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EMMA GREY ELLIS CULTURE 01.26.18 07:00 AM

# PEOPLE CAN PUT YOUR FACE ON PORN—AND THE LAW CAN'T HELP YOU



JASON DOIY/GETTY IMAGES

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trick: Using machine learning and AI to swap celebrities' faces onto porn performers'. The result? Fake celebrity porn seamless enough to be mistaken for the real thing. Early victims include Daisy Ridley, Gal Gadot, Scarlett Johansson, and Taylor Swift. Originally reported by [Motherboard](#), this nasty trend has been brewing for months, acquiring its own subreddit. And now that someone has [made an app](#)—drastically lowering the technical threshold would-be creators have to clear— it's presumably about to become much more prevalent.

For reasons that are eye-poppingly obvious, these videos—which their creators refer to as "deepfakes," after the redditor who created the process—are terrible. It's a noxious smoothie made of some of today's worst internet problems. It's a new frontier for nonconsensual pornography and fake news alike. (Doctored videos of political candidates saying outlandish things in 3, 2... .) And worst of all? If you live in the United States and someone does this with your face, the law can't really help you.

To many vulnerable people on the internet, especially women, this looks a whole lot like the end times. "I share your sense of doom," Mary Anne Franks, who teaches First Amendment and technology law at the University of Miami Law School, and also serves as the tech and legislative policy advisor for the Cyber Civil Rights Initiative. "I think it is going to be that bad."

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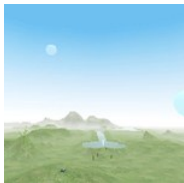
JASON KEHE  
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Terrifying  
Surrealist Trip



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