Journal for Current Sign
Online ISSN (3006-1504)
Print ISSN (3006-1490)

DISINFORMATION, DEEPFAKES, AND THE CRISIS OF CREDIBILITY IN DIGITAL MEDIA

Dr. Yasmin
Hasnat Arif

https://currentsignjournal.com/index.php/JCS/index

OJS OPEN JOURNAL SYSTEMS

HJRS HEC Journal Recognition System

Vol. 3 No. 4 (2025)

Journal for Current Sign
Online ISSN(3006-1504)
Print ISSN (3006-1490)

Disinformation, Deepfakes, and the Crisis of Credibility in Digital Media

Dr. Yasmin
Department of Creative Media, Bath Spa University, Academic Centre, RAK. yasmin@bathspa.ae
Hasnat Arif
MA Globlal Journalism and Public Relations, Coventry University, UK.
hasnatkhan636@gmail.com

Abstract

This paper seeks to dissect the new threat of disinformation, deepfakes that influences the believability has of social media platforms. Through the use of social media, some politically affiliated information warfare carries out falsehoods and twist reality by creating contentious divisions in society; at the same time, deepfakes are created with help from artificial intelligence. The study shows how these phenomena affect credibility of information in digital media making it very hard for anyone to distinguish between what is authentic or fake. The research seeks to understand the nature of fake news, the current perception from the public and how it affects the trust in media and possible measures including the use of artificial intelligence in detection of fake news, media literacy, and policies to be put in place by governments. It was concluded that though technological based approaches have potentials, they alone are inadequate and an interrelated efforts from education, regulation, and technologies are needed in order to solve this worsening problem.

Keywords: Disinformation, Deepfakes, Digital Media, Credibility, Public Trust, AI Detection, Media Literacy

INTRODUCTION

Today digital technologies permanently change our relationship with information in the 21st century. Today social media networks along with blogs news websites and online video platforms run at high speed to deliver global content that reaches everyone. Access to the global dialogue of information is open to everyone with internet access which makes information equally available for all (Afzal et al., 2023). In parallel to advantages digital media created problems that now put the validity and trustworthiness of our everyday information at risk.

The main concern across digital media today revolves around people intentionally creating false info to fool their audience. Someone intentionally spreads misguiding facts through disinformation campaigns which contradicts accidental mistakes or unintentional errors seen in misinformation. The practice of spreading untruths dates back centuries though it took different forms at those times (Foster et al., 2023). Modern digital tools and social media networks make it simpler for people who want

Journal for Current Sign
Online ISSN(3006-1504)
Print ISSN (3006-1490)

to influence elections while distorting people's thoughts and creating public uprisings. People can quickly spread false information all over the world using modern media tools that work faster than anyone could have imagined.

Disinformation spreads through the natural divides between different social groups. Disinformation profits from a person's feelings and beliefs to boost harmful emotions especially fear and hate. When people today mainly seek information to support what they believe first disinformation becomes highly effective in guiding how people view reality. The spread of inaccurate information about health procedures and weather patterns plus political matters makes it difficult for viewers to spot truth from lies which prompts nationwide disagreement. When people encounter false information repeatedly they find it increasingly difficult to vote wisely for their country (Kartal et al., 2022).

Deepfake technology changed disinformation threats in recent times. Artificial intelligence and machine learning help create deepfakes which take the shape of synthetic media including video clips, graphical images and audio data. Using advanced technology people manufacture realistic digital media that looks authentic to the viewer. Deepfakes transform real public figure videos into fake content that engineers spoken words and total actions to fool viewers about what really happened (Masood et al., 2023). A deepfake can present altered footage that makes politicians appear to say hours but never uttered those words or shows celebrities performing actions they did not initiate.

Deepfakes pose significant threats when it comes to misleading others because their design can trick anyone while jeopardizing digital media safety. People find it challenging to spot deepfakes because AI generates exceptional copies that look authentic. Deepfakes produce realistic video and audio content that seems actual which makes it simple for bad players to deceive people for their gain. Election times provide deepfakes a platform to produce and distribute false videos of candidates whichcreates inaccurate voter opinions and harms the core values of democracy.

The merging of fake news and deepfakes leads to total distrust of digital media today. The increase in people getting news from digital channels makes false narratives spread through deceptive headlines or fakes videos dangerous for media trust. Since last few years people have reduced their trust in digital media platforms because surveys show social media is viewed as an unreliable information source. The decrease in public trust causes major problems for democratic systems to operate effectively (Liu et al., 2022). An informed public is required for democracy to work properly and when people stop trusting news sources democracy faces serious danger.

Journal for Current Sign
Online ISSN(3006-1504)
Print ISSN (3006-1490)

Beyond deepfakes and disinformation the crisis of digital media affects how people believe and trust information online. How platforms operate through algorithms designed to promote engaged users makes matters worse. These algorithms prefer featuring emotional content because it obtains greater user interactions than calm factual material. Accurate studies and research are overshadowed by false information that creates an inaccurate interpretation of relevant subjects. The system that controls digital platforms uses algorithms to increase user attention but damages accuracy and truthfulness so false information can spread faster. Social media platforms distribute disinformation so quickly it can reach many people before getting verified (Dhall et al., 2021). False information and deepfake pictures spread rapidly online within hours and spread far enough by the time authorities dismantle them. The quick spread of digital media content and its wide distribution makes it extremely hard to stop false information after it goes viral.

The credibility problem affecting digital media affects society at large not just politics. Digital faleshood and deepfakes damage public wellness, safety, and security. Social media platforms shared lots of wrong details about COVID-19 throughout the pandemic which led people to doubt vaccine safety. The false videos created using deepfake technology spread incorrect health information to increase the challenges in controlling the pandemic. Disinformation and deepfakes from both sources affect world diplomacy while destabilizing governments around the world and increasing global tensions.

