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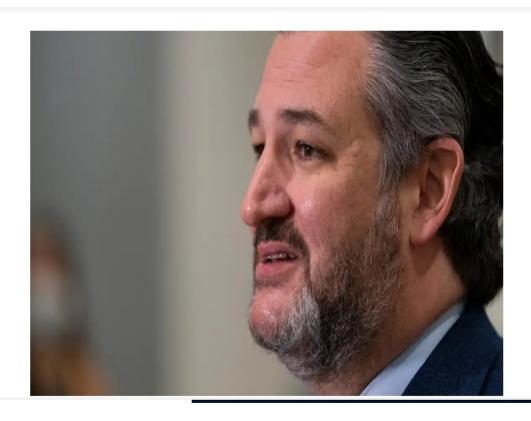
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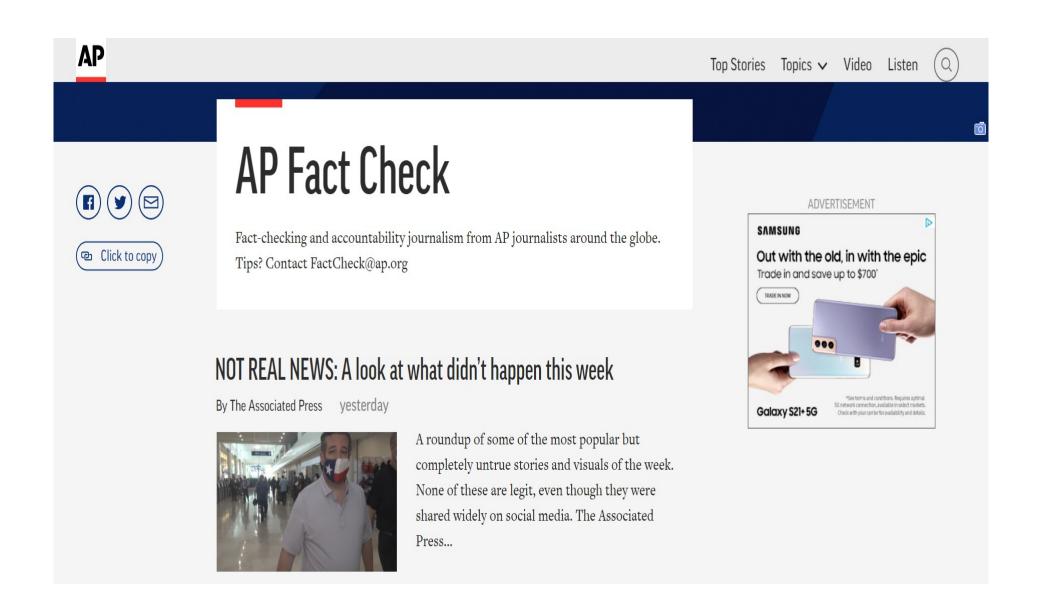
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By Marta L. Tellado, Ph.D. October 01, 2020



