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GEN Z & THE TRUTH

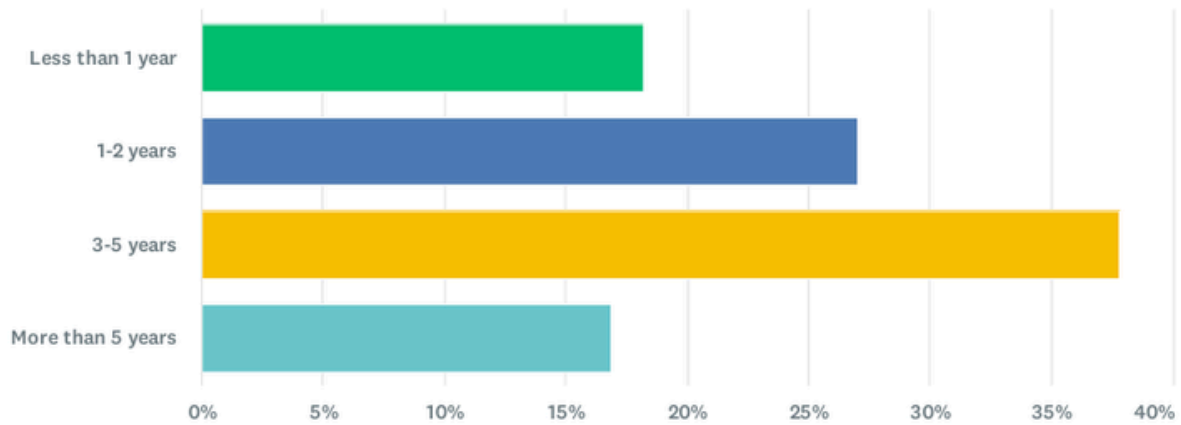


A PRE-ROUNDTABLE
SURVEY FOR YOUNG PR
PROFESSIONALS

RESEARCH DATA 2026

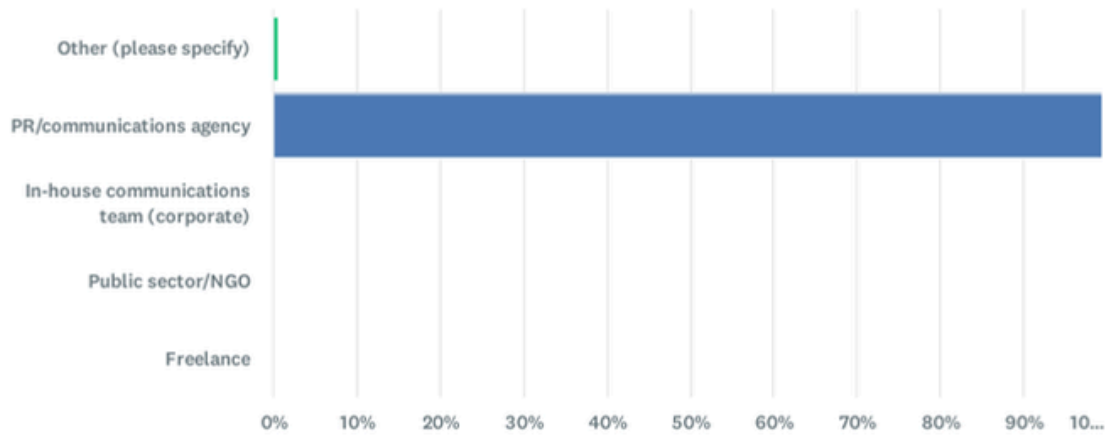
Q3 148 responses

How long have you been working in PR or communications?



Q4 149 responses

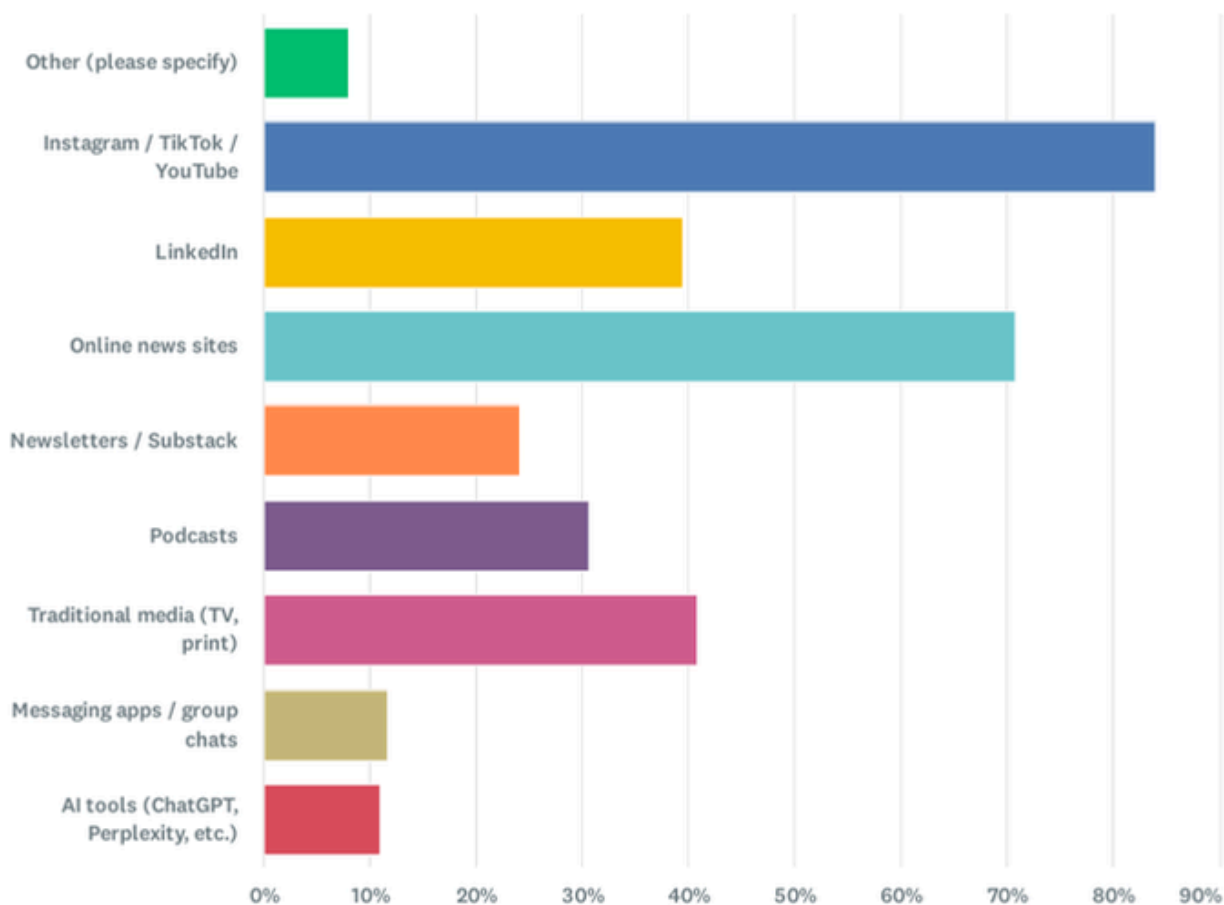
What type of organization do you work for?



