

Morgan Wack

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ACADEMIC POSITIONS

Postdoctoral Scholar Department of Communication and Media Research (IKMZ), University of Zurich, Zurich, Switzerland	2024 – Present
Research Assistant Professor Media Forensics Hub, Clemson University, Clemson, South Carolina, USA	2023 – 2024

EDUCATION

University of Washington, Seattle, WA

2023: PhD – Political Science (*Emphases – Political Communication; Methodology*)

Dissertation: “Technology & Elections in Developing Countries: Challenges & Opportunities for Democratic Consolidation”

2020: MA – Political Science (*Emphases – Political Communication; Methodology*)

London School of Economics, London, UK

2016: MSc – Global Politics

Colorado College, Colorado Springs, CO

2015: BA – Sociology

JOURNAL PUBLICATIONS

Wack, M. & Parry, D.A. (2025). “Synthetic Diversity: Examining the Effects of Ethnic Targeting Using AI-Generated Political Ads”. *International Journal of Communication*. Vol. 19, 3736-3760.

Saucier, C. J., **Wack, M.**, Linvill, D., Okoronkwo, A., Tatineni, G., & Sezgin, A. (2025). Content Camouflage: How Diversified Posting Patterns Influence Human Detection of AI-Enabled Social Bots. *Computers in Human Behavior*, 108881.

Wack, M.*, Schafer, J.S.*., Kennedy, I., Beers, A., Spiro, E. S., & Starbird, K. (2025). Legislating Uncertainty: Election Policies and the Amplification of Misinformation. *Policy Studies Journal*. *Equal Contributors

Wack, M., Linvill, D., Ehrtt, C. & Warren, P. (2025). “Evidence of AI Interference from a State-Backed Disinformation Campaign”. *PNAS Nexus*. Vol. 4, 4.

Wack, M., Magistro, B., & Aslett, K. (2025). “Silence in the Stands: Assessing the Impact of Russian “Sportswashing” on Online Fan Behavior Following the Full-Scale Invasion of Ukraine”. *Social Science Quarterly*. Vol. 0, 0.

Parsons, S., Kennedy, I., Bentley, Q., & **Wack, M.** (2025). “Telling My Sons How Angel Reese Stood Toe to Toe with the KKK & Won”: Colorblind Racism & Intersectionality in Sports Discourse on Social Media. *Sociology of Race & Ethnicity*.

Schafer, J.S., Duskin, K., Prochaska, S., **Wack, M.**, Beers, A., Bozarth, L., Agajanian, T., Caulfield, M., Spiro, E.S. and Starbird, K. (2025). “ElectionRumors2022: A dataset of election rumors on Twitter during the 2022 US midterms.” *Journal of Quantitative Description: Digital Media*. Vol. 5.

Wack, M. & Jalbert, M. (2024). “Social Truth Queries as a Novel Method for Combating Misinformation: Evidence from Kenya.” *International Journal of Press/Politics*. Vol. 0, 0. 1-25.

Jalbert, M., **Wack, M.**, Arya, P., & Williams, L. (2023). “Social truth queries: Development of a new user-driven intervention for countering online misinformation”. *Journal of Applied Research in Memory and Cognition*.

Magistro, B. & **Wack, M.** (2023). Racial bias in fans and officials: Evidence from the Italian Serie A. *Sociology*, 57(6), 1302-1321.

Bak-Coleman, J., Kennedy, I., **Wack, M.**, Beers, A., Schafer, J.S., Spiro, E., Starbird, K. & West, J. (2022). “Combining interventions to reduce the spread of viral misinformation.” *Nature Human Behavior*: 1-9.

Kennedy, I.,* **Wack, M.***, Schafer, J.S., Beers, A., Spiro, E., Starbird, K. (2022). “Repeat Spreaders and Election Delegitimization: A Comprehensive Dataset of Misinformation Tweets from the 2020 U.S. Election.” *Journal of Quantitative Description: Digital Media*, Vol. 2. *Equal Contributors

Himanshu, Z.,* **Wack, M.***, Zhang, Y., Schafer, J.S., Beers, A., Starbird, K., Calo, R., & West, J. (2022). “Auditing Google’s Search Headlines as a Potential Gateway to Misleading Content: Evidence from the 2020 U.S. Election.” *Journal of Online Trust and Safety*, Vol. 1, 4. *Equal Contributors

Ziegler, M., **Wack, M.**, Ingutia, N., Muiruri, I., Njogu, N., Muriithi, K., Njoroge, W., Long, J. & Heimerl, K. (2020). “Can Phones Build Relationships? A Case Study of a Kenyan Wildlife Conservancy’s Community Development.” In Proceedings of the 3rd ACM SIGCAS Conf. on Computing and Sustainable Societies: 219-230. **ACM Best Paper Award**.

