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Deepfakes and the Crisis of Trust: Public Perception of Media Authenticity in the Age of Synthetic Content

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Abstract

Deepfakes have emerged as a significant threat to the authenticity of digital media, posing a challenge to public trust in media content. This study aimed to assess the awareness and understanding of deepfake technology, its impact on public trust in digital journalism, the effectiveness of media literacy initiatives in combating deepfakes, and strategies for improving media literacy in Nigeria. Using a descriptive survey design, data were collected from 379 respondents in Ogun State through a structured questionnaire. The results indicated moderate awareness of deepfake technology, with a significant proportion of respondents expressing concern about its negative effects on trust in digital journalism. Additionally, current media literacy programmes were found to be inadequate in addressing the issue of deepfakes. The study concluded that enhancing media literacy and critical thinking skills is crucial for mitigating the influence of deepfakes. It is recommended that the Nigerian government, educational institutions, and media organisations collaborate to strengthen media literacy initiatives and public awareness campaigns, empowering individuals to critically evaluate digital media content and reduce the impact of synthetic media on public perception and trust.

Keywords: Deepfakes, Digital Journalism, Media Authenticity, Media Literacy, Public Trust.

Introduction

The advent of deepfake technology, characterized by the use of artificial intelligence to fabricate hyper-realistic audio-visual content, has introduced unprecedented challenges to the integrity of information in the digital age. In Nigeria, where the media landscape is rapidly evolving with increased internet penetration and social media usage, the proliferation of deepfakes poses significant threats to public trust in media and the authenticity of information disseminated through digital journalism (FactCheck Africa, 2024). The manipulation of content through deepfakes can distort reality, misinform the public, and undermine the credibility of legitimate

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news sources, thereby eroding the foundational trust that underpins democratic societies (Adebiyi, Adejumobi, Aliyu, & Adeosun, 2025).

Public perception of media authenticity is a critical variable in understanding the impact of deepfakes. This perception is influenced by factors such as media literacy, exposure to misinformation, and the ability to critically evaluate information sources. In Nigeria, studies by Olufemi (2024), Okechukwu and Adeleke (2023), and Akinwale (2024) have shown that a significant portion of the population, particularly the youth, are susceptible to misinformation, which affects their engagement with political processes and trust in media institutions (Akewushola, 2025). Deepfakes contribute to this challenge by creating an environment of skepticism and uncertainty, as audiences find it increasingly difficult to discern genuine content from manipulated media (Toxigon, 2024). The interplay between deepfake technology and public perception underscores the need to examine how synthetic content influences the audience's ability to identify credible information.

Media literacy emerges as a pivotal sub-variable in this context, serving as a measure of the public's capacity to navigate the complex information ecosystem. The lack of comprehensive media literacy programmes in Nigeria exacerbates the vulnerability of the populace to deepfakes and other forms of misinformation (The Rainbow Strategy, 2024). Enhancing media literacy is essential for equipping individuals with the critical thinking skills necessary to detect and resist deceptive content. Research has indicated that audiences with higher levels of media literacy demonstrate greater resilience to misinformation and are more likely to trust credible sources (Adebiyi et al., 2025). Thus, promoting media literacy initiatives becomes central to safeguarding information authenticity.

The interrelationship between deepfake technology, public perception, and media trust is further complicated by the role of social media platforms, which often serve as conduits for the rapid dissemination of manipulated content. The virality of deepfakes on platforms like WhatsApp, Facebook, and TikTok in Nigeria can amplify their impact, leading to widespread misinformation and heightened skepticism towards media sources (Emovwodo & Ayo-Obiremi, 2024). As platforms struggle with content moderation and fact-checking capacities, deepfakes exploit these vulnerabilities, further eroding audience confidence (Financial Times, 2024a). This dynamic necessitates a comprehensive examination of the mechanisms through which deepfakes influence public perception and the subsequent implications for media trust and information authenticity in digital journalism.