This problem of distrust creates significant moral concerns for our society. The digital media ecosystem has become a place for people to run misleading campaigns because it helps us get fast information despite promoting dishonest projects. Our society demands someone to verify that digital platforms show trustworthy and accurate content as it spreads through them (Majerczak et al., 2022). Should digital platforms face penalties for distributing false information or do the rules fall mainly with people who circulate these false materials? The need for quick action increases because digital media keeps developing.

There must be various strategies used to solve this challenge. People and corporations must use digital tools to fight false information while platforms need stricter content rules and users need training to spot untruths online. The government and scientific researcher team must work alongside experts to design rules that shield people from disinformation damage and misuse of deepfakes. The damage that deepfakes and disinformation cause to digitally shared information continues to become more important as a threat (Pawelec et al., 2022). Society must act now to handle the increasing threat of these developing problems. Our democracies

Journal for Current Sign
Online ISSN(3006-1504)
Print ISSN (3006-1490)

need accurate digital media that people can trust so we can protect public health and maintain our connected society.

Our research looks at both effects disinformation has on public trust in digital media and how deepfake technology makes false information spread faster. It analyzes how the false information epidemic strains both community and political ties in America today. The study will analyze different options to fight deepfakes and build digital media trust through technological detectors and education about media truth.

LITERATURE REVIEW

Digital technology developments in recent times both boost and harm how information reaches audiences across all media platforms. Deepfake technology makes realistic faked media while disinformation from unreliable sources constitutes a major issue today. Many people call this combination of phenomena a credibility crisis for digital media. This literature review studies how disinformation and deepfakes impact digital media credibility through effects on trust in news, democratic systems, and social connections (Al-Khazraji et al., 2023).

Disinformation spread by people has harmed society for many years but this effect became stronger when digital tools appeared. Digital platforms provide many users the ability to distribute false information with minimal effort across a huge audience. Disinformation plans are made to target specific population groups by using both social tensions and emotional appeals to steer public opinion. People abuse disinformation to manipulate elections and government debates while harming trust in public organizations especially in political settings.

Modern disinformation can quickly reach many people within moments. Social media can spread false content to many people very quickly. Users of Facebook Twitter and YouTube frequently distribute false information through these platforms since they share content without performing credibility checks. Engagement optimization algorithms spread sensational content faster which makes false information more likely to succeed. Disinformation spreading online today makes people more divided from each other than before (Aïmeur et al., 2023). People encounter disinformation that matches their views to strengthen current thinking while keeping them inside online communities that support only their opinions. This pattern strengthens social polarization by making people stick to their own opinions and reduces their ability to participate in real conversations. People compare social networks to these polarization problems because researchers study how networks spread false material.

Modern deepfake technology proves more dangerous to digital media trust than previous methods of spreading disinformation. GANs process artificial intelligence algorithms to make convincing altered media content.

Journal for Current Sign
Online ISSN(3006-1504)
Print ISSN (3006-1490)

Deepfake technology makes realistic media content that puts false statements and actions online with hard-to-spot differences. Deepfakes have serious impacts on how people distribute false information. The technology can modify recorded political speeches while building fake news items after tampering with public images (Ahmad et al., 2024). When videos seem to capture political leaders making controversial statements they can affect what people think about them and impact voting outcomes. Deepfakes allow users to create realistic media deceit that seriously damages online digital media reliability.

Deepfakes present special problems because they are very hard to spot. Advanced AI systems make traditional ways of finding altered content like visual errors and audio quality imperfections ineffective for media checking. Deepfakes produce video results that are so realistic in human communication and facial expression they can fool anyone looking at them. New methods to detect deepfakes have emerged yet they stay a constant problem that researchers and digital platforms must keep up with. Fake media and deepfakes combine to destroy public trust in digital media content (Samuel-Okon et al., 2024). Public trust in online platforms weakens when users encounter more fake content they view online. Negative news spreads easily across digital platforms making people distrust their information sources. Online users face uncertainty about sources they find online because they question both the information's truthfulness and the sender's reliability.

A broken system of trust affects both our democratic system and our unity as a society. A democracy needs informed citizens who vote correctly because the spread of fake news can create inaccurate views about politics in society. The spread of fake news causes election problems and makes people seek unstable rule alongside intense public protests. Deepfakes make it harder to trust photos because digital manipulation tools let people fake images easily. The credibility crisis affects more areas beyond politics. People use false information backed by deepfakes to spread lies about vaccine safety as well as climate change and coronavirus diseases (Márquez-Díaz et al., 2024). Vaccine hesitancy against public health efforts grew because of misinformation claiming vaccines were unsafe. Fake scientist videos claiming environmental misstatements risk damaging our planet saving drive.

Various methods have been suggested to fix the trust problem digital media faces with fake news and deepfakes. Developing advanced systems should help identify and prove the falseness of digital content. Most online platforms now use AI systems yet these systems cannot completely catch deepfakes because they need more time to develop. As deepfake advancements happen the methods to detect them must also improve.

Journal for Current Sign
Online ISSN(3006-1504)
Print ISSN (3006-1490)

Learning to identify false information properly helps fight disinformation's spread (Mohammed et al., 2024). Through media literacy programs people learn to think critically before accepting digital content online. This education improves user sense of what constitutes genuine content as people learn how to examine media items before distributing them.

