

## DEEPPAKE CONTENT PRODUCTION: THE TRANSFORMATION OF MEDIA IN QUESTIONED REALITY AND GROWING DISTRUST

Demet YALÇIN\*

Derleme Makale

DOI: 10.5281/zenodo.19312700

Geliş Tarihi: 20.02.2026

Kabul Tarihi: 09.03.2026

### ABSTRACT

The study examines how the production of deepfake content transforms trust in the media. In this context, the study aims to theoretically evaluate the transformation of deepfake technologies, which have become more functional with artificial intelligence technologies, on the media, within the framework of reality and trust. With the production of deepfake content, the production and dissemination of manipulative content and fake news have accelerated. When the studies are examined, it has been observed that this increase in the production of disinformation and manipulative content not only leads to questioning the public's trust in the media but also poses serious threats to public health, social stability, and the authenticity of the media. The study examines the current challenges and impacts of deepfake content on the media and offers a theoretical contribution to the communication literature in understanding the threat of deepfake content. The study emphasises the necessity of developing new ethical, educational, and preventive strategies to combat fake news and manipulative content produced by deepfake technology, by addressing AI-supported deepfake content production through current and diverse studies. Additionally, digital media literacy is proposed as a recommendation for detecting these contents and increasing awareness.

**Keywords:** Media and Communication, Deepfake, Artificial Intelligence, Trust, Reality

### Deepfake İçerik Üretimi: Sorgulanan Gerçeklik ve Çoğalan Güvensizlikte Medyanın Dönüşümü

### ÖZET

Çalışma, deepfake içerik üretiminin medyaya duyulan güveni nasıl dönüştürdüğünü incelemektedir. Bu bağlamda, çalışma, yapay zekâ (YZ) teknolojileriyle daha işlevsel hale gelen deepfake teknolojilerinin medyadaki dönüşümünü gerçeklik ve güven çerçevesinde teorik olarak değerlendirmeyi amaçlamaktadır. Deepfake içerik üretimiyle birlikte manipülatif içerik ve sahte haber üretimi ve yayılımı hız kazanmıştır. Yapılan çalışmalar incelendiğinde bu artışla birlikte dezenformasyon ve manipülatif içerik üretiminin kamuoyunda medyaya olan güvenin sorgulanmasına neden olmasının yanı sıra halk sağlığına, sosyal istikrara ve medyanın özgünlüğüne ciddi tehlikeler oluşturduğu görülmüştür. Çalışma, deepfake içeriklerin

\* Dr. Öğr. Üyesi, Yalova Üniversitesi İnsan ve Toplum Bilimleri Fakültesi, demet.yalcin@yalova.edu.tr, ORCID: 0000-0002-7985-4900

medya üzerindeki mevcut zorluklarını, etkilerini incelemekte ve deepfake içerik tehdidinin anlaşılması noktasında iletişim literatürüne teorik bir katkı sunmaktadır. Çalışma, yapay zekâ destekli deepfake içerik üretimini güncel ve farklı çalışmalar üzerinden ele alarak deepfake ile üretilen sahte haberler ve manipülatif içerikle mücadele noktasında etik, eğitici ve önlemeye yönelik yeni stratejilerin geliştirilmesinin gerekliliğini vurgulamaktadır. Ayrıca dijital medya okuryazarlığı bu içeriklerin tespiti ve farkındalığın artması noktasında öneri olarak sunulmaktadır.

**Anahtar Kelimeler:** Medya ve İletişim, Deepfake, Yapay Zekâ, Güven, Gerçeklik

## INTRODUCTION

Today's information technologies have made it possible to produce a variety of content through different consumption methods such as video streaming sites and audio podcasts on social media. The production and sharing of information, just a fingertip away of the vast information network, have made access to information faster. This situation, where everyone can share information, has accelerated the spread of unverified information, leading the public to accept this information as true and resulting in an increase in fake news (Matheven & Kumar, 2022, p. 11). The increase in the number of social media platforms, news websites, and online newspapers, as well as the production of information, makes it difficult to verify reliable news sources. The detection of fake news, which is associated with terms such as deception, fraud, gossip, trickery, rumour, and fabrication (Hiramath & Deshpande 2019, p. 411), is becoming increasingly difficult due to factors such as the insidious nature of the problem, the vast amount of news content produced every second, and the ability of fake news to mimic real news. The existing techniques for fact-checking and detection are generally slow, making them insufficient to process the volume of information available on the internet (Nandan et al., 2025, p. 687). Social media has a powerful influence on the reach of deepfake content to a wide audience. The ability to share text, images, videos, and audio provided by social media increases the interaction of this type of content in the public sphere. Furthermore, the fact that these qualities are fundamental elements of communication is important in terms of their potential to influence audiences (Karnouskos, 2020, p. 139). In the rapid production and consumption cycle of developing technology, the fluidity of people's perception of what is real and what is fake can suspend the process of questioning deepfake content amid mental fatigue caused by engaging with new content. In such a situation, the increase in unverified fake content can overshadow the accuracy of real news and create a general sense of questioning and distrust among individuals regarding news consumption. The development of communication technologies and the increase in fake news production also pave the way for questioning public trust in the media.

