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**“*California Passes Election ‘Deepfake’ Laws, Forcing Social Media Companies to Take Action”***

<https://www.nytimes.com/2024/09/17/technology/california-deepfakes-law-social-media-newsom.html>

**My summary**

California is requiring that social media companies limit the content and usage of AI deepfakes. Deepfakes use AI tools to create images, sounds and videos of actual people. While many deepfakes are used as jokes, there have been use cases for scamming, political misinformation and non-consensual pornography. California law makers intend to pass 3 different laws surrounding the usage of AI in social media, as well as requiring tech companies to test new AI tools safety before release. One of the three laws bans people or groups from knowingly posting deceptive election-related deepfakes. The second law states that if any person or group posts a deepfake within the guidelines, they will have to put labels indicating the use of AI. The third law, being the “Defending Democracy from Deepfake Deception Act,” requires social media platforms with over 1 million users to take down any AI related content that’s received a complaint within 72 hours. Many groups are against these laws, saying that falsehoods and deception have been a problem for ages and deepfakes aren’t the main cause.

**ChatGPT Summary**

California has passed three new laws requiring social media companies to moderate the spread of AI-generated deepfakes, especially around elections. These laws target deceptive election-related content and mandate platforms to label or remove such deepfakes. One law takes effect immediately, banning the spread of misleading deepfakes 120 days before and 60 days after an election. The other two laws, effective in 2024, will require labeling of AI-altered political content and prompt removal of deepfakes within 72 hours of complaints. Critics argue the laws may face legal challenges related to free speech, while supporters see them as a necessary step to combat misinformation.

**My issues with the AI summary**

The LLM should have mentioned more about why these laws are being made and to what degree. It is crucial to know the bad things attached to these deepfakes. Since laws are being made surrounding them, it’s necessary to know the damage that can and has been done.

**Importance of the topic**

This topic is important since we’ve been discussing various AI based news and platforms. With the election coming up, falsehoods and deception are now scarier than ever. In the past, articles and such would contain these twisted stories, but people could discern fact from fiction. Now, with fake videos and audio to go along with it, people won’t be able to discern between fact or fiction. Once AI becomes more advanced, these deepfakes will get trickier and more undiscernible.

**Questions**

Will these companies find a way to bypass these laws? To me these laws seem avoidable to many companies. Especially considering how companies do this type of thing already.

Would deepfakes potentially show a positive sign with time? It seems that deepfakes are more of a damaging thing, so what if there’s a positive light.

How will social media change with these hindrances on their platform, combined with the popularity of AI? Many people who post on these platforms are using AI, but this might not be possible at some point.