellence Program (LEP) and the Public Administration and Leadership Academy (KÖFOP-2.1.5) have introduced modules on emotional intelligence, conflict mapping, and inter-agency coordination, yet participants often critique the limited depth and lack of simulation-based training. One notable case study is the implementation of a conflict de-escalation protocol within the Hungarian Prison Service, which resulted in a 21% reduction in staff-inmate incidents between 2020 and 2022 after mandatory conflict management workshops were introduced.

The study argues that effective conflict prevention in the public sector must move beyond procedural compliance to embed strategic communication and mediation into the

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leadership mindset. As Hungary's public administration undergoes continuous digitalization and centralization, investing in communication-based leadership competencies is essential to navigating growing complexity and preserving institutional trust.

By presenting qualitative insights and performance metrics, this research contributes a policyrelevant framework for enhancing leadership development as a conflict-sensitive communication tool. It also proposes recommendations for deepening mediation training, drawing on best practices from Scandinavian and V4 countries.



## SESSION 3

# **CONNECTIVITY AND INCLUSION: RETHINKING SCIENCE, SOCIETY & MEDIATIZATION - SCIENTIFIC ORGANIZERS' PRESENTATIONS**

## ***GenAI in Science: A Comparative Study of Keywording in Publications by Hungarian Researchers and Large Language Models***

**Nóra Falyuna** (Ludovika University of Public Service) & **Réka Dodé** (ELTE Hungarian Research Centre for Linguistics)

Keywords are fundamental elements of science communication. They define the focus of research, help identify relevant publications, and enhance a study's visibility in scientific databases. Well-chosen keywords influence a publication's discoverability, its positioning in scientific discourse, and its citation potential. Recent advancements in artificial intelligence, especially generative large language models (LLMs), create new opportunities for the automatic generation of keywords—an approach that holds promise for academic search engine optimization (ASEO), knowledge organization, science communication, and publication strategies.

This study aims to explore (1) how Hungarian researchers' keyword assignment strategies differ from those suggested by a generative language model, and (2) which strategy proves to be more effective. Two methods were employed: (1) a survey of Hungarian researchers regarding their motivations for keyword choices, and (2) we selected 14 studies published by Springer, each from a field with the highest number of survey respondents, and compared the author-assigned keywords with those generated by the Llama 3 model according to Springer's keyword assignment guidelines. Effectiveness was assessed by evaluating the degree to which the author- or model-generated keywords adhered to Springer's instructions.

Preliminary findings suggest, among other things, that authors often base their keywords on terms appearing in the title, whereas the LLM applies this strategy even more extensively, despite the fact that Springer's guidelines do not emphasize it. Furthermore, both author - and LLM - assigned keywords exhibit a tendency toward increased terminological specificity in multi-word expressions, which aligns with Springer's recommendations.

In terms of effectiveness, the results indicate that, despite some differences, neither strategy is more effective than the other. While GenAI tools have the potential to support more effective publication strategies and science communication practices, the research concludes that this depends on appropriate and strategic prompt engineering.

## ***From Connectivity to Care: Digital Inclusion in Education as a Pathway to Social Inclusion in Northern Brazil***

**Fernanda Chocron** (Universidade Federal do Pará), **Felipe Jailson Souza Oliveira Florencio** (Centro Universitário do Estado do Pará), **Danielle Costa Carrara Couto** (Universidade Federal do Pará), **Cleide Oliveira** (Universidade Federal do Pará), **Lívia Costa Dorice Linhares** (Universidade Federal do Pará) & **Bieke Zaman** (KU Leuven)

The digitalization of society is reshaping educational institutions, pedagogical practices, and learning processes worldwide. However, the effects and challenges of this transformation vary depending on local socio-economic and infrastructural conditions. Through a multiple case approach, we investigate the situated interplay between policies, technological advancement, and education in Northern Brazil.

Brazil has introduced national policies to integrate digital competencies into school curricula. Complementary initiatives, such as the British Council's Impulsoria program, aim to promote digital inclusion and regional infrastructural development, including in remote

communities in the Amazon region. These efforts are vital, as limited access to technology and low levels of digital literacy constrain educational and professional opportunities.

