

Managing corporate communication amid the rise of disinformation industry



Leticia Rodríguez Fernández

University of Cádiz

Spain

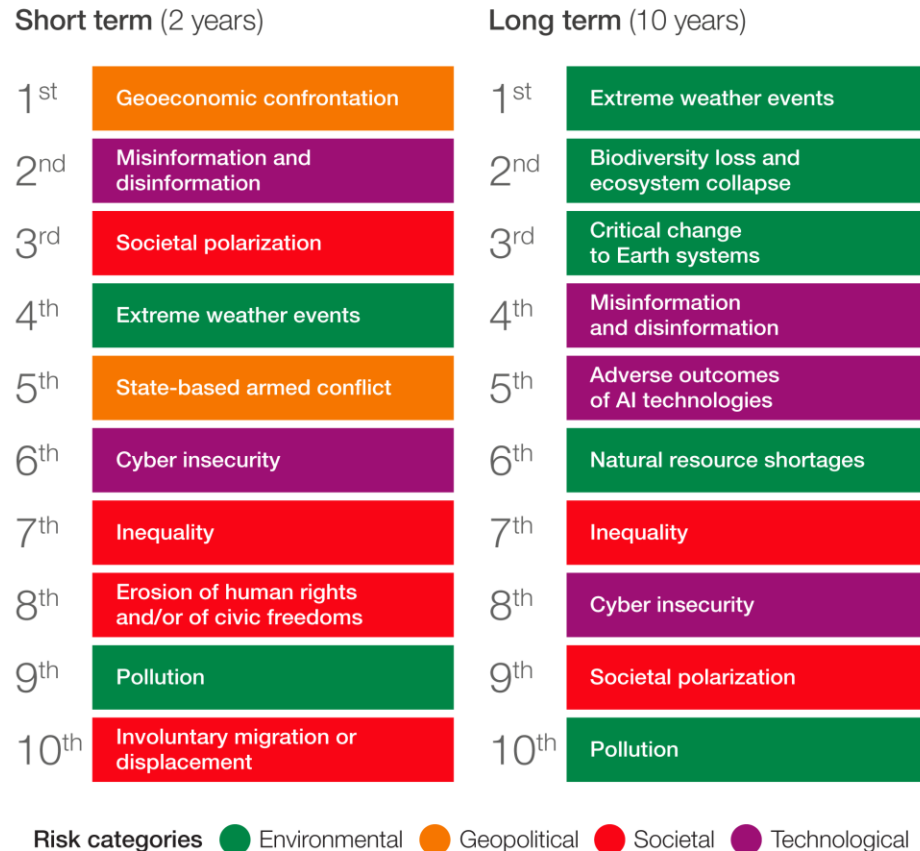
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Global risks ranked by severity



Please estimate the likely impact (severity) of the following risks over a 2-year and 10-year period.



Source: World Economic Forum Global Risks Perception Survey 2025-2026.

According to Sopra Steria, the total cost of disinformation is approximately \$500 billion annually:

- **Financial impact:** between \$353.5 billion and \$456.4 billion, driven by phenomena such as fake reviews, market manipulation, AI-based fraud (including deepfakes), and the advertising economy associated with disinformation sites.
 - **Social impact:** up to \$19.9 billion, with direct effects on public health, mental health, polarization, and the erosion of institutional trust.
 - **Political impact:** up to \$40.1 billion, including election interference, propaganda campaigns, costs of electoral reorganization, and rising expenses for democratic protection mechanisms.
- **“The Global Economic Impact of Disinformation”**

WHO CAN LAUNCH A DISINFORMATION CAMPAIGN AGAINST AN ORGANIZATION?

MULTIPLE ACTORS, ONE TARGET.



IMPACT ON ORGANIZATIONS



REPUTATIONAL DAMAGE

Erodes public trust and damages brand credibility.



FINANCIAL LOSSES

Leads to revenue decline, loss of customers, and higher operating costs.



LOSS OF TRUST AND LEGITIMACY

Weakens relationships with stakeholders, partners, investors, and the public.



REGULATORY AND LEGAL RISKS

May trigger investigations, lawsuits, fines, and compliance issues.



OPERATIONAL DISRUPTION

Distracts resources, disrupts operations, and slows strategic objectives.

RESEARCH SUMMARY

Identifying the Disinformation that Can Affect Organizations





5. LONGITUDINAL PERSPECTIVE

To add depth to the study, the quarter with the highest number of fact-checks (April, May and June 2023) was selected and the same period was analyzed in 2024 and 2025.

→ This allows a longitudinal approach to compare, contrast and observe the evolution over time.



6. SAMPLE SIZE



TOTAL: 630

● 456 (2023)

● 88 (2024)

● 86 (2025)

All contents were manually analyzed.

7. MAIN AREAS OF ANALYSIS



Organizations most affected by disinformation

Companies, institutions, public figures and society in general.



Frequency of disinformation content.



Business sectors most affected.



Types of disinformation identified.



Organizational response strategies.