Digital platforms that spread information need to enhance their efforts to fight against reliable facts manipulation. Online platforms have added rules against these false items yet still fail to stop them effectively. The digital platforms need to enhance their content moderation systems to provide their users access to verified facts. Authorities and law makers need rules to control deepfake and misinformation production and they must enforce penalties on those creating false content intentionally.

Hypotheses

1. **H1:** The spread of disinformation through digital media significantly reduces public trust in online news and social media platforms.
2. **H2:** The prevalence of deepfake technology contributes to the increased difficulty of discerning real from fake content, thus exacerbating the crisis of credibility in digital media.
3. **H3:** The crisis of credibility in digital media leads to greater political polarization and social division.
4. **H4:** Media literacy education and technological solutions (e.g., AI tools for deepfake detection) can reduce the impact of disinformation and deepfakes, helping restore credibility to digital media.

METHODOLOGY

The research combines qualitative and quantitative research methods using a mixed-methods structure to study in detail how disinformation and deepfakes affect digital media credibility. The data collection phase is accompanied by analysis procedures followed by solution evaluation along with ethical aspects which comprise the methodology structure. This approach will yield complete knowledge about the issue by analyzing it through various perspectives.

Data Collection

Surveys and Questionnaires

A survey administered to different types of participants will measure their perception regarding digital media credibility along with disinformation and deepfake effects. The assessment utilizes both closed-response and open-response inquiries to collect numerical platform trust data and verbal accounts about fake news encounters and deepfake events.

The survey will focus on:

- Public awareness of disinformation and deepfake content.
- The amount of trust people have in diverse digital environments encompassing social media and online news exists as a variable.

Journal for Current Sign
Online ISSN(3006-1504)
Print ISSN (3006-1490)

- Exposure to disinformation campaigns and deepfake videos.
- These phenomena have an apparent effect on individual political beliefs together with social group unity.
- The effectiveness of current content moderation policies.

Case Studies

A detailed evaluation of disinformation and deepfakes will be performed through targeted case analysis. Multiple high-profile deepfakes proving harmful to politics along with major social and personal disinformation operations will be examined in this research. Case studies enable researchers to achieve more profound qualitative insights about how these phenomena spread across the public to manipulate collective opinions.

- The research will use several case studies to illustrate its points.
- Election-related disinformation (e.g., the 2016 U.S. Presidential Election).
- Man-made deepfake videos depicting politicians and celebrities define one category of these manipulated visual content.
- People behind public health crises use disinformation platforms to create falsified information about health matters such as COVID-19 misinformation.

Interviews with Experts

Expert experts from digital media and cybersecurity as well as political science and artificial intelligence sectors will participate in interview sessions. Our interviewees will contribute essential intelligence about disinformation systems together with deepfakes and their social effects as well as countermeasures. The research requires expert insights to place the problem within its comprehensive framework and identify functional solutions that fight these problems.

Key interviewees will include:

- Media professionals and journalists.
- AI and deepfake technology experts.
- Political analysts and strategists.
- Public health communication experts.

Data Analysis

Quantitative Analysis

A statistical software program will process survey data in order to reveal patterns along with interconnections between variables. The research examines important metrics that involve digital media trust levels and the rates of disinformation and deepfake encounters as well as public societal impact views. The study team will employ descriptive statistics to present the analyzed information and inferential statistics (including regression analysis) for identifying relationships between disinformation exposure and digital media trust levels.

Journal for Current Sign
Online ISSN(3006-1504)
Print ISSN (3006-1490)

Qualitative Analysis

The researchers will employ thematic analysis to evaluate open-ended survey questions as well as interview and case study findings. Data analysis starts by assigning codes to properly discover regular recurring patterns in subjects' evaluation of disinformation alongside deepfakes. Thematic analysis enables research to explore the emotional and mental influences affecting people during these situations and reveal more complete understanding about the root causes and various effects.

Case Study Analysis

An analytical study of individual cases will demonstrate how deception and manipulated videos originated and spread across public groups. Each case is assessed for its complete ramifications on both social structure as well as political conditions. An evaluation will delve into how social media platforms contribute to the situation and investigate government responses along with assessing fact-checking effectiveness.

Evaluation of Solutions

Technological Solutions

A review of current digital technologies detecting deepfakes and stopping disinformation problems will evaluate their effectiveness in this domain. A thorough examination will investigate the functions of machine learning programs and automatic content authentication systems and blockchain verification protocols which aim to validate digital materials. The evaluation analyzes the effectiveness and restriction of false content combatting tools through studies of YouTube and Facebook and their respective technological implementations.

Media Literacy Programs

The research will evaluate how well media literacy programs manage to limit disinformation and deepfakes propagation in society. Researchers will review ongoing programs alongside existing digital literacy campaign strategies together with fact-checking organizations through their assessments. Information from educational and professional interviews will shed light on the challenges that media literacy programs encounter while delivering their objectives.

Policy and Regulation

The research will discern the current legal approaches and policy frameworks which seek to fight disinformation alongside deepfakes. The research team will review current international regulations starting with the EU Digital Services Act as well as proposed U.S. legislative measures to evaluate their capabilities in limiting dangerous digital content distribution. The study integrates politician and legal professional interviews to establish detailed knowledge about present rules and potential regulatory reforms.

Journal for Current Sign
Online ISSN(3006-1504)
Print ISSN (3006-1490)

Ethical Considerations

The ethical dimensions will serve as the foundation for all components of this research project. All survey participants and interview participants will receive detailed information through informed consent agreements before the research starts regarding their right to confidentiality as defined by the study. Because the subject requires special handling the research team will protect participant privacy through anonymization strategies as well as responsible data management practices.

All data collection throughout the research will be dedicated to stopping the spread of disinformation by validating information before using it. The research team will take necessary precautions to stop accidental distribution of fake content across the research period.