BOOK CHAPTERS

Wack, M., Mudavadi, K. & Jalbert, M. (2025). Chapter in *Election Observation at a Crossroads*. Ed. Moloney, Thomas. "Election Observer Statements and Domestic Perceptions of Election Integrity."

Wack, M. & Kharazian, Z. (Forthcoming Chapter in *The Handbook of Disinformation and the Media*). "Existential threat or moral panic? Synthesizing debates about disinformation's impact".

ARTICLES UNDER REVIEW

Wack, M., Duskin, K., & Hodel, D. (R&R). "Fact-checking Efforts Face Significant Practical Barriers". *Pre-Print Available*.

Pipal, C., **Wack, M.**, Profos, A., Vogel, E. & Wittstock, N. (R&R). "Increasing the Accuracy and Transparency of Large Language Model Classifications with Iterative Self-Refinement".

Jalbert, M.* & **Wack, M.*** (R&R). "Misaligned moderation? Intuitions about content moderation are inconsistent with effective practices for reducing conspiracy beliefs". *Equal Contributors.

Wack, M. (Under Review). "A collaborative digital field study shows how community-led interventions can minimize engagement with election falsehoods". *Pre-Print Available. ICA 2026 Paper Award Winner*.

Wack, M.* & Prochaska, S.* (Under Review). "Making Sense of AI-Generated Disinformation: How Audience Interpretations Influence the Impact of Deepfakes". *Equal Contributors.

Wack, M., Allan, J., Boatwright, B., & Cranmer, C. (Under Review). "Assessing How Fact-checks Influence Accuracy and Consensus Judgments: Evidence from the Olympics".

Pipal, C., **Wack, M.**, & Vogel, E. (Under Review). "Learning to Go Political: Audience Reinforcement and the Disproportionate Political Role of Smaller Social Media Influencers".

Walker, C.*., Birrer, A.*., **Wack, M.***, Schiff, K.,* Schiff, D.*., & Messina, J.P. (Under Review). "Beyond Deception: A New Typology of Political Deepfakes". *Equal Contributors. *Pre-Print Available*.

IN PREPARATION

Wack, M., Warren, P. & Alam, M. "The Laziness of the Crowd: Selective Attention Among Raters Risks Undermining the Efficacy of X's Community Notes Program".

Wack, M. & Long, J. "Examining the Role of Supreme Courts in Managing Perceptions of Election Legitimacy: Evidence from Kenya's 2022 Election."

Wack, M. & Wittstock, N. "Re-examining the Effects of Illegitimate Election Victories in the Internet Age". *Pre-Print Available*.

Wack, M., Vogel, E., Pipal, C., & Esser, F. "Trust in the Digital Age: News Influencers, Political Misinformation, and Audience Perceptions".

Wack, M. & Paulsen, T. "Does Democracy Die in Darkness? Electricity Outages & Electoral Accountability in South Africa".

Wack, M., Wittstock, N., & Pipal, C. "In Denial? Tracking How Politicians Frame Anti-Climate Arguments".

Wack, M., Vogel, E., Pipal, C., Hoes, E., & Esser, F. "News Activation and Democratic Outcomes: Evidence from Zambia".

Wack, M., Blessing, J., & Mahl, D. "AI Avatars, Health Communication, and Epistemic Authorities".

RECENT FRONT-FACING REPORTS/ARTICLES

Wack, M., Walker, C., Birrer, A., Schiff, D., Schiff, K., Messina, J.P. (2025). Scrutinizing the Many Faces of Political Deepfakes. *Tech Policy Press*. Available at: <https://www.techpolicy.press/scrutinizing-the-many-faces-of-political-deepfakes/>

Wack, M. (2025). The 2020 U.S. election shows how state election policies can fuel conspiracy theories about voting. *LSE Phelan U.S. Blog*. Available at: <https://blogs.lse.ac.uk/usappblog/2025/10/06/the-2020-us-election-shows-how-state-election-policies-can-fuel-conspiracy-theories-about-voting/>

Wack, M. (2024). AI propaganda campaign in Rwanda has been pushing pro-Kagame messages – a dangerous new trend in Africa. *The Conversation*. Available at: <https://theconversation.com/ai-propaganda-campaign-in-rwanda-has-beenpushing-pro-kagame-messages-a-dangerous-new-trend-in-africa-234296>

Wack, M., Linvill, D., & Warren, P. (2024). Old Despots, New Tricks – An AI-Empowered Pro-Kagame/RPF Coordinated Influence Network on X. *Media Forensics Hub Reports*. 5. Available at: https://open.clemson.edu/mfh_reports/5

