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THE PREDOMINANT ETHICAL ISSUES AROUND DEEP FAKE TECHNOLOGY AND FAKE NEWS ON SOCIAL MEDIA

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ABSTRACT

Aim/Purpose	This paper seeks to unearth the benefits of deep fake technology and its potential for application to pursue unethical intentions on social media, thereby negatively impacting individuals and society's well-being.
Background	The research paper addresses the problem by exploring the ethical implications of deep fake technology and fake news on social media. Through the analysis of the impact on trust, privacy, and democracy, regulatory and accountability recommendations are made.
Methodology	Through a systematic literature review and thematic data analysis, this paper presents interesting ethical issues around deep fake technology and fake news on social media.
Contribution	This study contributes to the debate around artificial intelligence, social media, and the associated regulatory environment by offering insights into deep fake technology's social, political, and psychological consequences.
Findings	The study finds an urgent need to design and implement a strong regulatory framework for both content creators and social media platforms to curb the spread of harmful content and protect individuals' rights.
Recommendations for Practitioners	The study recommends robust content moderation, stronger regulatory frameworks, media literacy, and awareness campaigns to citizens to improve their ability to assess social media content's authenticity.

The full paper has been published as the following and is being presented at this conference:

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Recommendations for Researchers	Researchers are encouraged to take an interdisciplinary approach that includes law, ethics, information systems, psychology, and media studies to address the challenges brought by deep fake technology.
Impact on Society	The paper impacts society by advancing the comprehension of the potential impacts of digital manipulation.
Future Research	Scholars may conduct longitudinal studies to determine the long-term psychological and social effects of individuals' exposure to deep fakes on social media.
Keywords	social media, ethics, deep fake technology, fake news, artificial intelligence, deep learning

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sights into industry practices and compliance standards of IT.

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