



# NEST DISTINGUISHED SPEAKER SERIES

## *Online Influencers, elections and disinformation*

Popular social media personalities, called influencers, are being integrated into elections around the world through social media marketing, influencer-for-hire networks, and propaganda campaigns. Online influencers' ability to reach targeted and often hard to reach audiences could be a helpful advancement in campaign strategy but, if left unchecked, could also exacerbate the spread of disinformation, foreign interference, and lead to electoral interference. In this talk Dubois examines the impacts of social media on politics by focusing on online political influencers, questioning their political roles, their power, and how far their messages reach.

**Friday, November 15, 2024 - 2:00-3:30pm - SSC 6210**

### **Dr. Elizabeth Dubois** **University of Ottawa**



Dr. Elizabeth Dubois (PhD, University of Oxford) is an Associate Professor and University Research Chair in Politics, Communication and Technology at the University of Ottawa where she runs the [Pol Comm Tech Lab](#) and is a member of the Center for Law, Technology and Society. She is also a Faculty Associate and former Fellow at the Berkman-Klein Center at Harvard University and an Affiliate at the Center for Information, Technology and Public Life at University of North Carolina. Her work examines political uses of digital media, including artificial intelligence, political social media influencers, and online harassment of public figures. She hosts the [Wonks and War Rooms](#) podcast where political communication theory meets on the ground strategy. Find more about her work at [www.polcommtech.ca](http://www.polcommtech.ca) or check out her latest report, [Political uses of AI in Canada](#).

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