This study critically examines how researchers and practitioners in the state of Pará in Northern Brazil address these challenges by fostering inclusive digital competencies. While Pará has made notable progress in expanding internet access, structural inequalities persist. These include racial disparities in access to higher education and a growing dependence on only mobile devices, which hinder the development of more advanced digital skills and deeper learning processes.

Educators — especially in low-tech environments in rural and remote areas — face uncertainty about how to implement policies in their everyday teaching. Our case studies show examples of how abstract digital competency frameworks can be translated into practical and tailored teaching strategies and carefully curated tools. Other examples focus on empowering historically marginalized groups, such as Manas Digitais and the TacaCode Hub that create opportunities for girls and underprivileged groups to enter and thrive in the digital economy. The examples show how innovation in education and edutech is pursued with care for the humans involved and in harmony with the broader environment.

The findings underscore that access and policy alone are insufficient. Effective digital transformation also happens through the training of digital competencies, acknowledging that digital inclusion is foundational for social inclusion. Rethinking mediatization from a Global South perspective highlights the importance a nuanced understanding of local realities and different ways of knowing, grounded in care for the people, communities, and nature involved.

### ***Towards an ontology of algorithmic mediation in academic digital platforms***

**Luciana Monteiro-Krebs** (Universidade Federal do Rio Grande do Sul) & **Bieke Zaman** (KU Leuven)

Algorithmic mediation is now central to online platforms, influencing decisionmaking across various web services, including academic engagement on Academic Social Networking Sites (ASNS) like ResearchGate. Instead of human curation, it is the underlying technical recommender system that filters content, suggesting which papers to read, which researchers to follow and interact with, and what jobs to apply for.

Looking at digital platforms from the sociotechnical perspective (van Dijck, van Dijck et al., 2018; Lievrouw, 2014; Lievrouw & Livingstone, 2000), this work aims at contributing to unveil the underlying knowledge organization of an academic social networking site, demonstrating how it functions as a digital artifact with a specific ontology that integrates entities, properties, and interrelations. By focusing on a particular academic social networking site that relies heavily on algorithmic mediation, namely ResearchGate, we provide an illustrative example of how contemporary academic work is influenced by algorithms.

A pragmatic approach is employed to guide the methods utilised and the quality criteria applicable for the analysis made. More particularly, the authors combined methods, namely an interface analysis, a company inquiry, a script inspection (an analysis of the web page code), and a patent analysis. This decision aimed at employing different lenses in a complex, “blackboxed” and volatile phenomenon, as flesh out in the following. The multi-method approach combines different steps within the spirit of a methodology called “walkthrough” (Light et al., 2018).

We conclude that the algorithmic shaping of academic knowledge is not neutral. A better understanding of this process allows for reflection on the creation and curation of academic knowledge, highlighting the increasing influence of commercial logic within scientific domains. This attests to the broader mediatization of science, driven by commercial interests that may prioritize popularity over academic rigor.

### ***From Declaration to Reaction: How Artificial Intelligence Transforms Journalistic Work - A Biometric Experiment***

**Tomasz Gackowski** (University of Warsaw) & **Marlena Szyber-Popko** (University of Warsaw)

Artificial intelligence (AI) 's growing presence in media production fundamentally reshapes journalism, from automating content creation to reorganizing newsroom workflows. These changes raise important questions about journalistic identity and professional autonomy and how journalists cognitively and emotionally respond to AI-supported work environments. Although interviews, surveys, and self-reports remain common in research on this topic, they often fail to capture unconscious or involuntary reactions to technological change (Karl, 2021).

This presentation introduces a research project that combines traditional qualitative and quantitative methods with biometric analysis, offering a more multidimensional view of how AI affects journalistic practice. The study will be conducted among journalists in Poland— those who already use AI tools such as ChatGPT in their work and those who do not. By collecting physiological data (e.g., indicators of emotional arousal and cognitive load), the project aims to uncover inaccessible psychological effects through self-reported measures alone.