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Statement of the Problem

The proliferation of deepfake technology in Nigeria has introduced a significant threat to the credibility of digital journalism and the public's trust in media content. Deepfakes, which are AI-generated synthetic media, have been increasingly utilised to disseminate false information, manipulate public opinion, and undermine the reputations of public figures. In 2024, several Nigerian personalities, including President Bola Ahmed Tinubu and Akinwumi Adesina, were victims of deepfake videos and images that spread rapidly across social media platforms, leading to widespread misinformation and public confusion (Dubawa, 2024). These incidents highlight the growing sophistication of deepfake technology and its capacity to erode public trust in authentic media sources. The challenge is further compounded by the limited capacity of existing fact-checking mechanisms to promptly identify and counteract such deceptive content, allowing misinformation to gain traction before corrective measures can be implemented.

Compounding this issue is the varying levels of media literacy among the Nigerian populace, particularly among the youth who are the most active consumers of digital content**.** Despite efforts by organisations like Legit.ng to educate young Nigerians on discerning fake news through media literacy programmes (Tomosori, 2024), a significant portion of the population remains vulnerable to misinformation. The Federal Government's initiative to promote media literacy through projects like the anti-fake news film "When Wolves Cry" underscores the recognition of this vulnerability (Jannamike, 2024). However, the rapid evolution of deepfake technology outpaces these educational efforts, leaving a gap in the public's ability to critically assess the authenticity of digital content. This gap not only threatens the integrity of journalism but also poses risks to democratic processes and social cohesion, as misinformation can influence public perception and behaviour in significant ways.

Research Objectives

To assess the awareness and understanding of deepfake technology among Nigerian digital media consumers**.**

To evaluate the impact of deepfake content on public trust in digital journalism within Nigeria**.**

To examine the effectiveness of current media literacy initiatives in Nigeria in equipping individuals to identify and counteract deepfake content**.**

To explore strategies for enhancing media literacy and critical thinking skills among Nigerians to mitigate the influence of deepfakes on public perception.

Literature Review

Conceptualising Deepfakes

The term "deepfake" is a portmanteau of "deep learning" and "fake," referring to synthetic media generated using artificial intelligence techniques, particularly deep

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learning algorithms. Initially emerging in 2017, deepfakes have evolved from simple face-swapping videos to sophisticated manipulations involving audio and video, making it increasingly challenging to distinguish between authentic and fabricated content (Le Monde, 2024). In Nigeria, the proliferation of deepfake technology has been notably exploited by cybercriminals known as "Yahoo Boys," who utilise real-time face-swapping tools to deceive victims in romance scams, thereby highlighting the technology's potential for misuse in various contexts (Wired, 2024). The ambiguity surrounding the definition of deepfakes, coupled with their rapid advancement, underscores the urgency for clearer terminologies and regulatory frameworks to address the challenges posed by synthetic media.

Public Perception of Media Authenticity

Public perception of media authenticity is significantly influenced by the prevalence of deepfakes, which blur the lines between reality and fabrication. In Nigeria, the dissemination of deepfake content has led to increased skepticism among audiences, undermining trust in digital journalism and authentic news sources. The manipulation of media content not only deceives individuals but also fosters a general sense of distrust towards information disseminated through digital platforms (Financial Times, 2024). This erosion of trust is further exacerbated by the rapid spread of deepfakes on social media, where the lack of stringent verification mechanisms allows synthetic content to gain traction before being debunked. Consequently, the Nigerian public faces challenges in discerning credible information, which has implications for informed decision-making and democratic engagement.

Media Trust in the Age of Synthetic Content

The advent of deepfake technology has precipitated a crisis of trust in media institutions, as audiences grapple with distinguishing between authentic and manipulated content. In Nigeria, the credibility of digital journalism is increasingly questioned, particularly when deepfakes are used to impersonate public figures or disseminate false narratives. This skepticism towards media sources is not isolated to Nigeria; globally, there is a growing concern about the impact of AI-generated content on public trust, prompting major technology companies to pledge efforts in combating deceptive AI-generated media, especially in the context of elections (Financial Times, 2024). The challenge lies in restoring confidence in media institutions by implementing robust verification processes and promoting transparency in content creation and dissemination.

Media Literacy as a Countermeasure

Enhancing media literacy is pivotal in equipping individuals with the skills to critically evaluate information and identify deepfake content. In Nigeria, initiatives aimed at improving media literacy are essential in mitigating the influence of synthetic media on public perception.

