

Empirical Study on the Appropriation of Art (Copyright) through AI Deepfakes with Special Reference to Public Perception in Chennai

Mrs. S. Harinishree and Dr. G. Jayagowry

Assistant Professor, Faculty of Law

MGR Education and Research Institute, Maduravoyal, Chennai

Principal, Dr Ambedkar Government Law College, Chennai

Abstract: Deepfakes, powered by artificial intelligence (AI), have emerged as a potent tool for manipulating audiovisual content, presenting both opportunities and challenges for various sectors. This study examines the multifaceted impacts of deepfakes, ranging from political discourse to personal privacy, within the context of Chennai's dynamic social landscape.

Firstly, the paper explores the political ramifications of deepfakes in Chennai. With a diverse political climate, Chennai serves as a microcosm for understanding how deepfakes can distort public perception, influence elections, and undermine democratic processes. Additionally, the proliferation of deepfake political propaganda poses a significant threat to the credibility of information dissemination in the digital age.

Secondly, the societal implications of deepfakes on cultural norms and identity are examined. Chennai, renowned for its rich cultural heritage, faces the challenge of preserving authenticity in the face of deepfake manipulation. From fabricated celebrity endorsements to falsified historical events, the erosion of trust in media authenticity threatens the cultural integrity of Chennai society.

Furthermore, the paper investigates the economic impacts of deepfakes on industries vital to Chennai's economy. The emergence of deepfake-driven fraud schemes poses a threat to consumer trust and financial stability, necessitating proactive measures to mitigate economic repercussions.

Keywords: Deepfakes, Revenge, Security Softwares, Personal data, Privacy right

