



**The forces rewriting
Public Relations today**

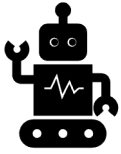
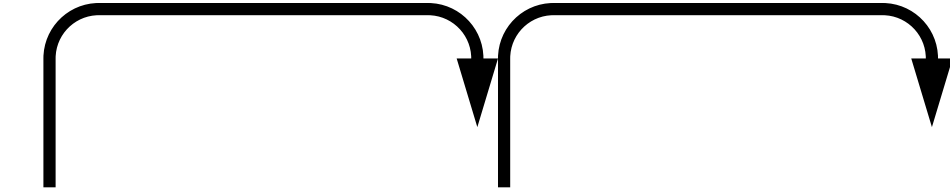
In physics, **FORCE** is a push or pull interaction between two objects that **can change an object's state of motion**, such as speeding it up, slowing it down, changing its direction, or deforming its shape.



Synthetic Reality

Algorithmic Audiences

(Micro-)Communities



Artificial intelligence will generate more content than ever before.

Synthetic reality



Algorithms will amplify stories faster and different than ever before.

Algorithmic audiences

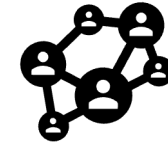


Communities will shape narratives unpredictably. They weaponize quickly.

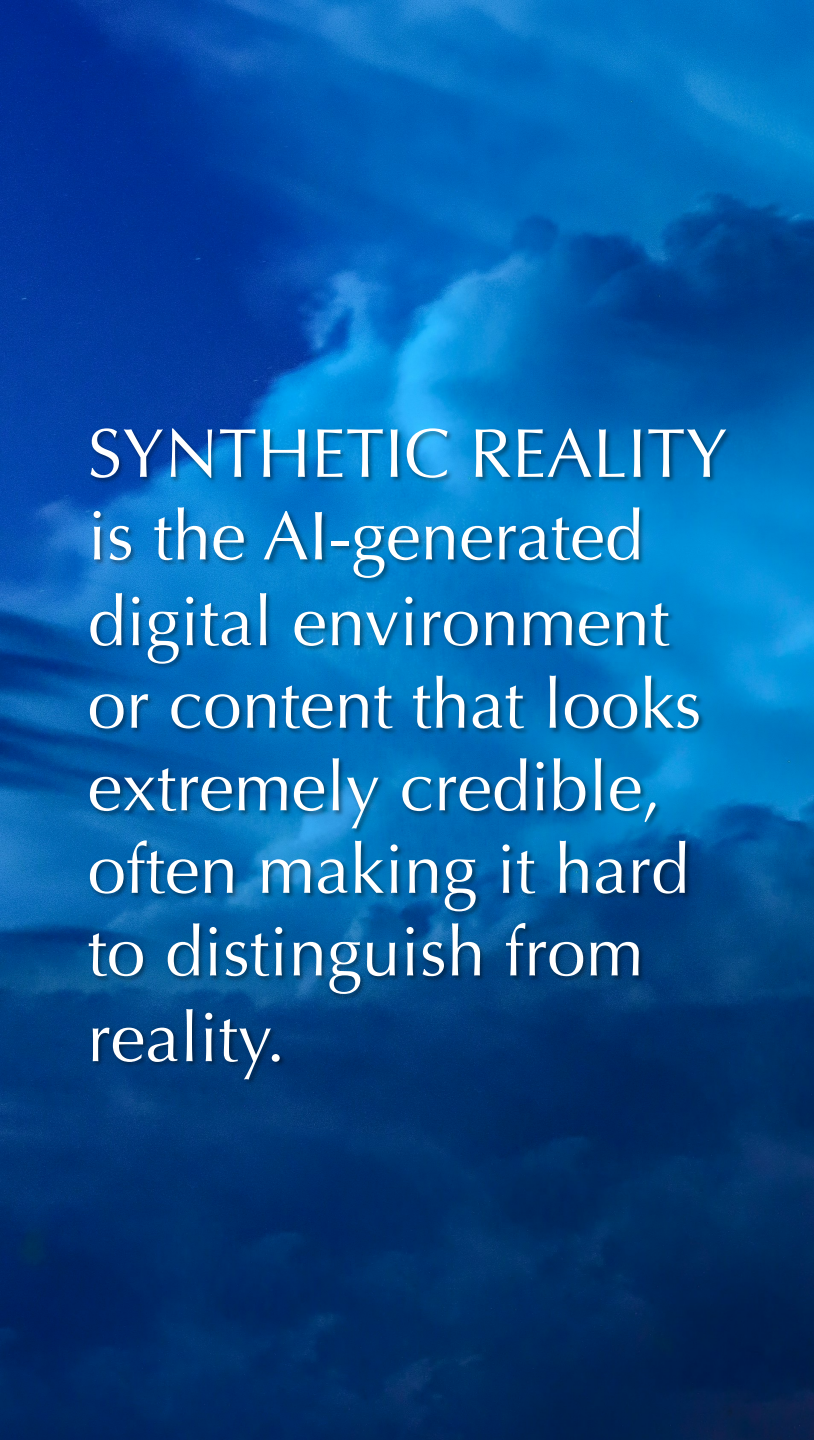
Rise of (micro-) communities



Uncertainty of information will only grow.



Our real job is to help society interpret organizations and organizations interpret society.



SYNTHETIC REALITY is the AI-generated digital environment or content that looks extremely credible, often making it hard to distinguish from reality.

The Age of Synthetic Reality

AI is changing the concept of TRUTH itself

When AI generates news, influencers, images, narratives, scandals, what does “Reputation Management” actually mean?

PR teams become *verification authorities*, in charge with reality authentication

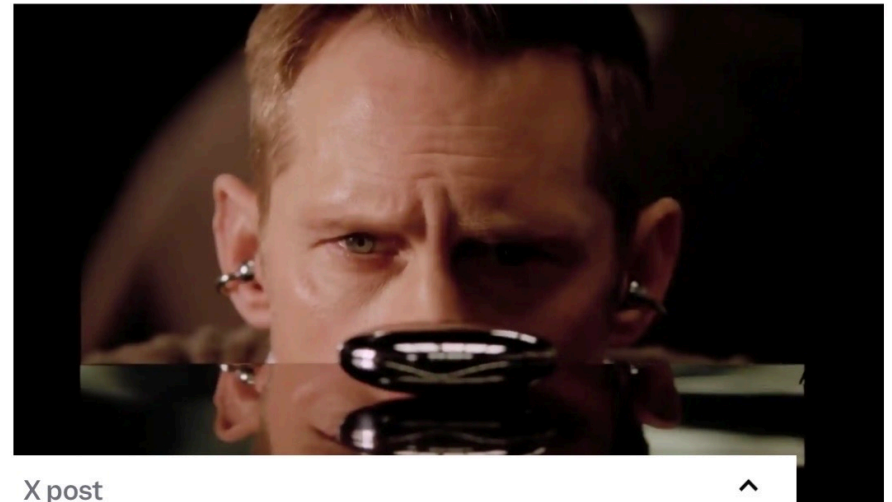


BUSINESS INSIDER



A Reddit poster claimed to leak a shelved ad for an OpenAI orb and earbuds. OpenAI says it's 'totally fake.'

By [Brent D. Griffiths](#) +



Feb 9, 2026, 6:31 PM EET