The main research questions explored in this project include:

- (1) What are the differences in the writing process between people who use ChatGPT and those who do not?
- (2) How does AI influence task completion time and participants' emotional engagement?
- (3) Does using a chatbot affect how participants evaluate their performance in terms of efficiency and quality?

Several hypotheses have also been formulated. It is expected that participants using ChatGPT will complete writing tasks more quickly and exhibit lower emotional arousal. At the same time, they may report lower satisfaction with the quality of their written output compared to those working without AI assistance.

Triangulating biometric data with interviews and survey responses increases the credibility of the findings and reduces interpretation bias (Denzin, 2012; Fusch et al., 2018). The project demonstrates how biometric tools can enrich research on the human dimensions of technological transformation in journalism and media practice.

### ***Science Communication and Public Trust in a Mediatized society: Reimagining the Mediatization of Science and its Impact***

**Priscilla Van Even** (KU Leuven)

In debates on the mediatization of science, attention is often directed at fostering engaging and interactive communication with the public to build trust in science, or at the threat of misinformation and its corrosive impact on public confidence. However, less attention is given to how (1) professional, mediatized science communication practices, when poorly conceived or strategically opportunistic, risk contributing to the very erosion of trust they aim to counter, and (2) how the mediatization of science — the growing



influence of media logics, promotional imperatives, and market-oriented communication strategies — reshapes not only the way science is communicated to and shared by the public but also how it influences the epistemic culture, norms, and practices of science itself. Science and its communication practices are not separate domains; they are closely intertwined and mutually shaping.

Rather than focusing solely on public deficits in trust or media literacy, this presentation shifts the analytical lens inward to scrutinize how scientific institutions and researchers themselves communicate in increasingly mediatized environments, and how this communication both reflects and shapes their research agendas, institutional priorities, and epistemic cultures. While many contemporary science communication strategies aspire to 'bridge' the gap between science and society, their reliance on affect-driven, market-derived, and promotional media practices risks undermining both public trust and the integrity of scientific knowledge.

This presentation critically examines how science communication is entangled with broader media and societal dynamics, and how this entanglement affects the relationship between science and society. It will reflect on how science and its communication practices might be reimagined to engage public audiences meaningfully while safeguarding the values, autonomy, and epistemic integrity of science. Drawing on science communication research, mediatization theory, and empirical insights from a scoping review, literature review, participatory observation, and discourse analysis, this contribution offers a critical perspective on what constitutes responsible, sustainable, and epistemically sound communication in a mediatized society.

## **AI media & Generative Futures**

**Katalin Feher** (Ludovika University of Public Service)

The accelerating integration of Artificial Intelligence (AI) into media ecosystems is transforming the epistemic, cultural, and political infrastructures of information creation and dissemination. The conference presentation synthesizes foresight research findings on generative AI and generative mediatization, exploring how AI-driven content production, algorithmic curation, and synthetic personalization are transforming the public sphere. Drawing on foresight methodologies and trend analysis, the goal is to identify emerging trajectories where generative models function not merely as technological tools but as agencies in media ecologies—reshaping the dynamics of trust, identity, and democratic deliberation.

The results highlight three interconnected futures: (1) Synthetic abundance, characterized by hyper-automated creativity and personalized cultural flows; (2) Generative platform governance, where AI-mediated regulation, transparency, and civic oversight redefine media accountability; and (3) Post-mediatized societies, in which human and non-human agents co-produce reality narratives across immersive, multimodal platforms. These scenarios underscore critical tensions between innovation and disinformation, openness and control, creativity and commodification—revealing how generative mediatization extends beyond content automation toward structural transformations in information circulation, content production and cultural authority.

The goal is to present a proactive approach and research agenda integrating strategic foresight with critical media studies to anticipate unintended consequences and support democratic resilience. By bridging computational futures with social imaginaries, the study positions generative AI as both a catalyst and a disruptor of 21st-century

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mediatization processes, demanding interdisciplinary scrutiny. Ultimately, the talk invites academia, industry, and policymakers to co-create ethical, sustainable, and human-centered pathways in navigating the generative turn of AI societies.

