



# Seeing is No Longer Believing: How Deepfakes May Shape the Future of Identity Credibility in Media

Raphael Antonius Frick  
Fraunhofer SIT | ATHENE Center  
Darmstadt, Hesse, Germany  
raphael.frick@sit.fraunhofer.de

Niklas Bunzel  
Fraunhofer SIT | ATHENE Center  
Darmstadt, Hesse, Germany  
niklas.bunzel@sit.fraunhofer.de

Lukas Graner  
Fraunhofer SIT | ATHENE Center  
Darmstadt, Hesse, Germany  
lukas.graner@sit.fraunhofer.de

## Abstract

Deep learning techniques and frameworks for manipulating or generating identities in multimedia, particularly visual data like images and videos, have advanced to a point where even individuals without specialized technical knowledge can create “deepfakes” and use them in real-world situations. This paper examines the potential threats posed by these advancements, offering an overview of manipulation techniques and state-of-the-art detection methods to counteract them. Additionally, it discusses the requirements, trade-offs, and limitations associated with these specific methods, providing a thorough understanding of the current landscape in deepfake technology and its detection, as well as possible trends for the future.

## CCS Concepts

• **Security and privacy** → *Social network security and privacy*; • **Information systems** → *Multimedia information systems*.

## Keywords

Deepfakes, Threat Assessment, Multimedia Forensics, Adaptive Attacks

### ACM Reference Format:

Raphael Antonius Frick, Niklas Bunzel, and Lukas Graner. 2025. Seeing is No Longer Believing: How Deepfakes May Shape the Future of Identity Credibility in Media. In *Proceedings of the 2025 Deepfake, Deception, and Disinformation Security Workshop (3D-Sec '25)*, October 13–17, 2025, Taipei, Taiwan. ACM, New York, NY, USA, 4 pages. <https://doi.org/10.1145/3733813.3764371>

## 1 Introduction

With the recent developments in deep learning technology, methods to create or manipulate the identity of a person shown in visual data (i.e., image or video data) continue to increase in quality. Higher resolutions, faster computation times and less data needed to target a specific identity are some of the advancements observed in state-of-the-art manipulations. Such AI-based methods, like face swapping and voice conversion, have been used to create videos featuring actors in new movies without requiring their physical presence on set [41]. However, because these techniques have also been used to create illicit pornography, identity fraud and disinformation on the past, they can have a major impact on society. Since images and

videos are frequently shared on the internet and most profoundly on social media platforms, it is often easy to obtain the necessary reference material for a particular identity. Hence, targeted identity manipulation becomes feasible for an attacker and several attacks have already been reported in the media [11, 34, 42], contributing to society’s mistrust of visual media. On the other hand, a vast amount of deep learning based detection methods are presented as countermeasures in scientific literature [1, 14, 47]. However, the suitability for real-world application remains questionable on most methods because of concerns on their generalizability, explainability and the easy circumvention by adaptive attackers. Therefore, this paper reviews the current state-of-the-art in deep learning-based identity manipulation and detection methods. It highlights leading techniques for artificially creating and manipulating identities in visual media, describes key detection approaches, and discusses current and possible emerging threats posed by deepfakes.

## 2 Deepfakes

The term “deepfake” was first introduced in 2017 to describe a type of facial forgery where a person’s facial texture was replaced with that of another individual using deep learning. Over time, the term has broadened to encompass a wide range of generation and manipulation techniques, including those that do not use deep learning. In parallel, the term AI-generated content (AIGC) is now widely used. Under this broad framing, all AIGC can be viewed as deepfakes, while some deepfakes are not AIGC because they are created without AI. In this section, however, we adopt an updated, narrower definition and review image- and video-focused methods. Hereby, we define deepfakes as media artificially generated or altered with deep learning in ways that affect the depicted identities.

**Image Generation:** Modern methods generate face images either randomly or with specific guidance. GANs like StyleGAN [28] sample from a latent space to create realistic but mostly uncontrolled faces. Diffusion models [20, 36] use text prompts or reference images for more directed synthesis. Fine-tuning (e.g., LoRA [27]) and techniques like ControlNet [50] further enable control over identity, style, or image structure.

**Image Editing:** GANs can edit facial attributes (e.g., age, hair color) by mapping images to latent space and modifying its vectors [24, 32], though this may blur details or unintentionally change multiple traits. Diffusion models improve control, allowing precise attribute changes using inversion [5] or inpainting. Neural inpainting fills selected image regions with new content, now producing high-quality results using deep learning. Diffusion models can condition this process on text prompts for targeted edits [16].

