

The Impact of AI Video Generators on The Credibility of Human-Made Videos

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Introduction

Cole Stryker, Editor of AI Models at IBM Think, defines AI as “technology that enables computers and machines to simulate human learning, comprehension, problem solving, decision making, creativity and autonomy” (Stryker, 2024). This important technology has been widely adopted globally and is highly prevalent across multiple industries. Alexander Bick et al., researchers for the Research Department at the Federal Reserve, St.Louis, state that 34% of working-age adults between the ages of 18 and 34 use generative AI (Bick et al., 2024). Over time, this percentage continues to increase as new AI technologies emerge. Recently, new AI-powered video apps like Sora AI have been released, revolutionizing how people consume media. Maggie Tully, Bachelor’s Degree in Communication from UCLA, describes AI video apps: “An AI video generator uses artificial intelligence to automatically create video content without requiring human actors, filming equipment, or video editing skills” (Tully, 2025). This extremely advanced technology has a level of realism comparable to real-world videos. This similarity has led to increased confusion about the authenticity and credibility of actual videos. The concepts of authenticity and credibility are defined by Katya Shakarian, Bachelor’s Degree in Marketing from San Diego State University, as “its transparency, sincerity, and truthfulness. Does your brand come across as genuine, or does it have an air of deceptiveness? Authenticity can significantly increase trust and credibility as you express your values and mission” (Shakarian, 2025). This paper will explore how AI video systems have impacted the authenticity of real videos through celebrity portrayal, entertainment, and social media.

Literature review

Celebrity Portrayal with Sora AI

Days after its release, Sora AI had already achieved virality. Niamh Rowe, Master's Degree in Journalism from Columbia University, writes about the app. She states, "On Sora 2, if you can think it, you can probably see it – even when you know you shouldn't. Launched this October in the US and Canada via invitation only, OpenAI's video app hit 1m downloads in just five days" (Rowe, 2025). Videos produced by the app immediately went viral on different platforms such as Instagram and TikTok. Ethan Gudge, Journalist for BBC, gives reason to this, stating, "Platforms, such as Open AI's Sora, have gone viral due to their ability to make hyper-realistic videos, leading to people sharing faked scenes of deceased celebrities and historical figures in bizarre and often offensive scenarios" (Gudge, 2025). However, the misuse of such apps has led to public outrage and complaints from the families of those impacted. Liv McMahan, Journalist Researcher for the BBC, writes about Sora videos regarding Martin Luther King Jr. She states, "OpenAI said it would pause images of Dr King as it strengthens guardrails for historical figures, but it continues to allow people to make clips of other high-profile individuals" (McMahan, 2025). However, Martin Luther King Jr. is not the only person affected. Sarah Bregel, a freelance writer with a Degree from the University of Maryland, quotes Zelda Williams, the daughter of late actor Robin Williams. She states, "Please, just stop sending me AI videos of Dad...If you've got any decency, just stop doing this to him and to me, to everyone...It's dumb, it's a waste of time and energy, and believe me, it's NOT what he'd want" (Bregel, 2025). These issues have left the families of many late celebrities distressed and searching for legal solutions. As a result of these incidents, OpenAI has changed the search settings, now limiting what users can request to try and promote continued use of the app.

AI Video Use in the Entertainment Industry

Over the last few years, the prevalence of AI has continued to increase in the film and entertainment industry. Grand View Research, a market research and consulting company, released statistics regarding the AI entertainment market. They state, “The global AI in media & entertainment market size was estimated at USD 25.98 billion in 2024 and is projected to reach USD 99.48 billion by 2030, growing at a CAGR (Compound Annual Growth Rate) of 24.2% from 2025 to 2030,” (AI in Media & Entertainment Market Size, Trends Report, 2030, n.d. 2025). As these analytics demonstrate, the AI entertainment market is already large and will continue to grow over time. Neil Sahota, AI Advisor for the United Nations, describes how AI is being implemented in the industry. He states, “The integration of AI into the movie-making process represents a significant shift in how films are produced, distributed, and marketed. From script analysis to audience engagement, AI is streamlining operations, reducing costs, and enhancing creative possibilities,” (Sahota, 2024). Sahota explains the many benefits of using AI. Most importantly, cost, using these new technologies helps reduce prices for filmmakers, which can have a significant impact on the future of cinema. Morgan Stanley, a leading financial services provider, released an article demonstrating the potential savings filmmakers could realize. They state, “A major studio recently took about five years and \$250 million to produce and release a blockbuster animated movie. But Morgan Stanley Research estimates that major media companies could reduce their overall programming expenses by around 10% as they begin to test GenAI tools,” (GenAI’s Leading Role in Entertainment | Morgan Stanley, 2025). Clearly, the potential for price reduction can lead to a continued increase in the size of the AI entertainment industry. Regan Morris, West Coast Producer at the BBC, gives examples of recent movies that have used AI and still succeeded. He states, “Hollywood has begun toying with the new technology. The Oscar-nominated films *Emilia Perez* and *The Brutalist* used AI to alter

voices. Adrien Brody won the Academy Award for best actor, even with the help of AI to fine-tune his accent when he spoke Hungarian in his starring role in *The Brutalist*,” (Morris, 2025). As depicted, AI will continue to be used, as it has helped with successful films, which could lead to a tremendous change for the industry as a whole. Films that are authentically made may suffer a result. Additionally, films created without AI may face issues, as people may believe they were created with AI. This demonstrates the direct impact of AI video technology on the credibility of human-made films.

