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Artificial Intelligence (AI) has revolutionised the way we create and share content on social media. But in what way? By making it personalised, scalable and eerily realistic. AI is seriously an ultimate impersonator. Here is the dark side of AI. It is now the world's most efficient fake-content factory, churning out everything from deepfake videos to viral lies.

Thanks to AI tools that can create convincing fake news as easy as typing a prompt. With just a prompt? Yes, with just a prompt by a human. Basically, a human can prompt anything with the help of AI. From just a prompt, we can create misinformation for any contents across the internet and yes not to mention social media. However, let's see the real danger of misinformation in this AI era. The contents can swing the elections, manipulate the public opinion and even incite violence. False information spreads like a wildfire, often fueled by the clickbait profits or malicious intent that can lead to cyberbullying, scam and even worse.

In this world, we always glue ourselves with ethics. It shows how important ethics are especially under communication and media. With the existence of AI, it is like a nightmare in terms of ethics. Privacy violations? Check. AI can clone your face or voice without consent and turn anyone into a puppet in a fabricated video. With all this fake news and fake content in social media, it can crumble the trust of people in this new era. Here is the scariest part, we are losing faith in what we see through online. When AI can mimic reality perfectly, how do we trust anything? These are not just about fake news or fake contents. It is about

a society where people are so divided, we cannot even have reasonable conversations anymore.

AI-generated fake news and social media content can significantly impact public trust in online information. Fighting back with spot and stop the fakes. As AI alone cannot fix this issue. What we need is a dream team that includes humans and AI. We need human oversight, ethical guidelines and transparency to keep the algorithms honest. Plus, teaching media literacy is one of the keys to combat the fakes and let people be aware to not fall for fake news.

Regulatory measures by the government and regulatory bodies are the main part to counter misinformation in the AI era. The government must implement measures to control the misuse of AI in generating fake news and content. According to Communications Minister, Datuk Fahmi Fadzil, the government is considering a mandatory "AI-generated" label for social media platforms under Online Safety Act 2024, set to be implemented before the end of this year. He said, "Social media platforms must ensure that Artificial Intelligence (AI)-generated content does not spread falsehoods".

While AI offers significant opportunities for innovation, it also poses substantial risks related to the spread of fake content. Addressing these challenges requires technological solutions, ethical considerations, enhanced media literacy and regulatory measures. By implementing these strategies, it is possible to mitigate the negative impact of AI-generated misinformation and restore the trust of people.