



# DEEPFAKE DEFENSE

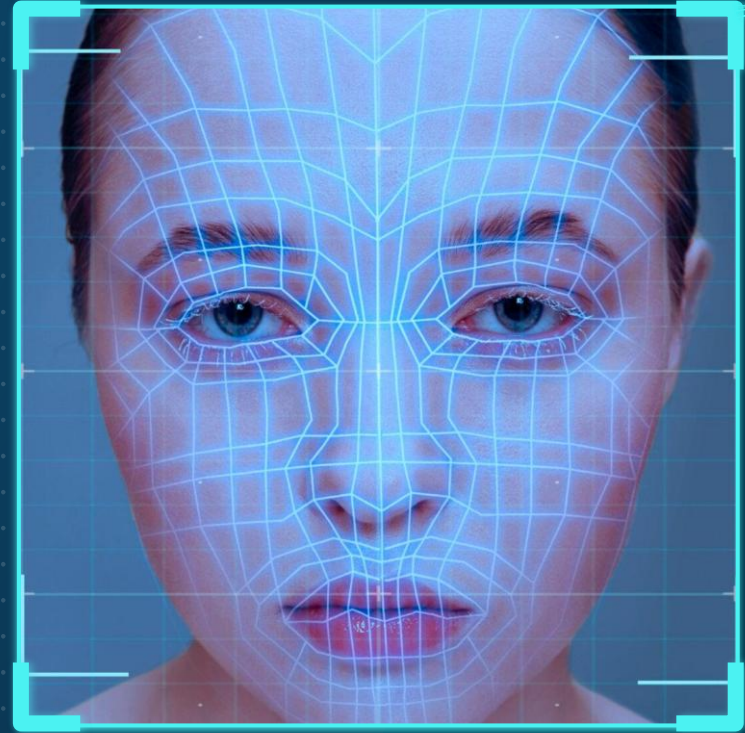
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METHODS TO PREVENT DEEPFAKE

# WHAT IS DEEPPFAKE?

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A deepfake is a fake image, video, or audio created using artificial intelligence (AI) and machine learning.



# TYPES OF DEEPPFAKE



## VIDEO

Someone's face or voice is digitally altered to make it appear as if they are saying or doing something they never actually did



## IMAGE

A digitally manipulated image where a person's face has been replaced with another person's likeness



## AUDIO

A piece of artificially generated audio that uses artificial intelligence to convincingly mimic a specific person's voice



# SOCIETY CONCERNS

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Misinformation and Fake News  
Privacy Violation  
Cyber Crime and Frauds  
Security

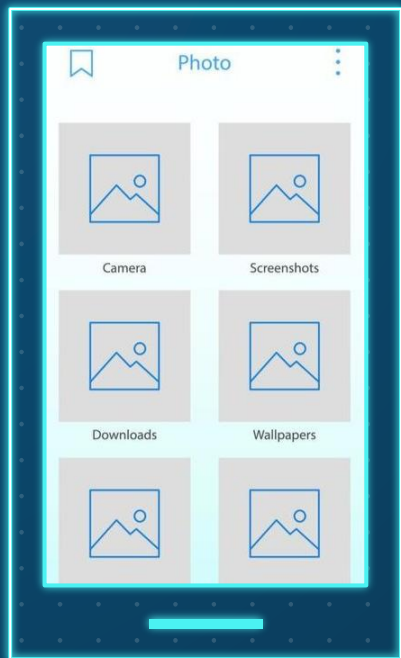


## TECHNIQUES USED TO COLLECT DATASET

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- Fetching Media URL
- Web Scrapping
- Using Private and Reverse Engineered API's





# PERSONAL DATA

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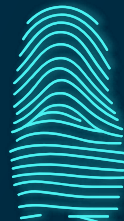
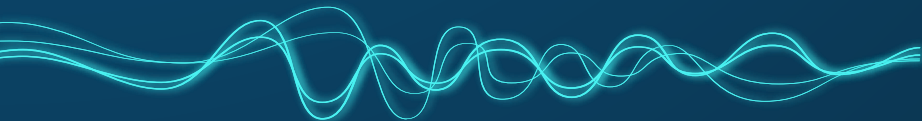
Sometimes Hackers may access your data (like Videos, images, voice recordings etc...,) for the dataset.



