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## A STUDY ON DEEPFAKES: TECHNOLOGICAL INNOVATION OR TOOL FOR CRIME

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### ABSTRACT

This study is done to find if Deepfake technology is boon or curse for society. It was found that the technology has its own benefit and drawback. If used responsibly it can help to make great contributions in the society otherwise it can be harmful to it too. During the research, it was seen that this technology has both good and bad sides. If people use deepfakes in a safe and honest way, they can be very useful. They can be used for learning, fun, creativity, and even improving technology. But if people use them in the wrong way, they can create many problems. Deepfakes can spread fake information, confuse people, damage someone's image, and even cause fear or misunderstandings. So, the study shows that deepfake technology can be a blessing or a problem. It fully depended on how people choose to use it. If used responsibly, it can do good things for society. If used carelessly or for harmful reasons, it can create major issues.

**KEYWORDS:** Deepfake technology, Fake information, Revenge Porn , black mail, fraud, education digital security, literacy, privacy.

### INTRODUCTION

Deepfake technology is a type of technology where one can create realistic but fake images, video or audio. Deepfake or rather a technology which was invented as a result of academic research in artificial intelligence and machine learning with the goals to push boundaries of creative expression and develop innovative solution for field like Entertainment, Media production, education and Training Art and satire, etc. But Deepfake is not known for its original goal but for its potential use in creating Child sexual abuse material, celebrity

pornographic videos, revenge porn, fake news, hoaxes, bullying and financial fraud. Even the word "Deepfake" which is a mixture of deep learning and fake, was not popularized for the positive uses, but it was popularised because in late 2017, an anonymous user created a forum to share non-consensual pornographic of female celebrities. Ironically, the technology which was made to help people are used to against them. Existing Studies highlight the difficulty to identify between real and deep fakes content and growing to risk it has and will have in future to public trust, privacy and digital security. However, those research still lacks balanced examination of deepfake and their technological advantage and misuse of it for crime. Therefore, this study aim to find whether deepfake should be viewed in positive light for their advantage or in negative, for their misuse.

### **Need of the study**

Nowadays almost everyone know about "Deepfake technology" and most of them used it at least once in their life. Deepfake has several beneficial application such as realistic media creation for entertainment, Education and training and virtual communication. And it is also used for criminal purposes like identity theft, fraud, cyberbullying and to spread misinformation .As it has generated attention for its misuse. So many people don't know about its benefit or how it affect our surroundings. Most people think it's harmful and don't know about its dual nature. This study is needed to understand how people view "Deepfake technology" and how we can create awareness about its advantage and disadvantage, and help Society understand how to use this technology responsibly.

### **Scope of study**

The Scope of this study focuses on two version of deepfake which is found in the society, one version shows how it can be beneficial and can be boon in entertainment industry and education by creating realistic special effect, degage actors, "resurrect" deceased performer and create engaging, interactive lesions by animating historical figures or simulating realistic scenarios for medical or professional training. But there is another version that shows its malicious use such as non- consensual pornography, Financial fraud, misinformation, propaganda and Blackmail, etc. By examining both side the study can understand, Social, mental and ethical impact.

## Review of the Literature

**Umbach, Henry, Beard & Berryessa (2024)** these researcher done a survey across 10 countries to understand how common non- consensual deepfake pornography is. They find that despite concern about harm, societal awareness remain limited and existing law appear inadequate to deter perpetrators.

**Sippy, Enock, Bright & Margetts (2014)** the authors done studies to understand how people perceive and experience deepfakes. Their finding shows that 15% of people have seen harmful deepfake, women report more fear and concern about deepfakes than men and 90% of people worry that deepfake can spread misinformation and fake sexual content.

**Xu, Tehörst, Raja & Pedersen (2022)** these author studied whether deepfake detection algorithm are fair. They found that detection tools are biased, they work better for some group and worse for others, depending on gender, race and age.

**Sarigama R. Noir (2024)** it's specifically studied how deep fake impact women in India and she found that most misuse deepfake to target women, Non-consensual videos cause shame, harassment and reputation loss.

**Verma (2024)** Verma's research shows how Deepfake can be easily used for blackmail, defamation and identity misuse and victims face long term emotional and social harm.

**Ali, Fernando, Huda, Mahmutarom and Team (2025)** these researchers studied how deepfake effect victims and their perspective and they found that deepfake cause psychological trauma, reputation damage and social isolation. Many victims feel helpless and legal system is not efficient to tackle this.