The emergence and development of deep learning and computer graphics have provided a favourable application area for people to produce fake images. Among the techniques that make these content productions possible, deepfake stands out as a highly debated topic today. Deepfake, which allows users to easily change and edit images or videos, as well as people's identities and faces, has facilitated the distribution of such content through the access provided by social media platforms, leading to the tarnishing of the reputations of many celebrities, politicians, and executives (Zhang et al., 2023, p. 468). The astonishing development of deepfake content, which has gained incredible momentum with the advancement of artificial intelligence (AI) technologies, is causing a reinterpretation of the perception of believing what one sees, following a trajectory that will cast doubt on people's judgement of reality. Deep

learning, computer development, and AI technologies, together with deepfake content that questions the concepts of reality and trust, have become a major threat to the continuity and reputation of the media sector. Due to the prevalence of fake news and deepfake content production and their potential harm to society, researchers are working hard to develop efficient, automated systems to combat misinformation (Mollah et al., 2023, p. 1). There are many studies on deepfake and fake news detection (Shinde & Vyawahare, 2025; Al-naeem et al., 2025; Kumar et al., 2024; Saif et al., 2025) and solutions for combating fake news (Wang et al., 2025; Han et al., 2021; Shahid et al., 2024; Lu, 2025). In this context, the study aims to theoretically evaluate the impact of fake news, which has increased with the production of deepfakes, on the media in terms of reality and trust. The study is important in determining the transformation of the media within the framework of contemporary technologies and the impact of this transformation on the concepts of trust and reality.

### **Journalism in AI and Deepfake Content Production**

AI technologies have made significant contributions to the way journalists work in the news production process. The journalism profession, which cannot be evaluated separately from the development of technology from its emergence to its institutionalisation as a profession, stands out today as one of the fields integrated with artificial intelligence (Sayar, 2024, pp. 61-62). AI technologies provide numerous conveniences to the media sector in areas such as accessing information, supporting the production of textual, visual and auditory content, enabling the correction of news content, data analysis, conducting research and receiving language support (Eşitti, 2024, p. 2). AI tools have made it possible to automate many complex tasks, reach solutions in a short time, and complete analysis phases more quickly by increasing the efficiency of traditional techniques (Türten, 2024, p. 419). AI, defined as the ability of a computer to exhibit human-like behaviours such as reasoning, inference, problem-solving, etc., and to perform high-level cognitive abilities (Arslan, 2020, p. 76), has created an active application area in many aspects of human life, including the media sector, and continues to expand this area every day. These technologies have made it possible to produce hyper-realistic artificial content with advanced machine learning models. Many media contents that are not possible in real life are taking on a hyper-reality thanks to these technologies, accelerating the production of deepfakes. The increase in deepfake production has led to a rise in media manipulation. Media manipulation has increased compared to the past due to the production of AI-supported deepfake content and the ease of spreading and accessing this content through digital technologies. This increase poses a risk of misinformation to society and leads to manipulation in a social context (Sharma & Selwal, 2026, p. 1). Deepfake refers to content or material produced and manipulated using AI technologies to appear as a genuine audio, video, image, or text work. Compared to manual editing, it can produce content that is more convincing and resembles real-life content. The production and impact of deepfake content, particularly in the political, social media and entertainment sectors, which are likely to cause a sensation in society, are particularly evident (Khanjani, 2023, p. 2). In other words deepfake technologies, defined as the creation of super-realistic but fake videos and images using AI (Guo & Wang, 2025, p. 265), can cause many social problems. The widespread prevalence of deepfake content threatens the integrity of digital information infrastructures. This situation constitutes a critical telecommunications policy issue that erodes trust in public communication systems (Zhang, 2026, p.1). The ease of learning how to produce deepfake content and access to the technology has increased the production of such content without the