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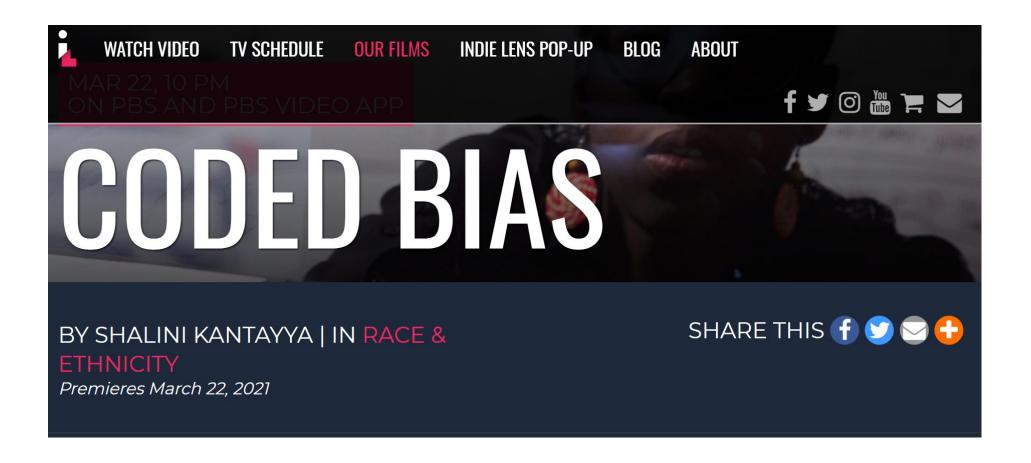
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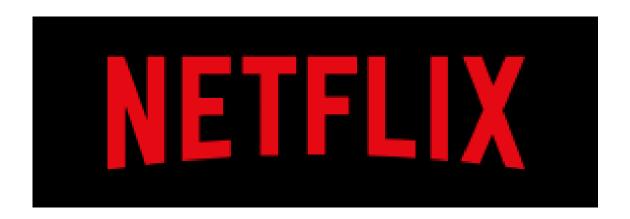
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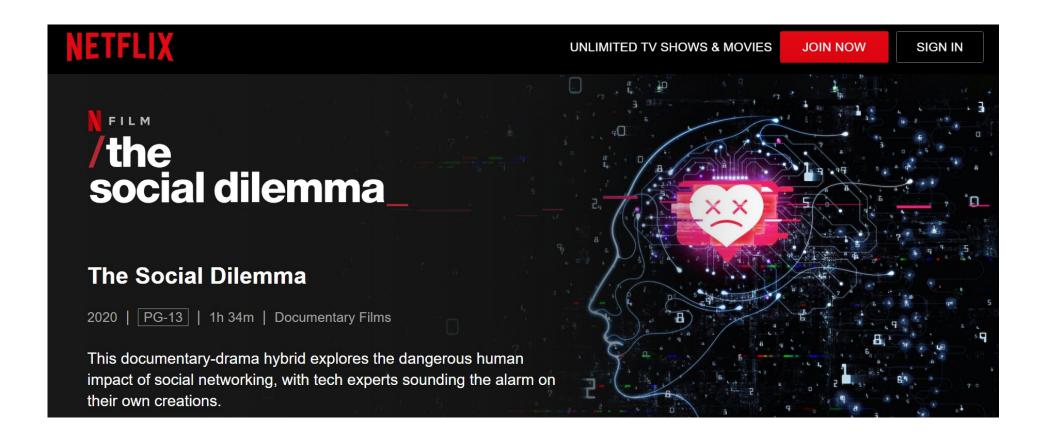
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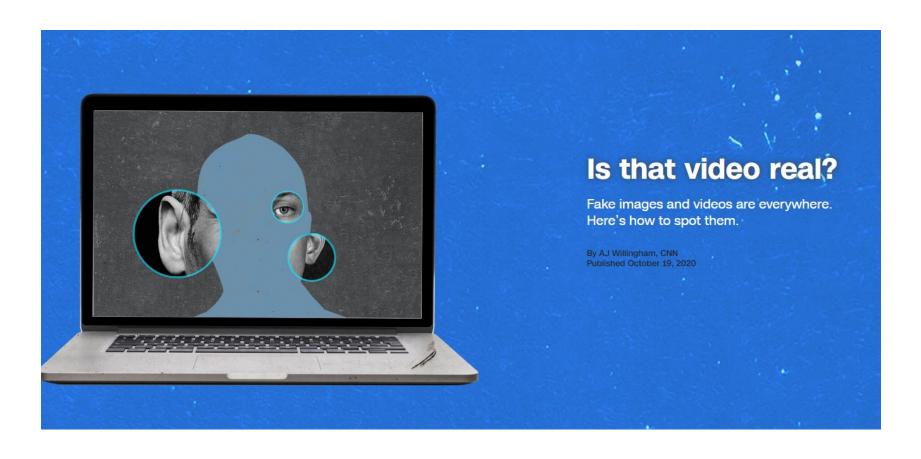
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https://www.cnn.com/interactive/ 2020/10/us/manipulated-media-techfake-news-trnd/





Spotting fake video

Manipulated video is everywhere. After all, our favorite movies and TV shows use editing and computer-generated imagery to create fantastical scenes all the time. Where things get hairy is when doctored videos are presented as accurate depictions of real events. There are two general kinds of deception:

- Cheapfakes: These are videos that are altered using classical video editing tools like editing dubbing, speeding up or slowing down, or splicing together different scenes to change context.
- Deepfakes: These are videos that are altered or generated using artificial intelligence, neural networks and machine learning.



Spotting fake audio

If you have a smartphone or have ever chatted with a virtual assistant on a call, you've probably already interacted with manipulated audio voices. But like fake video, fake audio has gotten very sophisticated via artificial intelligence – and it can be just as damaging.

Vijay Balasubramaniyan is the CEO and co-founder of Pindrop, a company that creates security solutions to protect against the damage fake audio can do. He says manipulated audio is the basis for a lot of scams that can ruin people's lives and even compromise large companies. "Every year, we see about \$470 million in fraud losses, including from wire transfer and phone scams. It's a massive scale," he says.

