



HOW DOES THE INFLUENCE OF DEEPFAKE TECHNOLOGY IN OUR POLITICAL LANDSCAPE AFFECT OLDER GENERATIONS?

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INTRODUCTION:

My research is about the impact of deepfakes on older generations in the political landscape. Deepfakes pose significant challenges for older generations in the political landscape due to their lower digital literacy and increased trust in familiar media sources. These AI-generated deceptions can manipulate public opinion and spread misinformation, impacting elections and eroding trust in democratic processes.

METHODOLOGY:

This study adopted a qualitative approach to explore the impact of deepfakes on older generations' political beliefs, voting behavior, and trust in information. My research focused on analyzing existing media, which includes news articles, videos, and even social media posts. By examining how these manipulated media are consumed, my study identifies how the content shapes political perceptions and decision-making among older generations.

DEFINITIONS:

Deepfake - synthetic media created using artificial intelligence and machine learning to manipulate or generate realistic content

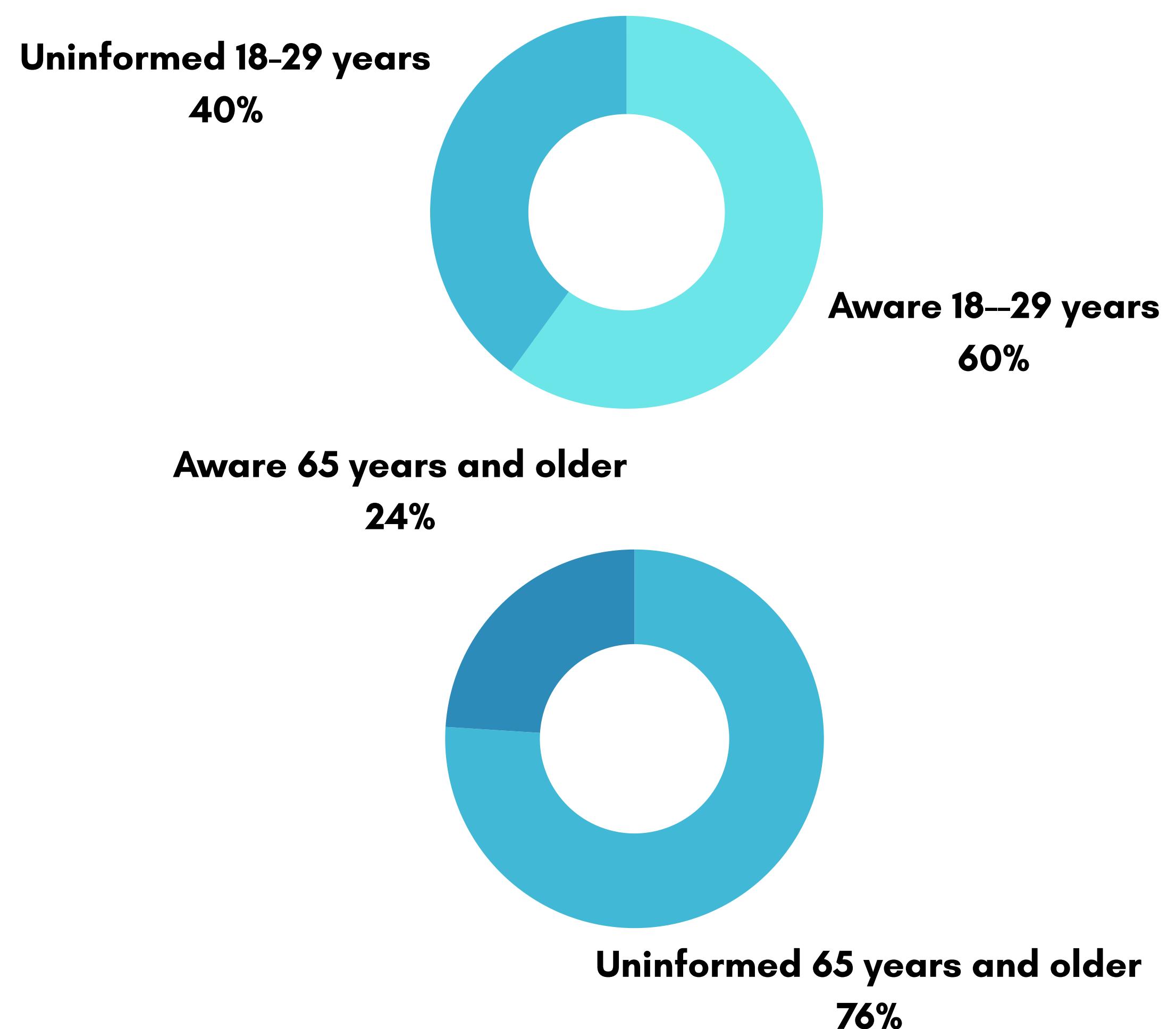
Media Literacy - ability to access, analyze, evaluate, and create media

Voter Manipulation - attempt to influence or sway voting decisions through deceptive practices

Machine learning - type of artificial intelligence that enables computers to learn and improve from experience

RESULTS:

Older adults are particularly susceptible to AI-generated deception. In a survey taken in May of 2023, adults aged 65 and older had a 24% awareness about online deepfakes. This is much lower than the younger adults aged 18-29, which had a awareness level of 60%. Statista Research Department. "Digital Literacy of U.S. Adults by Age 2023." Statista, Statista Inc., 2023, <https://www.statista.com/statistics/1465239/us-adults-digital-literacy-by-age/>.



PROPOSED SOLUTIONS:

- Digital Literacy Limitations: Digital literacy programs help, but they can't quickly solve the deepfake problem.
- Challenges in Effective Legislation: Laws struggle to keep up with the fast-evolving technology of deepfakes.
- Machine Learning Detection: Detection tools need to rapidly advance to keep up with increasingly sophisticated deepfakes.

SIGNIFICANCE:

Deepfake technology is becoming increasingly more versatile and sophisticated, which raises concerns about the legitimacy of online media and its impact on our democratic processes. Older generations, who may be less familiar with technology, can be extremely vulnerable to these "fakes" and influence to alter their political beliefs, voting behavior, and trust in reliable information networks.

CITATIONS:

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