The Impact of AI Use in Social Media

Authenticity is an important factor for social media influencers and users. Kayla Coolbear, Senior Social Media and Digital Content Strategist at Colorado State University, states, “Research has shown that about half of all consumers prioritize authenticity as a top quality in the influencers they engage with” (Coolbear, 2024). Influencers are constantly reminded of this, and as new generations of AI systems are released, misinformation spreads across social media. Przemysław Majerczak and Artur Strzelecki, Members of the Department of Informatics at the University of Economics in Katowice, Poland, describe this issue. They state, “A major responsibility lies with social media creators, as most fake news appears on these sites. The larger the community, the more likely it is to encounter false information” (Majerczak & Strzelecki, 2022). As a result of this information, social media creators have found ways to prove to their viewers that they are credible. Grancius, a company that provides cloud-based software and services to government agencies, states, “Put Stake in Your Government Organization as a Source of Truth, Capture an Authentic Audience Looking for Credible Information, Mindfully Engage on Social Media, Live By a Content Code” (How to Stay Credible in the World of Fake News, 2017). Such strategies allow social media users to succeed in finding and maintaining

authenticity. Furthermore, these same concepts are also employed and understood by influencers who live stream. Xiaowei Ji, a Member of the School of Foreign Studies at the Yiwu Industrial and Commercial College in Zhejiang, China, conducted a study to view the impact of a streamer's credibility on a product's sales performance. Ji states that four main factors make up one's credibility: trustworthiness, attractiveness, expertise, and interactivity. In his research, Ji concluded that perceptions of credibility enable live-streaming influencers to sell more of their products (Ji, 2024). Clearly, influencers of all types need to demonstrate credibility to their target audience. By doing this, they not only differentiate themselves from fake news and AI misinformation but also succeed with supporters and customers.

Research Gap

Collectively, these articles demonstrate societal trends toward the increasing use of various generative AI systems. The creation of new AI video systems, such as Sora, has benefited many industries by making it easier to produce content at scale. Conversely, these systems have also been used to create detrimental videos of influential people who have passed away. However, studies have yet to examine the extent to which the rise of AI video systems affects the credibility and authenticity of real, human-made videos. This topic lacks research because Sora 2 was released on September 30, 2025, making it relatively new. This gap is significant because, as AI video tools become more accessible and advanced, distinguishing between authentic and AI-generated video content will become more difficult. By conducting studies and surveys on the use of AI across many fields, such as social media and entertainment, a better understanding of the actual impact of AI video generators on the credibility of real videos can be gained, thereby making it easier to understand the risks of mass misinformation.

Hypothesis

The researcher hypothesizes that participants in the survey will admit to having fallen for AI-generated videos, and that a majority of people will have viewed AI-generated content due to its rapid growth. The researcher also hypothesizes that people will feel greater fear about the future of these AI technologies due to their extremely advanced traits. This ties into people's concerns about the spread of misinformation in the coming years.

Methods

Regarding the research, the researcher conducted a mixed-methods survey that included both quantitative and qualitative data to probe multiple factors related to AI video systems. This survey included multiple-choice, select-all-that-apply, and short-answer questions. The survey was distributed over 4 weeks to obtain as many responses as possible. There was no target audience, so the survey was shared via email and text to multiple people in the Jewish community in South Florida, who then shared it with others. There were 160 participants in the experiment from this community. All participants were informed that results would remain anonymous and were asked to consent to completing the survey, which all 160 did. Within the survey, the researcher looked into age demographics, specifically to see how many people have watched AI videos in each age group, which were divided into children, containing those aged 12 and under, the teenager group which contained anyone aged 13-20, the adult with no children group containing adults 21 and over, and finally the parents group containing adults 21 or older with children. The parents and adults sections were divided to gain insight into how children affect the viewing of AI videos. All other information in the survey is generalized. The other information surveyed includes how many people have fallen for AI and thought it was real. Sample questions include "Have you seen videos, or created videos using AI apps such as Sora, Veo, Runway, Etc?" A second sample question asks participants what generative AI apps they

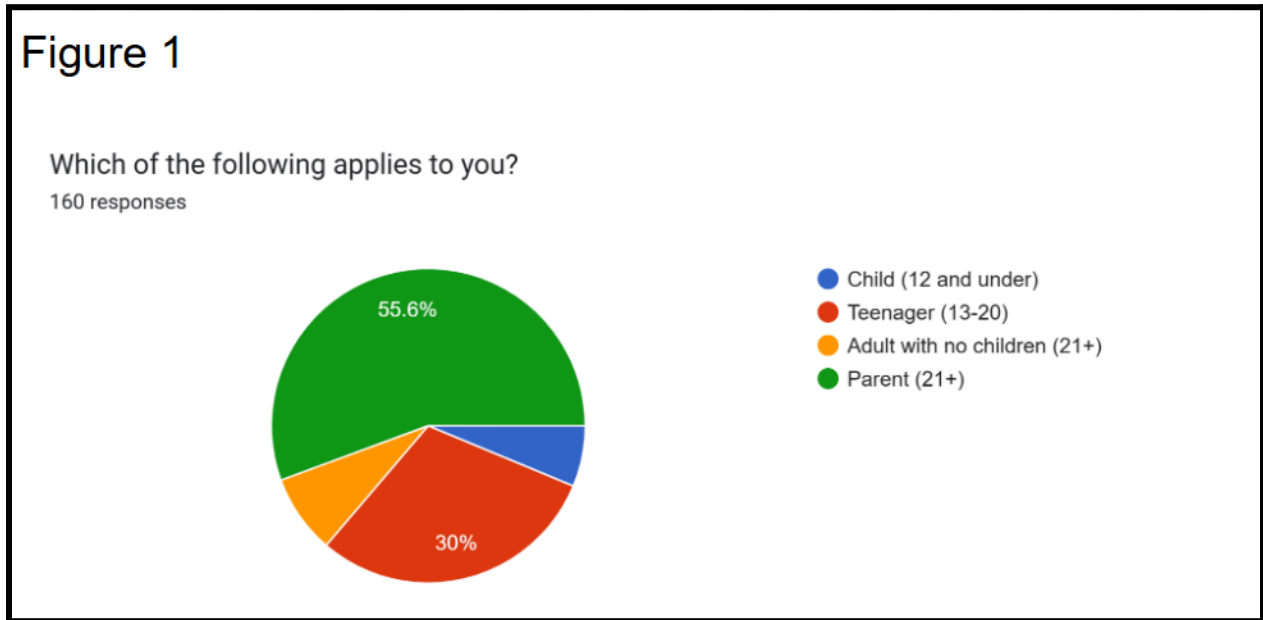
have used for video purposes. Additionally, participants were asked about their beliefs regarding the future of AI video systems. This section included questions such as “How concerned are you about the future development of AI-generated video technologies?” Participants answered this question using a Likert Scale. Finally, the researcher included a section to determine how many people could distinguish between AI-generated and real parrot images, to gauge the severity of the issue.