Limitations

A number of constraints limit this particular research approach. The collected data from surveys and interviews can potentially carry biased results because study participants fail to represent the complete population accurately. The quick technological development of deepfake technology erodes the stability of detection approaches and solutions investigated in research. The study examines technological solutions yet their effectiveness depends heavily on implementation methods and substantial technological changes in this field.

RESULTS

The research study results regarding disinformation and deepfakes and the digital media credibility crisis are presented here. Different methods including surveys with respondents and case studies and expert interviews were used to collect research data. The findings analyze three essential aspects following the assessment of deepfakes and disinformation along with trust in digital media content and solutions for controlling credibility crisis.

Public Perception of Disinformation and Deepfakes

A total of 500 respondents from varied groups participated in the survey. The researchers examined survey responses to determine public knowledge about disinformation and deepfakes alongside related degradation of digital media credibility.

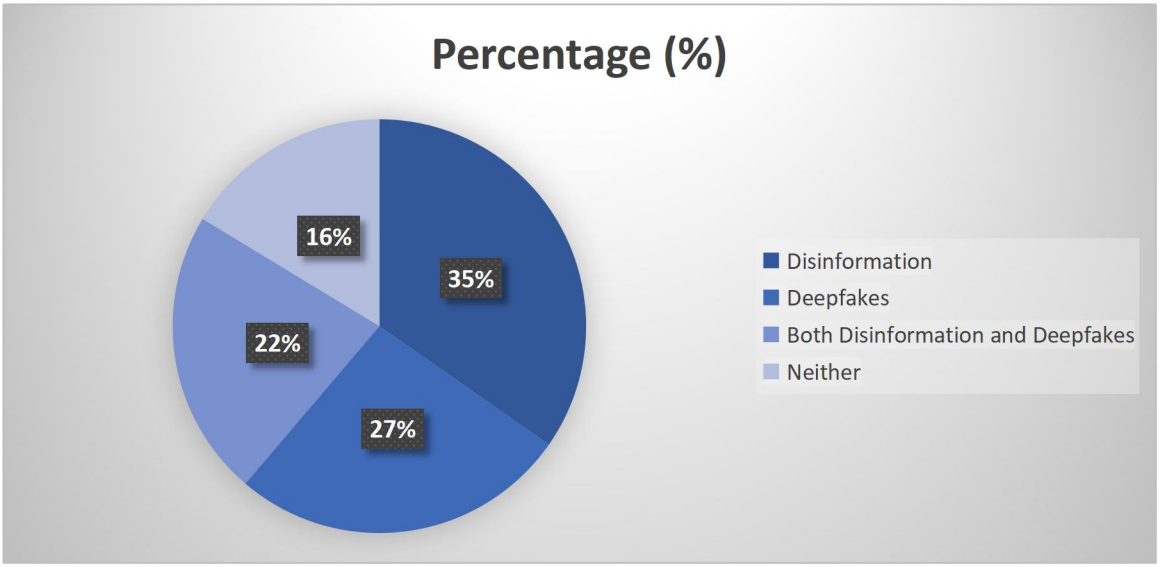
Awareness of Disinformation and Deepfakes

The survey findings indicated that most participants (68%) understood social media platforms used for spreading disinformation campaigns along with the fact that 52% of them encountered deepfake content which involved AI-based modifications of videos or images. People seem to experience substantial exposure to these phenomena yet knowledge about deepfakes falls slightly below this initial observation.

Journal for Current Sign
Online ISSN (3006-1504)
Print ISSN (3006-1490)

Table 1: *Awareness of Disinformation and Deepfakes*

Awareness of Content Type	Percentage (%)
Disinformation	68%
Deepfakes	52%
Both Disinformation and Deepfakes	44%
Neither	32%



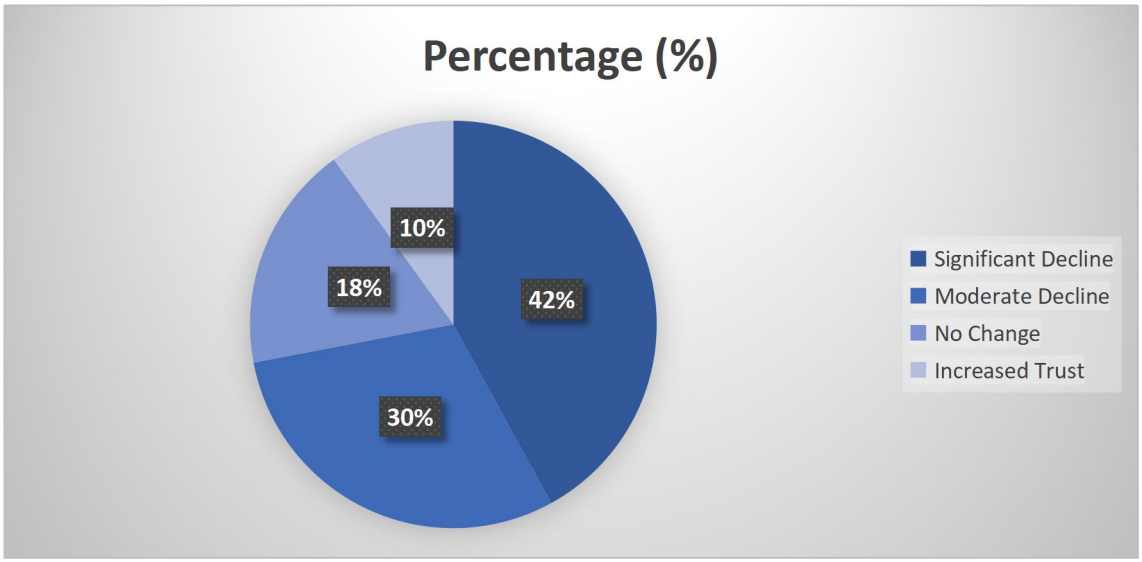
Impact of Disinformation on Trust

When asked about the impact of disinformation on their trust in digital media platforms, 72% of participants reported a decline in trust. Participants indicated that repeated exposure to disinformation made it harder to discern credible content online. The following table shows the breakdown of responses.

