



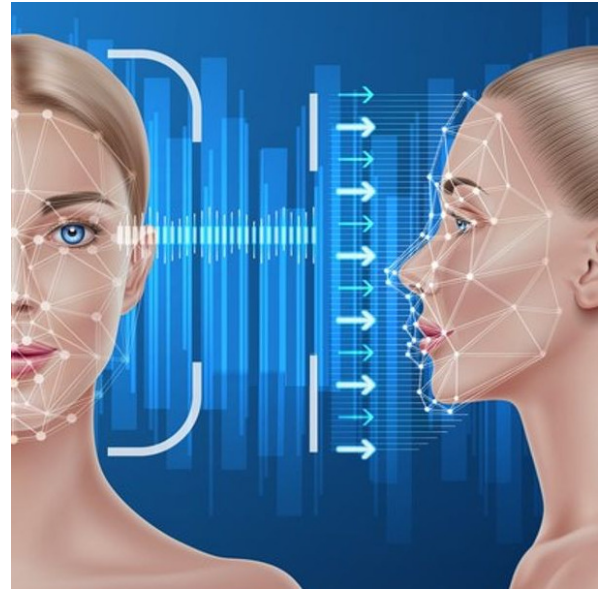
# DEEPFAKES



Scan to review worksheet

Expemo code:

147Z-L748-83HI



1

## Warm up

In pairs, answer the following questions.

1. Have you used any face-swapping technologies on your phone? What were the results like?
2. What do you know about "deepfake technology"? Have you seen any examples of it being used? What did you think about it?
3. What do you think could be the positives and the negatives of this technology?

2

## Focus on vocabulary

Part A: Complete the definitions with the segments listed below.

act of showing

not providing proof

certain political beliefs

position of authority

insulting or threatening

to trick people

it is appropriate

you can trust

1. **inclined** (adj.) - someone feeling that it is appropriate (or they are likely) to do something
2. **allegedly** (adv.) - when something is said to have happened, but they are not providing proof
3. **cyber-harassment** (n) - the act of insulting or threatening someone online
4. **credibility** (n) - the quality that means you can trust someone or something
5. **propaganda** (n) - news stories or ideas, which are often false, designed to encourage people to think in a certain way or support certain political beliefs
6. **petition** (n) - a list of people's signatures showing support for an idea or a change, addressed to someone in a position of authority
7. **authentication** (n) - the act of showing that something or someone is genuine
8. **doctor** (v) - to change something, often an image, in order to trick people



**Part B: Now put the words from Part A into the correct gap in the following sentences.**

1. Before he was considered for the job, his degree certificates had to go through a process of authentication .
2. With freedom of speech not being a right, the media in the country really just spreads propaganda on behalf of the government.
3. I think animal cruelty is a real problem and I'm asking people to sign this online petition demanding harsher punishments for it.
4. It's a troubling fact that, with the rise of social media, increasing numbers of children have experienced cyber-harassment .
5. The politician lost all credibility when it was discovered that he had lied about his military service.
6. The CEO, who allegedly stole £300,000 from her own company, is currently being investigated by police.
7. The doctor's calm and confident attitude made people more inclined to trust him.
8. Although it appeared to provide evidence of the Loch Ness Monster, it turned out the photograph had been doctored .

**Now answer the following questions.**

1. Have you ever had to provide **authentication** of important documents? What was it for?
2. Have you, or anyone you know, experienced **cyber-harassment**? What happened? What was the result of the situation?
3. Have you ever seen an example of **propaganda**? Where was it? What ideas did it promote?
4. What are you **inclined** to do with your free time?
5. Have you ever signed a **petition**? What was it for? Was it successful?
6. What do you think is the difference between **doctoring** and editing a photograph?





## 3

**Skimming for general meaning**

Quickly skim through the text on the next page and match the following titles to each of the paragraphs. One is not used.

- |   |  |                |
|---|--|----------------|
| b | 1. Finding balance                     | a. Not used    |
| c | 2. Constructive uses of the technology | b. Paragraph 1 |
| c | 3. How to make deepfakes               | c. Paragraph 2 |
| d | 4. A case of abuse                     | d. Paragraph 3 |
| e | 5. A cause for concern                 | e. Paragraph 4 |

## 4

**Synonyms**

Scan through the text to find synonyms for the following adjectives.

