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Adobe research shows political deepfakes are rising ahead of the Australian federal election

- **Harmful deepfakes in elections is on the rise with 77% of Australians encountering more in the past three months**
- **Digital content can sway voter opinion, and 68% have rethought a candidate or issue after seeing information online**
- **Voters are calling for protections with 78% supporting stricter regulations requiring AI-generated political content to be clearly labelled**

SYDNEY, Australia — April 9, 2025 — With the federal election looming, most Australians are concerned about the impact of deepfakes on democratic processes and need help verifying that what they see is real, new Adobe research shows.

According to Adobe's *Authenticity in Age of AI 2025,* based on a survey of 1,010 voting-aged Australians, 77% believe that political deepfakes have risen in the past three months. Just 12% are very confident that they can detect it.

While most Australians (86%) say generative AI is making it more difficult to tell if digital content is real or fake, just under half (45%) simply ignore suspected deepfakes. Around one in ten share it without fact checking, helping to amplify their reach.

More than two in three voters also agree that what they see online can make them rethink a candidate or issue. This includes either changing their opinion altogether or strengthening existing views. At the same time, 83% of Australians admit it is hard to verify if online content is trustworthy— the equal highest proportion globally.

Jennifer Mulveny, Director for Government Relations and Public Policy Asia Pacific, Adobe said that long-running citizen concerns about harmful deepfakes take on new meaning in an election cycle.

"In the era of generative AI, voters may be acutely aware of the spread of harmful deepfakes. It has the power to influence voter views and more citizens need to be equipped with the digital media literacy and skills to stop, check and verify content."

"While some simply ignore it, many others are questioning all political information they read and view online. That has a big impact on trust, not only in the election process but in our political leaders, before and during any time in office."

Empowering voters and turning the tide on trust

When it comes to stemming harmful deepfakes, people want the government to do more to safeguard them this election. Just over eight in 10 say the government isn't doing enough and 78% support stricter regulations requiring AI-generated political content to be clearly labelled to protect voters.

Most citizens (86%) think social media platforms also have a role to play in combatting the spread, with nearly half (45%) already cutting back their use of social platforms due to the prevalence of deepfakes. Consumers already say they are most likely to find misleading content on Facebook (29%) and X (15%), where content moderation measures are also being eased.

People also want to be self-directed in verifying whether online content is real, with three quarters finding the ability to understand how content has been created or edited important. Almost three in four (72%) of Australians say having additional context – like location, time produced, or edits made – would enable them to check and 70% say this would increase their trust in election-related content.

This includes placing importance on whether digital content was edited using generative AI or wholly created using AI. Nearly three quarters (74%) say it's important to see labels on AI edited or generated digital content, with certain scenarios like altered photos or videos (86%) or reporting of major news events (82%) particularly important for attribution details.

"Tools like labelling, tagging, and embedded [Content Credentials](#) can empower Australians to more easily track the origins and integrity of the content they encounter. Widespread adoption of these tools is essential to provide the public with verifiable information about what they view online," said Mulveny.

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