In addition to the survey, the researcher conducted an experiment mainly focused on qualitative data in which 20 adults aged 33 to 76, with an average age of 45.3 years, watched an informative YouTube video about AI videos and how to distinguish between AI and real videos titled “How to Spot AI-Generated Videos” A week after they watched the video, a series of questions were administered through a questionnaire shared by email to determine whether they were better at detecting AI-generated videos, and what helped them distinguish between AI-generated videos and real videos. An example of a question that was administered is: “After watching the video, do you feel more able to detect AI-generated videos?” Another sample question asks, “What were some qualities of AI-generated videos that you noticed that you may have not previously seen but were able to realize following the video?” Participants were given a select-all-that-apply answer choice to respond to this question. Additionally, participants were asked to explain what could be used to educate others regarding AI video generators. They were informed that the results would remain anonymous and then asked to consent, which all 20 participants did.

Results And Discussions

Survey

To begin the survey, the researcher gathered information on age demographics within the participant group. Figure 1 shows the age distribution for the 160-participant sample.



As shown in Figure 1, the majority of participants were parents aged 21 or older, followed by teenagers, adults without children aged 21 or older, and children. Participants were divided into age groups, with new sections asking the same question: whether they had seen or created videos using AI generators. Figure 2 depicts the children's responses, Figure 3 depicts the teenagers' responses, Figure 4 depicts the adults' responses, and Figure 5 depicts the parents' responses.

Figure 2

Have you seen videos, or created videos using AI apps such as Sora, Veo, Runway, Etc?
10 responses

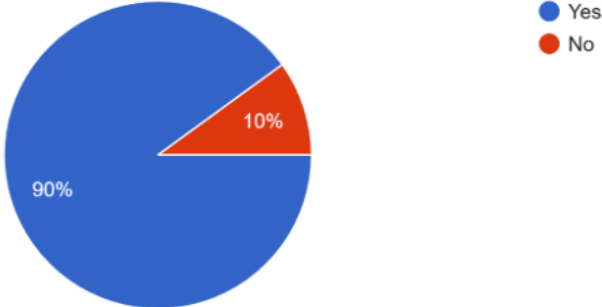


Figure 3

Have you seen videos, or created videos using AI apps such as Sora, Veo, Runway, Etc?
48 responses

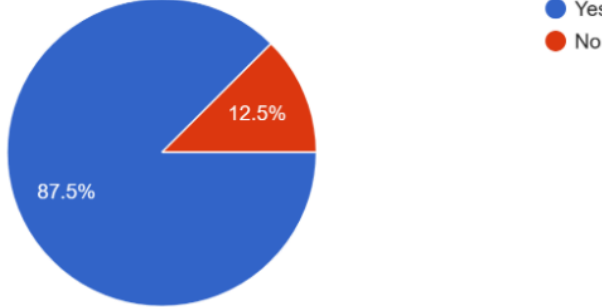


Figure 4

Have you seen videos, or created videos using AI apps such as Sora, Veo, Runway, Etc?
 13 responses

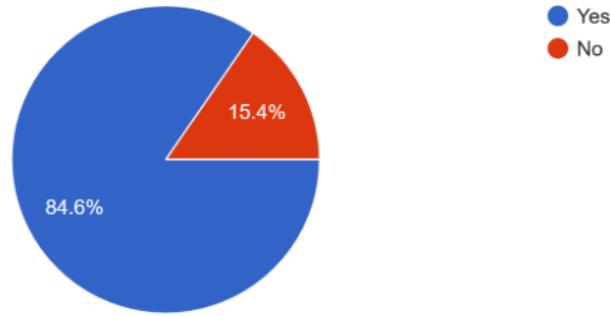
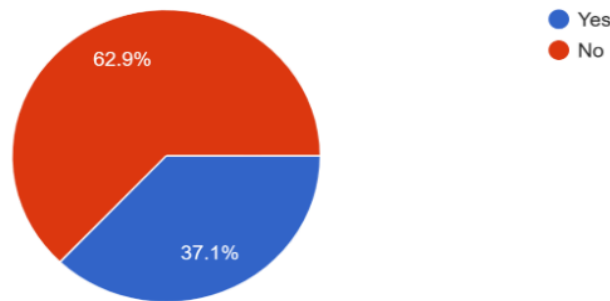


