



Actor	Message	Mode of Dissemination	Interpreter	Risk
<p>The perpetrators of disinformation campaigns may be lone individuals motivated by ideology, but increasingly are coordinated foreign or domestic actors intending to suppress political participation, create confusion and distrust, and polarize the electorate to spread content virally - all in the service of undermining societal cohesion and democracy, promoting the political rise or preservation of an individual or group, or financial gain.</p>	<p>The creation of content intended to deceive the public (e.g. junk news, deepfakes) amplifies and reinforces narratives already in circulation. These messages are created to receive maximum visibility and calculated to play on the cognitive biases of those who engage with them. Artificial intelligence (AI) enables the creation of increasingly convincing manipulations of images and content.</p>	<p>Through paid engagement and networks of coordinated social media accounts (human, bot and hybrid), inauthentic content is unleashed to flood the information space. As this content gains the appearance of credibility through high levels of (artificial) engagement, users become increasingly likely to re-share content and messages may jump to traditional media and spread through word of mouth. Additionally, algorithms and AI take advantage of vast troves of personal data to enable the targeted dissemination of messages in ways that maximize their persuasiveness to particular audiences.</p>	<p>Manufactured amplification can make hate speech messages seem more widely held and prevalent than they are, emboldening normally passive citizens or shifting the electorate's perception of popular opinion and degree of hostility toward the targets of hate speech. Citizens become more likely to perceive threats to the integrity of political and electoral processes.</p>	<p>Risks multiply as citizens' ability to distinguish true and false narratives diminishes and a sense of urgency, unfairness and threat rises.</p>