

AI'S CREATION OF A NEW ERA OF FAKE NEWS: UNRAVELING THE PHENOMENON OF DEEP FAKES ON SOCIAL MEDIA THROUGH A BIBLIOMETRIC LENS

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ABSTRACT

In the era of digital interconnectedness, the proliferation of deep fake technology, powered by artificial intelligence (AI), has emerged as a pressing concern, particularly on social media platforms. This bibliometric review undertakes a comprehensive exploration of AI-generated deep fakes, drawing insights from an analysis of 99 articles sourced from the ISI Web of Science database. The study examines the challenges and complexities associated with the creation and dissemination of deepfakes. Moreover, the review identifies and discusses the evolving trends in the propagation of fake news facilitated by AI technology, shedding light on the misinformation in contemporary media environments. Ultimately, the study examines current approaches and emerging technologies for detecting and mitigating deepfakes, highlighting the importance of interdisciplinary collaboration and technological innovation in maintaining the integrity of online information platforms. This research not only contributes to an understanding of the challenges posed by AI-powered deepfakes, but also provides valuable insights for policymakers, researchers, and practitioners seeking to address digital ethical concerns in the 21st century.

Keywords: fake news, social media, bibliometric analysis

INTRODUCTION

In recent years, the rapid development of technologies, that are based on Artificial Intelligence, has sparked deep interest and raised numerous questions and concerns among specialists in various fields, including cybersecurity, political governance and the media. The damage caused is social, emotional and material in nature, with significant impacts on society. Deepfake is a technique used across all types of communication to convey false information, developed in line with technological advances. In this context, increasing number of scientific papers reflects the growing interest in deep-fakes and alongside the technological aspects related to the creation and detection of such media content, social, ethical, cultural and legal aspects are also analyzed.