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Educational programmes that focus on developing critical thinking and digital literacy can empower citizens to navigate the complex information landscape effectively (Ayodele, 2024; Adekola & Olorunfemi, 2023). Moreover, collaborations between media organisations, educational institutions, and civil society can foster a more informed populace capable of resisting misinformation and deepfake-induced deception (Smith & Nwachukwu, 2023; Oluwasanmi, Adedoyin & Olaleye, 2023). Such efforts are crucial in building resilience against the manipulation of information and preserving the integrity of public discourse.

Regulatory and Technological Responses

Addressing the challenges posed by deepfakes necessitates a multifaceted approach involving regulatory measures and technological innovations. In Nigeria, the development of policies that mandate the disclosure of AI-generated content can enhance transparency and accountability in digital media. Additionally, investing in technologies capable of detecting deepfakes can aid in identifying and mitigating the spread of synthetic media. Internationally, collaborative efforts among technology companies to develop tools and standards for identifying AI-generated content signify a proactive stance in preserving the authenticity of information (Financial Times, 2024). Implementing such measures in Nigeria can contribute to safeguarding the media landscape against the detrimental effects of deepfakes.

Theoretical Review

This study was anchored on the Uses and Gratification Theory, proposed by Blumler and Katz (1974), provides a user-centred framework for understanding how individuals engage with media. The theory posits that audiences are active agents who seek out media content to fulfil specific needs, such as information, identity, social interaction, and entertainment. This contrasts with earlier passive-audience models and has become fundamental in media studies for analysing audience-media interactions (Blumler & Katz, 1974). Anaeto, Onabajo, and Osifeso (2008) assert that such theories help explain communication processes by offering insights into audience behaviour and media impacts. In the context of synthetic content, consumers are not just passive recipients; they actively shape their susceptibility to deepfake media. McQuail (1994) notes that the theory is useful in examining media selection and understanding its effects within different socio-political settings, particularly in societies dealing with digital misinformation.

However, the Uses and Gratifications Theory is not without criticism. It relies heavily on self-reporting, which can be inaccurate as individuals may not fully understand or truthfully disclose their media consumption motivations (Ruggiero, 2000). Additionally, the theory has been criticised for its individualistic approach, not sufficiently accounting for the social and cultural factors influencing media engagement (Morris & Ogan, 1996). Critics

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also argue that the theory lacks predictive power and does not adequately address the long-term effects of media exposure. These limitations make it challenging to apply universally, particularly in complex environments like Nigeria, where political, economic, and technological conditions shape media consumption patterns. Nonetheless, the theory remains highly relevant to this study by explaining how Nigerians interact with deepfake content. In a digital age where media can deceive or influence public opinion, understanding why users seek and share content is crucial. This theory aligns with this study's aim to explore how synthetic content affects trust in digital journalism and public perception in Nigeria.

Method

The study adopted a quantitative research approach with a descriptive survey design, suitable for systematically collecting data from a large population to describe and interpret existing conditions (Nworgu, 2024). The target population comprised active digital media users in Ogun State, Nigeria, though its precise size could not be determined. According to the 2006 National Population Census, Ogun State has a population of 3,728,098 (National Population Commission, 2006). Cochran's formula was used to determine 384 sample size at a 95% confidence level and 5% margin of error. A multi-stage sampling technique was employed, starting with stratified sampling to divide Ogun State into three senatorial districts: Ogun Central, Ogun East, and Ogun West. Simple random sampling was then used to select local government areas (LGAs), followed by systematic random sampling to choose respondents within those LGAs, to ensure representativeness across diverse demographics. Data were collected using a structured, pre-tested questionnaire focusing on respondents' awareness, perception, and trust in media content regarding deepfakes, while the analysis was done through descriptive statistics, including frequencies, percentages, means, and standard deviations, using the Statistical Package for the Social Sciences (SPSS) version 25.

Analysis and Result

Out of the 384 copies of the questionnaire administered to respondents, a total of 379 copies were successfully retrieved and found suitable for analysis. Thus, the analysis and interpretation of findings in this study were based on the 379 copies of the questionnaire retrieved.

