



The Impacts of AI-Video Generators on the Credibility and Authenticity of Human-Made Videos

Yahli Kotler - AP Research 2026



34%

Working age adults between the ages of 18
and 34 use generative AI

(Bick et al., 2024)

Why I Chose This Topic



(Vallance, 2025)

(Social Media Platforms Are Evolving to Refine User Experience and Self-Expression • SocialElement, 2022)

Table of contents



Prior Research on AI Video.....	01
Research Gap.....	02
Hypothesis.....	03
Survey and Experiment Results and Discussions.....	04
Limitations.....	05
Conclusion.....	06
Implications for Future Research in the AI Video Field.....	07



Literature Review: Celebrity Portrayal with Sora AI



Sora 2

(Sora 2: A Great Model, but Not Necessarily a Great Business -- Fatbobman's Swift Weekly #105, 2025)



Sora 2 is here

(How the Sora 2 AI Video Generation API on Kie.ai Is Redefining Global Creative Industries, 2025)

1 Million Downloads In Just 5 Days

(Rowe, 2025)

Literature Review: Celebrity Portrayal with Sora AI

“Please, just stop sending me AI videos of Dad...It’s dumb, it’s a waste of time and energy, and believe me, it’s **NOT** what he’d want”

(Bregel, 2025)



(Mouriquand, 2025)



(OpenAI Halts Sora Videos of MLK Jr. After “Disrespectful Depictions” Created by Users, 2025)

Literature Review: AI Video in the Entertainment Industry

\$25.98 Billion in 2024 to
\$99.48 Billion in 2030



(Roxborough, 2025)



(How AI Is Used in Filmmaking, 2026)

Literature Review: AI Video in the Entertainment Industry

Oscar-nominated films
such as:

- Emilia Perez
- The Brutalist



(Shanfeld, 2025)



(Audiard et al., 2024)

