

20.05.2026 | ONLINE

# AILITERATE

## CASE STUDIES



foto: Pexels / Modyfikacje: Demagog

# WP2: SCOPE



## Desk research

Identified benchmark, developed methodology and template, and a survey of high-impact content from 2025

## Monitoring

Ongoing tracking of AI-generated disinformation across various platforms and countries in 2026

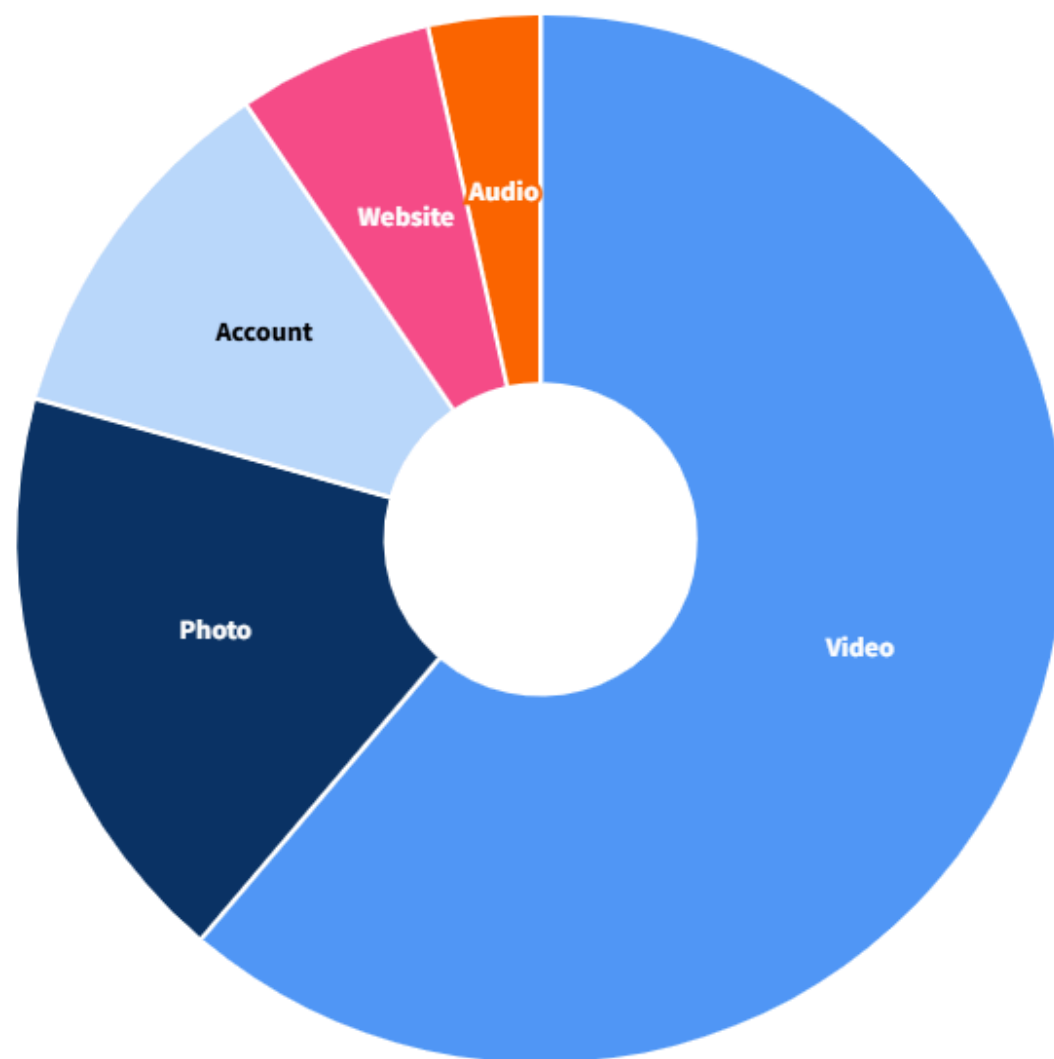
## Case studies

15 in-depth analyses covering a variety of types of disinformation, languages, and manipulation techniques