need for deep expertise. This situation has led to an increase in fake content that is difficult to verify as real. The proliferation of this content, particularly on social media platforms, has further strengthened existing fake news initiatives (Karnouskos, 2020, p. 139). In their study (2025), Wang and Gu state that with the rapid development of generative AI technology, the detection and management of fake news has become a major concern in academia and society, noting that the widespread dissemination of fake news not only distorts public perception of information but also triggers social events such as information pandemics. This situation poses significant challenges in terms of social stability, the political environment, and public health. When the speed of information dissemination, sharing, and access through social media platforms is added to this process, the spread of fake news has become a matter of seconds. Emphasising that the increase in the number of deepfake videos also raises the number of fake news, Berk (2020, p. 1519) states that deepfake content produced using these technologies can be of such high quality that it is impossible to distinguish between true and false news. In situations where this distinction cannot be made, the period until the authenticity and falseness of the news are questioned from primary sources creates chaos and anxiety within society. The availability of deepfake software on mobile phones and its ease of use increase content production and dissemination while also raising potential dangers. According to Eşitti (2024, p. 2), AI technologies in the media sector are causing the emergence of many issues such as deepfake, misinformation, ethical problems, security vulnerabilities, and workforce loss.

The development of deepfake technologies, which increasingly challenges perceptions of reality, can blur the distinction between real and fake in society, leaving people vulnerable to manipulative content. In the production of digital information, where it is difficult to discern what is real, it can also become a challenging task to identify what is fake. In the rapid production and consumption cycle on digital media platforms, it is often not possible for most users to distinguish between real and fake, to react, and to become aware in their occupied perceptions. Conversely, most users exposed to deepfake content perceive it as real and turn it into a societal reaction, creating a state of chaos and anxiety that transcends the deepfake content.

### **The Transformation of Media in the Face of Questioned Reality and Growing Distrust in Deepfake Content Production**

Fake news, which can have a significant impact from the individual to society, has become a wildfire spread by digital technologies. This wildfire, which is rapidly spreading across many areas, affects many people every day. The production of fake news, which poses a threat to the country's security, economy, welfare and individuals, has gained momentum today. Amidst the increasing prevalence of fake news, most people may not be aware of how these stories can affect their communities and how to deal with this situation (Kong et al., 2020, p. 102). Spreading misinformation, manipulating public opinion, and producing fake content using fake videos and audio recordings are forms of fake news that are used to influence and deceive people, particularly by creating deepfake content. The manipulation of public figures, political events, or speeches through AI-supported deepfake content leads to the spread of misinformation, undermines trust in institutions and information sources, and distorts public perception. This situation can cause increased concern among the public (Maniyal & Kumar, 2024, pp. 36-37). Most people may contribute to the spread of content without knowing whether the millions of news stories produced and circulated online every day are real or fake. The

absence of a mechanism to prevent the spread of fake news created with deliberate, manipulative intent can turn a simple act into a serious and significant event and problem (Kong et al., 2020, p. 102). Fake news, which is becoming an increasingly disturbing phenomenon day by day, has a significant impact on the actions and opinions of individuals and, more broadly, society (Mollah et al., 2023, p. 1). The areas where the truth is most manipulated by being circulated in many different ways are digital environments. In content sharing networks, audio and visual elements that are considered proof of reality are being recreated, and this trend is increasingly continuing in these environments. Due to the ease of sharing in digital environments, every user has the potential to be a manipulator in these spaces (Elitaş, 2022, p. 117). One of the areas where the perception of reality is heavily manipulated is the media. News content, in which reality is produced in different ways with AI-supported deepfake content, can be created for various purposes. According to Aydın (2025, p. 1419), deepfake technology can be used for purposes such as undermining trust in individuals and institutions, manipulating public opinion, and causing reputational damage. This situation accelerates the spread of misinformation and erodes trust in accurate and reliable information. The likelihood of deepfake content being perceived as real within the news format or context is increasing. This increase intensifies the impact of disinformation. According to Nguyen and colleagues (2022, p. 13), the reason for the decline in trust in the media is that the act of seeing is no longer equivalent to believing. Deepfake content can increase disinformation and hate speech, heighten political tension, and incite the public to action, potentially leading to war or violence.

