# Article information:

How deepfakes are impacting our vision of reality - SWI swissinfo.ch  
<https://www.swissinfo.ch/eng/business/how-deepfakes-are-impacting-our-vision-of-reality/46862004>

# Article summary:

1. Deepfake technology has made it easier for anyone to manipulate visual content and create fake videos that can spread rapidly on the internet, leading to concerns about the impact on public opinion and the spread of disinformation.

2. Deepfakes use artificial intelligence to generate synthetic images that are so realistic they can fool both human eyes and algorithms. This poses a national security issue as countries like Russia, China, Iran, and North Korea actively use deepfakes to spread fake news.

3. The increasing quality of deepfake videos makes it difficult to distinguish between real and fake content, and experts predict that machines will not be able to detect the difference within the next two to five years. It is crucial to raise awareness and educate the public about deepfakes in order to combat their negative effects on society.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "How deepfakes are impacting our vision of reality" discusses the democratization of deepfake technology and its potential impact on public opinion and disinformation. The article features insights from two leading deepfake experts in Switzerland, Touradj Ebrahimi and Sébastien Marcel.

One potential bias in the article is the focus on negative aspects of deepfakes, such as their use in spreading fake news, denigration of women, and cybercrime. While these are valid concerns, the article does not explore potential positive applications of deepfakes, such as their use in psychotherapy or genealogy.

The article also makes unsupported claims about the future capabilities of deepfake technology. For example, it states that in two to five years, machines will not be able to distinguish between real and fake content. However, there is no evidence provided to support this claim.

Additionally, the article does not present counterarguments or alternative perspectives on the issue. It primarily focuses on the risks and challenges posed by deepfakes without discussing potential solutions or mitigations.

There is also a lack of evidence for some claims made in the article. For example, it mentions that countries like Russia, China, Iran, and North Korea are considered very active in spreading fake news through deepfakes but does not provide specific examples or evidence to support this assertion.

Furthermore, the article does not fully explore the role of social media platforms and technology companies in addressing the issue of deepfakes. It briefly mentions that tackling deepfakes requires being proactive and focusing on system vulnerabilities but does not delve into specific strategies or initiatives being undertaken by these entities.

Overall, while the article provides some valuable insights into the impact of deepfakes on our perception of reality, it has certain biases and lacks comprehensive analysis of all aspects related to this issue.

# Topics for further research:

* Positive applications of deepfakes in psychotherapy and genealogy
* Future capabilities of deepfake technology and its potential to deceive machines
* Counterarguments and alternative perspectives on the risks and challenges of deepfakes
* Specific examples and evidence of countries like Russia
* China
* Iran
* and North Korea spreading fake news through deepfakes
* Strategies and initiatives undertaken by social media platforms and technology companies to address deepfakes
* Comprehensive analysis of all aspects related to the impact of deepfakes on public opinion and disinformation.

# Report location:

<https://www.fullpicture.app/item/25b3e98426a8b8290c436603b3cf6e2b>