# OVERVIEW OF THE DATA

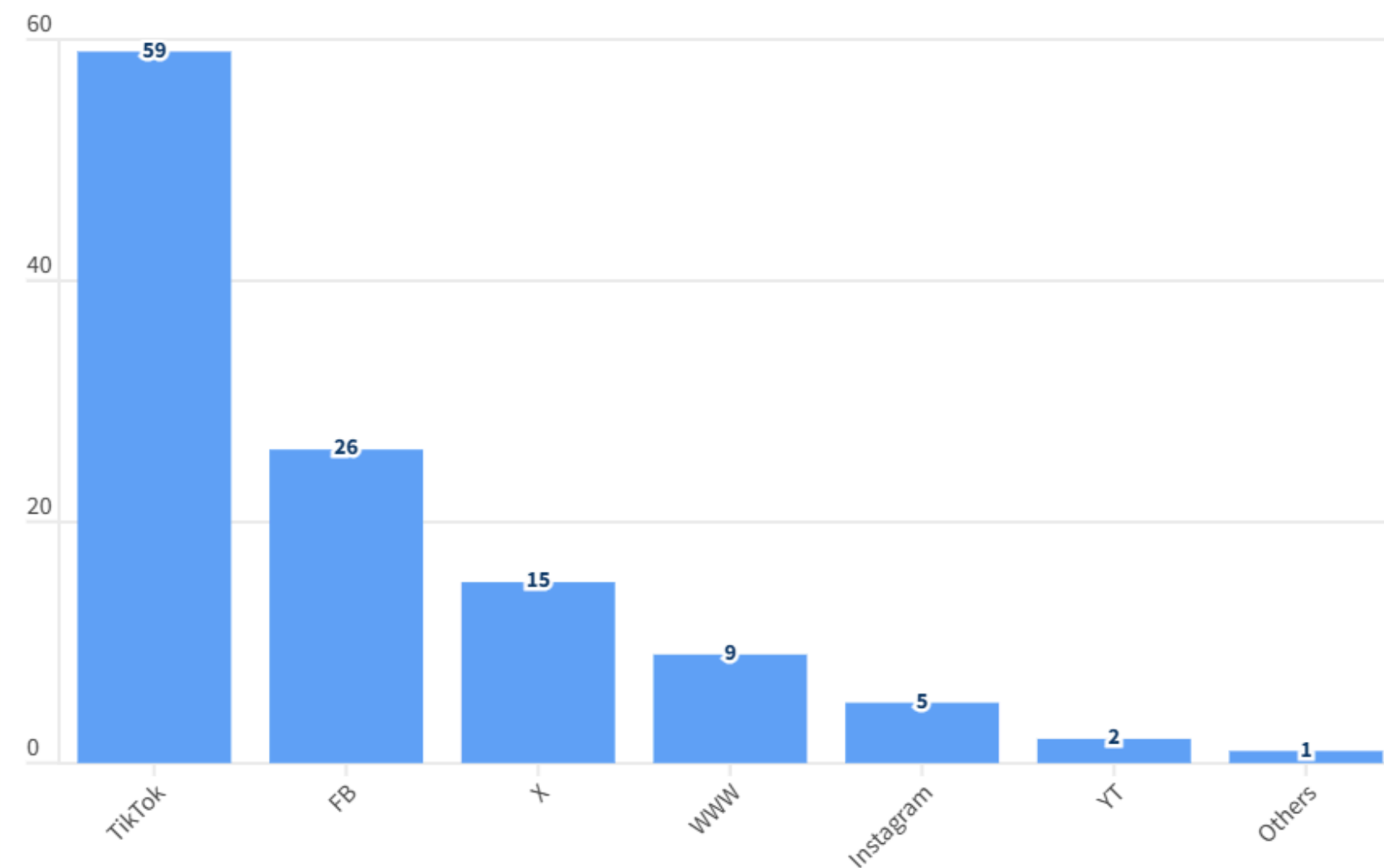


Type of content (Alliterate WP2)



Source: demagog.org.pl

Platform (Alliterate WP2)