#	OTHER (PLEASE SPECIFY)	DATE
1	Graphic Design	3/17/2026 12:51 PM

Q5 137 responses

Where do you primarily get your news and professional information? Select up to 3 options.



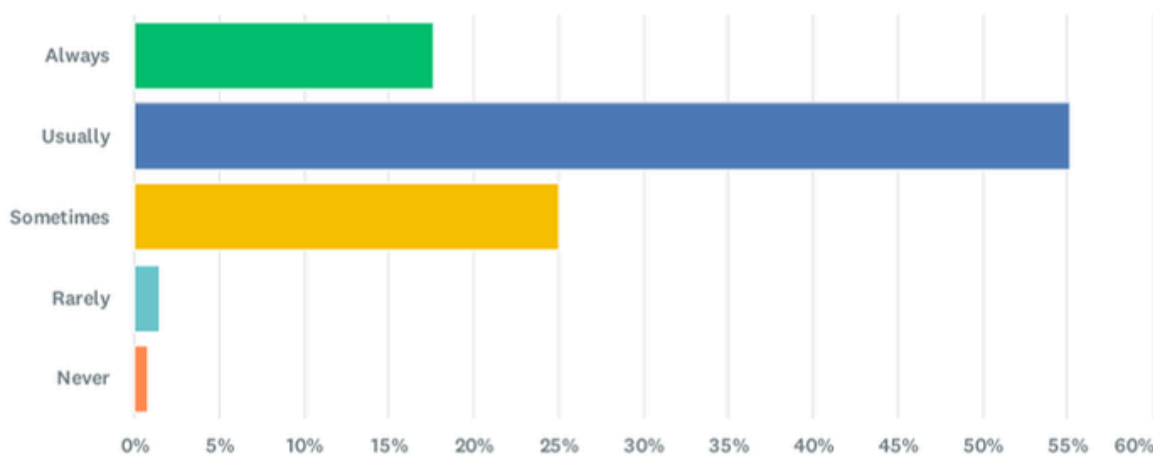
Q5 137 responses

Where do you primarily get your news and professional information? Select up to 3 options.

#	OTHER (PLEASE SPECIFY)	DATE
1	WhatsApp News Channels	3/19/2026 3:11 PM
2	Twitter.com	3/18/2026 11:03 AM
3	Word of Mouth/Friends/Family	3/18/2026 9:27 AM
4	Radio	3/18/2026 9:06 AM
5	Social media with social listening tools	3/18/2026 4:18 AM
6	Monitoring tools (Onclusive, Visibrain)	3/17/2026 1:09 PM
7	milk cartons	3/17/2026 11:11 AM
8	Twitter	3/16/2026 5:21 PM
9	Radio	3/16/2026 2:19 PM
10	UK mail NY post drudge	3/16/2026 1:14 PM
11	Apple News	3/16/2026 10:39 AM

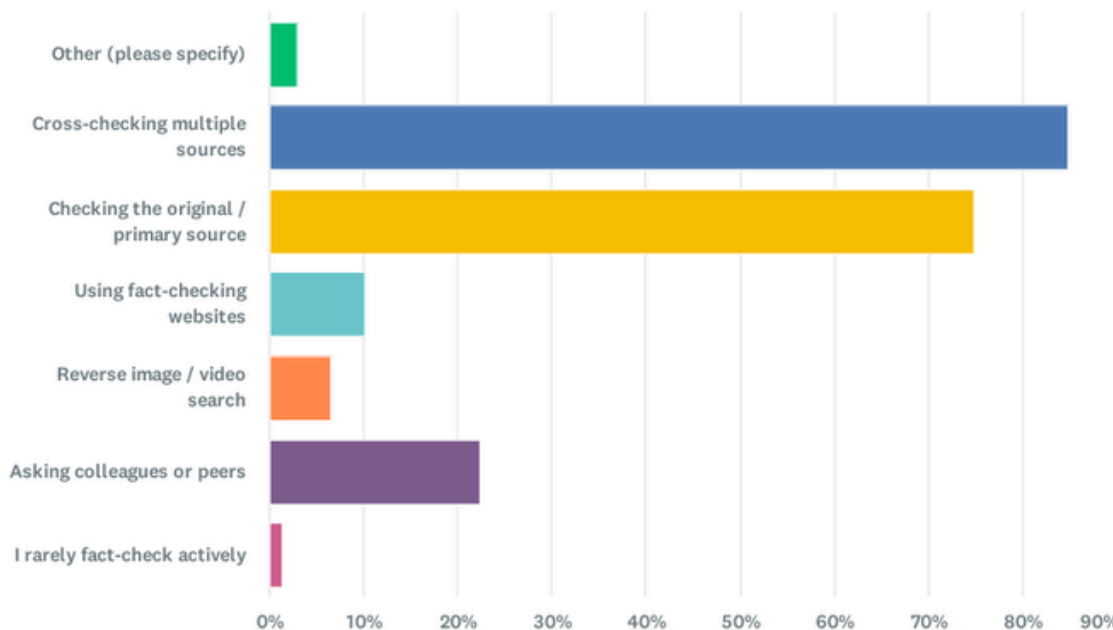
Q6 136 responses

When you encounter information online, how often do you actively verify it before sharing or acting on it?



Q7 139 responses

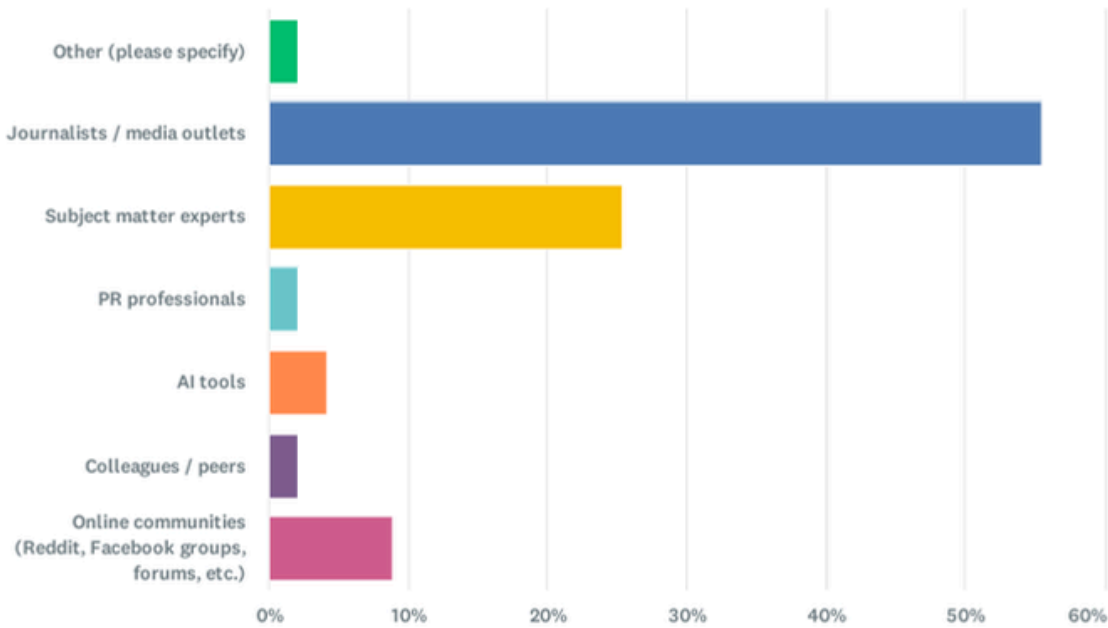
What are your most-used methods for fact-checking? Select up to 2 options.



