I have not had any personal experience with deep fakes, but I have started to see them become more prevalent in today’s society. I have noticed them the most on YouTube specifically when the advertisement is trying to promote some kind of product, or some kind of stimulus check scam. I don’t have an opinion on it, but I do find some of the ads being run with deep fakes like Joe Rogan to be quite annoying.

On a professional level I think that the deep fake models do not really pose any kind of moral or ethical dilemma for myself, but I think that the use of these models should be somewhat limited and these deepfakes should be limited to not reproducing people’s likeness and imagery. I think that there should be some approaches in prompt limitation. For instance, you shouldn’t be able to use a celebrity’s voice and their likeness to promote a D-tier product, I think that’s wrong. I think that prompt engineering should be strict when building these models.

On the other hand, legally these models shouldn’t be held responsible for the actions that people may take with them. I think in the case of a company selling products that the celebrity or person does not actually approve of the company should be sued.