



PROFESSOR HANNELE SEECK

The Disinformation, Propaganda and Soft  
Power Research Lab (DPS-Lab)  
LUT University



**Prof. HANNELE SEECK**

Professor of Communication Sciences

- Professor of Communication Sciences, Department of Social Sciences, School of Engineering Sciences, LUT University Finland
- Vice Chair, Scientific Advisory Board for Defence
- Visiting Professor, The Department of Media and Communications, The London School of Economics and Political Science (LSE)
- Research Fellow (Honorary Appoitment), JBS, University of Cambridge
- JSPS Invited Fellow, Waseda University, Tokyo, Japan
- Life Member, Clare Hall, University of Cambridge
- Research Affiliate, Centre for the Study of Existential Risk, University of Cambridge
- Visiting Scholar, Leverhulme Centre for the Future of Intelligence, University of Cambridge
- Docent, University of Helsinki, Docent, National Defence University

## DISINFORMATION, PROPAGANDA & SOFT POWER RESEARCH LAB (DPS-LAB)

We are an international group of researchers examining propaganda, disinformation, and ideologically driven communications in the changing landscape of media, digital technologies, and AI.

Inaugurated in 2023, our newly established research lab studies various forms of ideologically driven communications and their long-term influence, encompassing phenomena such as propaganda, disinformation and the exertion of soft power.

Our research is primarily directed towards the dynamics of contemporary media landscapes that are being profoundly shaped by the pervasive influence of emergent digital technologies and artificial intelligence (AI), while also considering their contextual and historical underpinnings.

We engage in the systematic refinement and development of theoretical frameworks and conceptual paradigms that deepen our understanding of ideology, propaganda and disinformation, along with their dynamic interactions, and then draw on these in our empirical research.

### Group leader



#### Hannele Seeck

Full professor (tenured)  
Social Sciences

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# LAB OVERVIEW

- Inaugurated in 2023
- Focus areas:
  1. Propaganda and Propaganda Detection
  2. Ideologically Driven Communications
  3. Information Disorder and Strategic Uses of Communication
  4. East Asian Soft Power and Influence
  5. Crisis, Organisational Studies and Strategy



Interdisciplinary team:  
Interdisciplinary research  
and group effort

Global focus

Longer-term perspective

AI, technologies, data

International cooperation  
and collaborations

## MATINE WORK 2010-onwards

- Scientific Advisory Board for Defence – Vice Chair (second term).
- Membership of the various subdivisions (administrative science/social science, cognitive warfare).
- Other responsibilities: chair of the working committee, and member of the Matine development group.
  
- Expert contributions across subdivisions; forums for dialogue and discussion
- Understanding the field and identifying key emerging themes
- 'Being heard' in discussions at both national and international levels
- Thematic working groups (e.g. those related to the war in Ukraine)
- Matine development activities.
- National Defence Course.

## RESEARCH FUNDING AND GRANTS

- I have not applied for a Matine grant myself.
- Experience of fifteen years in reviewing research grant applications.
- The role of seed funding in shaping new projects and providing a strong overview of emerging themes.

## INTERNATIONAL ENGAGEMENT, NETWORKS, AND RESEARCH DIALOGUE

- Participation in military conferences, seminars etc.
- Networks and scholarly discussions, both domestic and international.
- **Developing an understanding of defence-related worldviews that have informed my own research.**
- Building collaborations and networks to support joint research.
- **Contextual understanding** of the Ukrainian crisis and Finland's accession to NATO.
- **These experiences have informed, enriched and directly impacted my own research agenda as well as research questions.**