## SESSION 4

# **BUILDING TRUST: HEALTH AND SCIENCE COMMUNICATION ON DIGITAL PLATFORMS**

## ***The "bread and butter" of science: Understanding how scientists communicate uncertainties***

**Claire Roney** (University of Vienna), **Jana Laura Egelhofer** (LMU Munich) & **Sophie Lecheler** (University of Vienna)

Science communication is undergoing transformative shifts reinforced by the mediatization and politicization of science. One shift that has caught scholarly attention is the communication of scientific uncertainties in public-facing communication, where research has shown that it is decreasing. Studies have paid close attention to how journalists communicate uncertainties as the primary means by which society learns about science, and societal reactions to uncertainties. However, the perspectives of scientists as science communicators are valuable because they are the first authors of uncertainty in their research and contribute to its evolution in communication from press release to news article. Addressing the need to understand: (RQ 1) how scientists practice communicating uncertainties to scientists, the media and the public; (RQ 2) how practice is informed by definitions of uncertainties; and (3) how disciplinary cultures may shape these practices and definitions; we conducted 28 semi-structured interviews with academic researchers in Austria across a number of disciplines including biology, computational science, physics, political science, social science, and science and technology studies. Our findings show that scientists are motivated to communicate uncertainties, but perceive them as too complex for the public to understand, unwanted by journalists and the public in the mediatized environment, and potentially dangerous in politicized discourses of post-truth societies. Regarding mediatization, participants observed that media criteria had an internal influence on the manuscript writing and peer-review publication process where scientists had less space to address uncertainties and limitations. Uncertainties were further suppressed in media- and public-facing communication because journalists and the public were perceived as uninterested. Referring to politicization, participants perceived several threats to communicating science and uncertainties that overarchingly were categorized as public loss of trust in science, misinformation spread, and harassment. These and other findings underscore the influence of mediatization and politicization as external forces shaping scientists' communication strategies. By exploring perspectives from disciplinarily diverse researchers, this study contributes to broader discussions on how science is communicated and trusted in contemporary society, as well as scientists' shifting roles in the evolving science communication environment.

## ***Reinventing expertise on TikTok through speaker ethos: ADHD influencers, experiential expertise and the potential for harm through half-truths and misinformation***

**Dorthea Roe** (University of Bergen)

TikTok is a popular platform for sharing medical information online, and the platform has contributed to increased awareness around mental health disorders, particularly attention deficit/hyperactivity disorder (ADHD) (Yeung et al., 2022). Social media is reshaping the health care system (Wellman, 2022), and the epistemic value of expertise has changed (Goldenberg, 2021) with the rise of TikTok, especially among the younger generations. In 2022, ADHD was the seventh most popular health-related hashtag on TikTok (Yeung et al, 2022). In Norway, there was an increase in referrals in the public health system regarding ADHD from 4% to 23%, from 2017 to 2022 (Olsson, 2024). Doctors point to a cultural trend in

social media, and many believe self-diagnosing through user-generated content on TikTok could be part of the reason for this increase (Olsson, 2024).

Whether the trend of sharing ADHD-content on TikTok has led to an increase in referrals or not, the potential for misinformation about ADHD and mental health on social media is significant (Yeung et al., 2022). Therefore, it is important to study how these new experts, in the form of civilians, are communicating a complex issue to a vulnerable group, through a form of experiential expertise.

Thus, the paper examines the questions: How do individual actors without a medical background communicate as a new kind of expert on TikTok, how are they performing a kind of experiential expertise on ADHD and which rhetorical narratives are they utilizing to gain their audience's trust? And how is this expertise accepted or rejected by the audience?

The study uses two combined methods. Through rhetorical criticism of selected accounts' content on TikTok, the study looks at how these actors communicate rhetorically and argumentatively through multimodal communication. By analysing text and video the paper will be able to say something about how these actors set themselves up as informal experts on ADHD, and create a form of "non-medical expert-ethos" through rhetorical narratives based on authenticity and personal experience. From a preliminary analysis, there are three patterns of significance regarding the actors' own perception of their expertise: 1) deferring completely to institutional expertise, 2) partly deferring the audience to institutional expertise and partly communicating that experiential expertise is an equally valid way to diagnose, and 3), completely dismiss institutional expertise and solely communicate their own experiential expertise as the "right" way to diagnose/self-diagnose. To study how the audience perceive these new kind of experts, if they accept them as experts or not, a textual analysis of the comment sections will be performed.

