HAARETZ

'Similar to a Virus': Disinformation Becomes Deadly New Front in Israel-Hamas War

The battle being staged on both conventional and social media between Israel and Hamas over the October 7 massacre and subsequent war isn't only about swaying public opinion, but also about sowing distrust in news reporting itself

Etan Nechin / Nov 14, 2023

[…]

The challenge with generative AI, says **Dr. Liran Antebi, director of the Advanced Technologies and National Security program at Tel Aviv's Institute for National Security Studies**, is its affordability and simplicity in creation. "What previously required a team at a troll farm can now be managed by a single individual. Additionally, its dissemination is quick and widespread," she says.

Furthermore, "generative AI programs like ChatGPT can generate profiles from images and text that pose risks to individuals. It can create convincing profiles, with its Hebrew translations being almost flawless. This ability extends to the creation of honey traps and similar schemes," she adds.

[…]

"Until now, we have not observed any instances where a deepfake has directly incited action," **Antebi** notes. "For example, there was a deepfake of [Ukrainian President Volodymyr] Zelenskyy instructing Ukrainians to lay down their arms, but it proved ineffective. We see it working more in the finance world, where actors use time pressure to make unsuspecting individuals transfer funds to accounts."

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