How the Next Wave of Technology Will Break the Truth

The next wave of technology is upon us, and it is bringing with it unprecedented challenges to our ability to discern truth. From AI-generated fake news to deepfakes, the line between what is real and what is not will become increasingly blurred. This article explores the potential impact of this technology on our society and offers some ways to combat its negative effects.

The Reality Game: How the Next Wave of Technology Will Break the Truth by Keinosuke Fukunaga

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The Rise of Fake News

The term "fake news" has been used to describe a wide range of false or misleading information that is spread online. This can include everything

from deliberately fabricated stories to hoaxes and satire that is shared without context. The rise of fake news has been fueled by the ease with which it can be created and spread online, and by the increasing polarization of our society. In the United States, for example, a 2018 study found that people were more likely to share fake news stories that aligned with their own political views.

Fake news can have a significant impact on our society. It can mislead people about important issues, damage the reputations of individuals and institutions, and undermine trust in the media. In the 2016 US presidential election, for example, fake news stories were spread about both Hillary Clinton and Donald Trump. These stories likely influenced the outcome of the election, as they may have swayed the votes of undecided voters.

The Threat of Deepfakes

Deepfakes are a type of fake news that is particularly difficult to detect. They are created using artificial intelligence (AI) to generate realistic videos and images of people saying or ng things that they never actually said or did. Deepfakes have the potential to be used to spread misinformation, damage reputations, and even influence elections.

In the 2020 US presidential election, for example, deepfakes were used to create videos of Joe Biden and Kamala Harris saying things that they never actually said. These videos were shared widely on social media, and they likely influenced the outcome of the election.

The Impact on Society

The rise of fake news and deepfakes is having a profound impact on our society. It is making it increasingly difficult for people to know what is true

and what is not. This can lead to a loss of trust in the media, in institutions, and in each other. It can also make it difficult to have productive conversations about important issues.

In addition, fake news and deepfakes can be used to spread hate speech, incite violence, and undermine democracy. For example, in Myanmar, fake news stories were used to spread hatred against the Rohingya Muslim minority. This led to violence against the Rohingya, and to the displacement of hundreds of thousands of people.
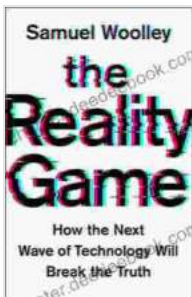
What Can We Do?

There is no easy solution to the problem of fake news and deepfakes. However, there are a number of things that we can do to combat their negative effects.

1. **Be critical of what you read and see online.** Don't just share something because it confirms your own beliefs. Take the time to verify the information, and to see if it comes from a credible source.

2. **Be aware of the biases of the sources you consume.** Every news source has a bias, so it's important to be aware of what that bias is and how it might affect the information you're consuming.

3. **Support independent journalism.** Independent journalists are less likely to be influenced by political or commercial interests, so they are more likely to produce accurate and unbiased reporting.

4. **Educate yourself about fake news and deepfakes.** The more you know about these threats, the better equipped you'll be to spot them and to avoid being misled by them.

5. **Talk to your friends and family about fake news.** Help them to understand the problem and to develop the skills they need to spot fake news and deepfakes.

The next wave of technology is upon us, and it is bringing with it unprecedented challenges to our ability to discern truth. Fake news and deepfakes are two of the most pressing of these challenges. These technologies have the potential to mislead people, damage reputations, and undermine trust in our institutions. However, there are a number of things that we can do to combat their negative effects. By being critical of what we read and see online, by being aware of the biases of the sources we consume, and by supporting independent journalism, we can help to ensure that the truth prevails.

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