**Research Task 06 Report**

**Deep Fake / AI Street Interview**  
Syracuse University OPT Research

**1. Introduction**

The objective of Task 06 was to build on the narrative work from Task 05 (NBA player statistics analysis) and transform it into a new format: an AI-generated “street interview.” The emphasis of this task was not the final polished product, but the **workflow, experimentation, and documentation of the process.**

**2. Script Development**

I reviewed my Task 05 results to identify key takeaways:

* Joel Embiid was the league’s top scorer (33.1 points per game).
* Luka Dončić was the best all-around player (≈49 combined points, rebounds, and assists).

From these results, I drafted a short **street interview script**:

**Interviewer:** “Who was last season’s top scorer in the NBA?”  
**Interviewee:** “Joel Embiid — he led the league with 33.1 points per game.”

The scene was intentionally set **outside the JMA Wireless Dome at Syracuse University** to make the interview feel authentic to the campus setting.

**3. Tools Considered**

I explored multiple free AI media tools:

* **Video-based:** D-ID, HeyGen, Synthesia — useful for avatars but limited free access and heavy watermarks.
* **Audio-only:** ElevenLabs, Murf.ai, Play.ht — realistic voices but no visuals.
* **Editing tools:** CapCut, Canva — possible to combine audio and stock footage.
* **ChatGPT Audio Mode:** natural voice, but text-to-speech only.

**Final Choice:** **Google Vids (Veo 3)** — free access, text-to-video capability, synchronized voice, and ability to specify background settings.

**4. Workflow with Google Vids**

1. Logged into **Google Vids** (vids.new).
2. Entered the descriptive prompt:

“Create a short street interview video outside the JMA Wireless Dome at Syracuse University. A reporter holds a microphone and asks: ‘Who was last season’s top scorer in the NBA?’ The fan responds: ‘Joel Embiid — he led the league with 33.1 points per game.’ Keep it upbeat with light campus background noise.”

1. Selected an avatar and default AI voice.
2. Generated and downloaded a short (~8 second) clip.

**5. Results**

* **Output:** A short AI-generated street interview video set outside the JMA Dome.
* **Strengths:**
  + Natural-sounding delivery with lip-sync.
  + Quick generation, no coding required.
  + Campus setting prompt was interpreted reasonably well.

**6. Challenges**

* **Length Restriction:** Google Vids clips were capped at ~8 seconds, forcing me to break the script into very small segments.
* **Rendering Lag:** The tool occasionally froze or delayed processing, making iteration slow.
* **Limited Customization:** I couldn’t fully control gestures, expressions, or the exact realism of the Dome background.
* **Trial and Error:** Several prompts had to be reworded because the tool simplified or skipped details (e.g., ignoring the Dome reference).
* **Export Quality:** The free version does not allow high-resolution export, and subtle watermarks or branding can appear.

**7. Reflection**

The process showed that AI tools can transform text into multimedia “interviews” very quickly, but also highlighted practical limitations in control and fidelity. Despite challenges, the experiment met the task’s main objective: to explore, document, and reflect on attempts rather than deliver a flawless product.

**Future improvements could include:**

* Stitching together multiple one-question clips into a longer interview.
* Using ElevenLabs for more flexible audio, combined with CapCut for video editing.
* Adding subtitles for accessibility.

**8. Deliverables**

* **Script** (Q&A outside JMA Dome).
* **Prompt text** used in Google Vids.
* **AI-generated video clip** (NBA\_StreetInterview.mp4).
* **Screenshots** of workflow attempts.
* **Report (this document).**

**9. Conclusion**

Task 06 successfully transformed NBA statistical insights into an AI-generated interview format. Using Google Vids, I produced a short video clip, documented my workflow, and reflected on challenges such as time limits, customization issues, and rendering delays. This project demonstrates both the **potential and current limitations of free AI tools** for media generation.