

Case Study of incident X , Manipulated image of woman appearing kissing on Facebook, which turned out to be false and altered by AI and photo editing (A 320).Deceiving the mind, an illusion with intention to cause anxiety, stress and disturbing peace of mind, tarnishing the image of a faithful woman. Please do not believe truffatore deepfake AI (Esodo 20:3, Salmi 16:4-5, Atti 4:12, Proverbi 18:22 Italian Riveduta Bible 1927) A paper on the problem of Social medias Deepfake AI. The Oversight Board urged Meta to begin labeling manipulated content, such as videos altered by AI. The FBI issued a warning on creation of synthetic content. Director Wray C. said that AI is a ripe for potential abuse. An overview of the harm caused by DeepFake AI, photo,video manipulations on facebook, X, Tik Tok, blackmail and harassment, compelled to remain silent at court due to fear spouse would not want her, forced to admit wild things that are not true (वीर-ज़ारा A360, A364).

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ABSTRACT: *The paper elaborates on the dangers and harm done by deepfakes AI, photo and video manipulations, referred to as synthetic content and posted on social medias such as on Facebook, Tik Tok and X. An example is case study of woman X, appearing kissing on a picture posted on social medias, but turn out to be a fake , manipulated content, causing unnecessary stress , anxiety and disturbing the peace of mind. The Oversight Board urged Meta to begin labeling manipulated content, such as videos altered by AI. The FBI issued a warning on the matter ³ Malicious Actors Manipulating Photos and Videos to Create Explicit Content and Sextortion Schemes , synthetic content known as Deepfakes. Director Wray C said that artificial intelligence, or AI, “is ripe for potential abuses.”⁴. This technology has seen significant improvements, becoming easier to use and producing results increasingly difficult to distinguish from reality².*

KEYWORDS: *Deepfake AI, manipulated content, Meta*

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I. INTRODUCTION

Case Study X of woman appearing kissing on posted on Social medias

The case is about a picture/manipulated content of a woman X appearing on social medias. The material turn out to be fake and a manipulated content with the help of Deepfake AI. It was an illusion, deceiving the mind with intention to cause stress, anxiety and harm. The Oversight Board¹ urged Meta to begin labeling manipulated content, such as videos altered by artificial intelligence (AI) or other means when such content may cause harm.

II. DISCUSSION

The FBI issued a warning on the matter ³ Malicious Actors Manipulating Photos and Videos to Create Explicit Content and Sextortion Schemes , synthetic content known as Deepfakes. Director Wray C said that artificial intelligence, or AI, “is ripe for potential abuses.”⁴ According to Forbes⁵ A deepfake is a method to create a seemingly real video with realistic movements and audio. You may think of it as a blend between animation and

photorealistic art. Deepfakes are made from an AI-based deep database that accurately mimics people's faces and voices to the point where they are almost impossible to tell apart from the real thing. From BBC ⁶ A deepfake is an image or video that has been digitally altered with the help of Artificial Intelligence (AI) to replace the face of one person with the face of another 'immoral, often misogynistic, and a crime'. "The creation of deepfake sexual images is despicable and completely unacceptable irrespective of whether the image is shared," she said. "It is another example of ways in which certain people seek to degrade and dehumanise others - especially women. In India ⁷ Deepfakes of Bollywood stars spark worries of AI '...actors have said the videos are fake. Facebook, X and at least eight fact-checking websites have said they are altered or manipulated....'

III. FINDINGS

As stated by Bogren & Mohamed², the rapid advancement of artificial intelligence has led to the emergence of deepfake, digital media that has been manipulated to replace existing contents with other contents. This technology has seen significant improvements, becoming easier to use and producing results increasingly difficult to distinguish from reality. This development has raised ethical discussions surrounding its deceiving nature. Furthermore, deepfakes have had a considerable impact and application on social media, enabling their spread. Despite this, the public discourse on social media, along with its societal and personal values associated with deepfakes, remains underexplored. AI's rapid emergence is affecting society in many other ways and its technology is integrated into various aspects of human life, such as self-driving cars and for identifying criminals². With its constant advancements and impact, debates on the ethics around this technology and how it can be beneficial or potentially harmful have become more and more pressing⁸. For instance, AI-driven facial recognition technology is widely used in security systems, enhancing safety but also raising privacy and surveillance concerns. The discussion around AI in digital media is no exception, while it may have enabled more personalized and engaging media experiences, it has also brought forth ethical questions⁹. Among the prevalence of AI and in the discussion of its ethics, one emerging area is "deepfakes"¹⁰. A deepfake is a digitally altered media that is generated by manipulating a person's likeness or replacing it with another through the implementation of AI techniques. There are multiple different types of deepfakes, such as face-swapping in videos and voice-swapping in audio, which are often combined¹¹.

IV. CONCLUSION

AI should be used with care and diligence while it can be useful in numerous areas, unethical use of AI such as Deepfakes and manipulation as in Case Study X, can cause harm to the public. Actions against misinformation, including deceptive deepfakes, are being considered such as on social media X's recent implementation of "community notes"¹². Such initiatives are crucial steps towards fostering trust and reducing deception in digital content

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