#	OTHER (PLEASE SPECIFY)	DATE
1	Google it	3/18/2026 10:00 AM
2	Asking ai	3/17/2026 11:57 AM
3	i seek out the lowest reputation sources	3/17/2026 11:11 AM
4	Ask AI to report on only credible sources (i.e. BBC)	3/17/2026 5:13 AM

Q8 146 responses

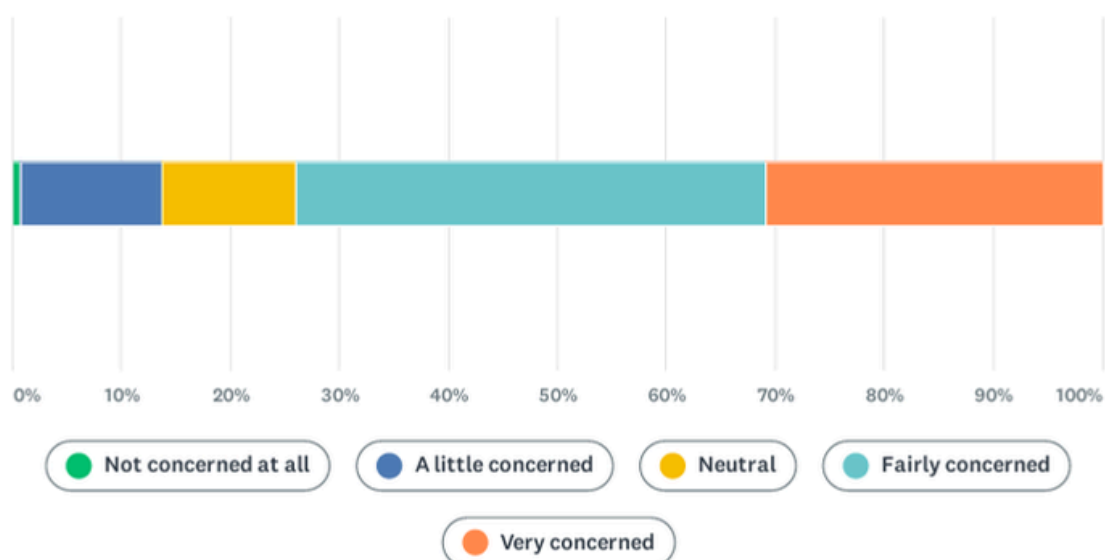
Which source do you trust MOST for verifying information?



#	OTHER (PLEASE SPECIFY)	DATE
1	Both Journalists / media outlets and Reddit	3/17/2026 7:26 PM
2	None esp Journalists / media outlets	3/16/2026 1:14 PM
3	Google searches	3/16/2026 12:31 PM

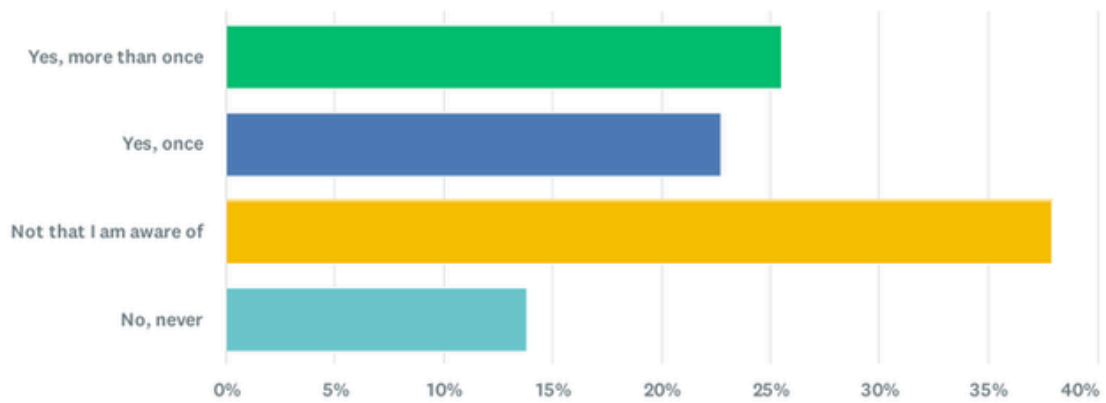
Q9 146 responses

How concerned are you about AI-generated misinformation in the information you encounter online?



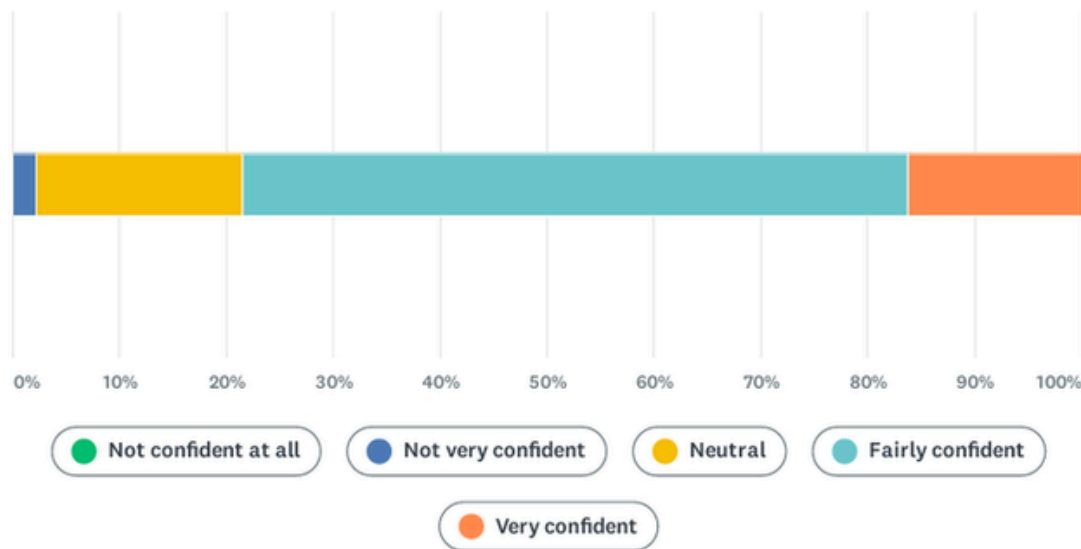
Q10 145 responses

Have you ever shared content that you later discovered was false or misleading?



