**Syracuse University iSchool OPT Research Task 06**

**Objective**

Extend Task 05’s analysis of Syracuse football (2021 → 2024) into an **AI-generated “deep fake” interview**. Demonstrate process, tools tested, and lessons learned.

**Approach**

**Script Development**

* Two interview scripts created:
  1. *Analyst Desk Style* - formal studio discussion.
  2. *Street Interview Style* - casual campus vox-pop.
* Scripts grounded in Task 05 verified stats and refined with **ChatGPT** and **Google Gemini** for natural, consistent speech.

**AI Video Generation Tools Explored**

* **Google Flow (Veo 3)** → Produced the most realistic visuals but limited by free credits (only partial interviews possible).
* **Sora** → Did not provide integrated audio, reducing usability for full interviews.
* **EasyVid** → Produced full-length interview-style videos with audio; final outputs were created here. Limitation: watermarks and easily detected as AI-generated in the free tier.

**Findings**

* **Shift in Identity**: Syracuse transitioned from run-first in 2021 (213 rushing yards/g, 5 wins) to pass-heavy in 2024 (370 passing yards/g, 10 wins).
* **Offensive Gains**: +100 yards/g, +9 points/g, +12 plays/g.
* **Efficiency Gains**: 3rd-down conversions improved from ~33% to ~49%; red-zone TD rate also went up significantly.
* **Defensive Weakness**: Rush defense worsened (3.5 yds/carry allowed → 5.0).
* **Impact**: Attendance rose 20% as production and wins improved.
* **Recommendation**: Prioritize **run defense** improvements to secure two more wins in 2025.

**Lessons Learned**

* **LLM Role**: ChatGPT and Google Gemini were critical for scripting natural, interview-ready dialogue while keeping stats consistent.
* **Video Tools**:
  + *Google Flow* offers the highest realism but has cost/credit limits.
  + *Sora* is incomplete without audio integration.
  + *EasyVid* delivers functional, ready-to-use videos, albeit with visible watermarks and synthetic “look.”
* **Process Insight**: The combination of verified descriptive stats + LLM scriptwriting + video synthesis shows how research insights can be re-framed into engaging, multimedia narratives.

**Conclusion**

Task 06 demonstrates how structured stats-to-narrative workflows (from Task 05) can be expanded into AI-generated media. While tools vary in realism and usability, even free-tier solutions like EasyVid make it possible to create educational “deep fake” interviews. This task highlights both the promise of generative AI for storytelling and the importance of transparency when producing synthetic media.