## Objective the Study

1. To study how deepfake are used both positive and negative way.
2. To study how people view this technology.

## Research Methodology

This study follows a descriptive research design, which help us to understand how people view deepfake fake technology and how deepfake are dual in nature. The data are collected mostly from Google and Google form survey.

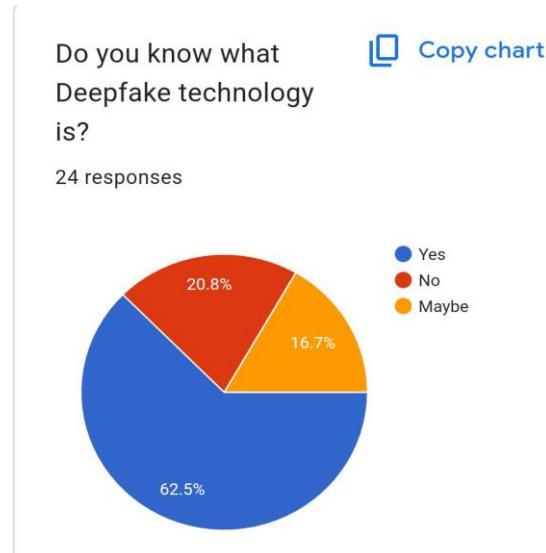
Data was collected using structured questionnaire containing thirteen closed ended as they help to obtain clear, specific and easily measurable responses. A Google form questionnaire are used to collect data responses. The data was analysed using percentage analysis and presented through pie chart. It helped to present data clearly by showing how each part contributes to the whole.

Participants gave informed consent and their identity was kept confidential. The study follows ethical guidelines.

The study include 24 participant in the age group of 17 to 36 as they are more likely to encounter deepfake content.

### **Data Analysis and interpretation**

Below the result of 13 question Google forms survey are analysed and explained. This question help the researcher to find out what people know and think about Deepfake technology and whether they see it as useful innovation or just a tool for crime. The following analysis discuss the response of each question and their contribution to overall topic.

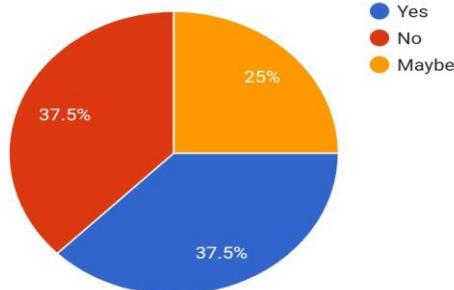


Most of the participants agreed that they know what Deepfake technology is. But they are still some who don't know about it and some are unsure.

Do you think deepfake technology is primarily useful for innovation rather than crime?

24 responses

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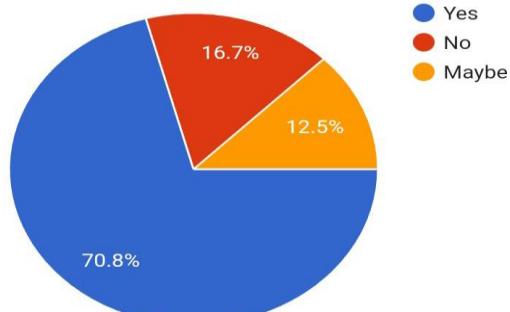


The percentage of participants who agreed and denied are same and there are still some who are unsure, probably those who don't know much about this technology.

Do you think using deepfake technology is wrong?

24 responses

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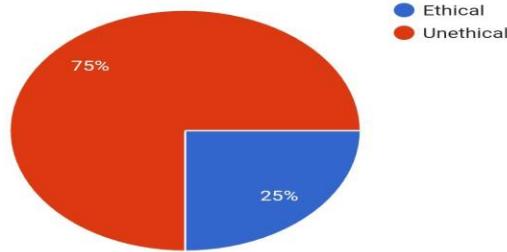


Most of the participants agreed that using Deepfake technology is wrong.

"Do you think  
deepfake technology  
is used mostly for  
ethical (positive)  
purposes, or for  
unethical (harmful)  
purposes?

24 responses

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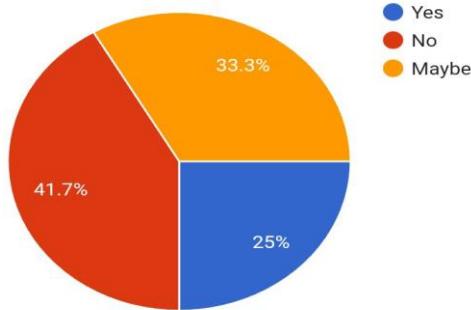


Most participants think that deepfake technology are used for unethical purposes.