1. disgusting (Paragraph 1) \_\_\_\_\_
2. fearsome (Paragraph 2) \_\_\_\_\_
3. disturbing (Paragraph 3) \_\_\_\_\_
4. well-known (Paragraph 3) \_\_\_\_\_
5. challenging (Paragraph 3) \_\_\_\_\_
6. concerned (Paragraph 4) \_\_\_\_\_
7. furious (Paragraph 4) \_\_\_\_\_
8. important (Paragraph 4) \_\_\_\_\_

## 5

**Comprehension**

Now read the text more carefully and decide if the following statements are True, False or Not Given.

1. Mrs Spone hoped the video would result in the other girls being removed from the Cheerleading team. False
2. The coach gave the video, which Mrs Spone had sent him, to the police. True
3. Government officials aren't overly concerned about deepfakes yet. True
4. Deepfakes can be used to spread fake news and to help with online fraud and political misinformation. Not given
5. David Beckham has suffered from malaria in the past. False
6. Deepfakes can be used to stop someone from being recognised on the television.
7. There's currently no way to tell the difference between a deepfake and the real thing. False
8. According to the author, how we use a new invention is what makes it positive or negative. True



# Deepfake Technology

## The pros and cons of deception

- In Pennsylvania in the United States, a concerned mother, Raffaella Spone, sent a video to the coach of her daughter's cheerleading team. In the video, girls on the team, the Victory Vipers, can be seen "naked, drinking and smoking". Surely, this type of behaviour is abhorrent for cheerleaders? Mrs Spone wanted the girls in the video to be kicked off the team. Obviously, many people would be **inclined** to agree with her. Except that it never happened. The video was created using "deepfake" technology, **allegedly** by Mrs Spone herself. Using photographs from the girls' social media accounts, she had generated the videos which placed the faces of the cheerleaders over the faces of the actual people in the video. Mrs Spone has since been arrested and charged with **cyber-harassment**.
- In the case of the cheerleaders, the police were able to identify the fake video quite quickly. Yet, government agencies are taking deepfakes seriously. The ability to take someone's image and make it do or say whatever the creator wants is an awe-inspiring tool in the wrong hands. America's Federal Bureau of Investigation (FBI) has already seen deepfakes used to add a journalist's **credibility** to a fake article, which then gets reported by genuine newsrooms. The same has been true of spearfishing attacks, the name given to a crime when someone receives an email from a criminal pretending to be someone they know and trust, which encourages them to grant access to important information or private networks. Deepfakes have also been used to push political **propaganda**.
- Not all uses of deepfake technology are sinister though. In 2019, David Beckham, the renowned English footballer, appeared in a video for *Malaria No More UK* asking viewers to support a **petition** to demand action against the disease. In the video, he spoke a number of languages, including Arabic, Swahili, French and Hindi. The genuine voices of doctors and survivors of the disease were used and made to seem as though they were coming from Beckham's mouth. Thanks to this technology, a well-recognised face was able to deliver an important message to millions of people around the world in their own language. Deepfakes have also been used effectively to create professional training videos for companies, an increasingly problematic task to achieve in person during the COVID-19 pandemic. It allows people to create avatars of themselves to virtually take part in training exercises. In addition to stealing identities, it can also protect them. Deepfakes have been used in news reports to hide the real faces of people who are in danger.
- For now, the FBI advises people who are troubled by news of deepfakes to practice good information hygiene: exercising greater care with their personal data and requiring **authentication** from people. There's also the good news that scientists have been working on technology that detects deepfakes by looking carefully at reflections of light in the eyes. A **doctored** image will not reproduce light in the same way. So, while we do need to be cautious, there is no need to fear deepfakes. They are an aspect of artificial intelligence that could have numerous positive uses. It's important to always engage your critical thinking skills when viewing or sharing content online. If you're enraged that someone said something so awful, you need to double-check that they actually said it at all. Like most inventions of humankind: the Internet, cars, fire, nuclear power, and cameras, to name a few; it is not the invention itself, but how it is used which is significant.

Sources: BBC News, [Interestingengineering.com](https://interestingengineering.com), [Phonearena.com](https://phonearena.com)



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**Talking point**

In small groups, discuss the following questions.

Imagine you are a committee formed to discuss Internet policy in your country.

1. What recommendations would you make for the policy on Deepfake Technology?
2. Would you consider banning it? What would the implications of this be?
3. How could you encourage it to be used in a positive way?
4. Should any limitations be imposed on its use? How would this work?

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**Extended activity/homework**

Having discussed the questions above in the Talking Point exercise, write a paragraph or two outlining your recommendations for your country's use of Deepfake Technology.

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