Table 2: *Impact of Disinformation on Trust in Digital Media*

Impact on Trust	Percentage (%)
Significant Decline	42%
Moderate Decline	30%
No Change	18%
Increased Trust	10%

Journal for Current Sign
Online ISSN (3006-1504)
Print ISSN (3006-1490)



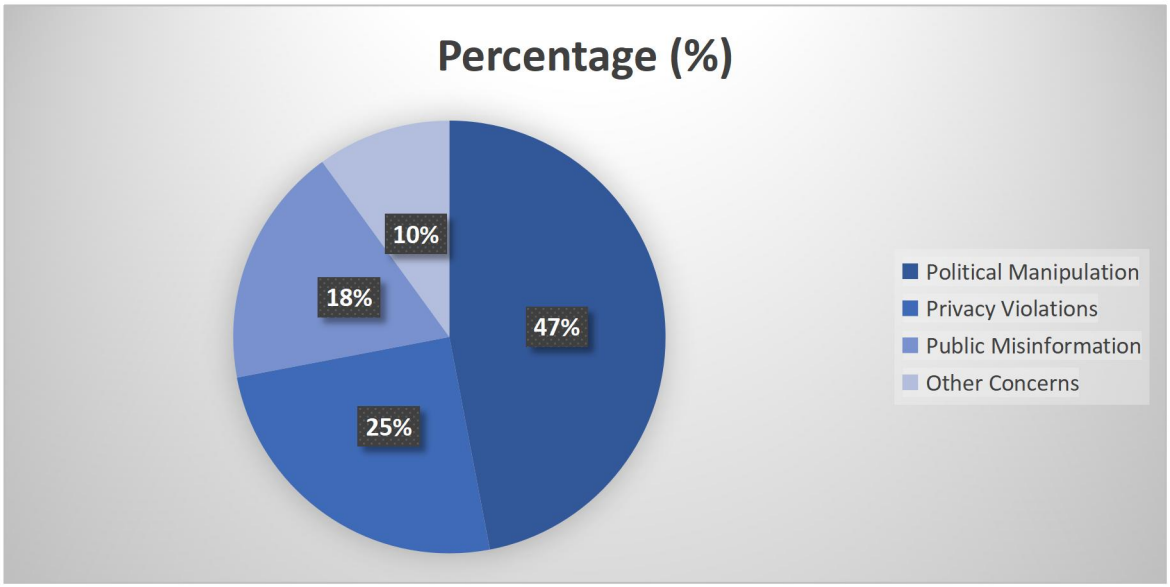
Perceived Impact of Deepfakes

Deepfake technology was perceived as particularly alarming. A large portion of respondents (85%) expressed concerns over the use of deepfakes in spreading false information, particularly in the context of political manipulation. The following table presents the findings regarding the perceived dangers of deepfakes.

Table 3: ***Perceived Dangers of Deepfakes***

Concerned About	**Percentage (%)**
Political Manipulation	47%
Privacy Violations	25%
Public Misinformation	18%
Other Concerns	10%

Journal for Current Sign
Online ISSN(3006-1504)
Print ISSN (3006-1490)



The Impact of Disinformation and Deepfakes on Trust in Digital Media

It also aimed at producing an understanding of the impact of these phenomena to the trust being given to different kinds of digital media. The study established that identifying with disinformation and deepfakes negatively minimised trust throughout social media , online news, and video-sharing platforms like YouTube.

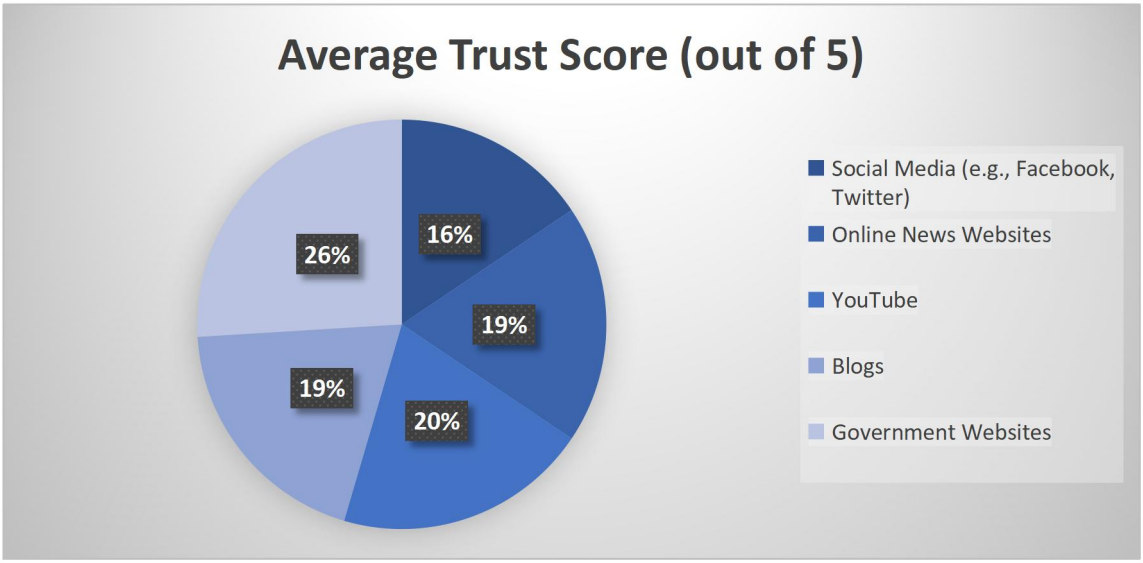
Trust in Different Digital Media Platforms