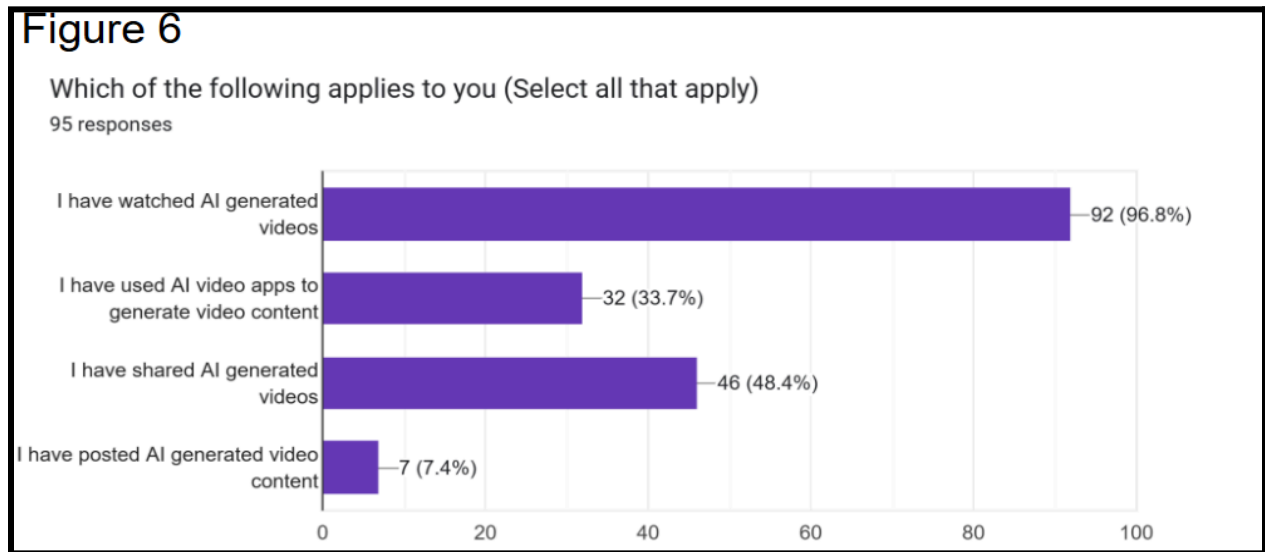
Figure 5

Have you seen videos, or created videos using AI apps such as Sora, Veo, Runway, Etc?
 89 responses



As shown in the Figures above, the parents group is the only group in which the majority of participants have not used AI video apps at 62.9%. This shows that the age group of parents aged 21 or older is currently the least aware of the issue. Additionally, all other age groups had similar results, suggesting that AI videos are more common among younger people. All responses thereafter were no longer age-divided, and all participants were grouped together again. However, those who chose the “No” option on the question above had their responses submitted because they would not be able to answer the following questions without being familiar with AI

videos. Those who selected “Yes” and proceeded with the survey had their questions divided into 4 sections. The first section probed how often people used such AI technologies and for what purposes. Figure 6 shows a question asked to understand how people most commonly use AI technology.

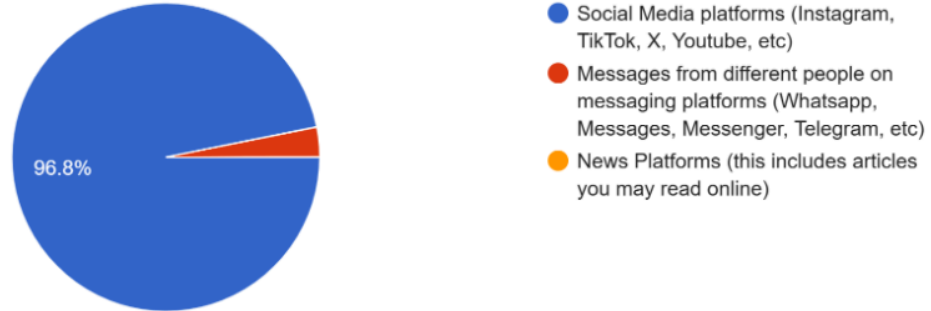


As shown in Figure 6, nearly all participants have viewed AI-generated content at 96.8%, while sharing such videos was the second most common use by participants at 48.4%. Following this, participants were asked where they most commonly see AI videos, and were given the choices of social media, messaging platforms, and news platforms. The results are depicted in Figure 7.

Figure 7

Of the following, where do you most commonly see AI generated video content?

95 responses

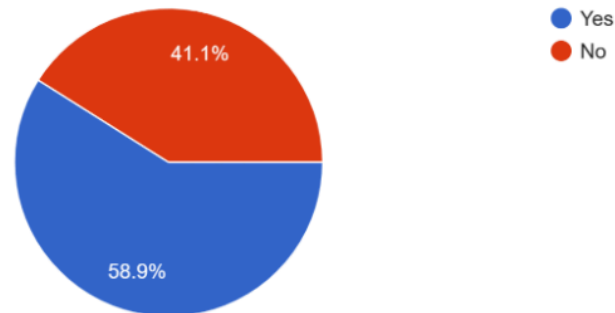


Approximately 97% of participants report that they most commonly viewed AI videos through social media platforms. This suggests that such videos are much more common on such apps compared to other news platforms and messaging platforms. Following this section, Participants were asked questions regarding their experiences with the realism of AI. They were first asked whether they had ever believed that an AI-generated video was human-made, as shown in Figure 8.

Figure 8

Have you ever believed that an AI generated video was real, or human-made?