Algorithms as Primary Public

ALGORITHMS
become our primary
target because they
determine what a
consumer sees and
engages with.

Algorithms decide what people see

They decide what content is visible, which stories trend, how narratives spread. Indirectly they decide what is credible and what's not.

**PR now manages machine-readable
reputation alongside human sentiment**


Heartwarming tale of **7 dogs'**
escape from captivity in China
garners 230 million views



WORLD > CHINA • 5 MIN READ

The internet loves this band of lost dogs journeying home. Too bad the story is fake

UPDATED MAR 27, 2026 ▾

By  Jessie Yeung



COMMUNITIES
co-create, amplify,
resist to dominant
stories. They can
shape or authenticate
experiences
unpredictably.
Emotion is a key
factor.

Rise of (Micro-)Communities

Influence is moving from mass audiences to trusted communities.

Convincing 10 trusted community leaders may matter more than reaching 10 million people.

PR can now help brands with community navigation and embedded participation



'Jimmy Fallon' warm-up comedian's 'North' joke about BTS sparks online backlash



Jimmy Fallon apologizes for the inappropriate remarks made about BTS on his show, even if it costs him his career.



I want to sincerely apologize to BTS



Jimmy Fallon apology to BTS Full Video



If you want to go deeper...

Synthetic Reality

Permanent Memory


Algorithmic Audiences

(Micro-)Communities

Narrative Warfare

Reputation Intelligence

Authenticity Scarcity



**Public relations used to manage reputation.
Now we must get ready to manage reality.
Fake or real. 😊**