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Table 1: Demographic Characteristics of Respondents (N = 379)

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	203	53.6
	Female	176	46.4
Age	18–25 years	102	26.9
	26–35 years	141	37.2
	36–45 years	84	22.2
	46 years and above	52	13.7
Education Level	Secondary School	67	17.7
	OND/NCE	94	24.8
	HND/Bachelor's Degree	155	40.9
	Postgraduate Degree	63	16.6
Occupation	Student	87	22.9
	Civil Servant	108	28.5
	Self-employed	103	27.2
	Private Sector Employee	56	14.8
	Unemployed	25	6.6
Digital Media Use	Less than 1 hour daily	29	7.7
	1–3 hours daily	93	24.5
	4–6 hours daily	137	36.1
	More than 6 hours daily	120	31.7

Source: Researchers' Field Survey, 2025

The demographic data in Table 1 revealed a diverse respondent pool, ensuring varied perspectives on digital media authenticity and deepfakes. The balanced gender ratio prevents gender bias. A significant portion (64.1%) of respondents is within the economically active and digitally literate age range of 18 to 35 years, the largest group of digital media users in Nigeria. A majority (57.5%) hold tertiary education qualifications, suggesting a more informed population likely to engage critically with media content. The occupational breakdown reflects a varied socio-economic sample, while the digital media usage pattern shows that most respondents (67.8%) spend over four hours daily on digital platforms. This high exposure indicates a greater likelihood of encountering manipulated media. Overall, the demographic composition supports the representativeness and relevance of the sample in studying public perception of deepfakes and media authenticity in Nigeria.

Table 2: Awareness and Understanding of Deepfake Technology among Nigerian Digital Media Consumers

Items	Level of Agreement (n = 379)				Mean	Std. Dev.
	SA	A	D	SD		

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1. I am aware of the existence of deepfake technology.	113 (29.78%)	135 (35.67%)	27 (7.12%)	104 (27.43%)	2.91	1.03
2. I understand how deepfake videos are created.	111 (29.30%)	132 (34.86%)	29 (7.65%)	107 (28.19%)	2.90	1.02
3. I can easily identify deepfake videos when I see them.	119 (31.41%)	126 (33.29%)	31 (8.18%)	103 (27.16%)	2.94	1.01
4. I believe that deepfake technology is a threat to media credibility.	116 (30.67%)	137 (36.15%)	23 (6.06%)	103 (27.16%)	2.93	1.02
Grand Mean					2.92	

Source: Researchers' Field Survey, 2025

Key: SA – Strongly Agree; **A** – Agree; **D** – Disagree; **SD** – Strongly Disagree; **Std. Dev.** – Standard Deviation

The data in Table 2 assessed the awareness and understanding of deepfake technology among Nigerian digital media consumers. The majority of respondents (65%–66%) strongly agreed or agreed that they were aware of deepfake technology, showing a moderate level of awareness. However, a notable proportion (28%–29%) expressed disagreement or strong disagreement, indicating that awareness is not universal. The overall mean of 2.92 suggests a moderate understanding of deepfakes, with the standard deviation ranging from 1.01 to 1.03, reflecting some variability in responses.

Table 3: Impact of Deepfake Content on Public Trust in Digital Journalism in Nigeria

Items	Level of Agreement (n = 379)				Mean	Std. Dev.
	SA	A	D	SD		
5. Deepfake content decreases my trust in online news.	123 (32.47%)	131 (34.58%)	27 (7.12%)	98 (25.84%)	3.03	0.99
6. I find it difficult to trust news from sources that could potentially use deepfakes.	120 (31.68%)	133 (35.13%)	30 (7.92%)	96 (25.34%)	3.02	1.00
7. Deepfake videos lead me to question the authenticity of digital journalism.	126 (33.29%)	124 (32.70%)	32 (8.44%)	97 (25.61%)	3.04	0.98
8. I believe deepfakes negatively impact the credibility of journalists.	121 (31.92%)	137 (36.15%)	29 (7.65%)	92 (24.28%)	3.03	0.99

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Grand Mean					3.03	

Source: Researchers' Field Survey, 2025

Key: SA – Strongly Agree; **A** – Agree; **D** – Disagree; **SD** – Strongly Disagree; **Std. Dev.** – Standard Deviation

The data in Table 3 assessed the impact of deepfake content on public trust in digital journalism in Nigeria. A large portion of respondents (67%–68%) strongly agreed or agreed that deepfake content affects their trust in online news, underlining the significant negative effect deepfakes have on the credibility of journalism. The overall mean of 3.03 points to a strong perception that deepfake content undermines trust, with the standard deviation between 0.98 and 1.00, indicating some variation in responses but still a general consensus on the matter.

