ARE VIDEOS REAL ANYMORE?

DEEPFAKE VIDEOS

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What is a Deepfake Video?

The Source

A deepfake is a video or audio that looks or sounds real but did not happen. For example, a video of a president saying something they never said.

How do they work?

According to The Guardian, Deepfakes use "deep learning," a type of Artificial Intelligence, to make fake videos or photos. The process uses inputted material (video/photo/audio) and uses it to create a false reality.

Luckily, there are ways to effectively combat these videos. The information below should aid in both detection and solutions.

Detecting Deepfake Videos

COMPUTER DETECTION

Computers are trained to detect deepfakes by "feeding computers examples of real videos as well as deepfake videos," says CNN. Holly Ober of UC Riverside says some software can detect up to 99% of deepfakes.

HUMAN DETECTION

Many younger people, especially those in the media industry, can usually spot deepfakes from experience. The Guardian says some giveaways are "patchy skin," bad lip syncing, or "strange lighting" are some giveaways.

PAY ATTENTION

MIT Media Lab says to watch for the following: faces, skin texture, eyes, eye brows, reflections in glasses, facial hair, moles, blinking, and lip movements. With practice, they say you can "build an intuition" to deepfakes.

Solve the Problem: How to Combat Deepfakes

Solution	Action	Result
Share Information	Tell friends and family about fake videos going around. Share your new knowledge of deepfakes.	Awareness is key. Many people may not know to get educated on this new tech!
Test Yourself	As MIT Labs recommends, use the Detect Fakes site. The site tests your ability to point out deepfakes.	This may help your "intuition" with deepfakes. It is also a good tool to share!
Report Deepfakes	If you or someone you know is deepfaked, McAffe Security says you can report it to the website, or even the police if its malicious.	Help keep fake content offline. This can help stop its spreading at the source and increase awareness of the problem.

Thank You for Reading