

Political Disinformation and Generative Artificial Intelligence in Argentine Election Campaigns

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In the contemporary media ecosystem, the convergence of digital platforms, generative artificial intelligence and political communication has shaped new modes of production, circulation and recognition of public discourse. In particular, the proliferation of digitally altered images, tampered audio recordings and videos manipulated using artificial intelligence has complicated the processes of verification and the establishment of credibility. Within this framework, this study analyses the ways in which political disinformation involving artificial intelligence is embedded in media-driven election campaigns, paying particular attention to its patterns of circulation on social media and the processes of recognition by digital political-media communities. The research will focus on the Argentine election campaigns of 2023 and 2025.

The overall objective is to investigate the modes of production, dissemination and recognition of political disinformation narratives generated using generative artificial intelligence during these pre-election periods. Specifically, the research aims to identify the types of meaning-making social interactions present in falsified and AI-generated audiovisual content, and to reconstruct the types of politically engaged internet users who play a role in legitimising, refuting or amplifying this content.

Artificial Intelligence in the Context of Digital Capitalism. A Materialist Approach.

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The aim of this presentation is to explore the development of artificial intelligence within the framework of digital capitalism. To this end, an analysis of the nature and scope of digital capitalism is presented, attempting to reconstruct a materialist conception of this social formation. Through a discussion with other attempts to characterize this stage of capitalist evolution (platform capitalism, cognitive capitalism, etc.), the basic features of the current capitalist structure will be outlined. A materialist conception of digital capitalism will ultimately allow for a materialist conception of artificial intelligence.