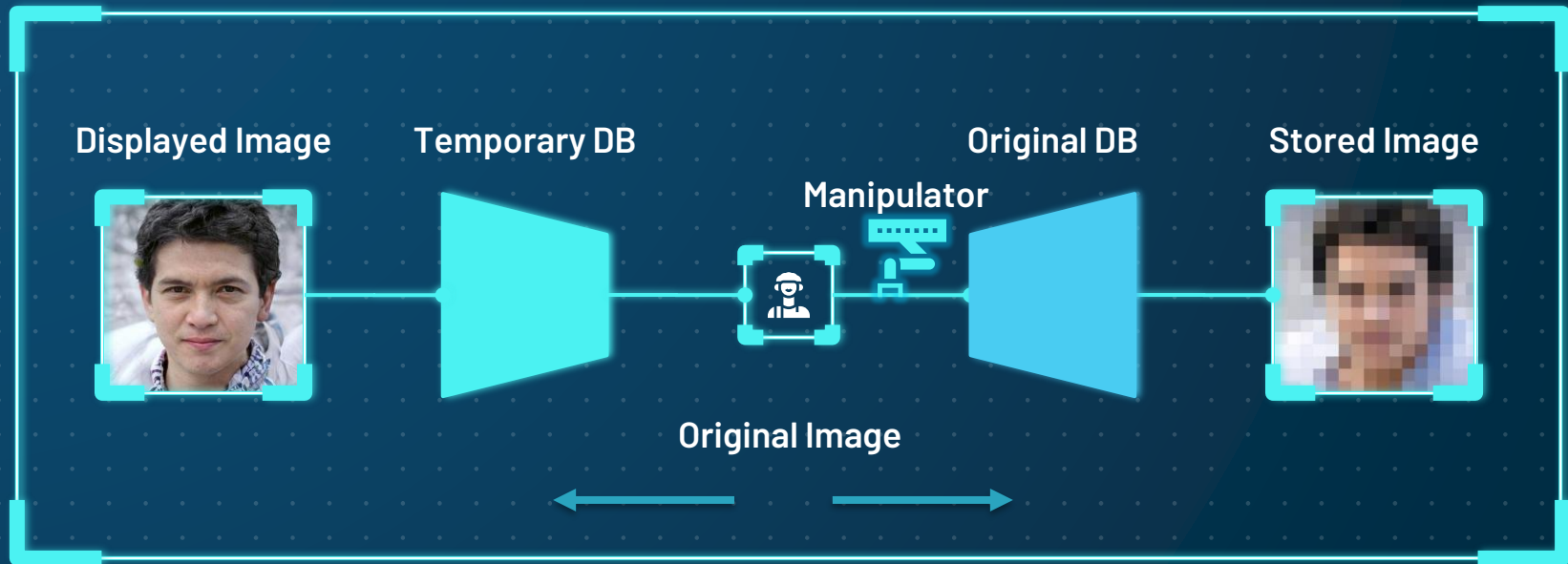
# TECHNIQUES TO PREVENT DEEPFAKE

THERE ARE 3 WAYS TO PREVENT FROM DEEPFAKE –

- Preventing Screenshots
- Preventing Screen Recording
- Server-Side Processing
- Adding Dead Pixels



# SERVER-SIDE PROCESSING





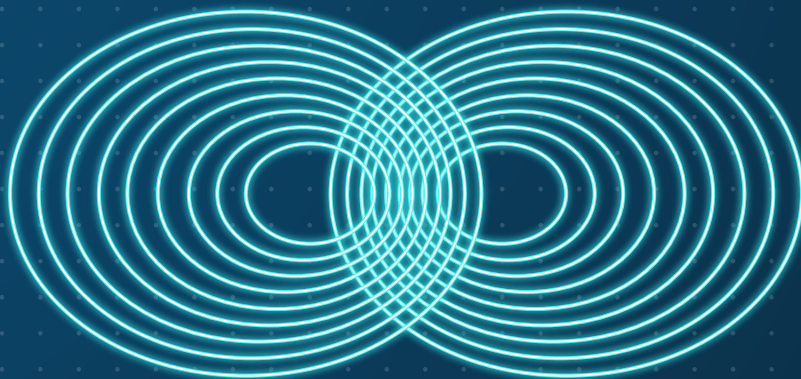
# ADDING DEAD PIXELS

“CAT”



Original Image

OUR MACHINE



“CCAATT”



Image with Dead Pixels





# FUTURE SCOPE


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- It can be integrated to Social Media Platforms
- Decreases Cyber Crimes
- Decreases Social Anxiety

# CONCERNS

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- It have access for what user uploads
  - Takes more time to upload an media into platforms
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Q&A

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A wireframe illustration of a human head in profile, facing right, composed of a grid of lines and dots, rendered in a light blue color against a dark blue background.

# THANKS!


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## TEAM MEMBERS

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Credits: This presentation template was created by [Slidesgo](#), and includes icons by [Flaticon](#), and infographics & images by [Freepik](#).

A series of light blue circuit-like lines and dots at the bottom right corner of the slide, extending from the left towards the right edge.