

Name: Iquen I marba

Section: BSIT-3C

Instructor: Cherry bertulfo

Date: 10/4/2024

Case Analysis: Deepfake Dilemma

1. Cite the pros and cons of using deepfake technology.

Advantages

- **Lowering Costs in Video Campaigns**

One of the most significant advantages of deepfake marketing is its potential to substantially reduce costs in video campaigns. Traditional video production often involves high expenses related to hiring actors, set construction, and post-production editing. Deepfakes eliminate the need for extensive shoots, enabling marketers to produce engaging content with lower budgets. This cost-effectiveness opens up opportunities for smaller businesses to create high-quality, visually appealing campaigns that rival those of their larger competitors.

- **Creating Better Omni-Channel Campaigns**

Deepfakes offer marketers the flexibility to repurpose content across various channels seamlessly. Without the constraints of in-person actors, the same campaign can be adapted for social media, podcasts, radio, and more. This adaptability streamlines the creative process, saving time and resources. Marketers can create a cohesive brand narrative across multiple platforms, enhancing the overall impact of their campaigns.

- **Hyper-Personalized Experiences for Consumers**

Deepfake technology allows for hyper-personalization, tailoring content to individual consumers based on their preferences. Brands can adjust the appearance, voice, and even location of characters in their campaigns, creating a more relatable and personalized experience for diverse audiences. This level of customization enhances consumer engagement, as individuals feel a deeper connection to the content when it aligns with their unique characteristics and interests.

Disadvantages

- **Manipulation of Government Elections**

A concerning aspect of deepfake technology is its potential to manipulate government elections. As the technology becomes more sophisticated, there is a growing risk of malicious actors using deepfakes to fabricate political speeches, statements, or actions by public figures. This manipulation could significantly impact public opinion, sway electoral outcomes, and undermine the democratic process. The use of deepfakes in the realm of political campaigns poses a severe threat to the integrity of elections, demanding heightened scrutiny, and the development of safeguards to protect the

democratic foundation from undue influence and manipulation. The ethical and legal implications of such manipulations extend beyond individual brands, affecting the very core of democratic institutions. Addressing this risk requires a collaborative effort involving technology experts, policymakers, and the public to establish robust defenses against the misuse of deepfake technology in political contexts.

- Lack of Trust and Ethical Concerns

The most significant drawback of deepfake marketing is the potential erosion of trust. As deepfakes blur the lines between reality and fraud, consumers may find it challenging to discern authentic content from artificially generated material. Marketers must navigate ethical considerations to ensure that deep-fake campaigns do not compromise the trust built between brands and their audiences. Transparency becomes paramount to maintaining ethical standards and preventing unintended consequences.

- Deepfakes as Tools for Scams and Fake News

The rise of deepfake technology has introduced new avenues for scams and the spread of misinformation. Malevolent actors can misuse deepfakes to create fake customer complaints, product reviews, or even fabricate entire incidents. This misuse not only damages brand identities but also poses risks to consumers, who may fall victim to fraudulent activities. Addressing the potential for misuse requires vigilance, ethical guidelines, and proactive measures to counteract deceptive practices.

- Legal Implications and Consent Issues

Deepfake marketing introduces complex legal challenges, particularly concerning the use of celebrity likenesses and issues of consent. The unauthorized use of a person's image in a marketing campaign raises questions about privacy rights and the potential for legal action. Brands must navigate a legal landscape that is still evolving to establish clear guidelines on the ethical and legal use of fake technology in advertising.

<https://www.brandvm.com/post/deepfake-marketing#:~:text=While%20deep%2Dfake%20marketing%20offers,media%20is%20a%20growing%20concern.>

2. Is making a deepfake video without the individual's consent a violation of their intellectual property rights?

Yes, the video could be used for various harmful purposes like scams or inappropriate content, which could affect the mental health of the person in the video, such as celebrities. It could ruin a well-known person's career and even be used to manipulate or blackmail someone, putting them in danger.

3. How does the development and broadcast of deepfake films violate an individual's right to privacy?

As I mentioned in my second answer, deepfakes can be used to spread fake news, especially if they mimic a well-known person or someone in the government. This can ruin their reputation and career while misleading the public.

4. What steps can be done to stop the spread of misinformation and disinformation using deepfake technology?

The public should be informed about the signs of a deepfake video so they can tell what's real and what's not. Social platforms should have rules or policies to remove detected deepfake videos.

5. Who is responsible for the negative consequences of deepfake videos: the producers, the platforms that host them, or the public that spreads them?

It should primarily be the producers because they are the ones spreading these deepfakes. If their content is harmful, they should be held accountable. Social media platforms can also be responsible since users see and share the videos there. They need to detect harmful content quickly and remove it if it's inappropriate. However, the producers should be the first ones to be blamed because they created the videos, and they should be responsible for the consequences. They need to be aware of what to do if their deepfake content causes harm.

6. How can you as IT professionals/experts eliminate or control the spread of malicious information through technology?

As an IT professional, the focus should be on improving security to detect if a video is a deepfake. A system should be created that can identify whether the video is harmful or not. This system should be usable at any time and with any software.