The Impact of Deepfakes on Society And The Role of AI In Mitigating Harm â?? Volume 12 Issue 5

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Abstract

Deepfake technology has emerged as one of the most concerning developments in the field of artificial intelligence. By manipulating images, audio, and videos, deepfakes can challenge the boundary between authentic and synthetic media . While this technology has some positive applications in entertainment, education, and accessibility, its misuse poses serious risks to society. From spreading misinformation and damaging reputations to influencing politics and increasing cybercrime, deepfakes present challenges that demand urgent attention. This paper explores both the harmful and beneficial impacts of deepfakes, highlighting the increasing concerns regarding media reliability and authenticity. It further examines how artificial intelligence itself can play a crucial role in addressing these issues, particularly through detection tools, authentication systems, and ethical frameworks. The discussion emphasizes the need for awareness, regulation, and technological solutions to ensure that innovation in AI