

The Year in Review Highlights (May 1, 2024- April 30, 2025)

New Publications

- **9 peer-reviewed outputs** this year — 2 journal articles, 2 full-paper proceedings (incl. 1 *Best Paper Award*), 4 conference abstracts/position papers & 1 poster.
- Released a **public report, “The State of Generative AI Use in Canada 2025”** and published 2 articles in *The Conversation* on AI & targeted political ads.

Research Grants

- **9 active grants** from CFREF, CRC, SSHRC, NSERC, CFI, Canadian Heritage & CAIS.

Training and SRC Events

- **14 HQPs** (1 postdoc, 3 data science/developers, 10 RAs/interns).
- Ran the **2024 Computational Social Science Summer School** (CDMRN-sponsored) and three international methods tutorials.
- Organized the 2024 International Conference on Social Media & Society in London, UK.

Policy & Public Impact

- We offered strategic input to a diverse set of partners in government and civil society.

Major App/Tools Development

- DeepfakesTracker – dashboard on synthetic media factchecks.
- NoteTracker – crowdsourced fact-checking analytics for X.
- PoliDashboard v3.0 – Meta ad-tracking ahead of the 2025 federal election.

Community Engagement

- Successfully hosted the **2024 International Conference on Social Media & Society** (#SMSociety) in London, UK (200+ participants).
- Co-led the TMU Bridging Divides Spring Retreat, showcasing social media analytics across disciplines.

National & International Media Coverage

- **Provided expert commentaries** to national and international media 45 times, including *Reuters, The Globe and Mail, Associated Foreign Press, CBC, CTV, Australian Broadcasting Corporation* and others.