In a study examining how AI contributes to the spread of fake news and deepfakes, Vavrin (2026) found that AI intensifies information manipulation and that detection tools and regulations remain fragmented. In Sophia's study (2025), it is emphasised that AI-generated fake news spreads at an incredible speed and scale, demonstrates a high level of realism, and contributes to social trust crises, political polarisation, and economic and legal risks. In another study, it has been revealed that AI-supported deepfake technology significantly blurs the line between reality and fiction and undermines media credibility. Additionally, malicious actors use deepfakes to spread misinformation, manipulate public perception, and threaten information integrity (Boediman, 2025). In a study emphasising that the widespread use of AI-based media manipulation technologies such as voice cloning and face swapping in deepfake content poses serious threats to public trust and the perceived authenticity of digital media content, survey data revealed that 76.5% of participants were highly exposed to deepfakes, and 86.3% did not trust digital content. Additionally, strong correlations have been observed between AI awareness, identity theft, and the decline in media trust (Mohamed & Ozad, 2025). In another study, it was emphasised that the potential of deepfake technology to manipulate public perception, exacerbate political polarisation, and undermine democratic processes is concerning. Deepfake stands out as a powerful form of spreading disinformation, often politically manipulated to produce false content and undermine trust in political institutions (Visnjic, 2024). The ability of most sensational and manipulative politically-oriented content to spread globally with the help of digital technologies can accelerate the formation of misperceptions among the public. Deepfake content can spread among the public and shape perceptions until it is confirmed to be fake.

Fake news poses a significant threat to democracy, while the challenges of detecting and preventing the spread of fake news continue (Shahid et al., 2024, p. 4649). In the study conducted by Himdi and colleagues (2025), it was found that people could distinguish approximately half of the fake news from humans or GPT. Additionally, the ability of these

applications to detect fake news is raising concerns. The reason for this concern is particularly the demonstration of GPT's ability to generate fake news that closely resembles human-produced content.

In a study investigating deepfake content production on Twitter, NodeXL was used to identify the main players and their connections. The study, which examined the underlying semantic connections of messages to uncover hidden patterns and dominant content, found that journalists and media organisations accounted for half of those involved in spreading deepfakes. This finding is indicative of the concern that complex manipulative deception has generated among this group (Perez Dasilva et al., 2021). In a study examining the impact of synthetic political videos on deception, uncertainty and trust in news, it was found that people were more likely to feel uncertainty than to be deceived by deepfakes, and that this uncertainty reduced trust in news on social media (Vaccari & Chadwick, 2020). Although deepfake technologies are neutral technologies available for use by all of humanity, their malicious and biased use by individuals can lead to numerous negative events and situations. With the increase in the production of such content, people are faced with a sense of uncertainty where reality and trust cannot be verified.

In another study examining the credibility of news deepfake videos and the corrective effect of cost-based information about deepfakes, it was found that individuals whose pre-existing attitudes on controversial topics like abortion and marijuana aligned with the position advocated by a news content were more willing to believe and share deepfake-produced news as much as real video news. Additionally, informing participants about the low cost of deepfake production has been effective in reducing the credibility and viral spread potential of deepfake news among those with similar opinions on the subject (Shin & Lee, 2022). In the study conducted by Shin (2025), it was found that users who perceive deepfakes as realistic are more likely to systematically evaluate and consider sharing them. Additionally, reliance on cognitive shortcuts often hinders analytical reasoning. Users' ability to discern the reality of deepfakes improves when they are exposed to relevant cues and transparent explanatory information.

In a study examining the effects of cognitive predisposition and visual literacy on the identification of individual differences in distinguishing deepfakes, it was found that individuals with higher interpretive visual literacy were more likely to detect illogical content and identify deepfake videos (Jin et al., 2025). In another study examining the impact of news literacy on deepfake detection and sharing, it was found that higher news literacy helps individuals distinguish deepfakes and is associated with a reduction in deepfake sharing. It has been observed that those with more knowledge about deepfakes and who more frequently engage in heterogeneous political discussions make better use of news literacy to detect and avoid sharing deepfakes (Deng & Ahmed, 2025). Another study emphasises that awareness, regulation and education must be increased in order to reduce the negative effects of deepfake content and reap its benefits, and recommends the development of media literacy and regulatory frameworks (Wahab, 2025). In the study conducted by Moravec and colleagues (2026), it was observed that attitudes towards deepfake content were shaped not only by the technology itself but also as an indicator of the media people consume and their methods of accessing information. Additionally, when media consumption is considered, the preference for alternative media appears to be the most significant determinant of a more positive perception of deepfake, while information fatigue and the importance placed on free content are associated with a more sceptical attitude. Another study examining deepfake regulations and their impact on content production in the entertainment industry emphasised the importance

of international regulations to mitigate the risks associated with deepfake technology. Furthermore, it was recommended that verification protocols be strengthened to reduce the risks of deepfake content, public digital literacy be increased, and global regulatory cooperation be developed to create a framework that promotes innovation while maintaining ethical standards (Fabuyi et al., 2024). Additionally, efforts can be made to disseminate awareness policies aimed at preventing the negative effects of this content, such as public service announcements, informational bulletins, and informative websites (Yaşar, 2024).