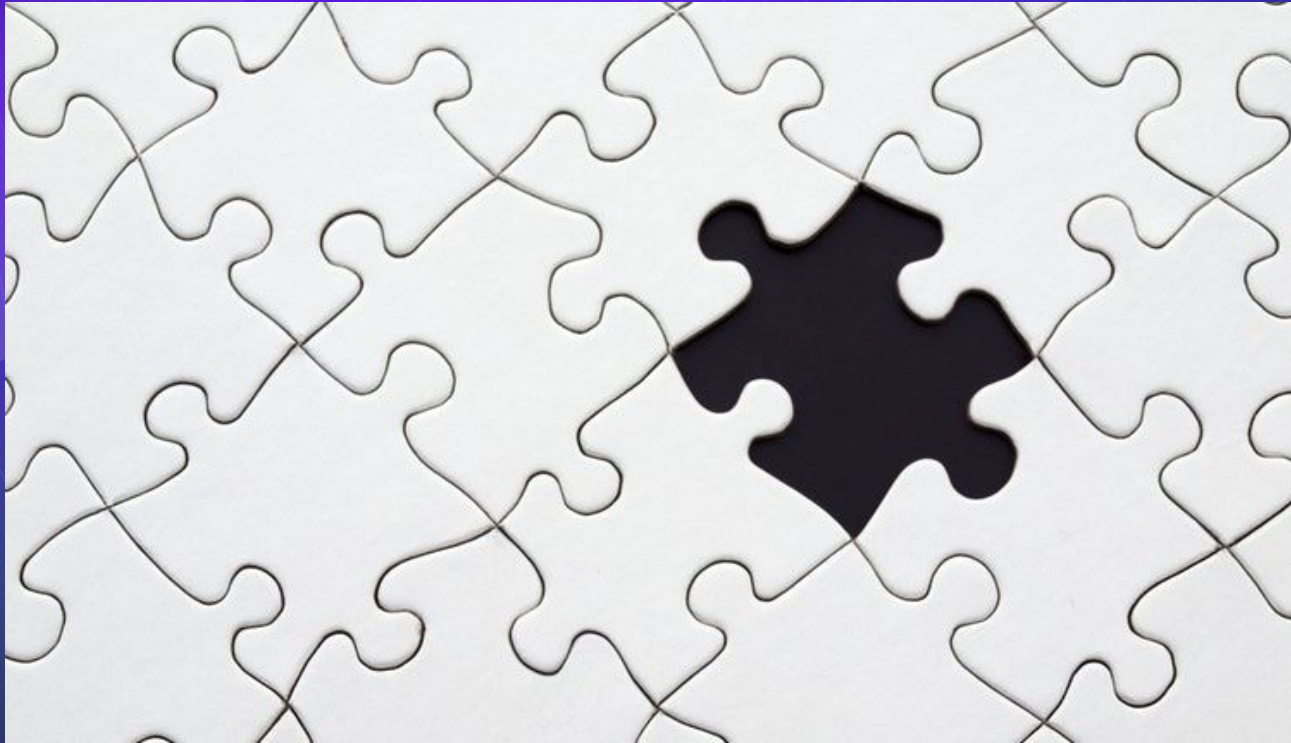
Literature Review: AI In Social Media



“about half of all consumers prioritize authenticity as a top quality”

(Coolbear, 2024)

Research Gap



(Identifying Research Gaps to Pursue Innovative Research, 2019)

Hypothesis

- Participants admit to **having fallen for AI videos**
 - Majority of participants have **viewed AI-generated content**
 - People experience **greater fear** of the technology due to development
 - Connected to **concerns** regarding **misinformation.**

Methods

1

- Self Reported Survey
 - Mixed Methods
 - 160 Participants
- Shared Through Messaging Platforms

2

- Experiment
 - Informational Video
- Qualitative Based Survey
 - 20 Participants
- Convenience Sampling

The background features a blue-to-purple gradient with a pattern of thin, wavy white lines. A large, semi-transparent purple circle is positioned on the left side of the frame.