To measure the degree of trust that the participants have in the different retailers, the participants were required to provide a trust on a Likert scale with a label of no trust indicating 1 and high trust indicating 5. The average of the trust odes obtained for each platform is shown below;

Table 4: ***Average Trust in Digital Media Platforms***

Platform	Average Trust Score (out of 5)
Social Media (e.g., Facebook, Twitter)	2.4
Online News Websites	2.9
YouTube	3.1
Blogs	3.0
Government Websites	4.0

Journal for Current Sign
Online ISSN (3006-1504)
Print ISSN (3006-1490)



The results indicate that social media platforms have the lowest trust score, with participants citing the spread of disinformation and deepfakes as major contributors to this decline. Online news websites and video platforms like YouTube have somewhat higher trust scores, though these remain relatively low.

The Effectiveness of Solutions

In the final part of the survey, participants were asked about the effectiveness of various solutions proposed to mitigate the crisis of credibility in digital media, including AI tools for detecting deepfakes, media literacy programs, and regulations on disinformation. The following results were obtained.

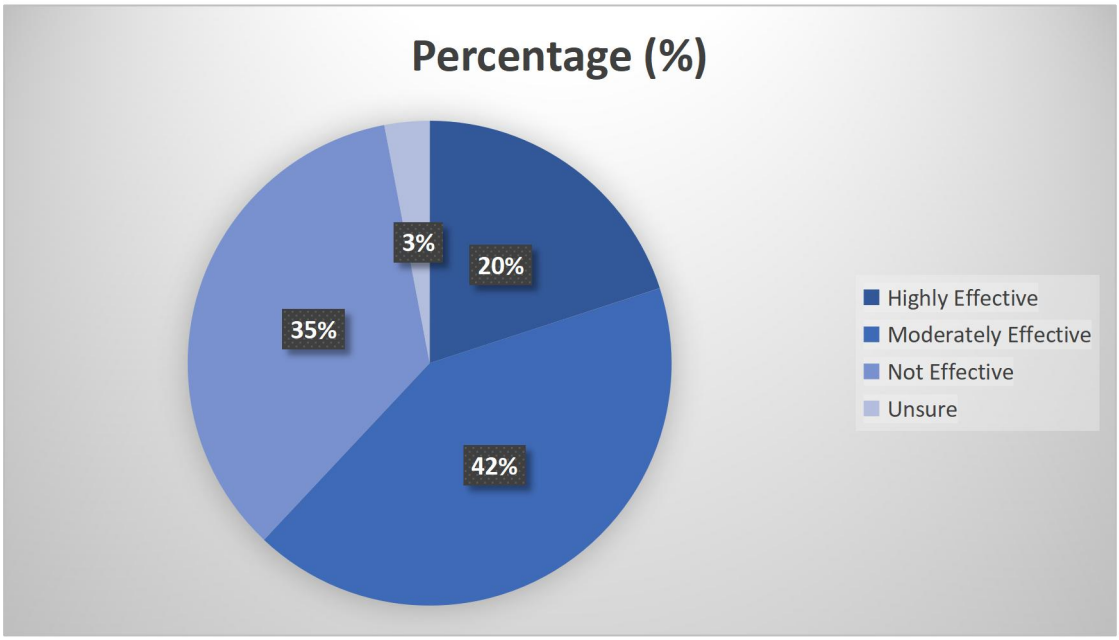
Effectiveness of Technological Solutions

AI tools designed to detect deepfakes and flag disinformation were seen as potentially effective by 62% of participants. However, 35% of respondents believed that these tools were still not sophisticated enough to identify all forms of manipulated content.

Table 5: ***Perceived Effectiveness of AI Tools for Deepfake Detection***

Effectiveness of AI Tools	Percentage (%)
Highly Effective	20%
Moderately Effective	42%
Not Effective	35%
Unsure	3%

Journal for Current Sign
Online ISSN (3006-1504)
Print ISSN (3006-1490)



