

# Navigating the World of Deepfake Technology

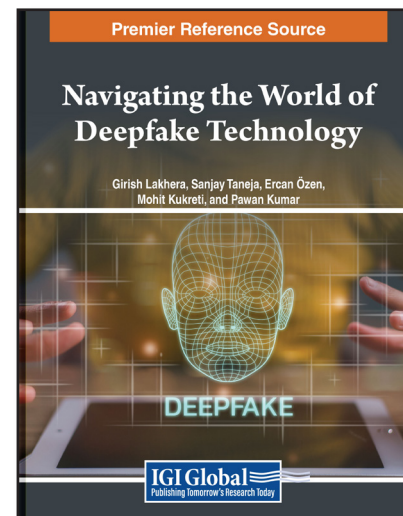
Part of the Advances in Information Security, Privacy, and Ethics Book Series

Girish Lakhera (Graphic Era deemed to be University, India), Sanjay Taneja (Graphic Era deemed to be University, India), Ercan Özen (USAK University, Turkey, Turkey), Mohit Kukreti (University of Technology and Applied Sciences, Oman) and Pawan Kumar (Chandigarh University, India)

## Description:

The digital age has ushered in an era of incredible innovation, but it's also opened the door to new threats. Deepfakes, hyper-realistic manipulated videos and images, are blurring the lines between truth and fiction. Malicious actors can use deepfakes to create fake news that sways elections, fabricate celebrity scandals to damage reputations, or even launch targeted attacks against businesses. This loss of trust can have a devastating impact on individuals, society as a whole, and especially organizations struggling to maintain brand integrity and secure operations.

**Navigating the World of Deepfake Technology** equips you to understand deepfakes, from their work to the legal issues surrounding them. It also provides practical strategies to identify deepfakes and mitigate their risks, empowering you to protect yourself and your organization. Whether you're a business leader, journalist, or simply someone concerned about the impact of deepfakes, this book is essential reading. It's your key to staying informed and safeguarding yourself in a world increasingly reliant on digital media.



**ISBN:** 9798369352984

**Pages:** 360

**Copyright:** 2025

**Release Date:** October, 2024

**Hardcover:** \$315.00

**E-Book:** \$315.00

**Hardcover +  
E-Book:** \$380.00

## Topics Covered:

- Artificial Intelligence and Deepfakes
- Business Threats from Deepfakes
- Countering Deepfakes with Education
- Deepfake Detection Techniques
- Deepfakes: Ethical Considerations
- History of Deepfakes
- Identifying Deepfakes
- Impact of Deepfakes on Journalism
- Legal Frameworks for Deepfakes
- Mitigating Deepfake Risks
- Privacy Risks of Deepfakes
- Recognizing Deepfakes in the Workplace
- Staying Ahead of Deepfake Trends
- Types of Deepfakes

**Subject:** Computer Science & Information Technology

**Classification:** Edited Reference

**Readership Level:** Advanced-Academic Level (Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

### Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: [www.igi-global.com](http://www.igi-global.com)

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA