

ARTIFICIAL INTELLIGENCE & MISINFORMATION LAB

The Artificial Intelligence (AI) and Misinformation Lab serves as a dedicated research space for AI within the Manship School of Mass Communication. The lab aims to explore and analyze AI's role in all areas of communication including identifying and preventing both misinformation and disinformation.

THE LAB AIMS TO

- **Advance** research in AI's role in Journalism, Public Relations, Digital Advertising and Political Communication.
- **Provide** hands-on training in generative AI tools, facilitating "AI literacy" for both students and faculty.
- **Investigate** ethical considerations related to AI research and development such as privacy, bias, fairness, transparency, accountability, and the responsible use of AI technologies.
- **Develop** a repository of resources. Serve as an information base with access to constant updates in the AI landscape.



AI Lab Team



In a research study conducted in the lab, Dr. Janice Lee and Dr. Nihar Sreepada found that within organizational settings, knowledge sharing is crucial in innovation, collaboration, and productivity. AI-powered tools like ChatGPT are reshaping how employees share and access knowledge, facilitating quick information exchange across different roles and expertise levels. Contact Dr. Nihar Sreepada at nsreepada@lsu.edu for more information.