**Video Generation:** This technique involves generating video content from a text description. AI models trained on large datasets



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ACM ISBN 979-8-4007-1902-8/25/10  
<https://doi.org/10.1145/3733813.3764371>

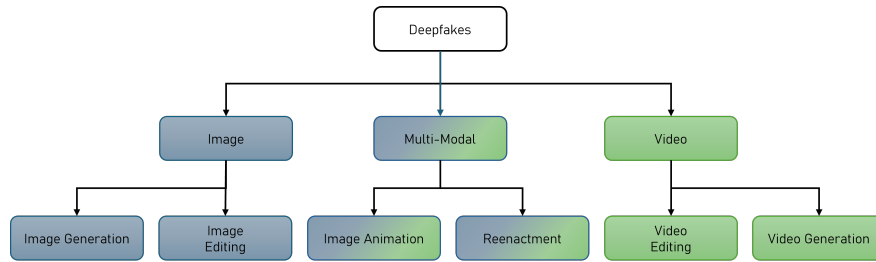


Figure 1: Overview on deepfake techniques enabling the synthesis and manipulation of medial identities.

of video and text can create short video clips that match the description provided [29, 39]. While still in its developmental stages, this technology represents a future direction for deepfakes, where entirely new video content can be created from scratch based on textual input.

**Video Editing:** Face swapping replaces a person’s face with another’s in images or videos, using autoencoders to map facial features and textures for realistic results [13, 31]. This can be done in real-time or on pre-recorded content. Video inpainting applies deep learning to modify specific regions in video, enabling object removal or addition with high quality [51, 52].

**Multi-Modal:** Facial reenactment maps one person’s expressions onto another’s face in videos or images, enabling realistic expression and mouth movement transfer, with some methods supporting real-time synthesis [22, 46]. Lip-syncing changes a person’s lip movements to match different audio, often combined with voice conversion or text-to-speech to create convincing synthetic speech [4, 8, 23, 35]. Unlike reenactment, lip-syncing does not support real-time processing. Full-body deepfakes manipulate not only faces but also body movements and gestures, using motion capture and deep learning to fabricate actions in videos [25, 44]. Image animation uses diffusion models to turn still images into videos, with possible control via text prompts for specific animation outcomes [9, 45].

### 3 Threat Landscape

Deepfake methods, though originally developed for entertainment, are nowadays widely misused. Face swapping quickly became a tool for non-consensual pornography and defamation, affecting both celebrities and the public [7]. Real-time face swaps are now used increasingly in fraud, such as CEO scams [6]. Image synthesis, face swapping, and reenactment also enable the spread of fake news [11, 42]. With the advancement of diffusion-models, image generation has shifted to video generation. However, these large-scale diffusion models also raise data privacy issues due to being dependent on large amounts of data during training.

### 4 Deepfake Detection & Regulation

Detection methods are either model-based (using handcrafted features) or data-driven (deep neural networks) [38, 47]. For video face swaps, model-based methods analyze behavioral, signal-based, or geometric features [3, 40, 43]. Data-driven models generally achieve higher accuracy, while model-based methods offer more interpretability.

Detection is challenging due to limited generalizability and robustness, especially after post-processing [21], though training with augmentations helps [18]. Methods must be tailored to specific forgery types, hence, no universal solution exists. Most focus on face swaps and diffusion-based fakes, while few target lip sync [37] or facial reenactment [30], making these harder to detect.

The EU AI Act and the US Executive Order emphasize transparency, safety, and anti-misuse for AI-generated content, requiring clear disclosure and content authentication. Stricter rules apply for high-risk uses, with penalties for non-compliance [15, 26]. These initiatives aim to ensure trustworthy and responsible AI deployment. Open-source deepfake tools make regulation difficult, as protections can be bypassed. Effective detection systems, e.g., integrated into content platforms, will therefore still play huge importance in the future.

### 5 Adversarial Attacks on Deepfake Detection

Adversarial attacks threaten deepfake detectors by subtly modifying inputs to fool the system. White-box attacks, which require access to model gradients, are unrealistic in real-world settings, while black-box attacks rely on model outputs but need many queries [10, 12], limiting real-time use. Another key risk is transferability: adversarial examples made for one model can often fool others [17], especially when generated with an ensemble of models [19]. Universal perturbations [33], which generalize across images, further increase the threat to detection systems, though their efficacy against deepfake detection remains to be analyzed.

### 6 Future Developments

In the following, we will present various experiments, aiming to identify potential emerging trends of deepfakes. For the experiments, we took advantage of a system featuring an Intel i7-8700K CPU (3.7 GHz), NVIDIA GeForce 2080 Ti GPU (11 GB RAM), and 32 GB RAM.