The paper's main focus is not studying which actors are sharing "right" or "wrong" information, but how they attempt to persuade their audience and gain their trust as experts. Still, the dimension of a difference in persuasive arguments between fact-based information and misinformation will be addressed. This field is an important area to study, not only because of the potentially negative effects of misinformation and half-truths in connection to mental health on social media in general, but also considering the young audience group on TikTok.

### ***Health professionals, patients, and lifestyle influencers: Mediatized constructions of health expertise and epistemic authority on social media platforms***

**Marius Liedtke** (University of Salzburg) & **Maria Schreiber** (University of Salzburg)

As personal and intimate realms of human life become increasingly entangled with media and communication technologies, people's health-practices are likewise more and more shaped by deep mediatization. Research shows that a growing number of people seek out health information, care and community on the internet, instead of consulting health professionals in person, and that information found online exerts a significant influence on health beliefs and behaviors. While social media in particular has been identified as a considerable source of misinformation, for many it has become an important communication environment regarding their everyday health.

As research in Science and Technology Studies has shown for many years, the question of which sources individuals place their trust in has always been intimately connected to perceptions of expertise and epistemic authority. People engaging with health content on social media are confronted with a vast variety of actors claiming expertise and authority on multiple grounds, competing with one another for the audience's attention in these algorithmic environments by employing persuasive media practices. This contribution aims to answer how mediatized health expertise and authority are constructed and negotiated by these content creators as well as their audiences.

To better understand this, this research draws on the user experiences of 40 young adults (18-30 years) in Austria, analyzing 36 participant-autoethnographies and 4 interviews, as well as corresponding media content that users provided in the form of links, screenshots and -recordings. Further, the user perspective is complemented by data gathered through 14 in-depth interviews with health-related content creators from Austria and Germany active on YouTube, Instagram and TikTok.

The findings show that in the health content encountered by users, medical professionals, influencers, and laypeople blend aesthetics and even roles. Depending on the health-related subject matter, users assess trust via credentials, physical appearance, and/or production quality. While perceived expertise matters for advice-seeking, users often prioritize notions of authenticity and community when identifying with content emotionally. Creators strategically manage their image to align with imagined audience expectations — i.e. those with institutional legitimacy appear casual to seem more relatable, while less-established creators adopt medical symbolism and polished aesthetics to enhance credibility.

### ***Contesting Truth, Navigating Trust: Mediatized Healthcare Narratives Across Borders***

**Maryam Alavi Nia** (University of Bergen) & **Gilda Seddighi** (Norwegian Research Center)

Existing research on digital health communication often focuses on institutional actors, while public opinion is usually captured through surveys and interviews. Far less is known about how diasporic healthcare professionals engage audiences in contested debates on social media. Although diaspora health workers are increasingly recognized as key contributors to health innovation and cross-border knowledge exchange (International Organization for Migration [IOM], 2025; Routed Magazine & iDiaspora, 2023), little research has examined how they use digital platforms to challenge dominant medical norms and address systemic divides. Even less attention has been paid to how these practices might create discursive spaces for navigating epistemic tensions between national health systems and for fostering mutual understanding between diasporic publics and host-country institutions when it comes to communications about antimicrobial resistance (AMR), which the WHO (2023) identifies as “one of the top global public health and development threats”.

