

AI Generated Content

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The Power of AI Generated Content

Deep fakes, AI generated images, audio, and video have all become increasingly popular over the last couple years

Many of these technologies continue to blossom, with some AI generated audio clips and images being nearly impossible to detect as fakes

Examples:

- Recently, AI generated images were used alongside **real** images in a campaign advertisement targeted at former President Donald Trump.
- As seen here, these images appear to show former President Trump affectionately holding Dr. Fauci, something that did not actually happen.



Source: <https://www.npr.org/2023/06/08/1181097435/desantis-campaign-shares-apparent-ai-generated-fake-images-of-trump-and-fauci>

Examples:

- In addition to **images** that can be used within campaign advertisements, there is also an increasing concern that entire videos can be created using a voice and face that is identical, or nearly identical to a specific person
- Just last week, one of the world's most famous Youtube personalities, MrBeast, who has over 200 million subscribers on YouTube, was victim to an attempted scam via a deepfake video, which can be seen below:



Examples:

- This video below highlights some of the dangers of AI and deep fakes.
- This video is already two years old, and since then, technology has only progressed in the AI universe..



Source: [This is not Morgan Freeman - A Deepfake Singularity - YouTube](#)

Examples:

- Finally, we will throw it over to an AI version of President Biden, “congratulating” Rep. Tsernoglou on the Introduction of these bills:
- This audio took three minutes to make.

