

# ‘Deepfakes’ are here. These deceptive videos erode trust in all news media. | Washington Post

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In January, [Facebook](#) and [Twitter](#) published new policies for dealing with “deepfakes,” or what the industry terms “[synthetic media](#)” — audiovisual clips created with the support of artificial intelligence (AI). These techniques are so effective that it’s extremely difficult — often impossible — to tell the content is fake. Deepfakes are so named because they rely on “deep learning,” a branch of AI.

In other words, dirty tricksters now have the technology to create videos in which it really does look like a prominent politician is violently cursing at a baby — or worse.

[...]

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