

Fake News and Deception by AI

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Abstract. *Deception within new media is an issue of international and national relevance particularly within the last ten years. Research suggests that there are common traits individuals possess that are correlated with their susceptibility to deception. In conjunction with the prevalence of fake news, Artificial Intelligence (AI) innovation has exploded within the last few years, with advancements in generative AI, chat, image, and prediction engines. In our study, we seek to investigate if people can differentiate human-created news media from DALL-E created content. This will be accomplished by presenting participants with a series of images, in which they are prompted to mark if they are “real” or “AI”. Supplemental to their observations, we will ask participants to complete a survey. This survey will use portions from the*

Cognitive Reflection Test to measure respondents' propensity to engage in analytical reasoning, it will explicitly ask for subjective/real age, political affiliation, and other notable traits outlined in previous research regarding deception. In doing this, we hope to shed light on the advancement of open AI and highlight particular traits corresponding to susceptibility to deception. The primary emphasis of this research is to reveal who is more susceptible to deception in fake news, with a long-term goal to educate others on how to better arm themselves against fake news and deception within the media.

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