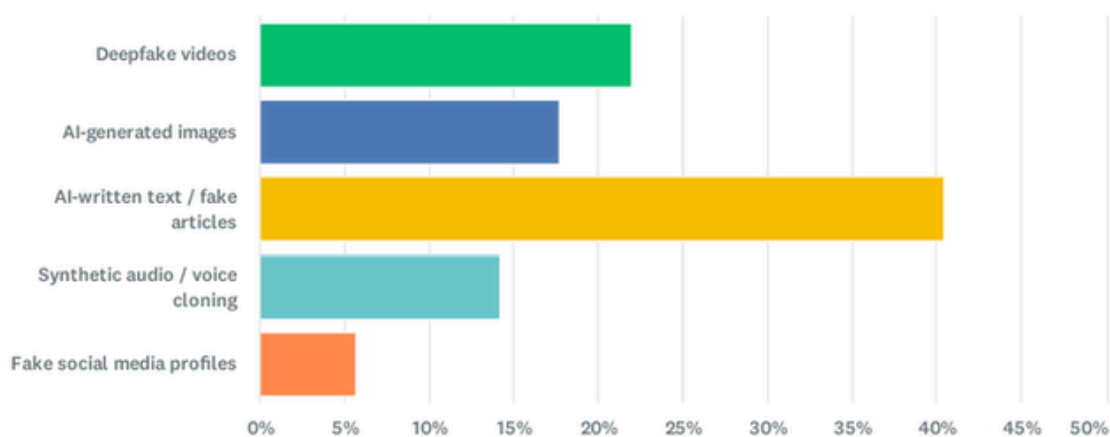
Q11 135 responses

How confident are you in your ability to identify AI-generated content (text, images, video)?



Q12 141 responses

Which type of AI-generated content do you find hardest to detect?



Q13 Have you developed any personal rules or habits to protect yourself from manipulation online? If so, please describe them:

Answered: 93 Skipped: 65

#	RESPONSES	DATE
1	Always use a variety of sources, representing different perspectives, to arrive at a balanced explanation	4/16/2026 4:35 AM
2	I always double-check information I find online	4/15/2026 3:54 AM
3	Always verify the actual source when information is provided by an initial source that is unclear (i.e., does not cite its sources, is vague in its statements, or does not cite an expert on the subject) Get into the habit of reading high-quality content (books, journalistic articles, etc.) to learn how to spot texts written by AI. With practice, you'll be able to detect the difference. On social media, get into the habit of looking closely at the details in photos and videos so you don't fall for fakes. However, it is becoming increasingly difficult to detect images using increasingly powerful AI models.	4/13/2026 8:52 AM
4	Always fact check internally with your team before flagging to the respective media.	4/6/2026 10:50 PM
5	-	4/6/2026 10:46 PM
6	I always check the facts, I consume media more carefully than before and don't believe things at first. I keep in mind that everything I see or read can be AI or hoax.	3/31/2026 11:31 AM
7	Don't accept follow requests from people I don't know/expect requests from.	3/30/2026 7:52 AM
8	If something feels urgent, shocking, or emotionally charged, I don't engage immediately. I take a moment to verify before clicking, sharing, or responding since manipulation often relies on quick reactions. How I verify: - Who published it - Whether other reputable outlets report the same story - Whether the domain is legitimate country-code domain	3/27/2026 5:24 AM
9	Always question the source and question whether it is AI	3/24/2026 6:19 AM
10	n/a	3/23/2026 4:46 AM
11	Not yet, but I do want to create rules	3/23/2026 4:45 AM
12	No	3/23/2026 4:04 AM
13	not to trust every source at the first sight	3/22/2026 10:49 PM
14	I rarely comment on contentious posts and I would trace claims to their origin.	3/18/2026 11:20 PM
15	Distrust sources of information that are not clearly user generated.	3/18/2026 6:52 PM
16	I take everything anyone sends me with a grain of salt, especially my easily impressionable sister	3/18/2026 1:44 PM
17	I read the comments and send them to my friends to decide if it is real or AI.	3/18/2026 12:41 PM
18	not interacting with AI-generated videos, looking for the sources beyond the Gemini summary when googling, etc.	3/18/2026 12:20 PM
19	Cross checking information	3/18/2026 11:57 AM
20	I try to verify the validity of information wherever and whenever I can with reputable sources (CNN, NPR and AP News) if I come across a headline or piece of information online that seems unusual. If I see a video on TikTok or Instagram that FEELS like AI may have been used to create the content, I also find checking the comment section can be beneficial when fact checking the content. Most people on social media are also very anti-AI in the media we consume and are quick to call out if a post or video circulating is AI-generated.	3/18/2026 11:14 AM
21	No	3/18/2026 11:08 AM

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22	You can't avoid it, but I seldom interact with it and usually that solves the problem itself.	3/18/2026 11:06 AM
23	Always checking multiple sources	3/18/2026 10:06 AM
24	For deepfake photos or videos, I try to really look into the facial movements/expressions and the surrounding landscapes around the subject. In things like infographics or flyers, it's easier to see what is AI-generated because of misspellings and the generic designs seem to generally have a vibrant, cartoony look. Catfishing or AI-accounts are also easy to spot from the wording in them, but I've seen that many creator of AI-accounts will state in their bios or captions that the account is not of a real person, which is opposite to what catfish accounts may do. My biggest struggle is figuring out if copy/text/articles are AI-generated.	3/18/2026 9:52 AM
25	I always comment on AI publication to warn other viewers.	3/18/2026 9:46 AM
26	I analyze whatever content I'm looking and then verify it with grok or ChatGPT	3/18/2026 9:38 AM
27	Less time online	3/18/2026 9:28 AM
28	Always double check the information presented	3/18/2026 8:12 AM
29	Just double checking unknown websites or social media profiles	3/18/2026 4:10 AM
30	Don't just trust that a news outlet, commentator, social media influencer, or generative AI platform is interpreting data or information accurately. Refer to primary sources whenever possible.	3/17/2026 1:03 PM
31	Revisar varias veces el video o contenido. Contrastar con otros medios.	3/17/2026 11:59 AM
32	no i love it	3/17/2026 11:11 AM
33	N/A	3/17/2026 11:04 AM
34	Always double-check news from independent social media users. Unless it's from a verified new source, I tend to take second-hand accounts or people diluting news stories with a grain of salt.	3/17/2026 10:42 AM
35	No	3/17/2026 10:32 AM
36	Don't like, share, or support anything that's AI-generated or fake. Whether it's made for comedic purposes or whatever, it's all crap. It starts with comedy and then it turns into something entirely different.	3/17/2026 9:50 AM
37	Not really, I simply fact-check every information I find important by following to the very source of it or cross-referencing multiple articles about that. If I see AI generated content that is misleading, I'm reporting it.	3/17/2026 9:38 AM
38	If something seems 'too good to be true', or to extreme I'll do research online and search for trustable news sources to see if it is actually true. However, sometimes it is difficult because social media moves much quicker than traditional media so sometimes I have to fact check later.	3/17/2026 6:45 AM
39	Double-check	3/17/2026 5:41 AM
40	Fact-checking, cross referencing with credible sources.	3/17/2026 5:14 AM
41	I've switched my mindset to first assume that everything I see is false, and then I analyze whether it could be true.	3/17/2026 5:04 AM
42	I make sure to verify that the source is official and reliable, and I also check other websites to confirm the information before believing or sharing it.	3/17/2026 4:11 AM
43	Using less social media	3/17/2026 3:50 AM
44	Mostly by fact checking if I have doubt of the accuracy of the information	3/16/2026 11:45 PM
45	If something seems extraordinary, exaggerated or unconventional I will always conduct a Google search to find out more. If it's a trend or video, I'll often check the comments and then Reddit to see if anyone else has encountered the same content.	3/16/2026 8:06 PM
46	When social media users who I do not know or trust share news without a source, I always double check by searching online and verifying with news sources that I trust. If I can't find	3/16/2026 6:03 PM

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anything online, or if the coverage is coming from sources that I am unfamiliar with or do not typically trust, then I deem it unreliable at best, fake at worst.