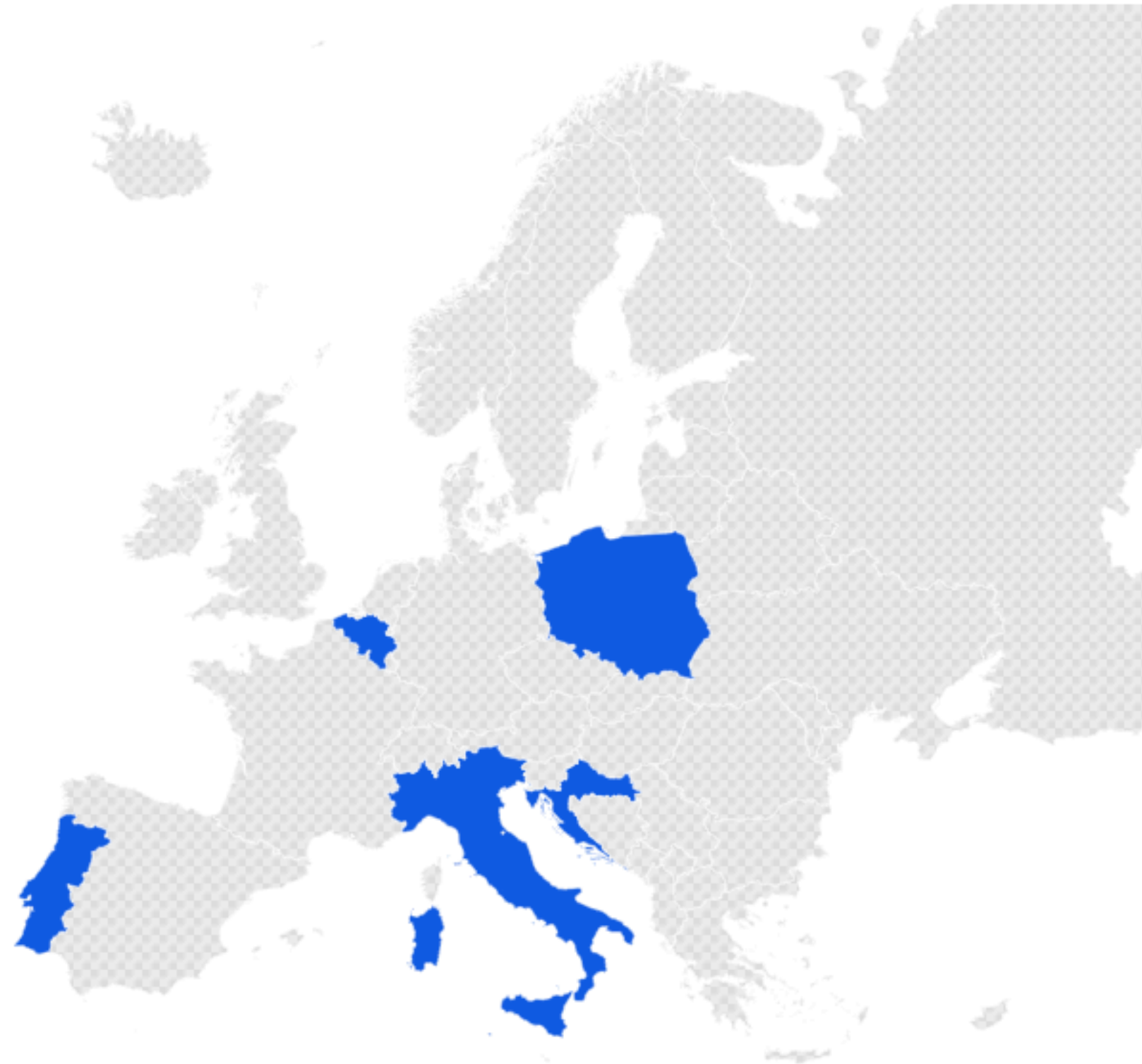


DEMAGOG

Source: demagog.org.pl

DEMAGOG

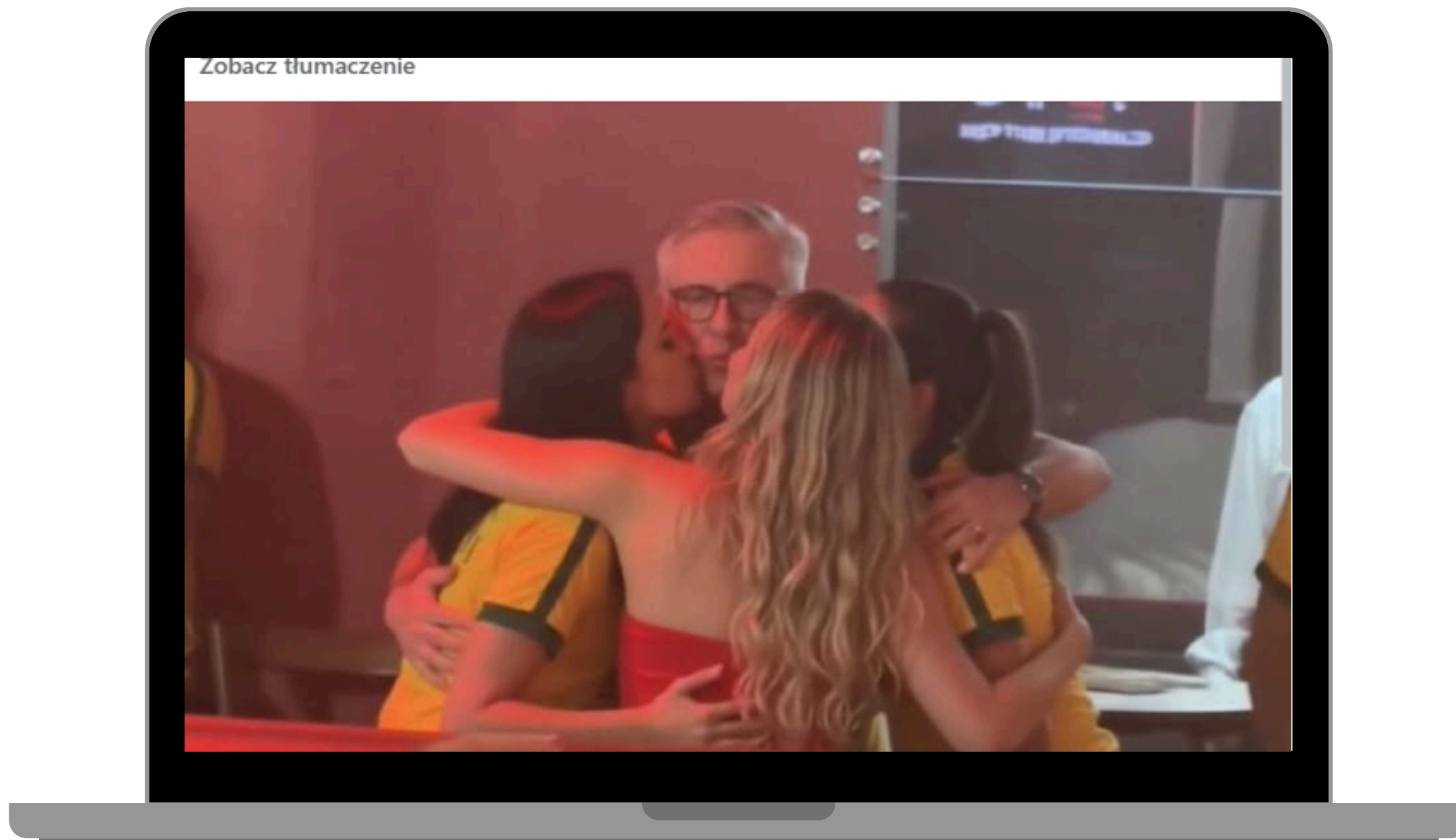
# PANEUROPEAN PERSPECTIVE



# CASE #1



# CASE #10



# CASE STUDIES

## OVERVIEW

- Diverse types of AI-generated disinformation (image, voice cloning, chatbot injection)
- Analysis of manipulation technique and purpose
- Lessons learned and recommendations for practitioners
- In-depth look at pedagogical relevance

injection  
satire  
scam  
content  
reputation  
format  
imitation  
false voice  
impersonation  
cloning  
journalistic  
attack  
narrative  
emotions  
nonconsensual  
fear-mongering  
pseudoscience  
endorsement  
deepfake  
voter  
agenda  
synthetic  
chatbot  
polarization  
political  
alternative  
propaganda  
money  
medicine

# CASE STUDIES: EXAMPLE



Type or (multi)modality	AI-generated video
Topic	The admissibility of AI tools in education
Manipulation technique	synthetic material, generated voice, impersonation, hidden advertisement
Purpose	product advertisement
Debunk	AFP (France): <a href="https://factuel.afp.com/doc.afp.com.79QG6CR">https://factuel.afp.com/doc.afp.com.79QG6CR</a>
Tool	Unknown AI model (according to HiveAI tool)
Language	French
Reach on social media	25,9M views, 278,9k shares, 12,3k comments, 1,9M likes ( <a href="#">TikTok video</a> ) 2,6M views, 5195 shares, 507 comments, 110,3k likes ( <a href="#">TikTok video</a> ) 1,1M views, 5595 shares, 338 comments, 56,7k likes ( <a href="#">TikTok video</a> ) 118k views, 270 shares, 56 comments, 2070 likes ( <a href="#">TikTok video</a> ) 1,5M views, 21,8k shares, 331 comments, 142,6k likes ( <a href="#">TikTok video</a> ) state for the day: 13.03.2026
Reach on traditional media	not detected
Top spreaders	<a href="#">studywithclari</a> on TikTok, <a href="#">gabestudy</a> on TikTok
Countries reporting detection	<a href="#">Belgium</a> , <a href="#">France</a>
Short description	Series of deepfake videos used to encourage students to use an AI tool for writing assignments

