Forbes: Armed militia's claims in N.C. driven by social media misinformation

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Rob Lalka, Albert Lepage Professor in Business and professor of practice in management, was interviewed by Forbes for a story about the spread of misinformation in North Carolina following Hurricane Helene.

> "New technologies are making it increasingly hard to tell what's real and what's fake," said Lalka. "We now live in an era where Artificial Intelligence can generate lifelike images and audio, and these powerful tools should prompt us all to pause and consider whether a source is truly trustworthy."

To read the article in its entirety, visit forbes.com:

https://www.forbes.com/sites/petersuciu/2024/10/14/armed-militias-claims-in-nc-driven-by-social-media-misinformation/