47	I try to look for clues that identify AI	3/16/2026 5:53 PM
48	Trust nothing.	3/16/2026 5:51 PM
49	From my experience in re-posting false and misleading social posts, I would research and fact check information before believing information is reliable	3/16/2026 5:37 PM
50	I am increasingly skeptical for all the media I consume, and unless it is from a source I 100% trust like verified news outlets, I often question if it is AI and cross-reference it before believing or sharing. Besides AI, there is lots of misinformation or misleading info spread online, so I usually do cross-check my sources before sharing.	3/16/2026 5:32 PM
51	I ensure to look up sources to see if it is true and make sure I know what the information is supposed to be so I know what to believe. I also reach out to my circle to double check things.	3/16/2026 5:30 PM
52	It's not a great way to verify anything, but I usually just ask my friends. They are a lot better than I am.	3/16/2026 5:27 PM
53	No, I have not.	3/16/2026 5:26 PM
54	I try to be mindful about the information I engage with online by checking the credibility of sources before trusting or sharing content. If something seems overly sensational or emotionally charged, I take a step back and look for confirmation from multiple reputable sources. I also avoid clicking on unfamiliar links or engaging with accounts that appear suspicious or anonymous, and I limit how much personal information I share publicly.	3/16/2026 5:26 PM
55	In general, don't act on something you see online unless you cross-verify it	3/16/2026 5:25 PM
56	I always check who posted the content. A lot of times, if it's an AI video, the username will have AI somewhere in their username.	3/16/2026 5:23 PM
57	check community notes. cross check sources. be diligent about doing own research. believe everything is fake and true if proven differently	3/16/2026 5:22 PM
58	checking different sources before spreading information	3/16/2026 4:31 PM
59	Always fact check by checking multiple sources	3/16/2026 3:53 PM
60	Yes, I always try to find other videos on the same subject to see if the context stays the same across various outlets.	3/16/2026 3:39 PM
61	Look at hands in AI videos, also cadence of body movements, especially world leaders. I also check multiple sources if I find it necessary	3/16/2026 2:45 PM
62	On top of being mindful of news source bias, I try to limit my screentime. If I feel my social media feed is overly saturated with a particular topic (especially one that hurts my mental health, makes me overly outraged), I will actively work to change my algorithm (e.g., like and interact with light-hearted content like cooking recipes).	3/16/2026 2:42 PM
63	n/a	3/16/2026 2:27 PM
64	Double checking the source.	3/16/2026 2:20 PM
65	Don't get my main news from social media	3/16/2026 2:20 PM
66	I know better than to blindly trust the internet. Eventually, you figure out which sources can be trusted and can typically figure out their accuracy based on context.	3/16/2026 2:20 PM
67	Do the homework and check	3/16/2026 2:13 PM
68	Verifying identity through various platforms	3/16/2026 2:03 PM
69	Checking the sources/profiles it's coming from	3/16/2026 2:01 PM
70	Fact-checking and listening to personally trusted sources.	3/16/2026 1:47 PM
71	Being wary of everything I see!	3/16/2026 1:36 PM
72	No	3/16/2026 1:21 PM

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73	I dont use social media since its all fake	3/16/2026 1:15 PM
74	Always double check before sharing infos and content	3/16/2026 1:12 PM
75	Not as such	3/16/2026 1:10 PM
76	Always check comments to see if anyone else noticed it was AI.	3/16/2026 1:08 PM
77	I Google what I am questioning and look to verify. If I can't, I ask others/assume it's fake.	3/16/2026 12:46 PM
78	Na	3/16/2026 12:44 PM
79	I try to search multiple sources to verify news.	3/16/2026 12:40 PM
80	Whenever I encounter news that is surprising I verify the source, and that it the the true social media account or website. I also check the comments to see if they are overly positive or negative.	3/16/2026 12:34 PM
81	Verify everything across multiple sources, approach everything with skepticism.	3/16/2026 12:33 PM
82	No	3/16/2026 12:31 PM
83	If it seems too good/cool to be true, it requires a check.	3/16/2026 12:30 PM
84	I think slowing down and really analyzing images/videos is most helpful. Additionally, a quick Google search to see if a story is coming up in multiple sources can help determine if it's credible.	3/16/2026 12:30 PM
85	Don't believe everything you see on social, fact-check with Google or other people	3/16/2026 12:27 PM
86	If something feels AI-generated or inauthentic, trust my gut and verify the information with a second source. Typically, my gut is right.	3/16/2026 12:26 PM
87	Always fact check and if it looks fake, it might be!	3/16/2026 12:26 PM
88	N/A	3/16/2026 12:24 PM
89	Always fact check these days since the smallest details can be changed through misinformation and AI	3/16/2026 12:24 PM
90	N/A	3/16/2026 12:23 PM
91	Always view with the assumption it's AI at first	3/16/2026 11:11 AM
92	Looking at comments sections helps show if other users have called something out as false. I also try to remember that anyone presenting information online is usually doing so for an agenda, even if it is not factually false. This at least slightly helps me avoid giving into ragebait, non-disclosed advertisements, and misleading info.	3/16/2026 10:43 AM
93	I always verify the source, website, or person, I prefer to do my research by hand	3/16/2026 10:39 AM

Q14 Does your organization discuss online manipulation or provide guidance/training on what to look out for? If so, please describe:

Answered: 86 Skipped: 72

#	RESPONSES	DATE
1	Yes, by encouraging the responsible use of AI tools and checking the accuracy of information several times before sharing it	4/16/2026 4:35 AM
2	Yes, through dedicated workshops with experts and internal agency discussions	4/15/2026 3:54 AM
3	Je n'ai pas besoin de mon entreprise pour apprendre à détecter l'IA, je me forme à titre personnel	4/13/2026 8:52 AM
4	Yes. They will teach you how to keep an eye out for fake or misleading news, and flag to client immediately, especially when after sending out a press release.	4/6/2026 10:50 PM
5	-	4/6/2026 10:46 PM
6	Yes, we talk a lot about AI and have talked about some "signs" that indicate AI.	3/31/2026 11:31 AM
7	N/A	3/30/2026 7:52 AM
8	Yes, we regularly discuss the dangers of AI-generated content and the need to verify	3/24/2026 6:19 AM
9	Yes. We had a discussion about using AI to enhance our work rather than having AI do the work for us.	3/23/2026 4:46 AM
10	Yes, they do. Broadcast emails and do webinars on online manipulation.	3/23/2026 4:45 AM
11	Yes, through webinar sessions.	3/23/2026 4:04 AM
12	yes, check the information even from ai	3/22/2026 10:49 PM
13	All the time	3/19/2026 3:12 PM
14	Rebuild it before forming words to speak out.	3/18/2026 11:20 PM
15	No, aside from encouraging us to pull from reputable/top-tier outlets	3/18/2026 1:44 PM
16	Not really, but there is an expectation to fact check everything that we come across.	3/18/2026 12:41 PM
17	yes, we have done trainings	3/18/2026 12:20 PM
18	Yes - AI training and best practice	3/18/2026 11:57 AM
19	Not really. We have an AI task force that shares with our agency how to utilize AI in our day-to-day work, but not necessarily how to be aware of manipulation.	3/18/2026 11:14 AM
20	No	3/18/2026 11:08 AM
21	Not a lot, but we kinda just know not to be stupid.	3/18/2026 11:06 AM
22	Yes, we have had AI training and regularly discuss AI	3/18/2026 10:06 AM
23	No	3/18/2026 10:01 AM
24	As an intern, I am not so involved in those conversations, but we do talk about the use of AI Large Language Models in helping with research or generating some copy for the tasks we are working on.	3/18/2026 9:52 AM
25	Yes, we have some formation	3/18/2026 9:46 AM
26	We talk about AI as a team and have guidelines and training for how to use and identify when it's been used	3/18/2026 9:28 AM
27	.	3/17/2026 11:59 AM