Survey Results and Analysis

Survey Results and Discussions

55.6%

Parents 21+

30%

Teenagers
13-20

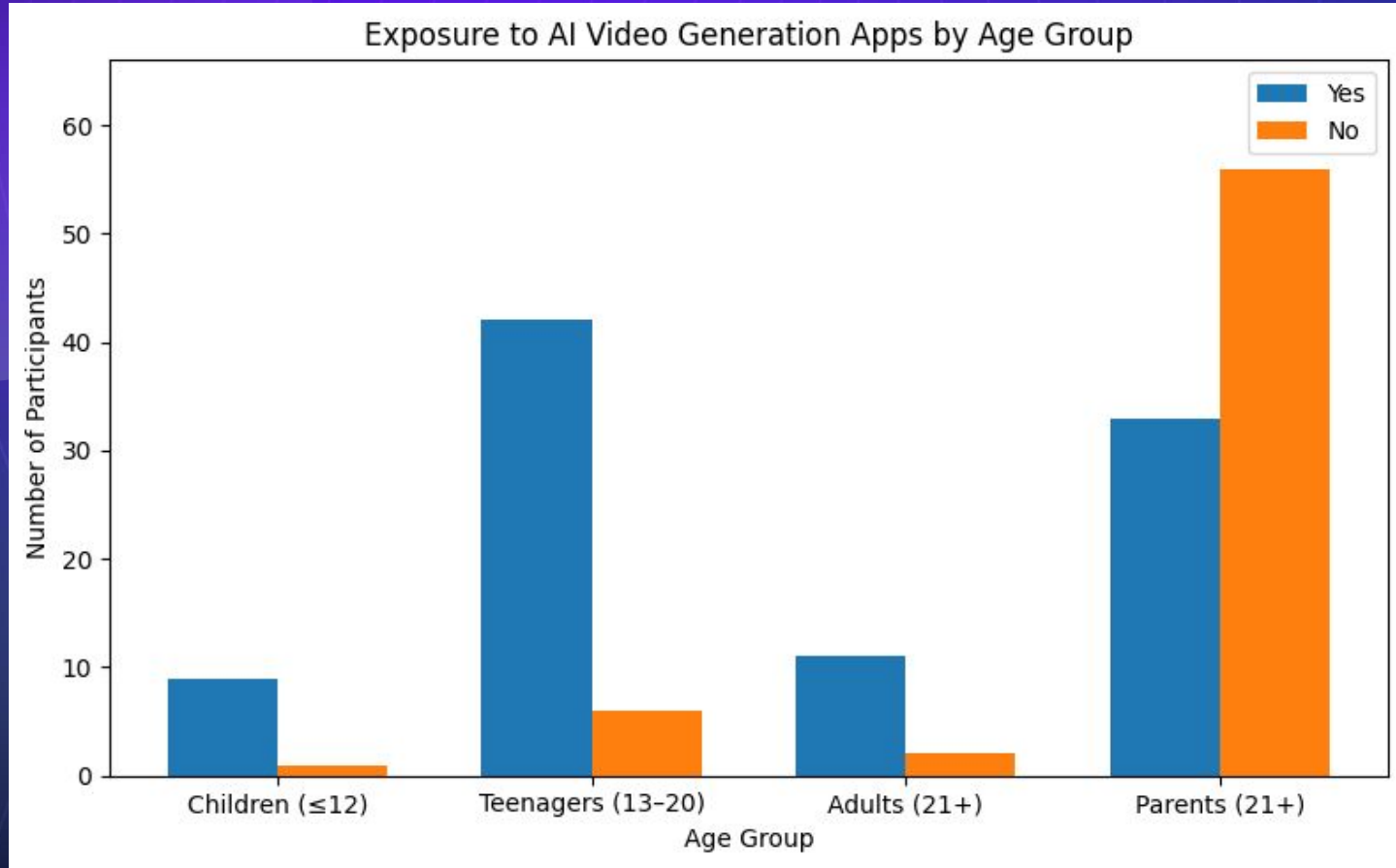
8.1%

Adults 21+

6.3%

Children 12
And Under

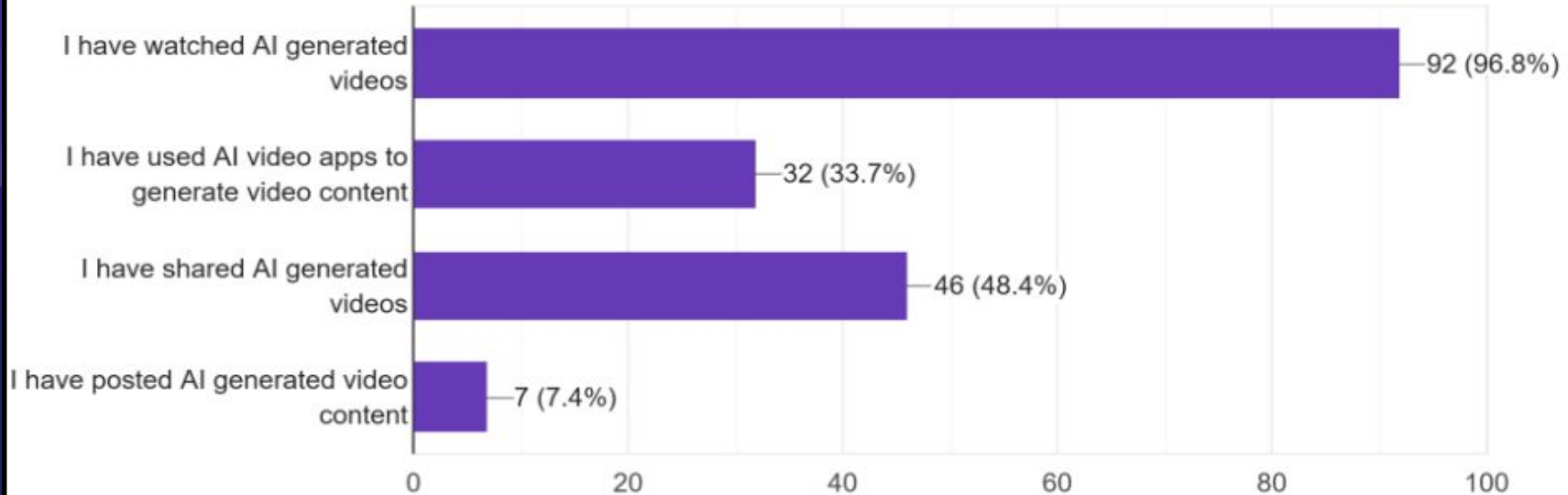
Survey Results and Discussions



Survey Results and Discussions

Which of the following applies to you (Select all that apply)

