

# DEEP FAKES

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# ABOUT DEEP FAKES

- What is it?
  - Deep Fake is a portmanteau of Deep Learning and Fake, a term coined by a Reddit user of the same name, who released doctored videos of celebrities
  - Synthesizing human images, specifically videos, using Artificial Intelligence
- How does it work?
  - Train a learning algorithm to warp and distort an image then check if the resulting expression was correct by comparing it to the next frame.
- What are the Recent Controversies?
  - Deep fakes used as Revenge Porn and the ownership of publicly available videos

# THE STAKEHOLDERS

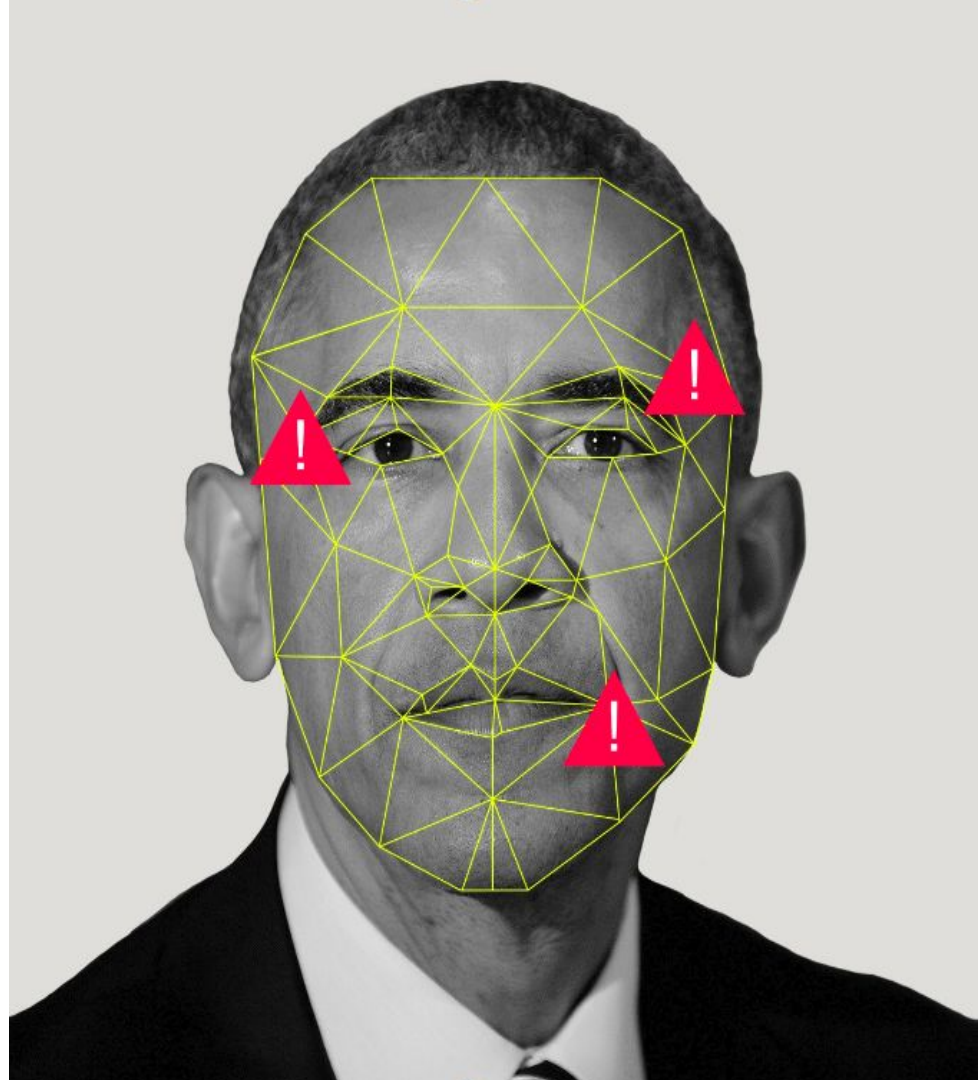
# STAKEHOLDERS

- Politicians
- Celebrities
- General Public
- Media Companies

# THE IMPACTS

# IMPACT #1

- Crafting public images of politicians unbeknownst to the public that it is false



## IMPACT #2

- Unintended, unseemly generation of celebrity images by unauthorized parties





# IMPACT #3

- Creative media for humor and self entertainment



ADVANTAGES

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- Used for improving film, video games, and entertainment.
- Currently, deepfakes can be detected algorithmically relatively easily
- Can be covered under libel/defamation

DISADVANTAGES

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- Used in falsifying video address of politicians and celebrities without their consent
- Muddles the available information, creating more steps to verify the authenticity of any video
- It can cause irreversible damage, even after the authenticity is verified
- For less serious uses, such as in memes, it is tough to draw the line between right to be forgotten and fair use

A black and white photograph of a woman with long dark hair, wearing a white, sleeveless, knee-length dress. She is running away from the camera towards the horizon in a vast, arid landscape. She is holding two palm fronds, one in each hand, and they are trailing behind her as she moves. The ground is sandy and dotted with dark rocks. In the background, there are more rocky hills under a bright, clear sky. The overall mood is one of freedom and escape.

CODE OF ETHICS

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“Every time a new technology appears, we need to question ourselves on the impact it will have on us and on the people around us. We cannot rely on governments and laws for guidance, as they are notoriously ineffective and inefficient at keeping up with the pace of progress.” – Alan Zucconi

“Post any Content that contains falsehoods or misrepresentations that could damage the Website or any third party; Post any Content that is obscene, illegal, unlawful, defamatory, libelous, harassing, hateful, racially or ethnically offensive, or encourages conduct that would be considered a criminal offense, give rise to civil liability, violate any law, or is otherwise inappropriate;” – PornHub ToS



# STANCES

## **It should be banned**

The creation and spread of deep fakes should not be allowed at all.

## **It should be allowed**

Deep fakes are already regulated under existing laws and are not inherently wrong.



## WORKS CITED

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