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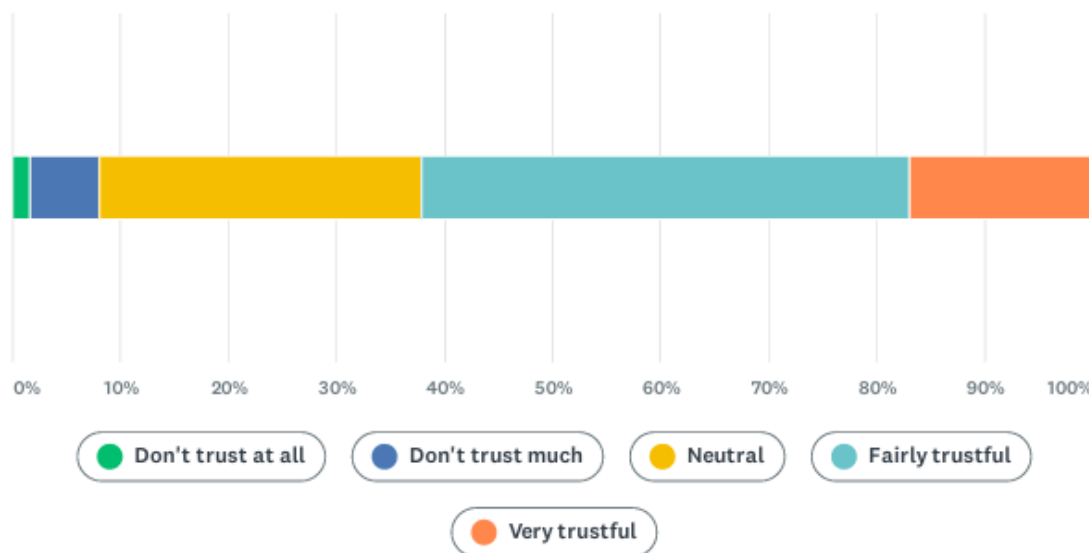
28	no my agency blindly follows the ai revolution	3/17/2026 11:11 AM
29	No	3/17/2026 11:04 AM
30	No.	3/17/2026 10:42 AM
31	Sometimes, but more about our usage of AI	3/17/2026 10:32 AM
32	We've done it a few times, but considering it's not just everywhere at work, it's simply everywhere, a lot of the burden does fall on individuals	3/17/2026 9:50 AM
33	Not really, no.	3/17/2026 9:38 AM
34	not really. My colleagues are much older than me, so they are not really on social media. I don't think they encounter online manipulation.	3/17/2026 6:45 AM
35	No	3/17/2026 5:41 AM
36	No	3/17/2026 5:14 AM
37	No	3/17/2026 5:04 AM
38	Yes	3/17/2026 4:12 AM
39	Yes, through workshops and training sessions on fake news and AI-manipulated news	3/17/2026 4:06 AM
40	no	3/17/2026 3:50 AM
41	Yes, we have monthly AI shareouts and the information includes these kinds of topics.	3/16/2026 8:15 PM
42	No.	3/16/2026 8:06 PM
43	Not fomally, but there are discussions around it when the toic comes up. Our agency also has a communal running list of untrustworthy publications and journalists that is consistently updated.	3/16/2026 6:03 PM
44	No	3/16/2026 5:53 PM
45	Not really.	3/16/2026 5:51 PM
46	N/A most of everyone would assume misleading posts are AI if they aren't confident in fact-checking	3/16/2026 5:37 PM
47	We do have AI checkers for writing	3/16/2026 5:32 PM
48	Yes we talk about AI a lot but also have warnings told to us to ensure we know what to look out for and know what credible sources to use.	3/16/2026 5:30 PM
49	Yes! We have an AI task force, though it is more for using AI as a tool rather than seeking out its issues.	3/16/2026 5:27 PM
50	Our organization emphasizes the need to check multiple sources to confirm accuracy but has not implemented an official training to address online manipulation.	3/16/2026 5:26 PM
51	Yes. As AI becomes more integrated into everyday life, our organization recognizes the importance of discussing online manipulation and helping people understand how AI can influence what they see and believe online. We provide guidance on how AI-generated content, deepfakes, algorithm-driven feeds, and targeted messaging can shape opinions or spread misinformation.	3/16/2026 5:26 PM
52	yes, we have an AI task force that does weekly drops to give us the latest scoop of how to get the most out of AI and what to avoid	3/16/2026 5:25 PM
53	No, not when it comes to spotting AI. We only discuss using AI safely.	3/16/2026 5:23 PM
54	not really	3/16/2026 5:22 PM
55	its discussed but theres little guidance on what to look out for	3/16/2026 4:31 PM
56	NO	3/16/2026 3:53 PM
57	I'm not sure.	3/16/2026 3:39 PM

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58	Yes, phishing awareness and monthly AI shareouts	3/16/2026 2:45 PM
59	Yes, my organization has AI specialists and regular AI thought leadership and training to help everyone navigate ethical AI use.	3/16/2026 2:42 PM
60	no	3/16/2026 2:27 PM
61	Yes, IT training.	3/16/2026 2:20 PM
62	We have generic AI guidelines for our org	3/16/2026 2:20 PM
63	We have some conversations, but no formal training is provided. I think we're all learning together.	3/16/2026 2:20 PM
64	A little	3/16/2026 2:13 PM
65	No	3/16/2026 1:47 PM
66	No	3/16/2026 1:36 PM
67	Sii, tratamos de capacitamos con herramientas	3/16/2026 1:21 PM
68	None	3/16/2026 1:15 PM
69	Yes	3/16/2026 1:12 PM
70	Yes	3/16/2026 1:10 PM
71	Yes, regular trainings and seminars	3/16/2026 1:08 PM
72	No	3/16/2026 12:46 PM
73	Yes	3/16/2026 12:44 PM
74	No	3/16/2026 12:40 PM
75	In part through AI trainings. (Section)	3/16/2026 12:33 PM
76	Yes they share the dos and don't of AI	3/16/2026 12:31 PM
77	While our agency is AI forward, they encourage us to double check AI's work/sources and not rely on it as a source of truth. However, we have not had any formal training or guidance.	3/16/2026 12:30 PM
78	Always fact check and do your research	3/16/2026 12:28 PM
79	Yes we discuss email fraud	3/16/2026 12:27 PM
80	Yes, look out for fake videos/images, check the source of all content	3/16/2026 12:27 PM
81	Yes, we do AI training which covers a variety of topics, including guidance.	3/16/2026 12:26 PM
82	N/A	3/16/2026 12:24 PM
83	They always mention that we should double check everything before sharing out with others, especially if the fact came from AI	3/16/2026 12:24 PM
84	No	3/16/2026 12:23 PM
85	No	3/16/2026 11:11 AM
86	Always check your sources and see if the information has been published on reliable websites	3/16/2026 10:39 AM

