

DATE: 2025-02-23

TO: Bridget Bean, CISA

SUBJECT: Detection of False AI Generated Sources

Advancements in AI are leading to an increase in AI powered deception through the use of deepfakes and disinformation, in turn becoming a greater threat to national security, law enforcement operations, and trust. This increase leads to difficulty determining the validity of a source, or worse, utilizing a fake AI generated source that appears to be real. CISA should organize funding for development of AI detection programs to mitigate the success of malicious AI deception, and provide more concise documentation for individuals to detect AI. By doing so, malicious actors will be less successful in spreading false data on the internet, and insight on their attempts may be gained.

Two relevant incidents are [NewsGuard's](#) discovery of over 1200 AI powered news sources and [Meta's](#) implementation of AI operated Instagram accounts. These are both generators of potential disinformation that are available to the masses.

AI detection programs will enhance trust by allowing individuals to easily determine credibility of sources. NewsGuard's discovery highlights the copious amount of unverified AI news sources that circulate the internet, which I imagine to be created for the sole purpose of generating income. They likely require a low startup cost and have the potential to be highly profitable, but it is also possible that they are created by malicious actors as a source of disinformation. Regardless, AI generated information must be verified before it is accepted as truth. As for Meta's implementation of AI operated Instagram accounts, the potential for damages is high. Social media is used by the vast majority of individuals, making it a high-value target for disinformation campaigns. If users become unknowingly accustomed to AI personalities on social media, determining the validity of the information they post will likely become more difficult for users.

By providing funding for development of AI detection programs, CISA will be improving the general well-being of the country by allowing individuals to have confidence in the information they encounter and by reducing the scope of the damage that AI deception may inflict. This approach will not stop individuals from creating their own forms of disinformation but has the potential to drastically reduce the amount of disinformation anyone may encounter, ultimately incentivizing truthfulness throughout our society.

Other sources

1. [Countering Disinformation Effectively](#)
2. [HackerNews](#)