Advances in AI and machine learning have not only increased the prevalence of deepfake content production but also made it increasingly difficult to distinguish between real and fake content. These technologies enable the creation of hyper-realistic and manipulated content that is nearly impossible to distinguish from genuine material. The rise in popularity of deepfake content and the media's increasing interest in such content have raised public awareness, but they have also increased the misuse of these technologies, such as for personal blackmail (Kharvi, 2024, p. 115). With the development of deepfake technologies, reality itself is being questioned. The question of which information people will trust in the process of acquiring knowledge is becoming increasingly ambiguous. Especially the presentation of content produced with deepfake technology in a targeted manner as news poses serious threats to the media's function of informing. As it becomes more difficult to find the truth among the presented fake news, trust in the media can diminish, and the reality of the events can be questioned. With the advent of digital environments, the spread of deepfake news has reached a point where even the real is being questioned, and it seems that an environment where this questioning occurs is beginning to exist.

## CONCLUSION

With the development of AI technologies, many processes that require human effort and labour have become achievable in a shorter time. This system, based on copying and imitating human qualities, is causing changes and transformations in many conventional systems, just like the internet. This system, which has created many transformations in the media sector, has also increased efficiency. Although AI-supported deep learning technologies offer numerous conveniences in news production practices, the rise in manipulative content produced using these technologies may lead to a questioning of trust in the media. Thanks to the deep learning algorithms of AI technology, deepfake technologies, which continuously evolve in their learning and imitation potential, produce a multitude of manipulative content.

The intense flow of information over digital technologies makes it difficult to detect content produced by deepfake, and the period until the authenticity of the information is verified from the primary source can cause chaos and unease in the public. The ease of access and rapid spread of digital technologies accelerate the dissemination of deepfake content to the public, fostering manipulative perceptions among the public. The increasing prevalence of deepfake content on digital platforms, produced with an increasingly normal and legitimate perception, is diminishing the seriousness of fake manipulative content and reducing fraud to a practically simple level. The unauthorised use of individuals' images, their manipulation and presentation for different purposes, and the production of these contents mostly in the name of journalism, undermine the perception of this profession and lead to questioning and diminishing trust in the media. The increase in such content leaves the question of what is right and what is wrong unanswered, causing even the truth to be questioned and making it difficult for the media to fulfil its mission of providing accurate information.

In recent years, most people have become aware of the detection of content produced using deepfake technologies. This awareness has increased the questioning of the perception of whether the content produced by the media is real or fake. Being aware that hyper-realistic content is produced with deepfake technology and acting with this awareness can bring the feeling of trust into a questioning, uncertain dimension. Media has undergone a significant transformation on digital platforms where reality is reproduced in different formats. The fact that anyone can produce fake news using deepfake technology carries the potential to negatively impact the transformation the media is undergoing. The evolving nature of deepfake technologies, while enhancing the quality of such productions, poses a risk factor that could affect the future position, trust, reputation, and continuity of the media.

AI-supported deepfake production is following a developmental trajectory that alters people's perception of reality in terms of sight and sound. With these technologies, the approach of believing what you see and hear is losing its validity, while these contents are causing a deterioration in trust in questioning reality. At this point, it is important to develop strategies to prevent the harmful effects of deepfake content. As seen in the studies, media literacy stands out as a protective factor in detecting deepfake content and raising awareness about such content. Media literacy education can be proposed as a recommendation for detecting fake news produced by deepfakes. Additionally, the necessity for regulations regarding both the ethical use and application areas of AI technologies is evident.