Do you think deepfake  
technology can be  
beneficial for society?

24 responses

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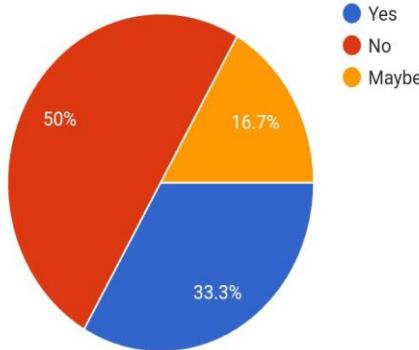


Participants who think that deepfake is not beneficial for society are slightly higher than the participants who are unsure and from those who do agree.

Have you ever seen  
non - consensual  
deepfake?

24 responses

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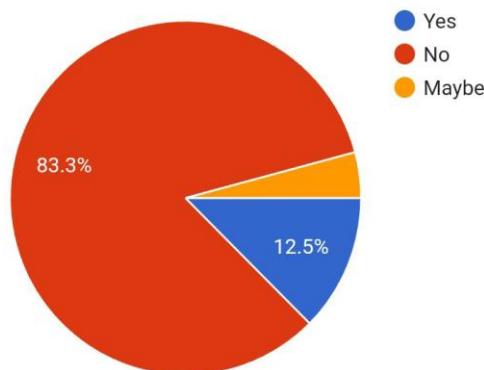


Most participants have denied seeing any non-consensual deepfake while some agreed and they are still some participants who are unsure.

Have you ever shared  
a deepfake video or  
image?

24 responses

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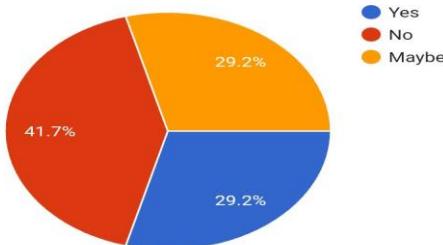


Most of the participants denied ever sharing deepfake content.

Are deepfakes mostly used for entertainment purposes rather than criminal activity?

24 responses

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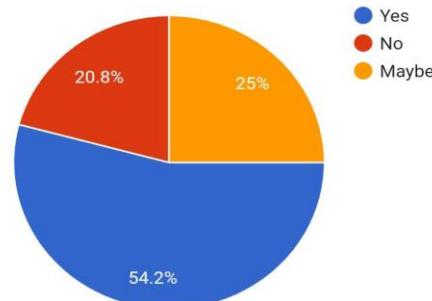


Percentage of participants who denied is more than who agreed and are unsure.

Should governments regulate the use of deepfake technology?

24 responses

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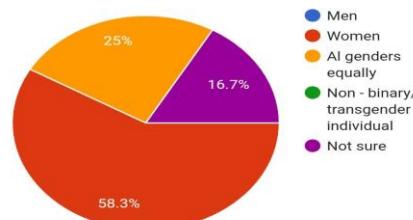


Most participants agreed that government should regulate the use deepfake.

Which gender do you believe is most targeted by harmful deepfakes?

24 responses

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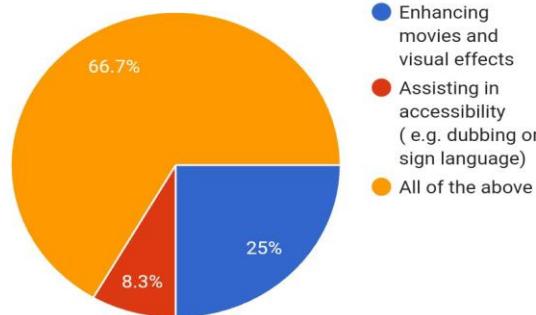


Most agreed that women are generally targeted by harmful deepfakes while some believe all gender are equally targeted.

Which of the following is a benefit of deepfake technology?

24 responses

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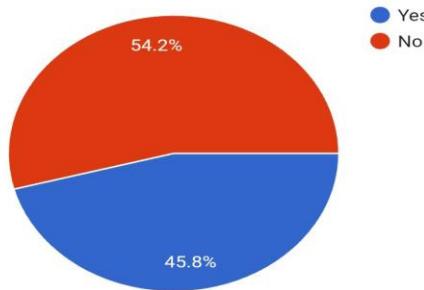


Most agreed that all the given option are the benefit of Deepfake while some think first option is it's benefit and only 8.3% think second point is it's benefit.