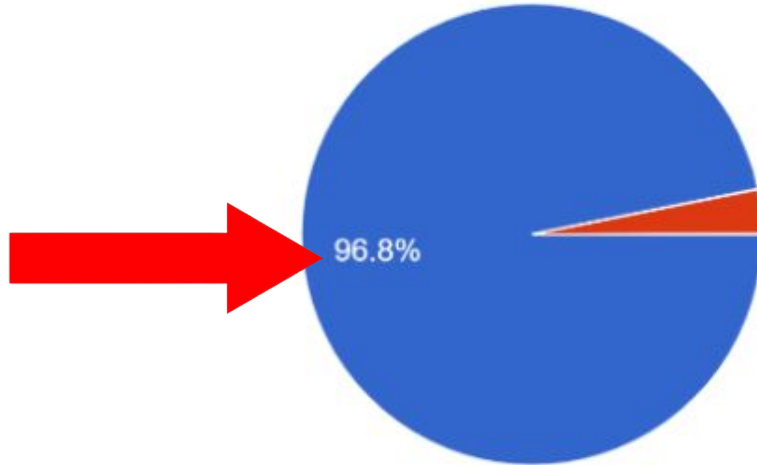
95 responses



Survey Results and Discussions

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

95 responses



- Social Media platforms (Instagram, TikTok, X, Youtube, etc)
- Messages from different people on messaging platforms (Whatsapp, Messages, Messenger, Telegram, etc)
- News Platforms (this includes articles you may read online)

Survey Results and Discussions

- “A kangaroo hitting a witch in the front yard of someone’s house.”
- “Bunnies jumping on a trampoline.”
- “A man selling food.”



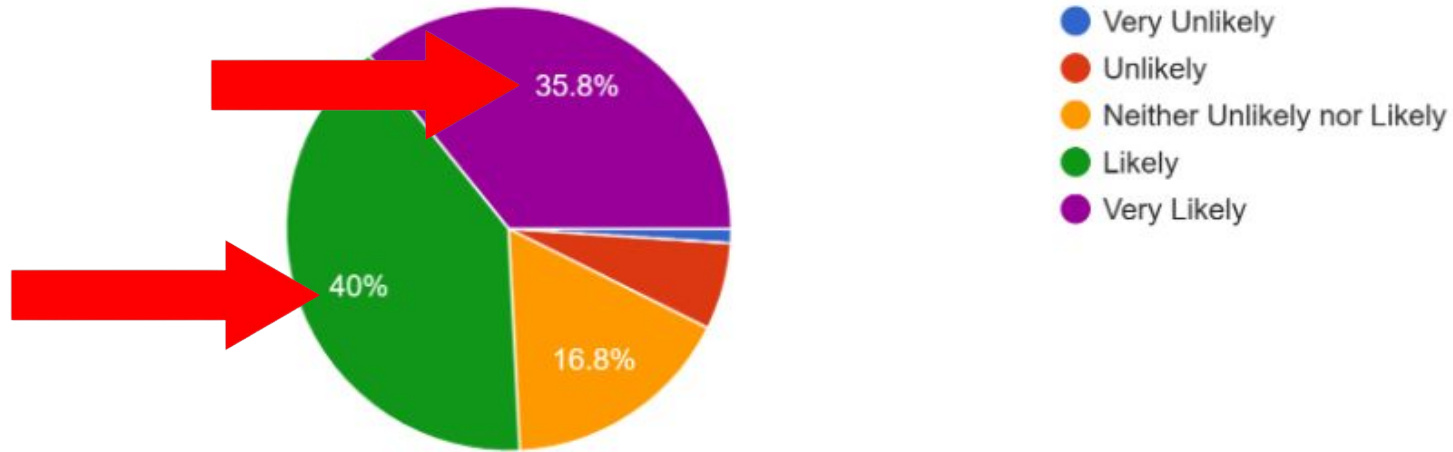
58.9%

(Karl, 2025)

Survey Results and Discussions

How likely are you to assume that a video which seems unrealistic was generated by an AI?