While some of these rely on basic tricks similar to cheapfake videos – manipulating pitch to sound like a different gender, or inserting suggestive background noises – Balasubramaniyan says running a few hours of someone's voice through Al software can give you enough data to manipulate the voice into saying anything you want. And the audio can be so realistic, it's difficult for the human ear to tell the difference.

However, it's not impossible. When you're listening for manipulated audio, here's what to take note of:



Vijay Balasubramaniyan, CEO and Cofounder, Pindrop Security



Spotting fake faces

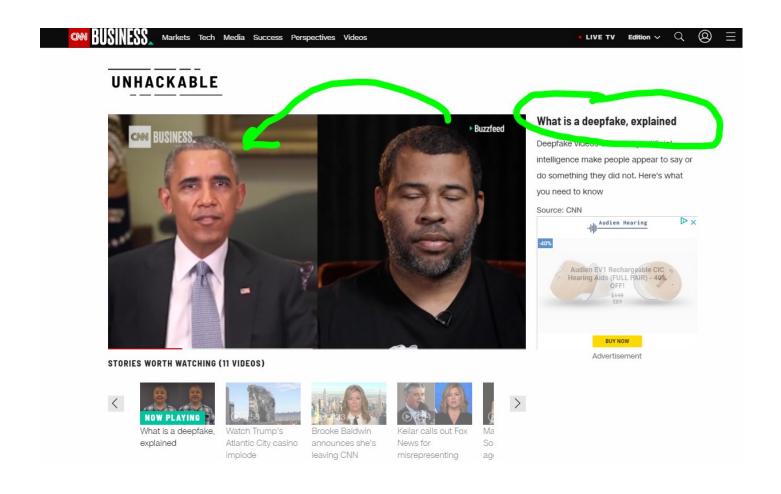
Artificial intelligence can go as far as creating entire people out of thin air, using deep learning technology like those seen in sophisticated audio and video fakes. Essentially, the program is fed thousands and thousands of versions of something – in this case, human faces – and it "learns" how to reproduce it. StyleGAN is one such program, and it's the artificial brain behind ThisPersonDoesNotExist, a website launched by software engineer Phillip Wang that randomly generates fake faces.

This technology can easily be used as the basis for fake online profiles and personas, which can be built into entire fake networks and companies for the purposes of large-scale deception.

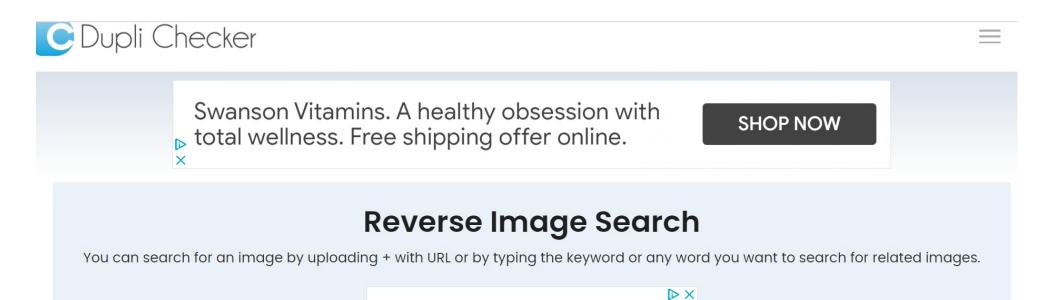
"I think those who are unaware of the technology are most vulnerable," Wang told CNN in 2019. "It's kind of like phishing — if you don't know about it, you may fall for it."

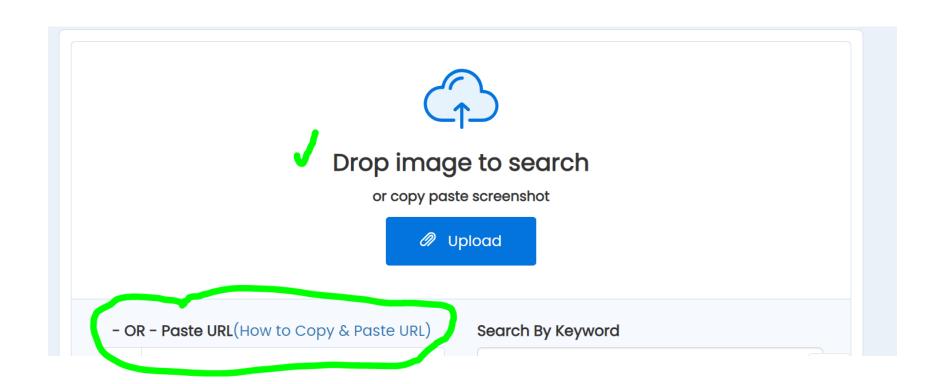
Fake faces can actually be easier to spot than fake video or audio, if you know what you're looking for. A viral twitter thread from Ben Nimmo, a linguist and security expert, details some of the most obvious clues using the fake faces below.