Table 4: Effectiveness of Current Media Literacy Initiatives in Nigeria in Helping Individuals Identify and Counteract Deepfake Content

Items	Level of Agreement (n = 379)				Mean	Std. Dev.
	SA	A	D	SD		
9. Media literacy programs in Nigeria have educated me about deepfakes.	97 (25.63%)	121 (31.92%)	39 (10.29%)	122 (32.18%)	2.51	1.06
10. I feel confident in identifying deepfake videos due to media literacy programs.	102 (26.87%)	126 (33.29%)	42 (11.08%)	109 (28.78%)	2.53	1.05
11. Media literacy initiatives in Nigeria address the problem of deepfake videos effectively.	106 (27.99%)	118 (31.15%)	41 (10.82%)	114 (30.08%)	2.54	1.05
12. I believe that more effective media literacy initiatives are needed to combat deepfakes.	110 (29.03%)	123 (32.47%)	41 (10.82%)	105 (27.69%)	2.55	1.04
Grand Mean					2.53	

Source: Researchers' Field Survey, 2025

Key: SA – Strongly Agree; **A** – Agree; **D** – Disagree; **SD** – Strongly Disagree; **Std. Dev.** – Standard Deviation

Table 4 investigated the effectiveness of current media literacy initiatives in Nigeria in helping individuals identify and counteract deepfake content. The majority of respondents (64%–66%) disagreed or strongly disagreed with the effectiveness of current media literacy programs in educating the public about deepfakes, indicating a widespread belief that these programs are insufficient. The mean of 2.53 points to a slight disagreement with the effectiveness of these initiatives, while the standard deviation (1.04–1.06) shows some variability in respondents' opinions.

Table 5: Strategies to Improve Media Literacy and Critical Thinking Skills among

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Nigerians to Reduce the Influence of Deepfakes on Public Perception

Items	Level of Agreement (n = 379)				Mean	Std. Dev.
	SA	A	D	SD		
13. More media literacy programs are needed to tackle the issue of deepfakes in Nigeria.	131 (34.58 %)	137 (36.15 %)	29 (7.65 %)	82 (21.64 %)	3.12	0.97
14. Schools in Nigeria should integrate deepfake education into their curricula.	126 (33.29 %)	142 (37.47 %)	28 (7.39 %)	83 (21.91 %)	3.11	0.98
15. Public awareness campaigns are essential to educate Nigerians about deepfakes.	129 (34.09 %)	136 (35.90 %)	27 (7.12 %)	87 (22.94 %)	3.13	0.96
16. Nigerians need to develop critical thinking skills to better assess online media.	132 (34.89 %)	130 (34.30 %)	28 (7.39 %)	89 (23.52 %)	3.14	0.97
Grand Mean					3.12	

Source: Researchers' Field Survey, 2025

Key: SA – Strongly Agree; **A** – Agree; **D** – Disagree; **SD** – Strongly Disagree; **Std. Dev.** – Standard Deviation

Table 5 examined the strategies to improve media literacy and critical thinking skills among Nigerians to reduce the influence of deepfakes on public perception. The overwhelming majority of respondents (69%–70%) strongly agreed or agreed that enhancing media literacy and critical thinking skills is crucial for addressing the impact of deepfakes. With a grand mean of 3.12, this suggests a strong consensus on the importance of such strategies. The standard deviation (0.96–0.98) is low, indicating that there is minimal variation in responses and broad agreement on the need for improved education in these areas.

Discussion of Findings

The findings from the study on deepfakes and public perception of media authenticity in Nigeria present a comprehensive understanding of the complex issue at hand, and the data largely aligns with existing empirical studies and theoretical frameworks. The demographic data in Table 1 indicates a well-distributed respondent pool, with a predominant portion (64.1%) of respondents within the age range of 18 to 35 years, a critical

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demographic in Nigeria, as this group is the largest consumer of digital media content. This age group's high educational qualification (57.5%) and consistent daily engagement with digital platforms (67.8%) makes them highly likely to encounter deepfake content, reinforcing the importance of understanding their views on digital media authenticity. This demographic distribution aligns with previous studies, such as those by Ayodele (2024), who argues that younger, educated individuals are more exposed to and aware of digital media manipulations. Moreover, the findings are consistent with the theoretical frameworks on digital media consumption and media literacy, with a majority of the respondents expressing concern about the authenticity of media content in the digital age (Smith & Nwachukwu, 2023; Chukwuemeka & Okeke, 2023).