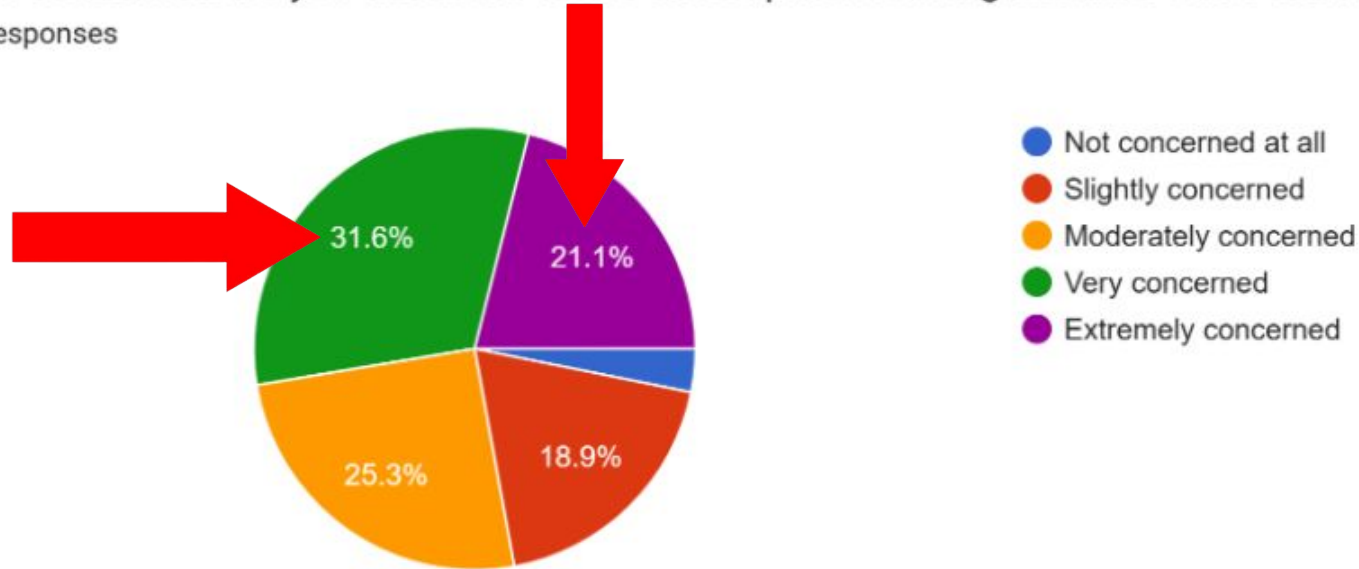
95 responses



Survey Results and Discussions

How concerned are you about the future development of AI-generated video technologies?

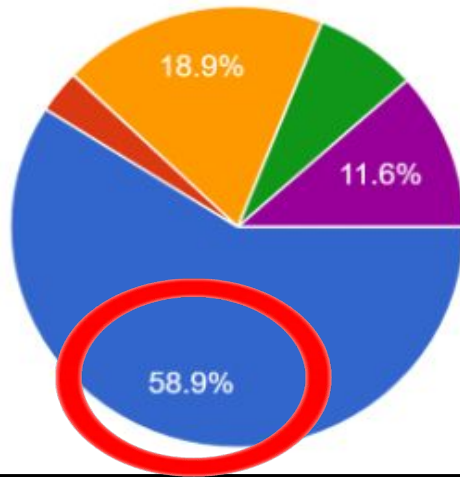
95 responses



Survey Results and Discussions

Of the following, which are you most concerned about regarding AI video technologies in the future?

95 responses



- Misinformation and fake news
- Losing trust in the media
- Propaganda and political manipulation
- Job loss
- Security threats such as scams

Survey Results and Discussions

- “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.”
- “AI can insert **false information** in the videos it creates, these videos look real and then the **viewers could believe everything** they see online.”

Survey - AI Image Test



82.1% selected the image on the left

17.9% selected the image on the right

Experiment Results and Analysis

Experiment Results and Discussions

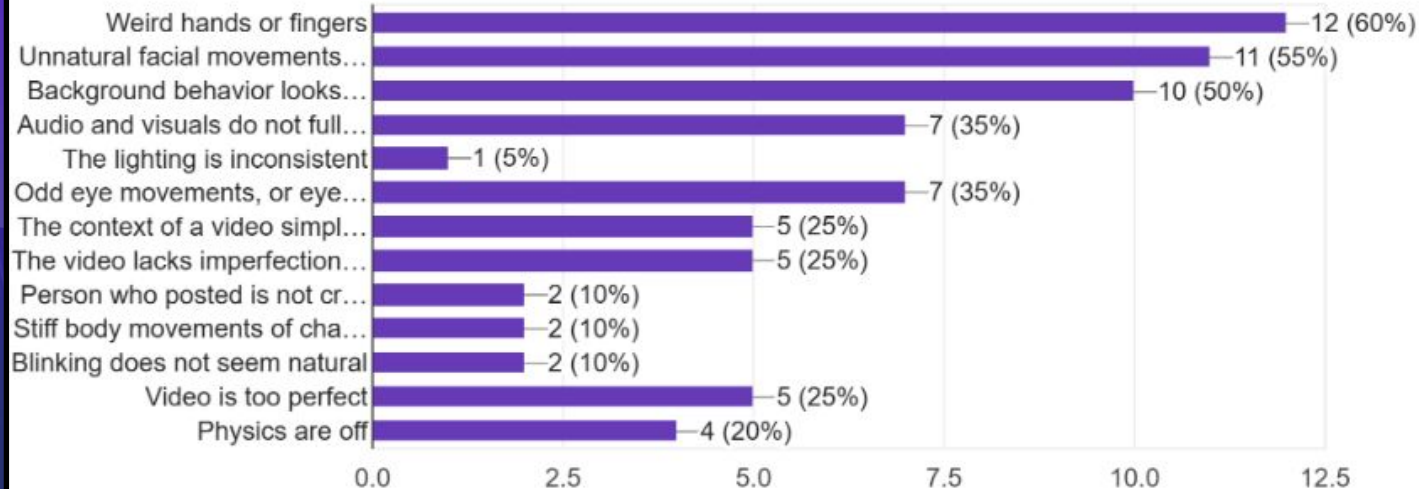
- “It reveals the most **obvious** and **significant** weakness of AI-generated video.”
- “With the tips you are paying attention to the **small details**.”
- “After they spoke about the **blurry edges** it’s **all I look for now** when I watch a video.”