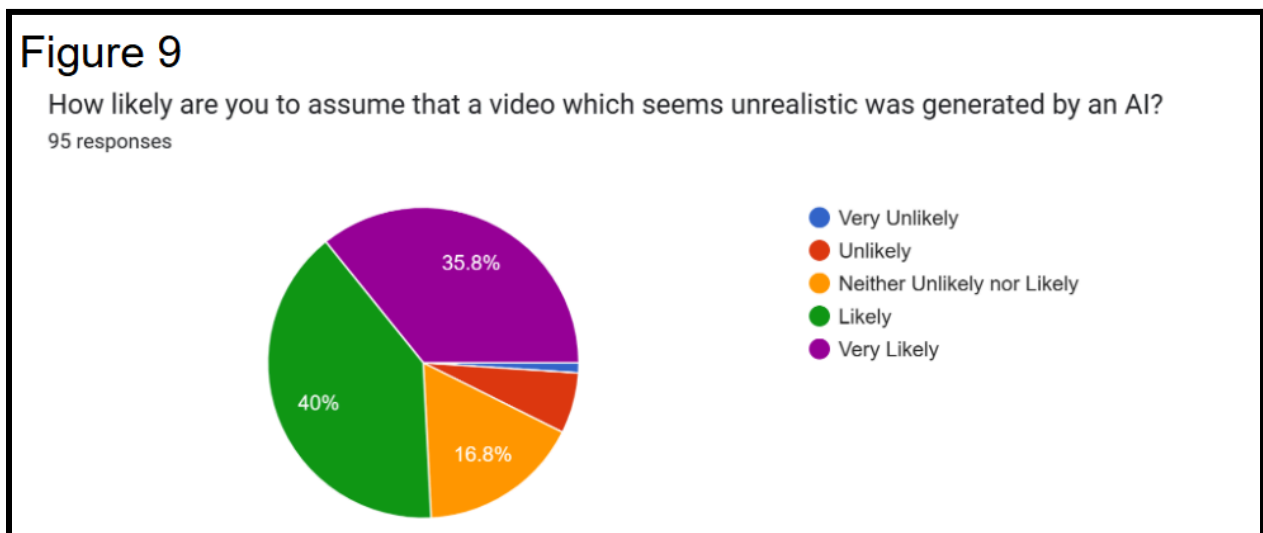
95 responses



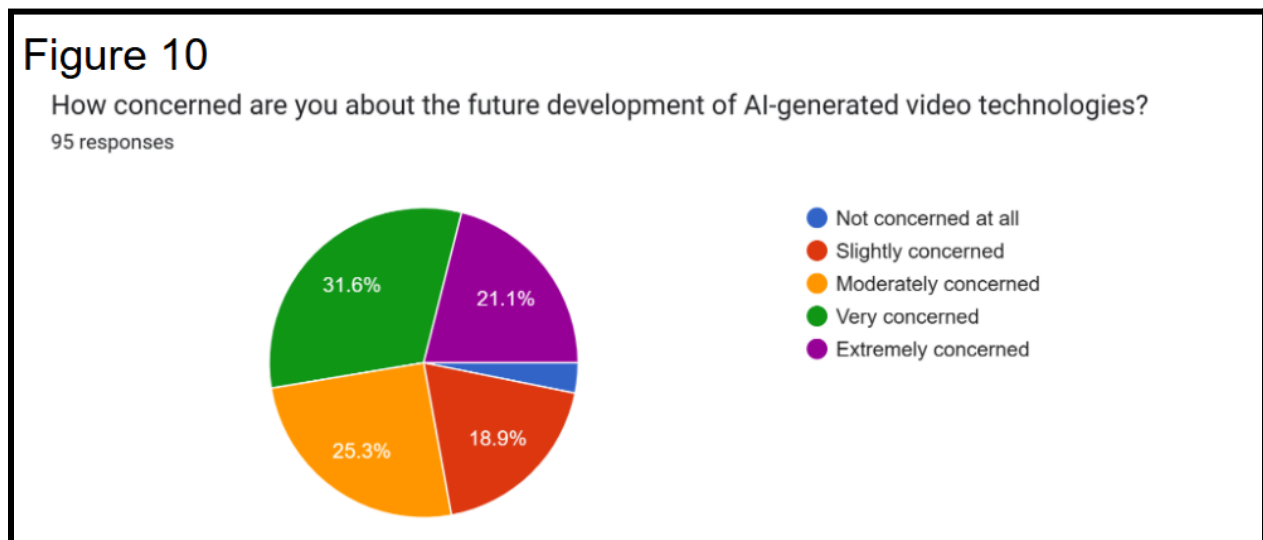
This shows that most participants have fallen for AI Videos and that these videos can be easily misinterpreted. Another issue to consider is that some participants may be unaware that they have fallen for an AI-generated video. Participants who replied “Yes” in Figure 8 were then asked to name examples of videos they believed were real, but were actually AI-Generated. Their Responses are in the table below.

Table 1
“A kangaroo hitting a witch in the front yard of someone’s house.”
“Bunnies jumping on a trampoline.”
“A video of a person getting beaten.”
“A man selling food.”
“An alligator coming in contact with a human in their house.”
“Fishing videos where someone catches a gigantic fish.”

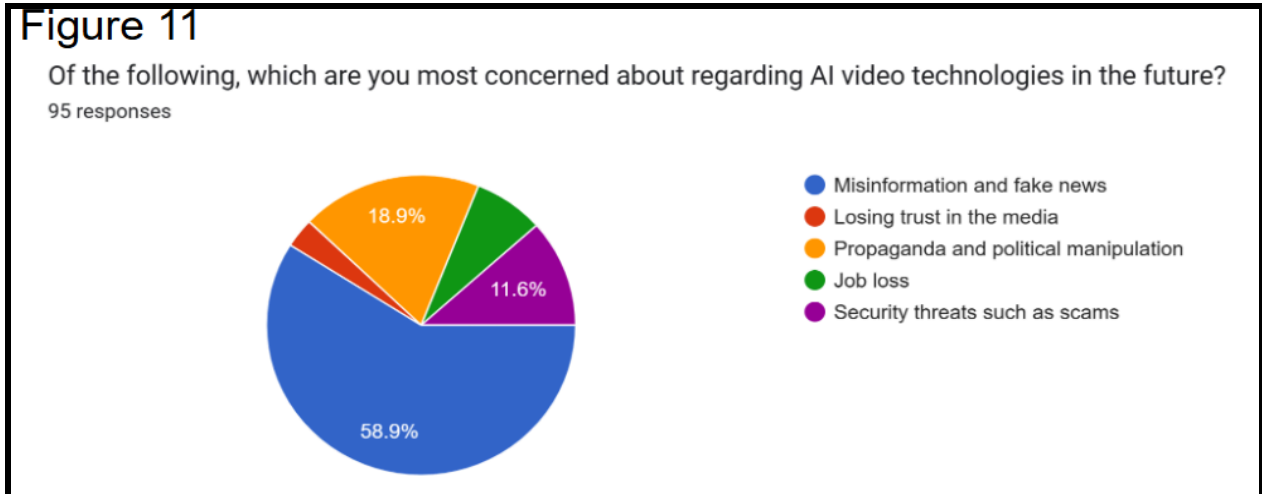
As shown in the table, people use AI to create scenarios that can occur in the real world, even if they are extreme. Such videos easily fool people with their realistic qualities. Participants were then asked how likely they were to assume that an unrealistic video they had viewed was AI-generated, using a Likert scale shown in Figure 9.