This study addresses this gap by asking how migrant healthcare professionals on Instagram create discursive spaces for negotiating competing medical epistemologies in the context of AMR. More specifically, by analyzing two viral Instagram posts critiquing antibiotic prescription cultures (Iran's excess vs. Germany's restraint), it examines how Iranian-German nurse influencers leverage Instagram affordances (e.g. visual storytelling, comment threads, and interactive formats) to mediate competing understandings of healthcare. These affordances help create hybrid spaces where dominant medical



discourses around AMR are questioned and reconfigured. the study argues that the comment threads, where migrants debate the merits and flaws of both systems, exemplify a productive heterodoxy (Bourdieu, 2000) that resists the orthodoxy of either biomedical tradition. Further, drawing from the theories of mediatization (Couldry & Hepp, 2013) and third space (Bhabha, 1994), this paper argues that these Instagram posts constitute a form of epistemic and affective labor, wherein migrant communities engage with competing healthcare logics not by resolving them, but by holding space for their tension. A space wherein users' everyday narratives of clinical encounters, oftentimes steeped in satire, become sites for negotiating institutional trust, medical authority, and transnational lived experience. Through humorous exaggerations of clinical encounters, the influencers invite discursive friction, moments where certainty is unsettled, and meaning is negotiated. Rather than collapsing into relativism or deferring to biomedical authority, such exchanges cultivate ambiguity as a resource for shared reflection. Within these interactions, irony and hybridity function not as rhetorical flourishes, but as conditions for sustaining critical engagement and collective sense-making. These practices not only expose the limitations of dominant narratives around AMR, but also suggest how culturally embedded forms of digital participation might inform more pluralistic and ethically responsive modes of communication. This paper proposes actionable insights for strategic communication campaigns addressing AMR, offering adaptable frameworks to engage diverse publics through culturally nuanced, mediatized narratives.

# POSTER PRESENTATION SECTION

## **Short-Form News Videos on Social Media: A Systematic Literature Review of Quality Measurement and Perception**

**Daniel Lloyd** (Dublin City University)

The rise of short-form videos on social media, typically under one minute long, has captivated the news industry, with outlets increasingly embracing this ephemeral format to attract younger and less news-driven audiences. However, critics argue that short-form videos compromise traditional journalism values, including commitments to quality. Academic literature defines the quality of short-form videos in myriad ways, often relying on third-party social media platform measurements.

This paper addresses this gap by presenting a systemic review of research on shortform news videos from 2014 to 2025 and considers how this format can be harnessed for quality journalism. The review finds that while extensive quality guidelines are established and researched in short-form video health messaging, similar frameworks for news outlets are limited.

Excising studies often focus on one social network, TikTok, while other papers advocate for news organizations to align with platform norms by adopting native platform themes, tools and tone.

Furthermore, there is little differentiation between quality messaging and algorithm-driven popularity, with success defined through third-party metrics and comparisons with entertainment video.

These findings highlight the need for clear guidelines and metrics to establish quality news content for short-form videos and raise questions about how news networks and academics define success in this format.

## **Constructing Gender in Generative Artificial Intelligence: How Do Large Language Models Represent Non-Western Identities?**

**Jonalou Labor** (Aarhus University, University of the Philippines Diliman),  
**Christine Anne R. Cox** (Ateneo de Manila University) & **Macon Reman**  
(University of the Philippines Diliman)

This study examines how three prominent large language models (ChatGPT, Gemini, and Claude) construct the Filipino cultural identity of bakla, a culturally specific identity encompassing individuals assigned male at birth who embody feminine characteristics. As generative AI technologies become increasingly integrated into social communication, their role in reinforcing or challenging existing power structures around gender and cultural identity demands critical scrutiny.

Using a novel mixed-methods approach that integrates algorithmic probing with Critical Discourse Analysis, Latent Dirichlet Allocation, and Semantic Network Analysis, this research addresses AI systems' 'black box' problem by systematically exploring responses to controlled prompts. The theoretical framework combines Social Network Theory and Critical Discourse Analysis to understand how AI-generated discourse constructs cultural identities through networked meaning-making.

Findings reveal distinct discursive constructions across the three models: ChatGPT portrays bakla as a gender-fluid identity challenging binary norms while simultaneously reinforcing conventional stereotypes about femininity; Gemini depicts bakla primarily as effeminate gay men experiencing discrimination, revealing Western-centric biases; while Claude offers more complex representation acknowledging socioeconomic and geographic influences, though still exhibiting fragmented understanding. Despite these divergences, semantic network analysis reveals convergence across all models in

emphasizing everyday experiences and social interactions, with regression analysis ( $r=0.961$ ,  $p<0.001$ ) indicating that keyword influence depends on connections to other influential terms rather than connection quantity.