85%

Experiment Results and Discussions

What were some qualities of AI-generated videos that you noticed which you may have not previously seen but were able to realize following the video? (Select all that apply)

20 responses



Experiment Results and Discussions

- “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.**”
- “It’s very helpful, and also brings awareness to the fact that **not everything we see on the Internet is real.**”
- “People watching will be **able to tell the difference** the more they watch.”

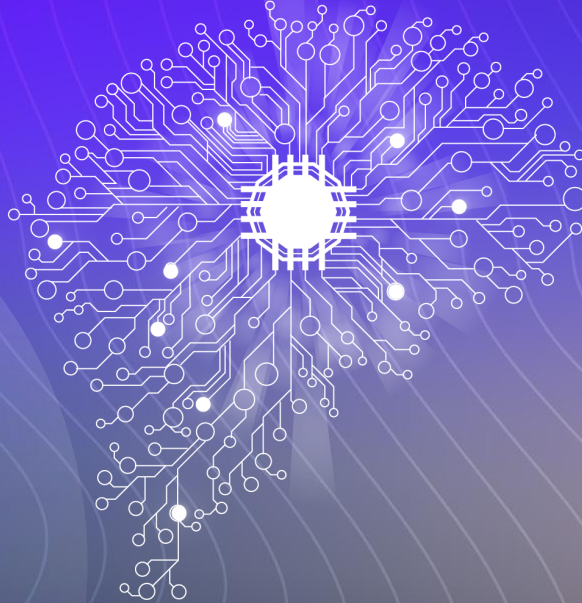
Experiment Results and Discussions

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

Limitations

Survey

- Sample Size
- Convenience Sampling
- Response Bias

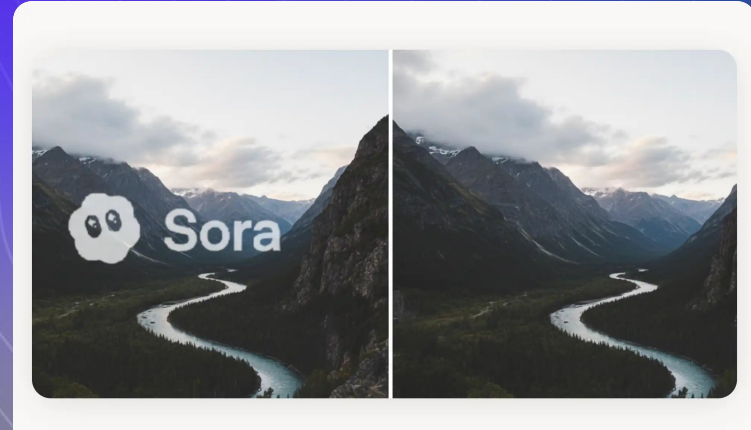


Experiment

- Time Constraints
- Direct Administration of AI Video

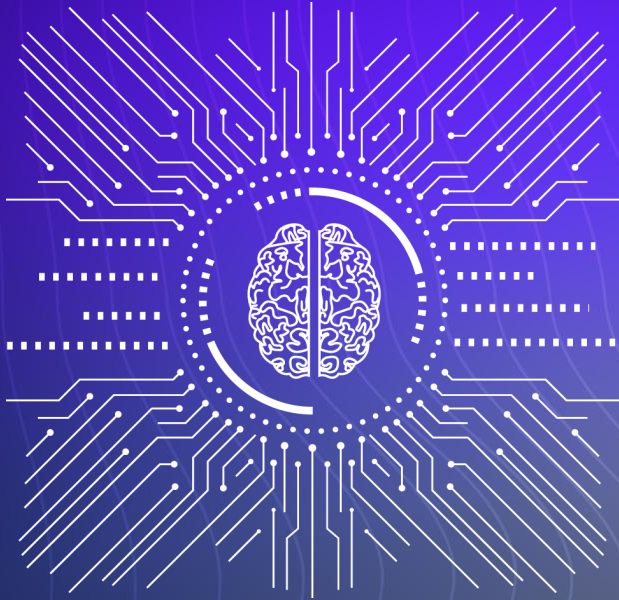
Implications

- Requiring a Watermark
 - Indication of AI-Generation
- More Rigorous Checks
- Offering Informational Videos



(5 Best AI Sora Watermark Removers: Erase Sora 2 Watermarks for Free | AI Hub, 2026)

Conclusion



- AI-Generated videos are becoming more **prevalent** and **believable**
- People are aware they exist, but **struggle to detect it**
- Society as a whole is **vulnerable but aware**
- **Education** can improve detection ability
- As the technology advances, **new measures** will need to be put in place to **prevent** misinformation

Future Directions

- Different educational methods
- Helps determine the best way to prevent misinformation
- Insight into the struggle of distinguishing AI video.



5 Bot AI Sora Watermark Remover Erase Sora 2 Watermarks for Free | AI Hub. (2026, February 17). Overchat.ai. <https://overchat.ai/ai-hub/best-ai-sora-watermark-removers>

AI In Media & Entertainment Market Size, Trends Report, 2030. (n.d.). www.grandviewresearch.com. Retrieved November 3, 2025, from <https://www.grandviewresearch.com/industry-analysis/artificial-intelligence-ai-media-entertainment-market-report>

Audiard, J., Bidegain, T., & Léa Mysius. (2024, November 13). *Emilia Pérez*. IMDb. <https://www.imdb.com/title/tt20221436/>