8. SCOPE & ACCESS

Due to the breadth of this research, only a representative part is presented in this conference.

The complete results are available in:
Disinformation Targeting Companies and Institutions and Their Response Strategies: A Longitudinal Analysis of Fact-Checking in Spain (2023–2025)

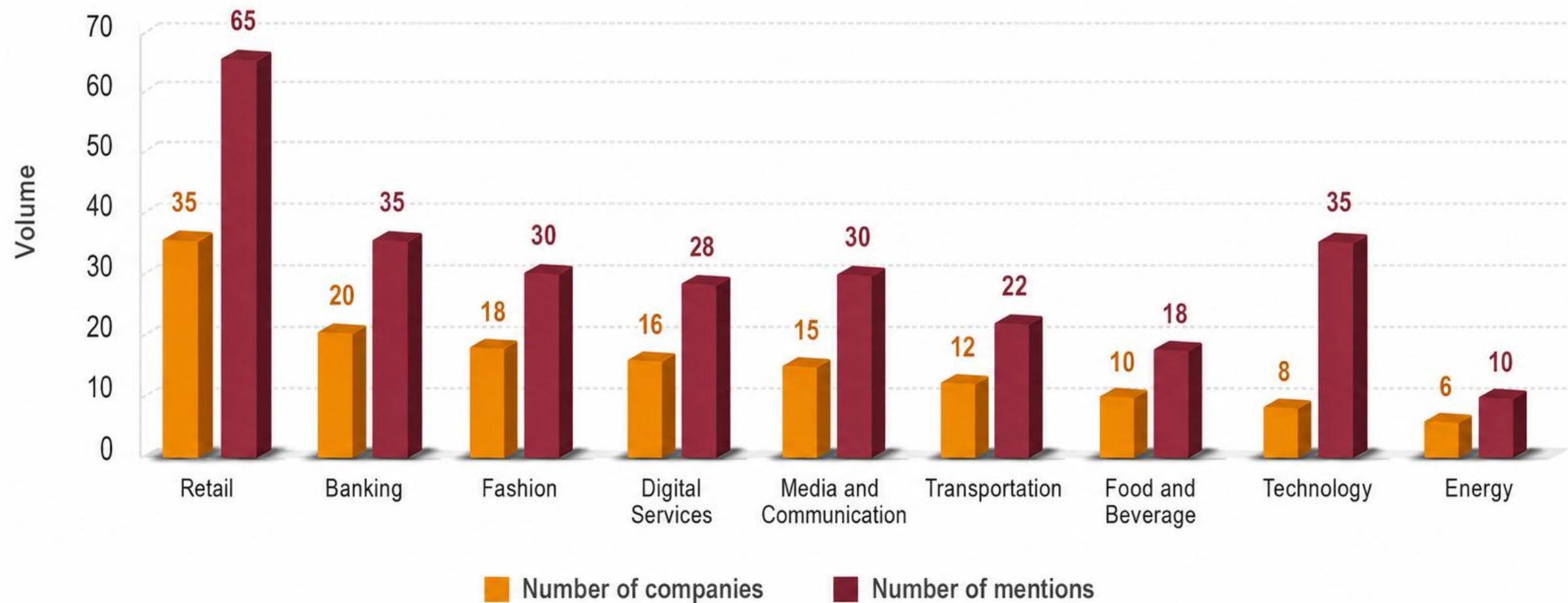
Published in *Revista de Comunicación*.



This study provides a comprehensive overview of disinformation that affects organizations and its evolution over time, contributing evidence for better understanding and response.

Figure 2. Volume of companies and mentions by business sector

Business Sectors with the Highest Number of Verifications



Source: Own elaboration.

Type of disinformation	Affected scope	Dominant purpose	Perceived risk	Response strategy
Financial scams	Companies / users	Economic	Very high	Reactive and preventive
Identity impersonation	Companies / institutions / public figures	Reputational	High	Defensive
Fake statements and alerts	Companies and institutions	Social confusion	Medium	Contained institutional response
Manipulation of statements	Public figures / spokespersons	Reputational	Medium	Selective
Disinformation against institutions	Public institutions and organizations	Political / institutional	Variable	Strategic silence or general statement
Disinformation in the healthcare sector	Public health / citizens	Public health	High	Educational and preventive
Viral rumors and decontextualization	Cross-cutting	Virality	Low	No response

Source: Authors' own elaboration based on the prior analysis and manual categorization of the data, subsequently complemented through cross-referencing and systematization using artificial intelligence tools (Gemini and ChatGPT).

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The response of companies and institutions to disinformation remains largely reactive, with an **average response rate of 52.6% of the total verifications analyzed**.

Response: limited, more prevalent among businesses, concentrated on social media and corporate websites, and triggered reactively, usually following intervention by fact-checkers.

Research Project

This article is part of the research project
**“Strategic Communication
Against Disinformation:
Challenges, Innovation and Responses
(COMDESIR)”**

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Leticia Rodríguez Fernández

University of Cádiz

Spain

@leticiarofer

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