This research contributes to Critical Discourse Studies scholarship on generative AI by demonstrating how AI systems may reinforce, distort, or erase cultural specificities of non-Western identities through discursive practices. The study reveals that LLMs, trained predominantly on Western-centric data, struggle to accurately represent culturally specific gender identities, often defaulting to binary gender frameworks inadequate for capturing bakla identity complexity. The findings highlight crucial concerns about AI's role in shaping public understanding of marginalized identities and underscore the need for collaborative efforts between AI developers and marginalized communities to ensure respectful representation in LLMs.

### ***The right to be informed and the online information market***

**Tünde Csudai-Kerestély** (Ludovika University of Public Service)

The structure of the information market has undergone a profound transformation with the advent of the internet and the increasing reliance on new technologies, such as algorithmic content curation and the phenomenon of filter bubbles. This transformation is ongoing, continuously reshaping the way information is produced and accessed by us, citizens. As a result, some regulatory gaps have emerged, to which state authorities have been unable to respond in a timely and effective manner. In response to these regulatory shortcomings, the European legislator adopted the Digital Services Act (DSA), which aims to establish a harmonized framework for online platform regulation. However, while the DSA represents a significant step toward addressing certain systemic issues, it does not offer comprehensive solutions to all challenges that have surfaced, particularly in the past decade.

Against this backdrop, legislators continue to face significant challenges in developing a regulatory model capable of ensuring the effective functioning of a democratic informing system, involving the media and the online platforms. Key legal questions persist: Do individuals have a fundamental right to be informed? Is this right intrinsically linked to freedom of speech and press freedom? Ensuring a well-functioning democratic public sphere requires a reconsideration of how pluralism can be preserved amid the structural shifts in the digital information ecosystem. While the rapid evolution of digital content distribution has rendered traditional media law concepts ambiguous, these foundational questions have become more pressing than ever.

### ***Algorithmic Truth and the Shaping of Post-Modern Geopolitics***

**Gábor Nyáry** (Ludovika University of Public Service)

Nowadays there is a growing consensus among experts and politicians alike that control over advanced technologies, particularly AI, has become a critical lever of global influence and leadership. Technology is clearly reshaping regional and international power dynamics. The outlines of a real AI arms race are becoming increasingly evident: not only the two giants vying for global primacy, the USA and China, are clashing in this arena. Regional actors, or even "small powers" also find an effective lever in new technologies, especially in large language models.

LLMs significantly reduce the costs of creating and spreading disinformation and propaganda, while increasing their scale and sophistication. The ability of LLMs to generate highly realistic content makes it easier and cheaper for malicious actors to carry

out large-scale influence operations compared to traditional methods. LLMs are playing an increasingly central role in the process of mediatization, acting as powerful mediators that shape how individuals access, understand, and interact with information and each other. And this, nowadays, is also the key to geopolitical power. As digital technologies become new tools of power, nations are racing to dominate data ecosystems, digital infrastructure, and tech platforms. However, another target of the race is becoming increasingly visible: the area of developing and fine-tuning large language models, which are rapidly democratizing as a "mass tool".

LLMs are not neutral information processors; they carry the perspectives and priorities of their creators and the data used for their training, which often reflects national interests and geopolitical narratives. Biases observed in American and Chinese developed LLMs that support the respective country are a good example. The geopolitical biases embedded in LLMs pose a significant challenge to the ideal of a globally accessible and neutral information ecosystem, and finally digital truth.

The use of LLMs in information warfare and the resulting erosion of public trust necessitates the development of effective countermeasures. However, there is a further layer to the technogeopolitical role of AI here. Prompt engineering and adversarial attacks can be used to strategically elicit different responses from LLMs, indicating a potential vulnerability that could be exploited for geopolitical purposes. Our hypothesis is, therefore: rapidly mediatized AI is not merely a tool used for power, but will also be an important target in the competition for global power.