Over 75% of participants selected either “very likely” or “likely”, demonstrating the prevalence of AI-generated videos. This Figure shows that people have become more accustomed to AI-generated videos, and that unrealistic videos are a way to tell if a video is AI-generated. Participants were then asked questions regarding the future of AI video. The first question in this section measured participants' attitudes toward the future of AI video development and their level of concern, using a Likert scale, as shown in Figure 10.



The majority of participants have a degree of concern for the future as they fear the development of these AI technologies. Among all choices, the most commonly selected was “Very concerned,” highlighting the dangers of AI videos' future. Participants were then asked what concerned them most about AI videos in the future, given the options of misinformation and fake news, loss of trust in the media, propaganda and political manipulation, job loss, and security threats such as scams. The results are shown in Figure 11.



As can be seen, a large majority of participants are concerned about the use of AI videos to spread misinformation. This demonstrates that this is already an existing issue today, and that people fear its expansion. Participants were asked to explain their decision to the question above; their responses are included in the table below.

Table 2
“If it’s possible to create fake content easily, and there is no regulation on it or clear indications that it’s AI generated, nothing will seem real and people will become more paranoid.”
“AI can insert false information in the videos it creates, these videos look real and then the viewers could believe everything they see online.”
“We already live in a world where facts are often distorted, from news to private life on social media. AI generated videos could take this to an extreme, making misinformation far more convincing and dangerous without proper regulation.”
“I think this is the biggest issue because a lot of people get the majority of their information from social media, and after seeing more realistic AI videos, it will completely control their conceptions of the world and the news. This will ultimately lead to a country of misinformed people with distorted opinions due to false news.”
“Some people believe information that political leaders say blindly. Now, political leaders can use deepfakes and fake articles to attack opponents.”

As the participants explained, they are concerned about the use of AI to spread misinformation because it is difficult to determine which videos are real, and this difficulty will only increase in the future. Finally, participants were shown images of two birds and had to detect which one was AI, shown in Figures 12 and 13.

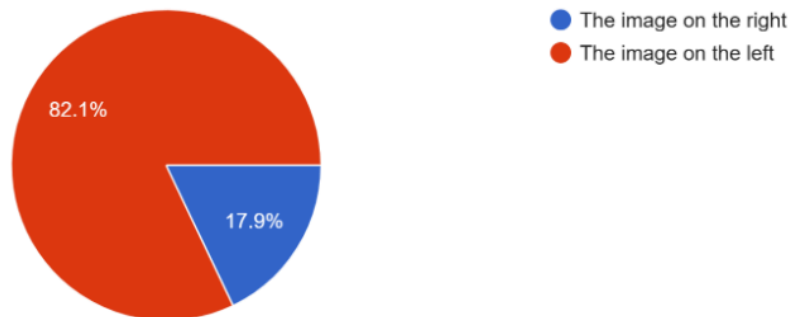
Figure 12



Figure 13

Which of the two images above do you believe to be AI generated?

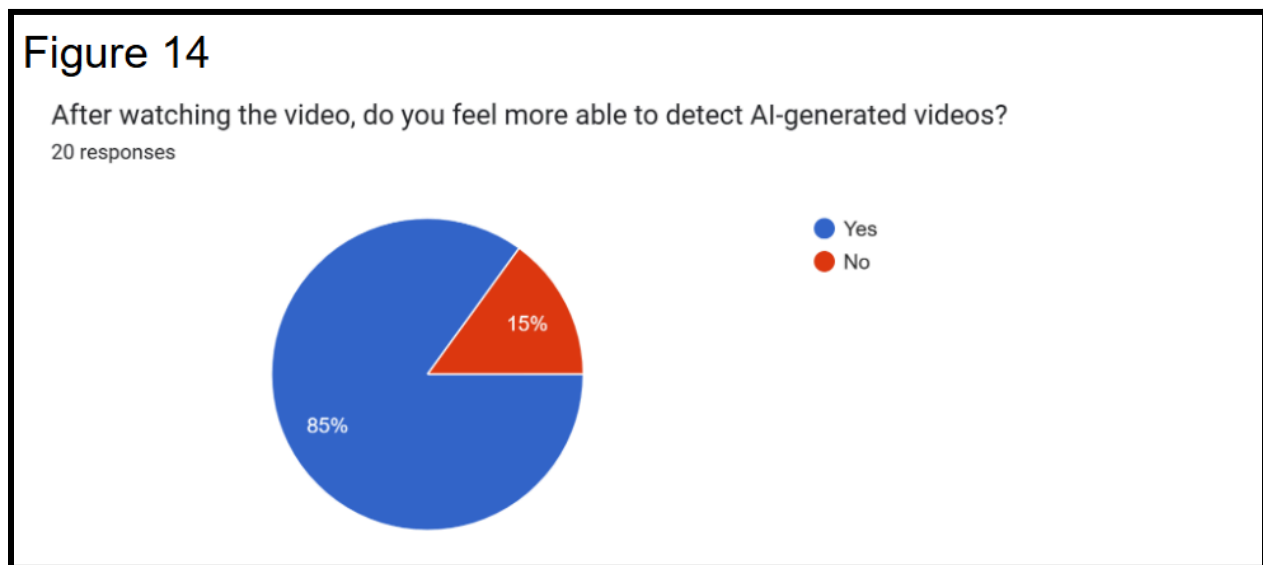
95 responses



The image on the left is AI-generated. This shows that although most participants recognized the real image, approximately 20% did not. This can be explained by the fact that about one in five participants were unable to recognize the AI-generated images. This portrays the already existing issue with detecting AI that will only become more problematic as the technology progresses.