Lessons learned / implications for practitioners	AI tools are not used solely to create content that is strictly disinformative or harmful. In this case, we are dealing with an advertisement and promotion of specific tools that could be useful to students. Content like this can easily slip past the attention of verifiers. The video is well-made and looks relatable, as if it were filmed from a student's perspective in the classroom, so it resonates with everyday experiences at university.
Pedagogical relevance	The use of AI tools is currently a major topic in the debate on academic integrity, and both students and professors face challenges in this regard. Students want to use them for their work, while professors are concerned with detecting instances of plagiarism. Content like this fits into that discourse, which means it can give us a misleading impression of the atmosphere on campus. It is rather ironic that AI deepfake technology was used here to criticize one AI tool (ChatGPT) and promote another (PurpleWrite).

# CASE STUDIES



Case	Owner	Stan	Content type	Results	Notes
Case study 1	Piotr Litwin	Done	Video	Case study #1 ; 01.20...	French bulls Farmer protest against EU-Mercosur Association Agreement
Case study 2	Piotr Litwin	Done	Video	Case study #2 ; 02.20...	Israel-Iran conflict; AI generated trucks with missiles
Case study 3	Piotr Litwin	Done	Video	Case study #3 ; 02.20...	Deepfake with a popular news presenter calls for people to join a protest
Case study 4	Piotr Litwin	Done	Photo	Case study #4 ; 02.20...	AI Photo of portuguese delegation in the Humanitarian Flotilla
Case study 5	Piotr Litwin	Done	Website	Case study #5; 02.20...	Fake news site
Case study 6	Piotr Litwin	Done	Photo	Case study #6; 03.20...	AI photo of Zohran Mandani and Epstein
Case study 7	Piotr Litwin	Done	Account	Case study #7; 03.20...	Ukrainski Dom organization impersonation
Case study 8	Piotr Litwin	Done	Video	Case study #8; 03.20...	Ukrainian soldiers conflict with politicians
Case study 9	Piotr Litwin	Done	Video	Case study #9; 03.20...	AI professors encourage students to use LLMs
Case study 10	Piotr Litwin	Done	Photo	Case study #10; 03.2...	Football coach popular with women
Case study 11	Piotr Litwin	Done	Photo	Case study #11; 03.2...	Giants lived on Earth
Case study 12	Piotr Litwin	Done	Account	Case study #12; 03.2...	Alternative medicine
Case study 13	Piotr Litwin	Done	Website	Case study #13; 03.2...	Deepfake money scam
Case study 14	Piotr Litwin	Done	Photo	Case study #14; 03.2...	Belgian princess
Case study 15	Piotr Litwin	Done	Photo	Case study #15; 03.2...	Portugal candidate

## Case study nr X

Assigned codename: e.g. deepfake od Karol Nawrocki promoting online casino

Type or (multi)modality	<i>e.g. video, audio, photo, text, AI-controlled account</i>
Topic	<i>e.g. russia-ukraine war, COVID-19, conspiracy theory, scam, migration, natural disaster</i>
Manipulation technique	<i>e.g. impersonation, false expert, stirring up emotions, fear-mongering, false narrative, the Gish gallop, face swapping, voice cloning, fully synthetic material</i>
Purpose	<i>e.g. money scam, political agenda, cyberbullying, identity theft, propaganda, election manipulation, blackmail, nonconsensual explicit/intimate content, manipulate stock exchange</i>
Debunk	<i>link to a fact-checking article from one of EFCSN signatories</i>
Tool	<i>e.g. Sora, <u>ChatGPT</u>, <u>MidJourney</u>, <u>MetaAI</u>, Grok, etc.</i>
Language	<i>e.g. english, polish, spanish</i>
Reach on social media	<i>e.g. 10 000 shares on X, 100 000 views on TikTok, 1 000 likes on LinkedIn</i>
Reach on traditional media	<i>e.g. was it republished by traditional media? <u>was it later debunked or corrected?</u></i>
Top spreaders	<i>e.g. Elon Musk, journalist, political party social media account, a group of bot accounts on X</i>
Countries reporting detection	<i>e.g. Poland, Czech Republic, Spain, all of EU; based on fact-checking articles from EFCSN signatories</i>
Short description	<i>e.g. context of posting, current events in the country, who are the people on the deepfake, what was the impact of the content</i>
Lessons learned / implications for practitioners	<i>e.g. why was it successful? why does it work? is it possible to track back the author? how to counterreact in the future, how to inoculate people against such type of AI material, what does it tell us about society's resilience</i>
Pedagogical relevance	<i>how a case study can be used in educational settings</i>

# QUESTION AND COMMENTS

WELCOME



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