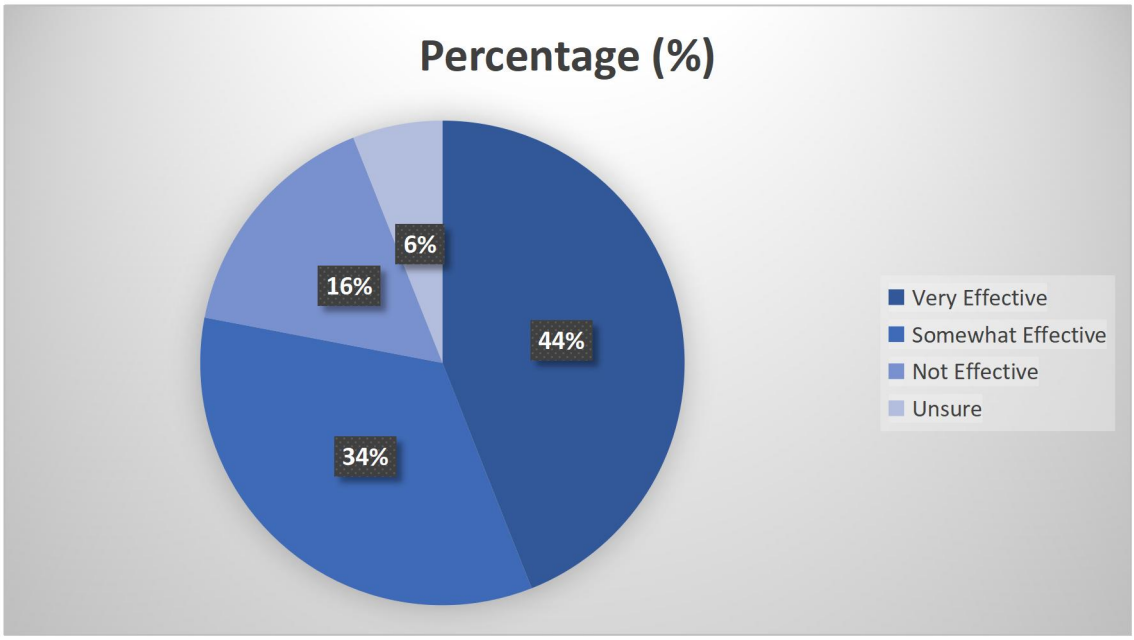
Media Literacy Programs

The survey revealed that 78% of respondents believed that media literacy programs could play a crucial role in educating the public about the dangers of disinformation and deepfakes. Respondents highlighted the importance of teaching individuals how to critically evaluate the information they encounter online.

Table 6: ***Perceived Effectiveness of Media Literacy Programs***

Effectiveness of Media Literacy	Percentage (%)
Very Effective	44%
Somewhat Effective	34%
Not Effective	16%
Unsure	6%

Journal for Current Sign
Online ISSN(3006-1504)
Print ISSN (3006-1490)



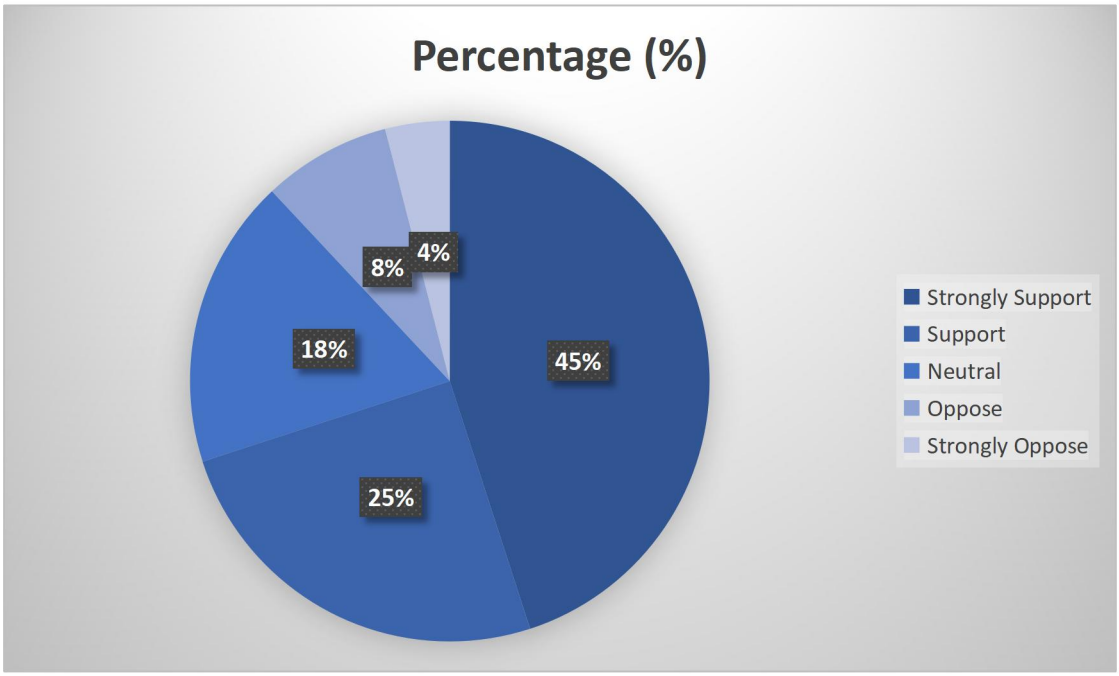
Policy and Regulation

Finally, when asked about the role of government regulation in addressing disinformation and deepfakes, 70% of participants expressed support for stronger laws to penalize those who create and spread manipulated content. Many believed that legal frameworks could help reduce the occurrence of disinformation campaigns and ensure accountability.

Table 7: ***Support for Regulation of Disinformation and Deepfakes***

Support for Regulation	Percentage (%)
Strongly Support	45%
Support	25%
Neutral	18%
Oppose	8%
Strongly Oppose	4%

Journal for Current Sign
Online ISSN(3006-1504)
Print ISSN (3006-1490)



Case Study Findings

The studies investigated the misuse of deepfakes through two scenarios: a manipulated video of a political candidate and a famous person doing improper acts that spread widely. False content from deepfakes created both political and public disorder which urged the removal of the affected figures. Fact-checkers proved these fake images to be false although the credibility of government officials and the public's trust took substantial damage. These incidents show how well deepfake technology breaks down trust in sources.

DISCUSSION

This study's findings highlight the increasing threat disinformation and deepfakes pose to media credibility in the digital world. Trust in digital platforms declined significantly and social media was regarded as the main source for the spread of disinformation. It is in line with earlier studies that suggest that social media platforms, which are caught by algorithms favouring engagement over accuracy, usually promote misinformative content. 68 percent of the respondents in this study are aware of disinformation and 52 percent are exposed to deepfakes, which pervasive in nature perpetuates users' skepticism as far as reliability of online information is concerned.

