Mom, That's Not Me!

**Creating a website
about the problems of deepfakes**

Presentation by Haejin Kim

Website Purpose

To inform, warn, and protect families from the dangers of deepfakes.

01. Purpose

To warn people about the dangers and social impact of deepfakes, and to educate older generations—especially parents—who may not be familiar with this technology.

02. Target

General users aged 40 to 60, particularly parents.

03. Why?

Because this age group is often unfamiliar with AI-generated videos and can be easily deceived by deepfakes

Topic Discription

This website explores how deepfake technology can realistically mimic human appearance and speech, and how this can mislead older generations who may lack digital literacy.

ORIGINAL

DEEPFAKE

Website Structure

01 Introduction

A brief introduction to what deepfakes are and why they are dangerous
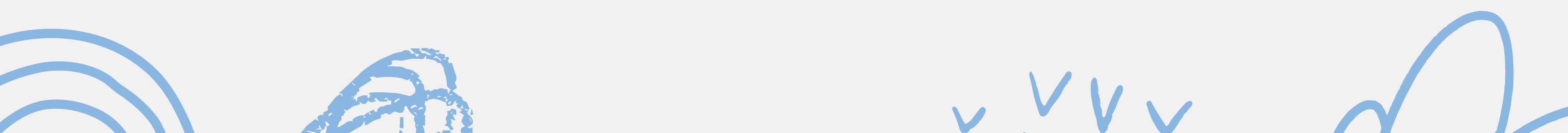
02 Real Cases

Videos or news reports showing real cases where parents were deceived

03 Prevention

Tips and checklists for identifying deepfakes

04 Spot the Fake

A quiz where users try to guess whether content is real or fake

Page-by-Page Content Plan O1

Introduction

Content:
1. Hero section with large heading and subheading
2. Clear explanation of deepfake technology
3. Overview of site structure and navigation

Media:
1. Informative image or illustration
2. Button that links to real case examples

Page-by-Page Content Plan 02

Real Cases

Content:
1. Image slider (carousel) with clickable examples
2. Modal popups explaining each case (e.g., fake investment video, impersonation scam)

Media:
1. 3+ example images in slider
2. Modal text with brief case descriptions

Page-by-Page
Content Plan O3

Prevention

Content:
1. Multiple tip sections using emojis and icons
2. Checklist-style advice (e.g., "Always verify with a call," "Share news with family")
3. Optional interaction: "Add Extra Tip" button adds more advice dynamically

Media:
1. Text + icon-based bullet points
2. DOM manipulation using JavaScript

Page-by-Page Content Plan 04

Spot the Fake

Content:
1. Five deepfake-related quizzes
2. Answer feedback via alert or on-screen result
3. Optional progress bar or quiz box UI

Media:
1. Images or video snippets
2. JavaScript buttons for Real/Fake answers
3. Pop-up modals or alert feedback

Planned Interactive Elements

A Deepfake Guide for Your Parents

Are your parents safe from AI-generated voices and videos? Check now.