## REFERENCES

- Al-naeem, M., Hafizur Rahman, M.M., Banerjee, A., & Sufian, A. (2025). BSM-DND: Bias and Sensitivity-Aware Multilingual Deepfake News Detection Using Bloom Filters and Recurrent Feature Elimination. *IEEE Access*, 13, 163218-163234. [10.1109/ACCESS.2025.3609831](https://doi.org/10.1109/ACCESS.2025.3609831)
- Arslan, K. (2020). Eğitimde Yapay Zekâ ve Uygulamaları. *Batı Anadolu Eğitim Bilimleri Dergisi*, 11 (1), 71-88. <https://izlik.org/JA76ZX87TN>
- Aydın, A. F. (2025). Yapay zekâ çağında dezenformasyon aracı olarak deepfake. *Kahramanmaraş Sütçü İmam Üniversitesi Sosyal Bilimler Dergisi*, 22(3), 1418-1441. <https://izlik.org/JA94XX49HY>
- Berk, M. E. (2020). Dijital Çağın Yeni Tehlikesi "Deepfake". *OPUS International Journal of Society Researches*, 16(28), 1508-1523. <https://doi.org/10.26466/opus.683819>
- Boediman, E. P. (2025). Exploring the impact of deepfake technology on public trust and media manipulation: A scoping review. *Jurnal Komunikasi*, 19(2), 131-152. <https://doi.org/10.20885/komunikasi.vol19.iss2.art8>
- Deng, R., & Ahmed, S. (2025). Breaking the illusion: impact of news literacy on deepfake identification and sharing. *Online Information Review*. 49 (6), pp. 1211–1230 <https://doi.org/10.1108/OIR-10-2024-0613>
- Elitaş, T. (2022). Dijital manipülasyon 'deepfake' teknolojisi ve olmayanın inandırıcılığı. *Hatay Mustafa Kemal Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 19 (49), 113-128. <https://izlik.org/JA85GF64RF>
- Eşitti, Ş. (2024). Yapay Zekâ, Deepfake (Derin Düzmece) ve Dezenformasyon Çağında Gazetecilik. Edr. Eşitti, S. & Çoban, S. *Yapay Zekâ Çağında Medya, Kültür ve İletişim Üzerine içinde* (ss. 1-14). Paradigma Akademi.

- Fabuyi, J.A., Olaniyi, O.O., Olateju, O.O., Aideyan, N.T., Selesi-Aina, O., & Olaniyi, F.G. (2024). Deepfake Regulations and Their Impact on Content Creation in the Entertainment Industry. *Archives of Current Research International*. 24 (12), pp. 52-74  
10.9734/acri/2024/v24i12997
- Guo, J., & Wang, D. (2025). Deepfake: Understanding the Technology Background, Content Differences from Traditional Forgery, and Impact on Public Trust. *Advances in Economics, Management and Political Sciences*. <https://doi.org/10.54254/2754-1169/2024.26901>
- Han, B., Han, X., Zhang, H., Li, J., & Cao, X. (2021). Fighting fake news: two stream network for deepfake detection via learnable SRM. *IEEE Transactions on Biometrics, Behavior, and Identity Science*, 3(3), 320-331. 10.1109/TBIOM.2021.3065735.
- Hiramath, C. K., & Deshpande, G. C. (2019). Fake news detection using deep learning techniques. In *2019 1st International Conference on Advances in Information Technology (ICAIT)* (pp. 411-415). IEEE. 10.1109/ICAIT47043.2019.8987258
- Himdi, H., Zamzami, N., Najar, F., Alrehaili, M., & Bouguila, N. (2025). Arabic fake news dataset development: humans and AI generated contributions. Vol: 13, pp. 62234 - 62253 IEEE Access. 10.1109/ACCESS.2025.3556376
- Jin, X., Wang, G., Zhang, Z., Zhou, W., Yu, N., Gao, B., & Gao, S. (2025). Identifying individual differences in deepfake discernment: the effects of cognitive disposition and visual literacy. *Information, Communication & Society*, 28 (16), 3066-3085, <https://doi.org/10.1080/1369118X.2025.2496902>
- Khanjani, Z., Watson, G., & Janeja, V. P. (2023). Audio deepfakes: A survey. *Frontiers in Big Data*, 5, 1001063. doi: 10.3389/fdata.2022.1001063
- Kharvi, P. L. (2024). Understanding the impact of AI-generated deepfakes on public opinion, political discourse, and personal security in social media. *IEEE Security & Privacy*, 22(4), 115-122. 10.1109/MSEC.2024.3405963
- Kong, S. H., Tan, L. M., Gan, K. H., & Samsudin, N. H. (2020). Fake news detection using deep learning. In *2020 IEEE 10th symposium on computer applications & industrial electronics (ISCAIE)* (pp. 102-107). IEEE. 0.1109/ISCAIE47305.2020.9108841
- Kumar, S., Kumar, A., Mallik, A., & Singh, R. R. (2024). Optnet-fake: fake news detection in socio-cyber platforms using grasshopper optimization and deep neural network. *IEEE Transactions on Computational Social Systems*, 11(4), 4965-4974. 10.1109/TCSS.2023.3246479
- Karnouskos, S. (2020). Artificial intelligence in digital media: The era of deepfakes. *IEEE transactions on technology and society*, 1(3), 138-147. Doi: 10.1109/TTS.2020.3001312
- Lu, H. (2025). Fighting fake news with fake faces: the effects of deepfake self-debunking on misinformation correction. *Information, Communication & Society*, 1-18. <https://doi.org/10.1080/1369118X.2025.2557557>
- Matheven, A., & Kumar, B. V. D. (2022). Fake news detection using deep learning and natural language processing. In *2022 9th International Conference on Soft Computing & Machine Intelligence (ISCMI)* (pp. 11-14). IEEE. 10.1109/ISCMI56532.2022.10068440
- Maniyal, V., & Kumar, V. (2024). Unveiling the deepfake dilemma: Framework, classification, and future trajectories. *IT Professional*, 26(2), 32-38. 10.1109/MITP.2024.3369948