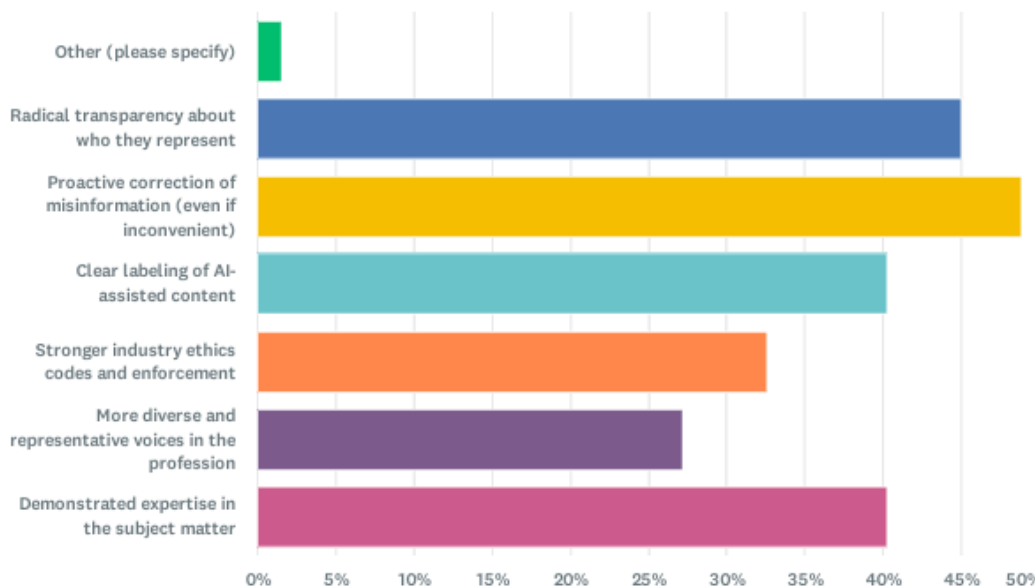
Q15 124 responses

How much do you trust PR professionals as sources of accurate information?



Q16 129 responses

What would most increase your trust in a PR professional or agency? Select up to 2 options.



#	OTHER (PLEASE SPECIFY)	DATE
1	Guidance/training for two weeks prior to joining a client account, especially for juniors/newcomers, to assess one's level or understanding and expertise in the subject matter.	4/6/2026 10:59 PM
2	the more they use ai the better	3/17/2026 11:12 AM
3	I work for a PR firm so hard to answer this one	3/17/2026 10:33 AM

Q17 In one sentence: What is the single most important thing the PR industry should do to stay credible in the age of AI and misinformation?

Answered: 109 Skipped: 49

#	RESPONSES	DATE
1	use AI as a tool rather than a substitute for human creativity	4/16/2026 4:37 AM
2	Always rely on credible sources/partner with field experts	4/15/2026 9:58 AM
3	Strengthen rigorous fact-checking, ensure clear attribution of credible sources, and actively correct false or AI-generated information across all communication channels; in this age of misinformation, these actions are essential to reinforcing brand reputation and consumer trust.	4/15/2026 3:59 AM
4	Be transparent and clear	4/15/2026 3:49 AM
5	Once the content has been verified by the client, we can trust the PR industry	4/13/2026 8:56 AM
6	always fact check information, double check with AI tools if needed to compare.	4/6/2026 10:59 PM
7	Build a reputable social media presences about staying credible	4/6/2026 10:47 PM
8	Be transparent and continue to verify information from sources that are trustworthy and have longstanding credibility.	4/1/2026 2:44 PM
9	Always "admit" the use of AI and if any mistake was made, correct it later.	3/31/2026 11:35 AM
10	Ensure that experts comments/case studies are verified	3/30/2026 7:52 AM
11	Prioritize accuracy and transparency above speed	3/27/2026 5:25 AM
12	The PR Industry needs to distance itself from AI, and show how human-contact/touch is the best form of trust with AI misinformation	3/24/2026 6:21 AM
13	Share nothing but the truth	3/23/2026 4:49 AM
14	Verify information received from AI	3/23/2026 4:48 AM
15	Remain transparant	3/23/2026 4:05 AM
16	truth	3/22/2026 10:49 PM
17	They should remain focused on truth telling and factual news too.	3/20/2026 7:47 AM
18	The PR industry must mandate transparency with the same ethical seriousness as client confidentiality and truthfulness.	3/18/2026 11:24 PM
19	Always list a media contact who can back up information live if needed	3/18/2026 1:45 PM
20	Owning up to mistakes that are made without fear of negative consequences.	3/18/2026 12:42 PM
21	showcasing the importance of using it as a tool, rather than a solution	3/18/2026 12:22 PM
22	Transparency	3/18/2026 11:58 AM
23	Use clear labeling if AI was invovled in developing or creating the content shared, to build trust and credibility among people consuming the content put out by PR professionals.	3/18/2026 11:17 AM
24	PR industry should adopt a new framework for doing PR.	3/18/2026 11:17 AM
25	Be careful how much we rely on AI. There's a big push from every industry to optimize for AI, and it *will* bite everyone in the ass in some way. Our job as PR professionals is to have a human pulse on stories and narratives. A machine cannot compute human emotion and unpredictability. Also, don't outsource my job to AI, please. I need to make rent.	3/18/2026 11:09 AM
26	Fact check	3/18/2026 10:16 AM