See Real Cases
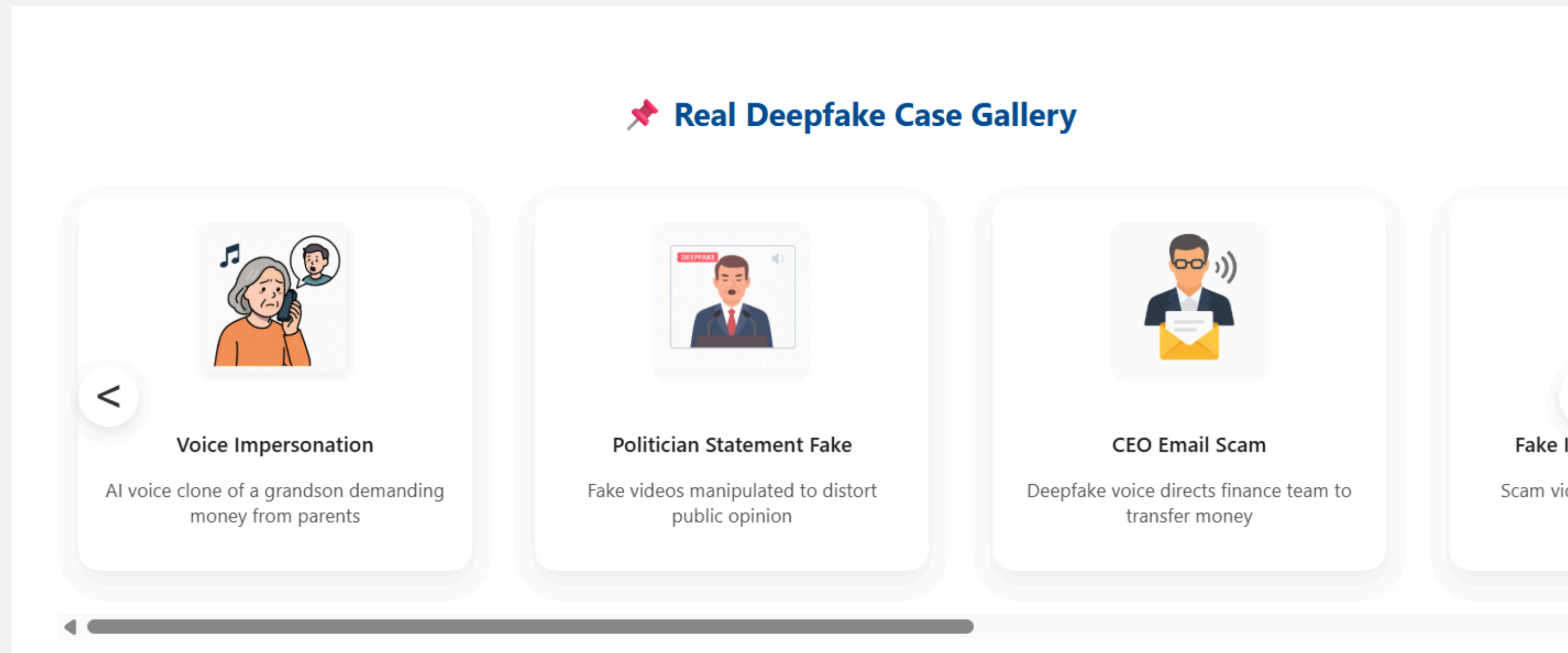
change the page button

Planned Interactive Elements

📌 **Real Deepfake Case Gallery**

Voice Impersonation

AI voice clone of a grandson demanding money from parents

Politician Statement Fake

Fake videos manipulated to distort public opinion

CEO Email Scam

Deepfake voice directs finance team to transfer money

Fake In

Scam vid

Image slider

Planned Interactive Elements

Spot the Fake

Q1. "Mom, it's me. I urgently need money. Please don't tell anyone and send it right away."
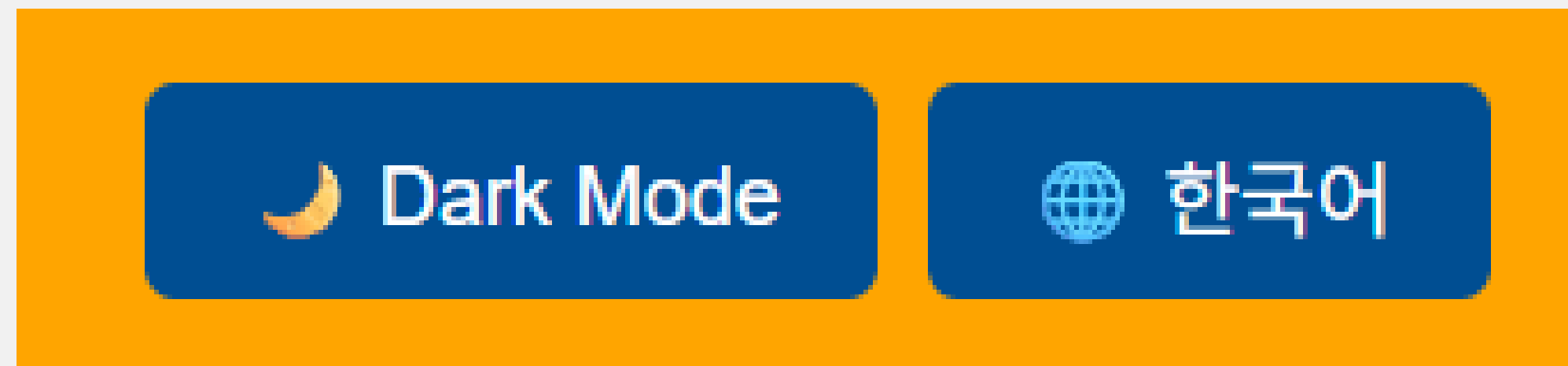If this voice or video uses the real appearance and voice of a family member, it must be trustworthy.

O   X

A progress bar that reflects the quiz completion based on correct answers, and five quiz questions.

Planned Interactive Elements

1. **The theme toggle button switches between dark and light modes.**
2. **The language toggle button switches between English and Korean.**

Design Theme Inspiration

#004e92

#ffa500

Ghat GPT
Why I chose ChatGPT?

Criteria	ChatGPT	Kimi K2	Qwen Code
Code Quality	Highly intuitive; provides accurate and well-structured HTML/CSS/JS	Focused mainly on simple UI	Based on Chinese; concise code output
UI/UX Suggestions	Offers user-friendly explanations and even design advice	Visual-oriented; limited suggestions	Technical focus; lacks UX support

Thank you very much!

Q&A