ETHICAL AND SOCIAL RESPONSIBILITY
FOR USING DEEPFAKES

ЕТИЧНА ТА СОЦІАЛЬНА ВІДПОВІДАЛЬНІСТЬ
ЗА ВИКОРИСТАННЯ ДІПФЕЙКІВ

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For years, brands and platforms have worked to adapt consumers to the idea of purchasing something they haven't seen, tasted, or tried on. The recent invention and improvement of deepfake technology can change communication between companies and consumers. But before considering all the possibilities of using the latest marketing techniques, we should define the meaning of the word "deepfake".

According to Merriam-Webster Dictionary, a deepfake is "an image or recording that has been convincingly altered and manipulated to misrepresent someone as doing or saying something that was not really done or said" [7]. It means that in synthetic media, this technology is used to create bogus content, replace or synthesize faces, body shapes, sounds, and manipulate emotions. In other words, it is a digitally imitated action by a person that he/she did not commit. It is a way of adding a digital image or video over another image or video, so that it appears to be part of the original [2].

The deepfake (also spelled deep fake) technology has been quickly developing for some time now, but it's finally getting to the stage where anything created through it is almost indistinguishable from reality [3].

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Although deepfake is a type of artificial intelligence, it is very useful marketing tool. There are many reasons why deepfake technology is used more often and often as one of the crucial and decent tools by advertising agencies.

First of all, deepfake technology significantly changes the communication process between the company and the consumer. People subconsciously trust their idols and celebrities. When Angelina Jolie, the world-famous movie star, American actress, filmmaker and activist, recommends a product from the TV screen, consumers are more likely to buy it than when an unknown actor advertises it. However, such a famous actress as Jolie has a lot of more attractive contracts, important things to do, and a lack of time. This is where the synthetically created celebrity comes into play.

The second benefit automatically follows the first one. Costs and time for video/audio content creation are reduced tenfold, because the star does not need to be physically present at the shooting of the advertising appeal. Also, the company must pay a fee, but the amount of it is much less, because there are no such aspects as flight and staying in a hotel, failed retakes for one scene and many others. As a rule, the company must obtain permission to use a famous person's face, voice or other personal attributes. Otherwise, an appropriation of personality can be realized and the organization breaks the intellectual property law.

The third advantage is that deepfakes have the potential to help companies and brands reach customers with highly targeted and personalized messaging. This is because the company does not need to shoot different messages for different audiences. Advertising can be adjusted synthetically for different people to reach more potential customers. One of the brightest and creative examples of using deepfakes in marketing is the video from the Draw the Line Against Malaria campaign with a retired soccer star David Beckham speaking nine languages with nine voices. The effect of personal communication to hundreds of customers through deepfakes surely brought a positive social impact.

Our country does not lag behind global progress. A team of Ukrainian creators reconstructed the voice of Taras Shevchenko. This project was timed to the 30th anniversary of Ukraine's Independence. The famous poet spoke to his nation and read one of his poems [1]. Ukrainians mastered the latest technologies and made it possible to reproduce the voice. This means that the marketing industry will be able to use deepfakes in our country in the near future. It remains to learn how to synthesize realistic images. If some weaknesses of the technology are corrected step by step, then it will

obviously become more and more effective, and companies will become more and more willing to pay for commercial deepfakes.

The more accomplished the synthetically created messages become, the more often illegal manipulations appear. Any advertising is a kind of manipulation, but besides marketing, there are areas in which manipulation can harm much more. For instance, the deepfake of the Ukrainian president appeared on the hacked website of the Ukrainian TV on March 16, 2022. Volodymyr Zelensky appears behind a podium, telling Ukrainians to put down their weapons. However, his head appears too large and more pixelated than his body, his voice sounds deeper [10]. Such a provocation could radically change the course of the war, causing misunderstanding and panic among the population. Nevertheless, media literacy, expert opinions, and the low quality of the fake were able to prevent negative consequences.

That is why in modern conditions, when advertising crosses borders and spreads well-designed deepfakes very dynamically in different countries, the problem of protection and enforcement of intellectual property rights arises. Nowadays, media literacy education is as important as teaching journalism students and advertising managers to follow a code of ethics. Students must become familiar with media ethics in mass communication in order to become competent communicators and not lose a customer's trust. Journalists and advertising managers must not only be honest and ethical, understand the ethical rules, but also avoid libel, lying, cheating, and theft, be independent, proper attribution and respect privacy. The creators of deepfakes must remember the ethical aspects and warn viewers that the portrayed character is unreal. Otherwise, they can lose their reputation, customers and it will cost them dearly. In this way, people will not feel deceived and will be able to trust the company's image. In addition, the company need to warn the person whose generated video is used. Before using deepfake technology for marketing purposes, the company must study the laws associated with it. These IP laws should be significantly improved, as they are new and imperfect, then this scientific know-how will be used legally, with positive intent, particularly for business purposes.

Deepfake technology is an excellent opportunity for marketers. The world is constantly moving forward, causing a lot of changes. Marketing professionals should master such changes and take all the benefits. Otherwise, the industry may stand still and will not bring the desired result. The main conclusions can be described in these words: the use of synthetic media could save time and production costs which is an excellent way to reduce marketing budget spending; while some people are causing havoc with deepfakes,

marketers may take advantage of multiple golden chances; before using deepfake technologies, professionals need to make sure they don't break any laws. Otherwise, synthetic media will lead to failure, not success.

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