Social media platforms scored the least in trust levels (average score of 2.4) whereas news from other sources like the government website earned the highest score (4.0) showing that confidence in sources that disseminate news in most part is declining. The erosion is particularly

Journal for Current Sign
Online ISSN(3006-1504)
Print ISSN (3006-1490)

worrying because online media plays a major role in molding public views and political discourse (Saaida et al., 2023). More worrisome is that 72% of the participants explained that disinformation has contributed to a drop in trust, which further reflects the severity of the incentive to tackle the root causes of this crisis.

Participants saw technology, like AI powered deepfake detection tools, positively aimed at combating these challenges, with 62% of them having expectation with such technological solutions. But with relatively few people rating these tools as highly effective, there is much more work to be done, making them foolproof (Van der Linden et al., 2023). Likewise, media literacy programs (78 per cent) enjoy a strong support, pointing at the importance of education in combating the spread of fake news and empowering them to analyse online information carefully.

Specifically, the study suggests the requirement to approach the issue with a comprehensive multi facet approach which will comprise technological, educational and legislative solutions for recovery of loss of trust in digital media. On the one hand, technological advancements are promising; on the other hand, they will not solve the problem of disinformation and deepfakes, media literacy and stronger regulatory frameworks are needed to address the root causes of disinformation and deepfakes.

CONCLUSION

This research demonstrates that online platforms have lost public trust because disinformation and deepfakes harm digital media credibility. Our research proves that organized information manipulation activities on social media have decreased people's trust in digital content as true. These propaganda methods (68%) and deep fake technologies (52%) threaten widespread public trust after many people started noticing them online.

The research proves how technology aids deepfake detection but reveals that users see these tools as only partially effective. The majority of respondents (78%) gave their support to media literacy courses since they realized these classes help people interpret digital sources correctly. Most participants wanted stricter government rules that can fine people who share deceptive media content to show political leaders are committed to fixing this problem.

Our solution to the credibility problem in digital media involves using new technology with education programs plus tough government rules to fight spreading false information. Constant close collaboration among tech firms tech companies governments and schooling organizations is necessary for updated research in fighting errors and ungenuine computer pictures.

Journal for Current Sign
Online ISSN(3006-1504)
Print ISSN (3006-1490)

REFERENCES

Afzal, A., Khan, S., Daud, S., Ahmad, Z., & Butt, A. (2023). Addressing the digital divide: Access and use of technology in education. *Journal of Social Sciences Review*, *3*(2), 883-895.

Ahmad, W., Berg, R., & Kim, S. (2024). Combating Fake News with Digital Identity Verification. URL: https://groups. csail. mit. edu/mac/classes/6.805/student-papers/fall17-papers/FakeNews. pdf [accessed 2024-09-17].

Aïmeur, E., Amri, S., & Brassard, G. (2023). Fake news, disinformation and misinformation in social media: a review. *Social Network Analysis and Mining*, *13*(1), 30.

Al-Khazraji, S. H., Saleh, H. H., Khalid, A. I., & Mishkhal, I. A. (2023). Impact of deepfake technology on social media: Detection, misinformation and societal implications. The Eurasia Proceedings of Science Technology Engineering and Mathematics, 23, 429-441.

Dhall, S., Dwivedi, A. D., Pal, S. K., & Srivastava, G. (2021). Blockchain-based framework for reducing fake or vicious news spread on social media/messaging platforms. Transactions on Asian and Low-Resource Language Information Processing, 21(1), 1-33.

Foster, C. L. (2023). Truth as social practice in a digital era: iteration as persuasion. *Ai & Society*, *38*(5), 2009-2023.

Kartal, M., & Tyran, J. R. (2022). Fake news, voter overconfidence, and the quality of democratic choice. *American Economic Review*, *112*(10), 3367-3397.

Liu, J., Shahab, Y., & Hoque, H. (2022). Government response measures and public trust during the COVID-19 pandemic: evidence from around the world. British Journal of Management, 33(2), 571-602.

Majerczak, P., & Strzelecki, A. (2022). Trust, media credibility, social ties, and the intention to share towards information verification in an age of fake news. *Behavioral Sciences*, *12*(2), 51.

Márquez-Díaz, J. E. (2024). Disinformation and Fake News: The Infodemic in the Global Health Field. *Computación y Sistemas*, *28*(3), 909-922.

Masood, M., Nawaz, M., Malik, K. M., Javed, A., Irtaza, A., & Malik, H. (2023). Deepfakes generation and detection: State-of-the-art, open challenges, countermeasures, and way forward. *Applied intelligence*, *53*(4), 3974-4026.

Mohammed, A. (2024). Deep Fake Detection and Mitigation: Securing Against AI-Generated Manipulation. *Journal of Computational Innovation*, *4*(1).

Pawelec, M. (2022). Deepfakes and democracy (theory): How synthetic audio-visual media for disinformation and hate speech threaten core democratic functions. *Digital society*, *1*(2), 19.

Journal for Current Sign
Online ISSN(3006-1504)
Print ISSN (3006-1490)

Saaida, M. (2023). The role of social media in shaping political discourse and propaganda. *Science for all Publication*, *3*(2), 1-8.

Samuel-Okon, A. D., Akinola, O. I., Olaniyi, O. O., Olateju, O., & Ajayi, S. A. (2024). Assessing the effectiveness of network security tools in mitigating the impact of deepfakes AI on public trust in media. *Available at SSRN 4908098*.

Van der Linden, S. (2023). *Foolproof: Why misinformation infects our minds and how to build immunity*. WW Norton & Company.