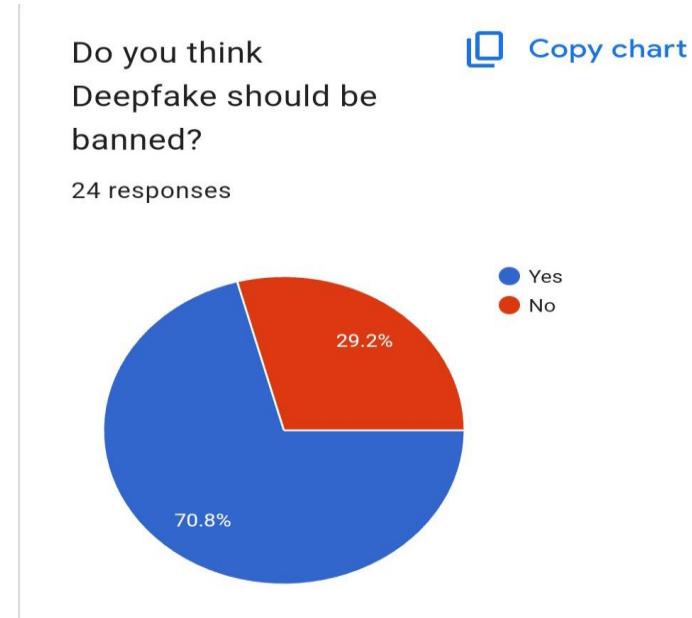
Did you know about the benefit of Deepfake before this?

24 responses

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Many agreed that they didn't know its benefit before this survey and many knew about it already.



Most of the participants think that deepfake should be banned and some think it shouldn't be banned.

Overall, most participants had knowledge about Deepfake technology but they didn't know much about its benefit. And this limited awareness appears to have influenced their perception regarding the technology as many agreed to regulate and even banned it. Most of them have agreed that women are more likely to get Targeted by deepfake content than others and some of them think that all the gender equally get targeted by deepfake content. Most of them denied ever encountering deepfake content and sharing non-consensual deepfake content.

### **Finding of the study**

- Lack of awareness**

After analysing the data it was found that there is knowledge gap about the positive uses of the technology which contribute to their risk averse attitude.

- Perception of Deepfake as harmful for society**

The study concludes that most perceive this technology harmful for society even though it can benefit society like any other technology.

- **Reported minimal experience with deepfakes**

Data shows that there are still people who think they have never encountered deepfake content.

- **Mostly women are seen as main target for deepfake content**

Most of the participants agreed women are more likely to get targeted by deepfake content while some think all gender are equally targeted.

## DISCUSSION

Researcher observed that most people know about the technology but did not know its exact term or know how it is used to harm society yet do know what it is called. Many participants denied ever encountering deepfake content but it is almost impossible to not encountered at least once unless you are not on any social media platform. Many have shared non-consensual deepfake content but when asked directly or addressed in this context they denied sharing which we can see in response as 83.3% have denied.

This suggests that they were uncomfortable admitting it, even anonymously because it is considered unethical.

## CONCLUSION

The study concludes that there is lack of awareness among users about Deepfake technology. They don't know much about its positive side and have perception that it is harmful for society. However if taken right step we can reverse this reaction and can educate about its benefit and how to use it responsibly without harming anyone.

### Recommendation for future Researcher

- **Adopt dual Perspective**

Future Researcher should focus on both sides of technology when doing a study on the topic like this. Yes this technology is mainly famous for its misuse but can be useful innovation if handle correctly.

- **Public awareness**

Researcher should give more attention to educate people about Deepfake. Public should know about the consequences and merit of using technologies like this which can be severe as well as benevolent.

- **Investigate advancement in detection**

Future research should focus more real time detection systems, multi factor authentication and robust deepfake forensic rather than static model only.

As time goes deepfake content are hard to detect and assume to be real which spread misinformation, create fake evidence and revenge porn, etc.

- **Study on human factor and psychological factors**

Technological detection is only a part of solution, Researcher should study why people believe Deepfake content, why they make them and why it is shared so openly. The study should be on how misinformation are spread differently when enhanced by synthetic media and how effective public education program can improve media literacy.

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