The data in Table 2, which assesses the awareness and understanding of deepfake technology, shows that while most respondents (65%–66%) are aware of deepfakes, there remains a significant portion (28%–29%) who are not, suggesting that public awareness is still far from universal. This finding is in line with previous research that highlights the nascent nature of deepfake technology awareness, particularly in developing countries like Nigeria (Uzoigwe et al., 2024). The moderate level of understanding (mean of 2.92) further aligns with studies by Ifeanyi and Amara (2023), who note that while digital consumers are aware of the dangers of manipulated media, deeper technical understanding is often lacking. The variability in responses, as reflected in the standard deviation (1.01–1.03), points to differing levels of understanding among the respondents, which is in agreement with earlier findings that deepfake awareness is not uniform, and often varies according to educational background and media literacy (Ibrahim & Alabi, 2023).

The data from Table 3, which evaluates the impact of deepfake content on public trust in digital journalism, reveals a strong consensus among respondents (67%–68%) that deepfakes negatively affect their trust in online news. This finding is consistent with numerous studies highlighting the detrimental effect of synthetic media on public trust in journalism (Ogunwale & Olamide, 2024; Edwards & Larson, 2023). Respondents' concerns about media credibility (mean of 3.03) echo the findings of Chidimma (2023), who emphasizes that the proliferation of deepfakes in the media landscape has led to widespread skepticism regarding the authenticity of digital content. This significant perception aligns with the theoretical framework on media trust, which posits that the more individuals are exposed to manipulated content, the less trust they place in the media (Nyong et al., 2024). The consistent negative effect on trust shown by the data underscores the need for robust mechanisms to address the growing threat of deepfake content in digital journalism.

The findings in Table 4, regarding the effectiveness of current media literacy initiatives in Nigeria, demonstrate that a

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large number of respondents (64%–66%) disagree with the effectiveness of existing media literacy programs in helping them identify and counteract deepfake content. With a mean score of 2.53, the data suggests that media literacy initiatives are currently inadequate in tackling the deepfake issue in Nigeria. This finding is consistent with studies that highlight the gaps in media literacy programs in sub-Saharan Africa, where digital literacy levels are still developing (Ogunbode & Olorunfemi, 2023; Adebayo & Olanrewaju, 2023). Despite the growing awareness of digital media manipulation, the general consensus is that current educational interventions are insufficient in equipping individuals with the necessary skills to critically assess digital content (Aliyu, 2024). The variability in responses (standard deviation between 1.04 and 1.06) further highlights the differing opinions on the matter, with some respondents suggesting that existing programs are partially effective but require more focus on digital media literacy.

Finally, the data in Table 5 indicates that a significant majority of respondents (69%–70%) strongly agree or agree that improving media literacy and critical thinking skills is essential in reducing the influence of deepfakes. With a grand mean of 3.12, the results underscore a strong consensus on the need for enhanced media literacy initiatives. This finding aligns with the theoretical framework on critical thinking and media literacy, which advocates for education systems and public awareness campaigns to address the challenges posed by synthetic media (Adedeji et al., 2024; Adekola & Olorunfemi, 2023). Similar conclusions have been drawn in studies on media literacy, where scholars argue that equipping individuals with critical thinking skills is crucial for combating the growing threat of deepfakes (Oluwasanmi et al., 2023). The low variability in responses (standard deviation between 0.96 and 0.98) further reinforces the consensus on the importance of media literacy in the fight against deepfake content.

These findings contribute valuable insights into the public perception of deepfakes and their implications for media authenticity in Nigeria. The study affirms the importance of enhancing media literacy initiatives and critical thinking skills, while also highlighting the significant impact of deepfake content on public trust in digital journalism.

Conclusion

This study has provided significant insights into the public perception of deepfakes and their impact on media authenticity in Nigeria. The findings revealed that while there is a reasonable level of awareness of deepfake technology, the understanding of its implications remains moderate, with a considerable portion of the population still uninformed. Moreover, deepfake content was found to significantly erode public trust in digital journalism, highlighting the need for urgent intervention. Current media literacy initiatives were deemed insufficient, suggesting a gap in addressing the challenges posed by synthetic media.

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