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27	Ensure information can be backed up by a credible source	3/18/2026 10:07 AM
28	Build credibility on evidence by systematically documenting the facts, data, and processes used to produce content.	3/18/2026 10:04 AM
29	Probably stop using AI	3/18/2026 10:02 AM
30	Fact-check, use credible sources, be reliable.	3/18/2026 9:54 AM
31	Be transparent	3/18/2026 9:47 AM
32	Not become reliant on AI	3/18/2026 9:29 AM
33	Prioritise verifiable truth over speed by fact-checking and accountability into every stage of communication.	3/18/2026 8:17 AM
34	Establish itself as a reliable source of information, using humans to fact-check.	3/18/2026 4:20 AM
35	Perhaps create some sign or something like that to show that their content is credible	3/18/2026 4:12 AM
36	Detailed background on credibility	3/17/2026 5:15 PM
37	Keep informed ourselves, read a lot, don't be lazy with the information we read and start to search proactively for it	3/17/2026 2:06 PM
38	Don't misrepresent information. Because PR firms are hired by a for-profit company for the purpose of selling their products/services, some PR teams may cherry pick facts, conveniently exclude info that is counter to their narrative, or deliberately misrepresent data. If you have to put lipstick on a pig, be realistic. Don't tell people the pig is a Sports Illustrated model. You lose credibility.	3/17/2026 1:09 PM
39	La veracidad de los hechos.	3/17/2026 12:00 PM
40	use it blindly it's obvi better than you	3/17/2026 11:12 AM
41	Double check everything	3/17/2026 11:05 AM
42	PR professionals should continue to use AI as a tool, not a crutch.	3/17/2026 10:44 AM
43	Fact check our work and not use AI	3/17/2026 10:33 AM
44	Never use AI as your only source to confirm information, facts and/or subject matter.	3/17/2026 10:24 AM
45	Help their clients understand what AI should be used for. And maybe tell their clients honestly that their AI-generated cartoons of themselves on LinkedIn are all awful	3/17/2026 9:51 AM
46	Be open about usage of AI - what it was used for, how and by whom. If professional with real knowledge about certain product or subject uses AI for preparing email draft, then it's fine. However if Junior uses ChatGPT in order to prepare a full press release, then that's a big no-no sign.	3/17/2026 9:41 AM
47	In my opinion, the single most important thing a the PR industry should do stay credible in the age of AI and misinformation is be transparent about the use of AI and cite sources of information.	3/17/2026 9:27 AM
48	Don't use AI for everything. It is okay to use AI to help you, but it must not replace you	3/17/2026 6:47 AM
49	Be more strategic and comprehensive field.	3/17/2026 5:42 AM
50	Verify sources and complete transparency.	3/17/2026 5:16 AM
51	Not to lie or exaggerate, and always thoroughly review any content generated by AI.	3/17/2026 5:07 AM
52	The single most important thing the PR industry should do is maintain transparency in all communications, clearly distinguishing between human-created and AI-generated content, ensuring information is accurate and verifiable, and providing tips or guidelines that help people check and verify information themselves.	3/17/2026 4:15 AM
53	AI is a great tool, but we can never forget about the human side, it's not about going fast, it's about getting help to achieve better results	3/17/2026 4:14 AM
54	be real	3/17/2026 4:08 AM

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55	consulting and strategy planing	3/17/2026 3:52 AM
56	Verify everything internally before you publish it externally	3/16/2026 11:28 PM
57	Clearly label every piece of content which has some form of AI-generated content. Link to reputable sources where relevant/possible. Feature real voices where possible.	3/16/2026 8:07 PM
58	Be as transparent as possible with your audiences by naming your sources, clearly labeling media materials created with AI, and fact-checking your clients to stop the spread of misinformation.	3/16/2026 6:07 PM
59	Continue to follow best practices in utilizing AI without depending on AI	3/16/2026 5:58 PM
60	Get "smart" on AI. Not just how to use it, but how it WORKS -- Don't rely on headlines or day-to-day habitual use.	3/16/2026 5:52 PM
61	Put regulations in place and share best practices for AI usage, ensure that all information shared with the media is accurate.	3/16/2026 5:33 PM
62	Having their resources listed at the end of their articles, press releases or allow credibility signatures to ensure there are people listed who fact checked and are credible sources to hear from.	3/16/2026 5:32 PM
63	PR professionals cannot rely on AI as a crutch for content development or research. It is critical to understand your client's industry and messaging in order to provide thoughtful and accurate communications materials.	3/16/2026 5:29 PM
64	Use it as a tool rather than a crutch.	3/16/2026 5:28 PM
65	Lead with empathy. PR is about giving a voice to the voiceless, aiming to positively impact businesses and communities	3/16/2026 5:26 PM
66	Prioritize transparency by clearly disclosing how AI is used and ensuring all communications are fact checked, accurate, and rooted in trustworthy sources.	3/16/2026 5:26 PM
67	To ensure they are not leaning too heavily on AI themselves...	3/16/2026 5:24 PM
68	Don't let AI take away the use of your brain and the creative thinking process.	3/16/2026 5:23 PM
69	Stop using an AI imaging.	3/16/2026 5:23 PM
70	Differentiate itself from other sources who may be misleading (whether intentional or not) and avoid clickbait/sharing news to generate headlines in an inaccurate way.	3/16/2026 5:18 PM
71	having multiple sources and being transparent about where there information is coming from	3/16/2026 4:32 PM
72	Stay authentic and transparent	3/16/2026 3:54 PM
73	Continue to provide multiple sources of truths	3/16/2026 3:41 PM
74	Always verify the source of the information.	3/16/2026 3:15 PM
75	Use sources	3/16/2026 2:46 PM
76	Verify sources	3/16/2026 2:44 PM
77	Regularly challenge and double-check the accuracy of AI.	3/16/2026 2:43 PM
78	I think transparency is key, such as, labeling AI use, citing sources, and being open to client and client work. Having an online presence that backs up claims that can be easily found would be helpful as well.	3/16/2026 2:30 PM
79	Have credible sources and stay away from Ai generated content	3/16/2026 2:27 PM
80	Always double check sources	3/16/2026 2:22 PM
81	Thorough research, asking subject-matter experts, citing sources.	3/16/2026 2:21 PM
82	Fact check, fact check, fact check. i was a journalist before and credibility is everything	3/16/2026 2:21 PM
83	Avoid using only AI for consumer-facing projects.	3/16/2026 2:09 PM
84	Stating sources	3/16/2026 2:04 PM

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85	Always label when they have used AI	3/16/2026 2:01 PM
86	Being honest and credible, even when it is inconvenient.	3/16/2026 1:49 PM
87	Provide sources.	3/16/2026 1:37 PM
88	Only use AI as a starting point for information.	3/16/2026 1:25 PM
89	sound HUMAN and RELATABLE	3/16/2026 1:24 PM
90	Saber usarla	3/16/2026 1:23 PM
91	S	3/16/2026 1:16 PM
92	Monitor	3/16/2026 1:14 PM
93	Be honest about AI use	3/16/2026 1:09 PM
94	Stay true to your agency's ethics and your brand's voices.	3/16/2026 12:47 PM
95	NA	3/16/2026 12:45 PM
96	The most important thing the PR industry should do to stay credible in the age of AI and misinformation is fight for accurate information from their clients, even when inconvenient in pursuit of truth in news.	3/16/2026 12:35 PM
97	Layout all sources for everything in incredibly understandable/accessible manner.	3/16/2026 12:35 PM
98	Ensuring that there is time and space for the human element of our work - creativity, bold ideas, and emotionally-led storytelling.	3/16/2026 12:33 PM
99	Be transparent	3/16/2026 12:32 PM
100	Create ways to stand apart from AI generated content	3/16/2026 12:31 PM
101	being transparent about how content is created	3/16/2026 12:30 PM
102	Don't rely too heavily on AI and always double-check with another source	3/16/2026 12:28 PM
103	If we are unsure about something, do not immediately post or share information, just to be the first ones to cover it.	3/16/2026 12:26 PM
104	They should simply confirm that there is a rigorous fact checking system in place to ensure accuracy for all news and content being distributed.	3/16/2026 12:26 PM
105	Be transparent when AI is being used.	3/16/2026 12:24 PM
106	Be transparent about how AI is being leveraged and what checks/balances are in place	3/16/2026 12:24 PM
107	Be upfront about the use of AI and use it to your advantage.	3/16/2026 11:13 AM
108	PR needs to facilitate and encourage clients/companies to readily acknowledge and discuss the truth, even when it's inconvenient; especially to outsiders and skeptics, PR can seem like it exists to cherry-pick facts to make misleading narratives and to cover up uncomfortable truths for the sake of making money in the short-term.	3/16/2026 10:49 AM
109	transparency	3/16/2026 10:41 AM