

# **Deepfakes and their Impact on Society**

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**Abstract:** *This research paper explores the rapidly evolving landscape of deepfake technology, its generation techniques, applications, and the profound impact it has on various aspects of society. We examine ethical concerns, legal implications, detection methods, and potential countermeasures. Additionally, this paper investigates how deepfakes affect politics, media, and cybersecurity and discusses their role in shaping public perception and trust.*

**Keywords:** Deepfake, Technology, Impact

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