Bick, A., Blandin, A., & Deming, D. (2024, September 19). *The Rapid Adoption of Generative AI*. Project on Workforce. <https://www.pw.hks.harvard.edu/post/the-rapid-adoption-of-generative-ai>

Bregel, S. (2025, October 11). *OpenAI's Sora used to make deepfake AI videos of dead celebrities, outraging their families*. Fast Company.

<https://www.fastcompany.com/91420771/openais-sora-used-to-make-deepfake-ai-videos-of-dead-celebrities-outraging-their-families>

Coolbear, K. (2024, October 15). *The Evolution of Authenticity on Social Media - #CSUSocial*. #CSUSocial. <https://social.colostate.edu/trends/the-evolution-of-authenticity-on-social-media/>

GenAI's Leading Role in Entertainment | Morgan Stanley. (2025, July 17). Morgan Stanley. <https://www.morganstanley.com/insights/articles/ai-in-media-entertainment-benefits-and-risks>

Gudge, E. (2025, October 26). Deepfake videos "hidden" green impact says Oxford Uni lecturer. *BBC*. <https://www.bbc.com/news/articles/cvgnen6e0vgo>

How AI is used in filmmaking. (2026). [Analyticsindiamag.com/ai-features/how-ai-is-used-in-filmmaking](https://analyticsindiamag.com/ai-features/how-ai-is-used-in-filmmaking)

How the Sora 2 AI Video Generation API on Kie.ai Is Redefining Global Creative Industries. (2025, October 16). Modern Diplomacy. <https://modern diplomacy.eu/2025/10/16/how-the-sora-2-ai-video-generation-api-on-kie-ai-is-redefining-global-creative-industries/>

How to Stay Credible in the World of Fake News. (2017, March 16). Granicus. <https://granicus.com/blog/stay-credible-world-fake-news/>

Identifying Research Gaps to Pursue Innovative Research. (2019). Enago Academy. <https://www.enago.com/academy/identifying-research-gaps-to-pursue-innovative-research/>

Ji, X. (2024). Influence of Virtual Live Streamers' Credibility on Online Sales Performance. *SAGE Open*, 14(3). <https://doi.org/10.1177/21582440241271171>

Karl, J. (2025, July 31). *Bunnies Jumping on a Trampoline Isn't the Helpful AI Zuckerberg Wants*. Bloomberg.com; Bloomberg. <https://www.bloomberg.com/opinion/newsletters/2025-07-31/bunnies-jumping-on-a-trampoline-isn-t-the-helpful-ai-zuckerberg-wants>