- Moravec, V., Gavurova, B., & Rigelsky, M. (2026). Deepfakes, investor vulnerability and trust erosion: evidence from the Czech Republic. *The Journal of Risk Finance*, 27(1), 68-84. <https://doi.org/10.1108/JRF-07-2025-0337>
- Mohamed, K., & Ozad, B. E. (2025) AI-Driven Media Manipulation: Public Awareness, Trust, and the Role of Detection Frameworks in Addressing Deepfake Technologies, *Interdisciplinary Media and Communication Studies*, 2(3), pp. 98-133. <https://izlik.org/JA47FZ38HP>
- Mollah, M. A. R., Kabir, M. M. J., Kabir, M., & Reza, M. S. (2023). Detection of fake news with RoBERTa based embedding and modified deep neural network architecture. In 2023 26th international conference on computer and information technology (ICCIT) (pp. 1-6). IEEE. 10.1109/ICCIT60459.2023.10441206
- Nandan, K. P., Pakruddin, B., Afridi, S., KR, S., & Pati, S. V. (2025). Real-Time Detection of Fake News Articles Using Deep Learning Techniques. In 2025 International Conference on Next Generation Communication & Information Processing (INCIP) (pp. 687-691). IEEE. 10.1109/INCIP64058.2025.11019208
- Nguyen, T. T., Nguyen, Q. V. H., Nguyen, D. T., Nguyen, D. T., Huynh-The, T., Nahavandi, S., Nguyen, T. T., Pham, Q. V. & Nguyen C. M. (2022). Deep learning for deepfakes creation and detection: A survey. *Computer Vision and Image Understanding*, 223, pp. 1-19, 103525. <https://doi.org/10.1016/j.cviu.2022.103525>
- Perez Dasilva, J., Meso Ayerdi, K., & Mendiguren Galdospin, T. (2021). Deepfakes on Twitter: which actors control their spread?. *Media and Communication*, 9(1), 301-312. Doi :<https://doi.org/10.17645/mac.v9i1.3433>
- Saif, S., Tehseen, S., & Ali, S.S. (2024). Fake news or real? Detecting deepfake videos using geometric facial structure and graph neural network. *Technological Forecasting and Social Change*. Vol. 205, <https://doi.org/10.1016/j.techfore.2024.123471>
- Sayar, B. (2024). Türkiye medyasında bir robot muhabir: AI Nuntium'un haber yazım pratikleri üzerine inceleme. Yenğın, D., Bayrak T (Edr), *Yeni Medya Çalışmaları ve Yapay zekâ I içinde* pp. 57-90. İksad Publishing House.
- Shahid, W., Jamshidi, B., Hakak, S., Isah, H., Khan, W. Z., Khan, M. K., & Choo, K. K. R. (2024). Detecting and mitigating the dissemination of fake news: Challenges and future research opportunities. *IEEE Transactions on Computational Social Systems*, 11(4), 4649-4662. 10.1109/TCSS.2022.3177359
- Sharma, S., & Selwal, A. (2026). Potential of artificial intelligence in deepfake media: From generation to detection mechanisms, state-of-the-art, and challenges. *Computer Science Review*, 60, 100866. 1-37, <https://doi.org/10.1016/j.cosrev.2025.100866>
- Shinde, S. & Vyawahare, H. R. (2025). DeepTruth AI: A Multi-Modal Framework for Deepfake and Fake News Detection. *International Journal For Multidisciplinary Research*. 7 (6), 11-19 <https://doi.org/10.36948/ijfmr.2025.v07i06.60997>
- Shin, D. (2025). Seeing through the fake: how users detect and interpret deepfakes. *Information, Communication & Society*, 29 (2), 473-491. <https://doi.org/10.1080/1369118X.2025.2518260>

