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AI Pollution: The Proliferation of Synthetic Media and Its Impact on Information Integrity

Abstract:

The digital age has given rise to a new environmental hazard—AI-generated synthetic media, including fake news, images, audios, and videos, a phenomenon termed “AI pollution.” This paper delves into the mechanisms and motivations behind the creation and dissemination of these AI-generated falsehoods, examining their implications across various sectors, including media, politics, and personal security, posing a grave threat to the integrity of information ecosystems, public trust, and democratic processes. The analysis commences by defining AI pollution and outlining the technological advancements that have facilitated the rise of convincingly realistic synthetic media. Through a combination of qualitative analyses and case studies, the paper explores how these technologies are employed to manipulate public opinion, incite social unrest, and influence political outcomes. Furthermore, the psychological impact on individuals and societies is examined, highlighting the erosion of trust and increased skepticism towards digital content.

Biography

Opara Innocent, Current MSc Student of Artificial Intelligence for Media Bournemouth University UK, He graduated from Imo state University BSc Mathematics. He was a student Lecturer at the National Mathematical Center in Nigeria for two years. He has more than 6 years’ experience working as a Credit Analyst for Major Banks in Nigeria Including Standard Chartered Bank and Diamond bank. He is also a director at the Fibonacci Sequence Limited, A company dedicated to combating Fake News in the Nigerian media space.