

The Rise of Visual AI: Opportunities, Misuses, and the Need for Ethical Oversight

Zakiya Sayyed¹, Mehak Fatima², Hasan Phudinawala³

^{1,2}P.G Students, Department of Data Science

³Coordinator, Department of Data Science

Royal College of Arts, Science and Commerce (Autonomous), Mira Road (East)

Abstract: *Visual Artificial Intelligence (Visual AI) systems apt at seeing, understanding, and creating visual content have quickly evolved a variety of industries, both in medical utilize diagnostics and creative media. Nevertheless, these very technologies pose high moral and social questions, e.g., in the form of deepfake fake news, automatic discrimination, and mass surveillance. The present paper is a systematic review and made up of recent articles and case studies (2023-2025) in which the opportunities, misuses, and gaps in governance of Visual AI are discussed. By being compared to one another, it determines the drawbacks of the existing detection mechanisms, the issues of the generalization, and the inadequacy of legal and ethical controls. An example of failed administration on a real-life situation can be seen in a case study of the implementation of facial-recognition in the city of New Orleans. The discussion summary is that innovation and technical progress cannot be ensured to be beneficial to the population in terms of ethical excellence and transparency, legally overseen, and not irresponsible to anyone.*

Keywords: Visual Artificial intelligence, Deepfakes, Ethical AI, AI Governance, Surveillance, Algorithmic Bias, Responsible Innovation