**Obstruction-Aware Real-Time Face Swapping:** Current real-time face swapping solutions struggle with obstructing hands and objects. To enhance occlusion robustness, we developed a SegFormer-based [49] segmentation model, trained on synthetic images combining hand overlays from the 11k Hands dataset [2] with FaceSynthetics faces [48]. We used a mask strategy that defines the visible face region for seamless integration into DeepFaceLive (see Figure 2). These were used to train an *nvidia/mit-b2* and *nvidia/mit-b0* variant of SegFormer. Although both models achieve high accuracies on validation sets and are highly efficient (B0, 0.9996 AUC,

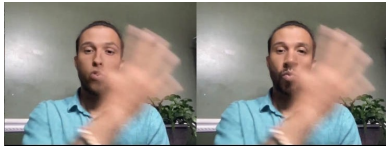


Figure 2: Obstructed deepfake before (left) and after proposed face segmentation (right).

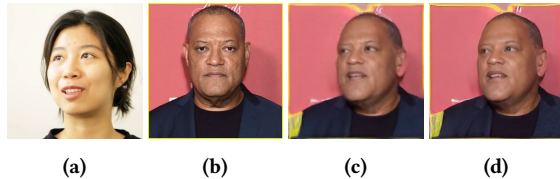


Figure 3: Influence of various face reconstruction models on the visual quality: (a) Input Driving Sample, (b) Target Sample, (c) Output LIA, (d) Output LIA + RestoreFormer++

Approach	Total Run Time			Estimated Processing Time	
	$t_{1f}$	$t_{60s}$	$t_{120s}$	1 Frame	1 Second (25 fps)
FOMM	16 s	93 s	168 s	0.051 s	1.275 s
SAFA	35 s	370 s	724 s	0.227 s	5.663 s
LivePortrait	24 s	194 s	372 s	0.115 s	2.867 s
TPSM	15 s	181 s	354 s	0.112 s	2.796 s

Table 1: Total run time for processing videos of different lengths, and estimated processing time per frame and per second (25 fps) for each approach.

42ms, 24fps; B2, 0.9998 AUC, 58ms, 17fps), they still require further improvement to be robust against fast movements and its resulting motion-blur.

**From Live Face Swapping to Live Facial Reenactment:** Studies (redacted for review) have shown that facial reenactment methods are particularly effective at spoofing automatic verification systems. However, most state-of-the-art reenactment methods are either not real-time capable or, if they are, produce lower visual quality. Our benchmarks (Table 1) confirm that only FOMM achieves near real-time speeds (20 fps), while others are slower. Real-time variants, such as Live Portrait Monitor<sup>1</sup>, exist but often with quality trade-offs.

We demonstrate that visual quality can be significantly improved using face reconstruction methods that are real-time enabled after optimization. Integrating RestoreFormer++ into DeepFaceLive, which is based on LIA [46], and optimizing with backends like TensorRT or TorchInductor, the enhanced synthesis can be performed in real-time with up to 14 fps while providing high-quality outputs. Both examples show that face swapping and facial reenactment can become even more convincing and artifact-free in real-time as technology improves. In parallel, video-based diffusion models are expected to play a growing role in offline identity spoofing.

<sup>1</sup>Live Portrait Monitor

Although currently slow and costly, these models will likely become more efficient and able to handle longer videos as hardware advances.

## 7 Conclusion

The rapid progress in deep learning has made it increasingly easy to create and manipulate visual identities in images and videos. State-of-the-art deepfake methods now deliver higher quality, require less data, and can operate in real-time, opening up new opportunities in creative industries but also enabling large-scale misuse. As deepfakes become more convincing and accessible, they pose significant risks, ranging from identity fraud and non-consensual content to disinformation and diminishing of trust in visual media.

At the same time, detection and regulation face growing challenges. While detection methods have advanced, real-world applicability is hindered by issues with generalizability, robustness, and adaptability against sophisticated attacks. Regulatory measures such as the EU AI Act and US Executive Orders are important steps, but enforcement remains difficult due to the open-source nature of many deepfake tools.

Our experiments demonstrate that both the creation and detection of deepfakes are evolving rapidly. Techniques like obstruction-aware real-time face swapping and optimized face reconstruction significantly improve quality and usability, while adversarial attacks highlight persistent vulnerabilities in detection systems.

Ultimately, as the boundaries between authentic and synthetic media blur, society must adapt both technologically and legally. Ensuring identity credibility in the age of deepfakes will require continuous innovation in detection, robust regulatory frameworks, and widespread public awareness.

## Acknowledgements

This research work has been funded by BMBF and the Hessen State Ministry for Higher Education, Research and the Arts within their joint support of the National Research Center for Applied Cybersecurity ATHENE.

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