- Shin, S. Y., & Lee, J. (2022). The effect of deepfake video on news credibility and corrective influence of cost-based knowledge about deepfakes. *Digital Journalism*, 10(3), 412-432. <https://doi.org/10.1080/21670811.2022.2026797>
- Sophia, L. (2025). The social harms of ai-generated fake news: Addressing deepfake and ai political manipulation. *Digital Society & Virtual Governance*, 1(1), pp. 72-88. [10.6914/dsvg.010105](https://doi.org/10.6914/dsvg.010105)
- Türten, Burak. 2024. "Yapay Zekâ ve Sinema: Film Yapımında Olanaklar ve Fırsatlar". *Anadolu ve Balkan Araştırmaları Dergisi* 7 (14): 399-425. <https://doi.org/10.32953/abad.1539736>.
- Vaccari, C., & Chadwick, A. (2020). Deepfakes and disinformation: Exploring the impact of synthetic political video on deception, uncertainty, and trust in news. *Social media+ society*, 6(1), 2056305120903408. <https://doi.org/10.1177/2056305120903408>.
- Vavrin, S. (2026). Artificial Intelligence and Disinformation in Public Relations: Challenges and Countermeasures. *Mediatization Studies*. Vol. 9, pp. 97-115, DOI: <http://dx.doi.org/10.17951/ms.2025.9.97-115>
- Visnjic, D. (2024). Generative Models and Deepfake Technology: A Qualitative Research on the Intersection of Social Media and Political Manipulation. In *IBIMA Conference on Artificial intelligence and Machine Learning* (pp. 75-80). Cham: Springer Nature Switzerland. [https://link.springer.com/chapter/10.1007/978-3-031-79086-7\\_7](https://link.springer.com/chapter/10.1007/978-3-031-79086-7_7)
- Wahab, A. (2025). Futures of Deepfake and society: Myths, metaphors, and future implications for a trustworthy digital future. *Futures*, 103672. pp. 1-23 <https://doi.org/10.1016/j.futures.2025.103672>
- Wang, A., & Gu, T. (2025). Exploring the Convergence of Generative AI and Fake News Detection: Technological Advancements and Challenges. In *2025 IEEE 6th International Seminar on Artificial Intelligence, Networking and Information Technology (AINIT)* (pp. 1603-1607). IEEE. [10.1109/AINIT65432.2025.11035708](https://doi.org/10.1109/AINIT65432.2025.11035708)
- Wang, J., Li, Z., Zhang, C., Chen, J., Wu, Z., Davis, L. S., & Jiang, Y. G. (2025). Fighting malicious media data: A survey on tampering detection and deepfake detection. *Proceedings of the IEEE*. 113 (3), 287-311, [10.1109/JPROC.2025.3576367](https://doi.org/10.1109/JPROC.2025.3576367)
- Yaşar, L. (2024). Yapay Zekânın Halkla İlişkiler Eğitimi Üzerindeki Dönüştürücü Etkisi içinde, Adıgüzel, Yusuf, Bostancı Mustafa (Ed)., *Dijital İletişimi Anlamak-5 içinde* (58-71). Palet Yayınları.
- Zhang, J., Tohidypour, H., Wang, Y., & Nasiopoulos, P. (2023). Shallow-and deep-fake image manipulation localization using deep learning. In *2023 International Conference on Computing, Networking and Communications (ICNC)* (pp. 468-472). IEEE. [10.1109/ICNC57223.2023.10074246](https://doi.org/10.1109/ICNC57223.2023.10074246)
- Zhang, B. (2026). Governing deepfake realities: The truth immunity framework for telecommunications policy. *Telecommunications Policy*, 103168. <https://doi.org/10.1016/j.telpol.2026.103168>