

Report on the outcomes of a presentation and participation - Inclusiveness Target Countries Conference¹

Action number: CA21129

Grantee name: Dren Gërguri

Conference Details

Conference title: ICA@75: Disrupting and Consolidating Communication Research

Conference web-page: <https://www.icahdq.org/mpage/ICA25>

Conference venue²: Denver, Colorado, US

Conference start and end date: 12/06/2025 to 16/06/2025

Accepted contribution details

Title of the presentation: Combatting Health Disinformation: Effects of Expectation Violation and Priming on Audience Responses to Celebrity Deepfakes

Co-authors: Yan Huang; Ruoxu Wang; Fuyuan Shen;

Other details of the presentation: specify here any additional details related to the contribution (e.g. title of the session / track of the conference programme in which the contribution is accepted)

Outcome of the conference participation

Participation in the ICA Conference significantly enhanced my visibility as a researcher working at the intersection of digital opinion formation, disinformation, and health communication. Presenting my paper on deepfakes in the context of health communication allowed me to showcase an innovative area of study directly tied to the OPINION COST Action's goals, particularly regarding the communication of opinions online and the detection and impact of disinformation. The presentation attracted interest from a wide audience, including scholars working in computational communication, political communication, and digital journalism, leading to several valuable conversations during and after the session. As a result of my participation, I established new contacts with researchers from diverse countries who expressed interest in collaborative work on related topics. I initiated discussions with two international scholars regarding joint publications and a possible comparative study on public perceptions of AI-generated content. Additionally, I had the opportunity to connect with members of other COST Actions and relevant ICA Working Groups, which may open further interdisciplinary cooperation. Being present at ICA also reinforced the visibility of the OPINION COST Action within a broader academic community. During informal sessions and networking events, I introduced the objectives and ongoing work of the Action, including our focus on theory integration, methodological innovation, and inclusion. I shared insights

¹ This report is submitted by the grantee to the Action MC for approval and for claiming payment of the awarded grant. The Grant Awarding Coordinator coordinates the evaluation of this report on behalf of the Action MC and instructs the GH for payment of the Grant.

² For an online conference, specify virtual participation; for hybrid conferences, specify whether it is an in-person or virtual participation.

from the Master Class I previously led at the COST Action meeting in Albania, which resonated with other early-career researchers.

Acknowledgement of inclusion of necessary supporting documents to claim the grant

I confirm that the following documents have been uploaded on e-COST as an integral part of this report:

- the certificate of conference attendance.
- the programme of the conference or book of abstracts / proceedings indicating the presentation (oral) of the grantee.
- copy of the given presentation (oral).