Long, J., **Wack, M.**, & Menaldo., V. (2021). Prosecuting ex-presidents for corruption is trending worldwide – but it's not always great for democracy. *The Conversation*. Available at: <https://theconversation.com/prosecuting-ex-presidents-for-corruption-is-trending-worldwide-but-its-not-always-great-for-democracy-156931>

Starbird et al. (2021). *The Long Fuse: Misinformation and the 2020 Election*. (2021), with the Election Integrity Partnership, Stanford Digital Repository. Tech. Rep., Center for an Informed Public, Digital Forensic Research Lab, Graphika, & Stanford Internet Observatory, Stanford Digital Repository. Available at: <https://www.eipartnership.net/>

RECENT INVITED TALKS

Wack, M. (2025). *Does Democracy Die in Darkness? Electricity Outages & Electoral Accountability in South Africa*. Invited Researcher Series. Nuffield College, University of Oxford, United Kingdom. December 2025.

Wack, M. (2025). *External Price Shocks, State Capacity, and Violence from Madagascar's Vanilla Industry*. Invited Researcher. Department of Politics, University of Strathclyde, Glasgow, Scotland. December 2025.

RECENT GRANTS

Clemson Media Forensics Strategic Project Fund. “*Win, Lose, or Disinform?: Election Misinformation in the Digital Age*”.

- Morgan Wack (Co-PI), Ayse Deniz Lokmanoglu (Co-PI), & Amira Jadoon (Co-PI)
- Awarded – \$18,000.

Google Research Inclusion Research Award. “*Understanding and Co-Designing Responsible Generative AI Tools with Historically Marginalized Communities in South Africa and Kenya*”.

- **Morgan Wack** (PI) with Sukrit Venkatagiri
- Awarded – \$60,000

UW CIP's Innovation Fund. “*Synthetic Media and Public Trust*”

- **Morgan Wack** (PI) & Stephen Prochaska (Co-PI)
- Awarded – \$8,898

UW iSchool's Strategic Research Fund. “*Testing the effectiveness of peer dialogue facilitation in reducing the influence of online misinformation and disinformation*”

- Madeline Jalbert (PI), **Morgan Wack** (Co-PI) & Jenna-Lee Strugnell (Collaborator)
- Awarded – \$15,283

UW CIP's Innovation Fund. “*An analysis of the influence of rumors and unfounded conspiracies in Kenya's 2022 election*”.

- Madeline Jalbert (PI) & **Morgan Wack** (Co-PI) – \$10,886.
- Awarded – \$10,886

RECENT MEDIA COVERAGE

- *Scrutinizing the Many Faces of Political Deepfakes* – [Tech Policy Press](#)
- *The 2020 US election shows how state election policies can fuel conspiracy theories about voting* – [LSEPP](#)
- *AI image from the White House goes viral* – [Deutsche Welle \(DW\)](#)
- *As Iran and Israel fought, people turned to AI for facts. They didn't find many.* – [GPB News](#)
- *A Russian fake news ring was struggling. Then it targeted USAID.* – [The Washington Post](#)
- *Russian propaganda campaign used AI to scale output without sacrificing credibility* – [PsyPost](#)
- *Elon Musk said he'd eliminate bots from X. Instead, election influence campaigns are running wild* – [Rest of World](#)

FELLOWSHIPS

Election Integrity Partnership Fellowship (2022)

Richard S. Wesley Scholarship (2022)

Craig Newmark Fellowship (2022)

FLAS Fellowship (2020)

Paul Speyer Fellowship (2019)

Peter May Fellowship (2018)

ADDITIONAL SKILLS AND AFFILIATIONS

Consulting Scientist for the Intergovernmental Panel on the Information Environment (IPIE)

Member of USAID's *Research Technical Assistance Center* (RTAC)

Board Member for the *Equality Initiative in Political Science* (EIPS)

Affiliate of the Center for Information, Technology, and Public Life (CITAP)

Languages: Intermediate Spanish and Basic German

Programming: R proficiency; Python, Nvivo, Qualtrics, SurveyCTO, and ArcGIS competency

Certificates: Center for Statistics and the Social Sciences (CSSS) Advanced Concentration

TEACHING

Spring 2024: *Win, Lose, or Disinform? (POL S 3050/Creative Inquiry)*, Clemson University

Spring 2022: *TA: Data, Technology, & Development in Africa (POL S 362)*, University of Washington

Winter 2020: *TA: Global Crime & Corruption (POL S 371)*, University of Washington

Winter 2019: *TA: Religion & World Politics (POL S 307/RELIG 207)*, University of Washington

Autumn 2019: *TA: International Human Rights (LSJ 320/POL S 368)*, University of Washington