Experiment

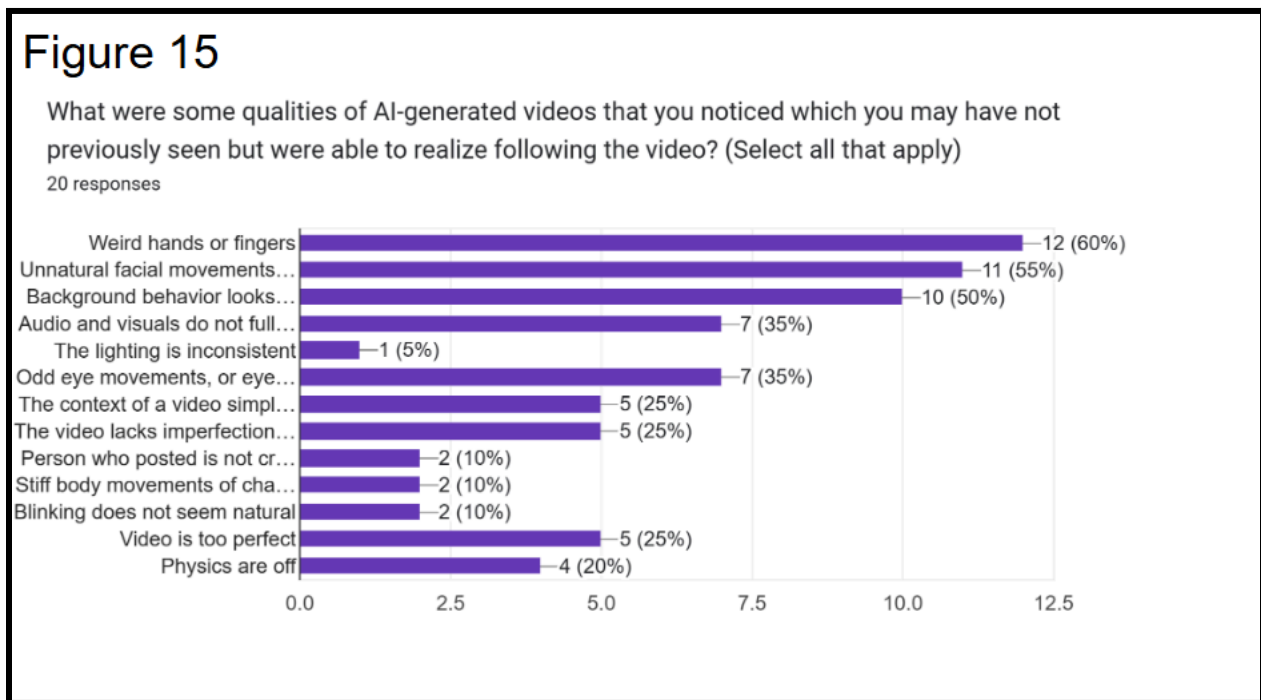
As mentioned in the Methods section, Participants of this experiment were asked to watch a video and then answer questions a week later. The questions asked were divided into two separate sections: current impact and future impact. The current impact section began by asking people whether the video made them feel more confident in detecting AI-generated content. The results are seen in Figure 14.



As can be seen, 85% of participants believe that the video they watched helps them detect AI-generated videos. This further shows how beneficial such videos can be for teaching people to distinguish AI-generated content, potentially a solution to this problem. Following this, participants who answered yes were asked to explain why; their responses are in the table below.

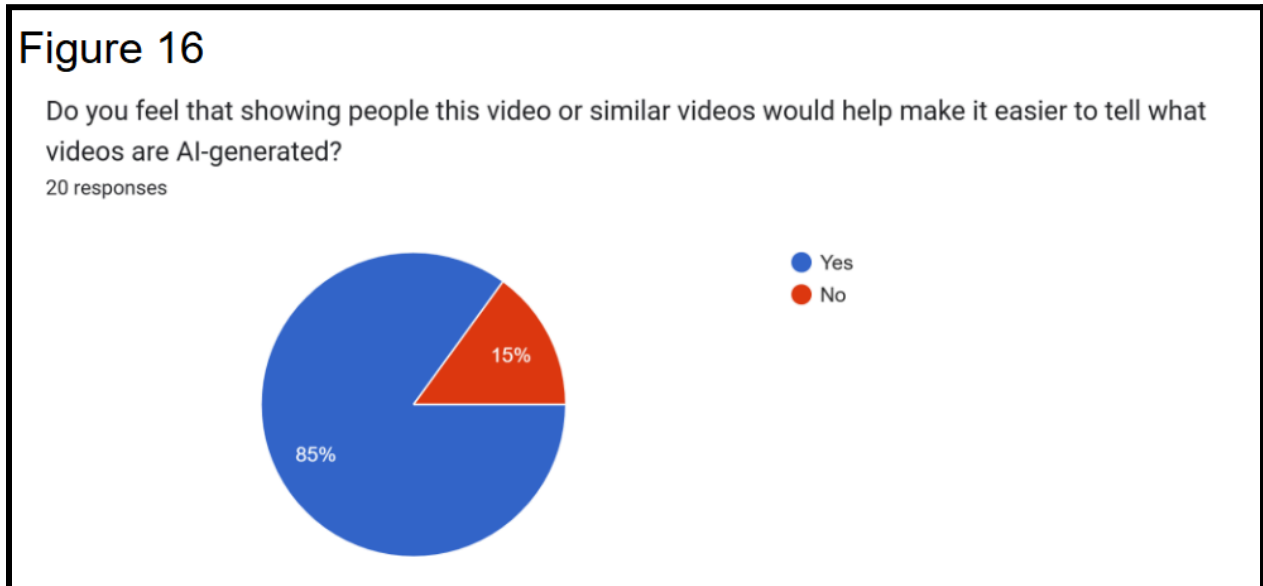
Table 3
“After they spoke about the blurry edges it’s all I look for now when I watch a video.”
“Showed things I wasn’t aware to look for.”
“With the tips you are paying attention to the small details.”
“It reveals the most obvious and significant weakness of AI-generated video.”

