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Article Review #1 – The Influence of ‘Deepfakes’ in Society

Introduction

In our society today we use AI in everything we do and usually it’s beneficial for us. However, recently ‘Deepfakes’ have been making a surge which causes a rise in misinformation and less trust on the internet. A ‘Deepfake’ is an image created by AI which depicts a false reality which could lead to various problems. In this article review I will be analyzing “Testing human ability to detect ‘deepfake’ images of human faces” to see how they experimented with the knowledge of the public on ‘Deepfakes’ while also looking at the data, methods and principles that were used.

Body

In the article “Testing human ability to detect ‘deepfake’ images of human faces” by Sergi D Bray, Shane D Johnson and Bennett Kleinberg they explained that there is a rise in ‘Deepfakes’ on the internet and they wanted to see the threat it posed on the public as many don’t recognize that it is in fact a ‘Deepfake’. This led the group to create an experiment that assessed the ability for the public to distinguish between fake and real by looking at 20 photos from a pool of 50 fake and 50 real photos which were selected at random. As stated by the authors, the aim “... of this study was to assess people’s ability to differentiate between ‘Deepfake’ and authentic images of

people, and to test whether advice about how to detect a ‘Deepfake’ improves performance” (Bray et al. 2023).

This experiment is just one of the principles that comes from social sciences as the group also dipped into the topics of Parsimony, Empiricism, and Ethical Neutrality. In the experiment, they identify the hypothesis (people could identify a ‘Deepfake’ without assistance), IV (groups that get assistance with the photos), and the DV (control group with no help). After explaining the setup, they dip into Ethical Neutrality and state that the pool of people participating in the test are mixed about 40% to 60% female to male ratio and they also state that they had a mix of UK nationals, European nationals and other countries involved in this test. Then, looking at the actual test and analysis of the data, we can see they used Empiricism and Parsimony views as the test was given through a website online and needed the participants to use their sight to accomplish the test. Analyzing the data was accomplished in a very Parsimony view as the testers explained everything in a very basic way from talking about the possible outliers to the very results of the experiment.

With the completion of the test, the experimenters would be able to hypothesize that the public was not confident identifying the ‘Deepfakes’ to the real photos leading to a lot of worry. As the advancement of AI and ‘Deepfakes’ is inevitable, the amount of false information and misuse of pictures will continue to rise, and a lot of people will not be able to tell the difference. This is a major area of concern, and the public should look for areas of improvement as this is only going to get worse as technology advances.

Conclusion

Overall, the article and experiment used various principles of social science and explained everything from the experiment to the analysis of data. From using views of Parsimony and Empiricism, using Ethical Neutrality and even the experiment itself, this article brought awareness to the ‘Deepfakes’ and the problem it is causing our society. People will have trouble identifying misinformation and false photos, which will only increase as technology gets better, so with the results of this study there is a voice for change. The public needs more awareness and training, or nothing will change.

References

Sergi D Bray, Shane D Johnson, Bennett Kleinberg, Testing human ability to detect 'deepfake' images of human faces, *Journal of Cybersecurity*, Volume 9, Issue 1, 2023, tyad011, https://doi.org/10.1093/cybsec/tyad01