News Item

From deepfakes to TikTok filters: How do you label AI content? | First Draft

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> When an astonishingly realistic deepfake of Tom Cruise spread across the internet in March, many people were quite rightly shocked. Its pinpoint realism suggested artificial intelligence had leapt forward several years.
>
> But one important feature was easily missed. By using the social media handle "deeptomcruise," the creator was transparent about the fact it was a deepfake.
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> In a future full of media manipulated by artificial intelligence, we will need methods like this to indicate what is real and what has been faked with AI.
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> And this won't just be a question of ethics. The EU may require that users be told when AI has generated or manipulated something they are viewing.
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> How should we label AI media in ways that people understand? And how might it backfire?
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> [...]

Source: [From deepfakes to TikTok filters: How do you label AI content? – First Draft](#)