As can be seen, participants explain that the video teaches them to look for small details. This shows that AI has managed to understand basic ideas in videos; however, it has yet to figure out the intricate aspects of video production, as mentioned. Following this, participants were asked to identify aspects of AI-generated videos they began to notice, as shown in Figure 15.



As seen in Figure 15, hands were the most common mistakes in AI videos, followed by facial movements and background behavior. Small details were the most common mistake in such videos, which shows where AI currently struggles. However, this issue may not persist as technology advances. Participants then moved on to the future implications section. They were

first asked whether they believed that showing informational videos could help people distinguish between AI-generated and non-AI-generated videos. The results are in Figure 16.



As shown, 85% of participants believe such informational videos can be beneficial. This large majority further shows how valuable such videos can be. Participants were also asked to explain their responses to this question, which are in the table below.

Table 4
“People watching will be able to tell the difference the more they watch.”
“It’s very helpful, and also brings awareness to the fact that not everything we see on the Internet is real.”
“Once you know the imperfections of AI generated content, it’s easier to spot them.”
“It helps people spot things that are off between real and AI.”

These responses demonstrate the benefits of distributing informational videos. People become more wary of small details and can tell what videos are AI-generated. Finally, participants were asked to provide tips for future informational videos; their responses are in the table below.

Table 5

“Keep showing the features that make a video stand out as AI.”
“Watch closely for inconsistencies.”
“Look at movements.”
“(Checking the) sources it is posted on.”

The tips provided by participants are consistent with those mentioned in numerous informational videos regarding AI generators. This demonstrates the value of such videos and the insights they can provide, helping people distinguish between AI and real video. These videos will become increasingly important as technology advances.

Limitations and Implications

There are separate limitations regarding both the survey and experiment conducted during the research. The first limitation of the survey was the sample size. Although 160 respondents participated, only 95 completed the survey in full because they were required to be familiar with AI-generated video content, limiting the survey's generalizability. It is also limited by the use of convenience sampling in both the survey and experiment. Nearly all participants were gathered from people the researcher was in contact with in South Florida. As a result, the results may exclude certain demographic groups and focus more on others, limiting the generalizability. Also, the use of self-reported questionnaires in both the survey and the experiment can lead to response bias, as participants may provide false information about their use of AI-video systems. Another limitation to be noted is time constraints, specifically within the experiment. Due to time constraints, the experiment took place over the span of a week. If the researcher had more time, it might have been possible to find more participants and have different responses to the experiment questionnaire. Lastly, the researcher was unable to directly show participants AI-generated videos due to time constraints for creating and administering

such an experiment. Such information could have given more direct results regarding the impact of AI-video systems. Despite these limitations, the findings of this research still offer valuable insights into the impact of AI-video systems on the credibility and authenticity of real videos.

These results also have important implications for restrictions on AI video systems, ensuring that people can distinguish between AI-generated and real videos as technology advances. First, AI-generators must be required to add a watermark to all videos. Although some apps offer this function, users can pay to remove the watermark, undermining credibility. Furthermore, social media apps or news providers should always indicate when a video is AI-generated. Although some social media platforms already provide this feature, many AI videos go unchecked. There should be more rigorous checks to ensure which videos are AI-generated so people are not deceived by what they view. Finally, people should be offered the option to watch informational videos about AI when they open different social media apps. This can better educate the public and help people understand what AI is, even amid the daily technological advancements. These implications apply to the millions of social media users all over the world. As people continue using social media platforms, they become more prone to potentially becoming victims of misinformation. If these safety measures are put into place, millions of people around the world will no longer be at risk of being tricked by false information.

Conclusion

Overall, this research study provides insight into the impact of AI-generated videos on credibility, detection ability, and concern regarding the future. The findings also provide further insight into how society has begun to understand the development in this field. People are already aware of the commonality of AI videos, which are often believable and can easily

influence people into thinking they are real. The research shows that this content can be detected, but many struggle with it. Furthermore, the study depicts how there is both awareness and vulnerability when it comes to AI-generated videos. Although people are mentally aware that such videos exist, they keep falling for them, showing a contradiction within society. Continuing, the connection between the survey and the experiment itself demonstrates a solution to an issue. The results of the survey depict a growing problem and concern within society. The results of the experiment provide a remedy for this issue. By educating people, detecting AI-generated videos becomes easier and can potentially reduce concerns. However, conclusions are limited due to time constraints, sample size, and the use of convenience sampling. This study shows how educating others responsibly is becoming a necessity in society. Teaching people now how to detect such videos is crucial, as it can help prevent widespread misinformation in the future. To finish, as AI video generators continue to advance, the need for public awareness, education, and social media regulation will become increasingly important in preventing the spread of fake news.

Future Directions

Future research is recommended to better determine the most effective ways to educate the public about AI-generated videos. Although my study found success with a short informational video, it did not consider other teaching methods. This raises important questions about how to disseminate information on how to distinguish AI videos. For example, future researchers should conduct an experiment in which they teach different groups of people in different ways regarding AI videos. Each group should then be tested to see which teaching strategy was most effective in educating the public. This would make it much easier to understand the best way to prevent the spread of misinformation and fake news. Also,

researchers should conduct another study to determine the extent to which people already struggle with distinguishing AI-generated videos from real videos. In the survey, only photos were included, which is extremely different from video content. If another researcher were to conduct an experiment in which they play a number of different videos and ask participants to indicate which were AI and which were real, this would show how people struggle today. This could reveal the developing problem and just how impactful this issue already is. Ultimately, future researchers should prioritize assessing the severity of the problem and identifying solutions to educate the public and prevent the spread of misinformation, rather than just gauging the severity of the issue as it stands.

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