Task 06 Report – Deep Fake Interview

1. Introduction

This task was an **extension of Task 5**, where I used descriptive statistics and LLMs to analyze NBA data. In Task 6, the objective was to transform that narrative into an AI-generated "deep fake" style interview. The intent was to experiment with audio/video generation tools to create a realistic "street interview" format, while documenting the process, challenges, and outcomes.

2. Approach

2.1 Narrative Source

From Task 5, my analysis concluded that **Luka Dončić** was the best all-around player in the 2023–24 NBA season, supported by his scoring, assists, and rebounding statistics. This narrative became the basis for my interview script.

2.2 Script Creation

I created a **6–8 question street-style interview** where the interviewer asked about:

- Top scorer of the season
- Most efficient shooter
- Triple-double leader
- Best all-around player
- Next top scorer (excluding top 5)
- Player to build a team around

This conversational Q&A formed the backbone of the "deep fake" interview.

2.3 Tools Attempted

I experimented with multiple AI tools to generate the interview:

- **Synthesia** – Attempted but the generated video was rejected due to licensing limitations.
- **HeyGen** – Considered, but free tier offered very limited credits.
- **D-ID** – Produced animated avatar videos, but they did not fit the "street interview" style.
- **Descript** – Successfully generated an **audio-only interview** with multiple AI voices, which I finalized as my output.

3. Final Output

The final deliverable is an **audio-only interview (~2 minutes)** featuring two distinct voices (Interviewer & Respondent). The style is conversational and presents the Task 5 findings in a new, narrative-driven format.

While my initial goal was to produce a video "street interview," I pivoted to audio due to free tool limitations. The audio interview still achieves the task's objectives: turning statistical findings into a media-based narrative using AI.

4. Findings

- **Limitations of Free Tools:** Many platforms restrict free/student accounts with watermarks, short video limits, or blocked exports.
- **Strength of Audio:** Descript proved effective for generating clear, natural voices for both interviewer and respondent.
- **Process vs. Product:** The main value of this task was experimenting with multiple tools and documenting the workflow, not just the final output.
- **Lesson Learned:** When video is limited, audio-based interviews provide a strong alternative. A hybrid approach (human-recorded interviewer + AI respondent audio) could further enhance realism.

5. Next Steps

For future iterations, I plan to:

- Combine Descript audio with simple recorded video using free editors (CapCut, DaVinci Resolve).
- Experiment with hybrid approaches: real interviewer voice + AI respondent.
- Explore multi-speaker avatar platforms (HeyGen, D-ID) with possible student credits.

6. Conclusion

This task expanded on Task 5 by shifting from **statistical analysis → narrative → multimedia format**. Despite technical and licensing challenges, I successfully created an **audio-based AI interview**. The process improved my skills in **scriptwriting, tool evaluation, and AI media generation** while highlighting practical limitations of current free AI platforms.