

Void Pulse

Fake News

University Institute Jesus Obrero

Informática sección A

Deepfakesy Desinformación: Una Amenaza Diital

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("Deepfakes" and Disinformation: A Digital Threat)

Introduction

"Deepfakes" represent a sophisticated evolution of digital manipulation in the twenty-first century. This technology utilizes artificial intelligence to create realistic but completely false audio and video content. Currently, it challenges the verification of truth in mass media. This article analyzes the profound impact of synthetic media on public opinion and information integrity.

rapidly on social platforms to manipulate perception. Looking forward, this phenomenon will complicate political discourse significantly. Experts predict that society is going to face a severe crisis of trust. Without advanced detection tools, citizens will struggle to distinguish objective reality from fabrication.



Figure 1: The mechanism of synthetic identity.

Development

In the past, photo editing required manual skill and considerable time. People detected alterations easily due to obvious flaws that were visible to the naked eye. However, current AI algorithms generate hyperrealistic forgeries instantly, blurring the line between truth and fiction. These systems learn from massive datasets to mimic human expressions perfectly. Consequently, malicious actors are spreading disinformation on social media, creating political instability and damaging reputations globally."

CONCLUSION

To conclude, deepfakes pose a serious ethical risk to global communication. While technology advances exponentially, digital literacy remains the best defense for the public. Institutions must develop robust legal regulations to mitigate this threat effectively and preserve the truth.

Keywords: Artificial Intelligence, Deepfakes, Disinformation, Ethics.



Figure 2: The viral spread of false data.

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