

AI GENERATED ALGORITHMIC VIRALITY

Our study reveals how AI-generated content floods TikTok and Instagram, with platforms failing to adequately label synthetic material.

31-07-2025

DOWNLOAD REPORT 



AI-GENERATED ALGORITHMIC VIRALITY

How synthetic AI imagery and agentic

Social media feeds are increasingly filled with AI-generated content that "games the algorithm" through visual plausibility and viral potential. This phenomenon, dubbed "AI slop," represents sloppy, potentially deceptive synthetic content at unprecedented scale.

Our systematic analysis examined AI-generated content labeling across TikTok and Instagram search results for 13 hashtags in Spain, Germany, and Poland during June 2025. We manually analyzed 30 top results for political and broader topics, discovering the emergence of "Agentic AI Accounts"—specialized profiles automating AI content production.

Key findings:

- 25% of TikTok's top search results contain synthetic AI imagery vs. significantly less on Instagram
- Over 80% of AI content comes from Agentic AI Accounts on TikTok, 15% on Instagram
- Only half of TikTok's AI content receives proper labeling; 23% on Instagram
- Over 80% of AI content is photorealistic, increasing deceptive potential
- Some AI labels have limited visibility and are non-existent for Instagram desktop users

Share This Project :



ABOUT US

SOLUTION & METHODOLOGY

We conducted manual annotation of 30 top search results across 13 hashtags (#trump, #zelensky, #pope, #health, #history) on TikTok and Instagram in three European countries. This systematic approach revealed the emergence of "Agentic AI Accounts"—a new category of profiles specializing in automated production and dissemination of AI-generated content. Our analysis of 153 such accounts shows they represent a fundamental shift in social media content creation, using generative AI tools to produce synthetic imagery at industrial scale.

FEATURED ON

EURACTIV

31-07-2025

Euractiv covers AI Forensics investigation finding Instagram and TikTok fail to properly flag AI-generated content, with only 50% labeled despite DSA commitments.

READ ARTICLE 

ABOUT US



AI FORENSICS IS PROUD TO BE TRUSTED
BY

OPEN SOCIETY
FOUNDATIONS

Luminate

SIDNfonds



Looking behind the code

ABOUT US

WORK

PRIVACY POLICY

© 2025 AI FORENSICS
CONTACT US: INFO@AIFORENSICS.ORG