Let's Keep It Real: Key Ingredients for Social Media Authenticity. (2024). Eclincher.com. <https://www.eclincher.com/articles/lets-keep-it-real-key-ingredients-for-social-media-authenticity>

Majerczak, P., & Strzelecki, A. (2022). Trust, Media Credibility, Social Ties, and the Intention to Share towards Information Verification in an Age of Fake News. *Behavioral Sciences*, 12(2), 51. <https://doi.org/10.3390/bs12020051>

McMahon, L. (2025, October 17). OpenAI stops "disrespectful" Martin Luther King Jr Sora videos. *BBC*. <https://www.bbc.com/news/articles/c5y0g79xevxo>

Morris, R. (2025, March 31). AI helped cause Hollywood strikes. Now it's in Oscar-winning films. *BBC*. <https://www.bbc.com/news/articles/ce303x19dwo>

Mouriquand, D. (2025, October 7). "TikTok slop": Robin Williams' daughter on AI deepfakes of her father. Euronews; euronews.com.

<https://www.euronews.com/culture/2025/10/07/robin-williams-daughter-zelda-williams-on-ai-deepfakes-of-her-father-horrible-tiktok-slop>

OpenAI Halts Sora Videos of MLK Jr. After "Disrespectful Depictions" Created by Users. (2025, October 17). Aol.com; AOL. <https://www.aol.com/articles/openai-halts-sora-videos-mlk-134504269.html>

Perach, R., Husbands, D., & Buchanan, T. (2024, January 20). *Why some people share news they know is fake online*. SBS News. <https://www.sbs.com.au/news/article/why-some-people-share-news-they-know-is-fake-online/gjyc7xmm1>

Rowe, N. (2025, October 17). "Legacies condensed to AI slop": OpenAI Sora videos of the dead raise alarm with legal experts. The Guardian; The Guardian. <https://www.theguardian.com/technology/2025/oct/17/openai-sora-ai-videos-deepfake>

Roxborough, S. (2025, February 13). *Is the International Film Industry Starting to Embrace AI?* The Hollywood Reporter. <https://www.hollywoodreporter.com/movies/movie-features/why-international-film-industry-embraces-ai-1236134173/>

Ruff, N. (2025, June 25). *AI's impact on the Film Industry and Film Schools - Film Connection*. Film Connection. <https://www.filmconnection.com/reference-library/ais-impact-on-the-film-industry-and-film-schools/>

Sahota, N. (2024, March 8). *The AI Takeover In Cinema: How Movie Studios Use Artificial Intelligence*. Forbes. <https://www.forbes.com/sites/neilsahota/2024/03/08/the-ai-takeover-in-cinema-how-movie-studios-use-artificial-intelligence/>

Shakarjan, K. (2025, July 28). *Authenticity in Social Media: How to Be Authentic*. Ignite Visibility. <https://ignitevisibility.com/social-media-authenticity/>

Shanfeld, E. (2025, March 3). *Adrien Brody Wins Best Actor Oscar for "The Brutalist"*. Variety. <https://variety.com/2025/film/news/adrien-brody-best-actor-oscar-the-brutalist-1236320226/>

Social media platforms are evolving to refine user experience and self-expression • Social Element. (2022, August 8). Social Element. <https://thesocialelement.agency/news/social-media-platforms-july-update/>

Sora 2: A Great Model, but Not Necessarily a Great Business -- Fatbobman's Swift Weekly #105. (2025, October 6). Fatbobman.com; Fatbobman's Swift Weekly. <https://fatbobman.com/en/weekly/issue-105/>

Stryker, C. (2024, August 9). *What is artificial intelligence (AI)?* IBM. <https://www.ibm.com/think/topics/artificial-intelligence>

Tully, M. (2025, July 23). *AI video generation: What is it and how does it work?* | Colossyan Creator. www.colossyan.com. <https://www.colossyan.com/posts/ai-video-generation-what-is-it-and-how-does-it-work>

Vallance, C. (2025, October 10). OpenAI video app Sora hits 1 million downloads faster than ChatGPT. *BBC*. <https://www.bbc.com/news/articles/crkjng6z4o>

Wolfe, M. (2025, October 21). *How To Spot AI Generated Videos*. www.youtube.com. https://www.youtube.com/shorts/T_rl82yye0