https://www.cnn.com/videos/business/ 2019/02/01/deepfakes-interactive-what-is-adeepfake-intro-orig.cnn

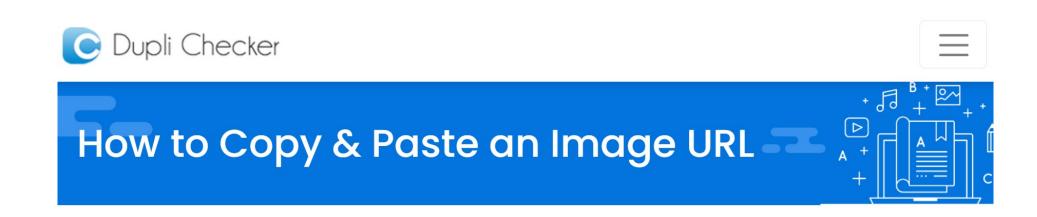


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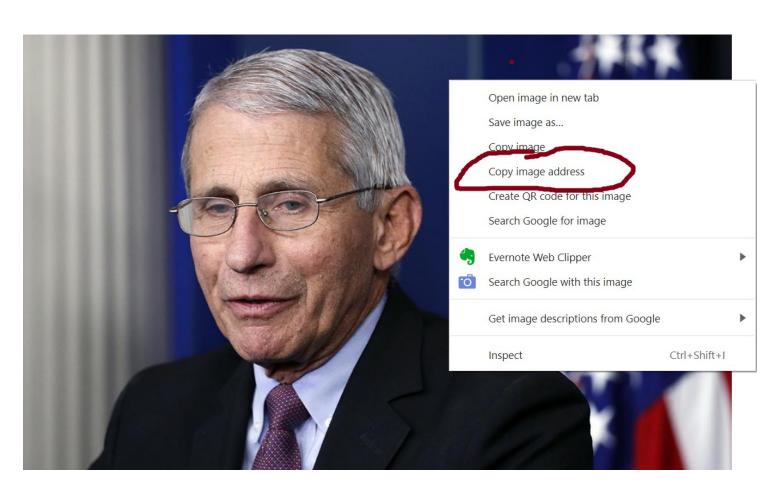
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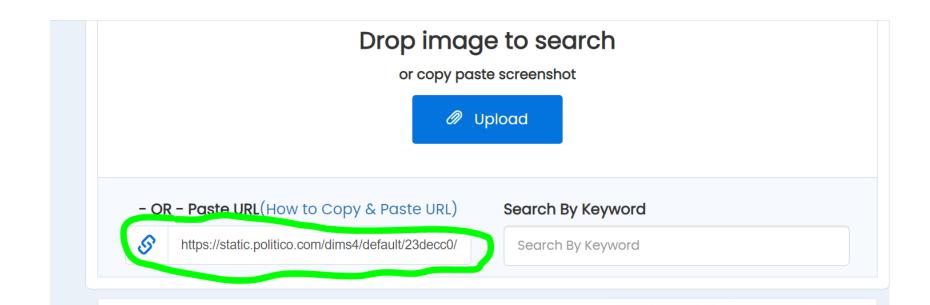
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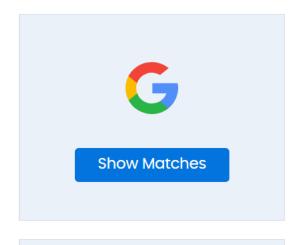


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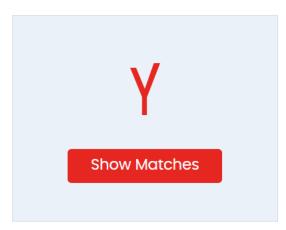


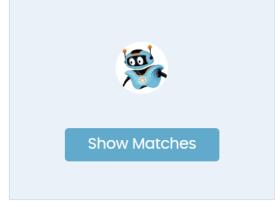
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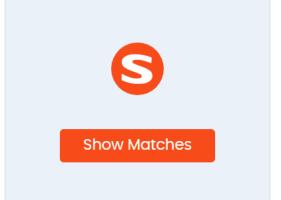






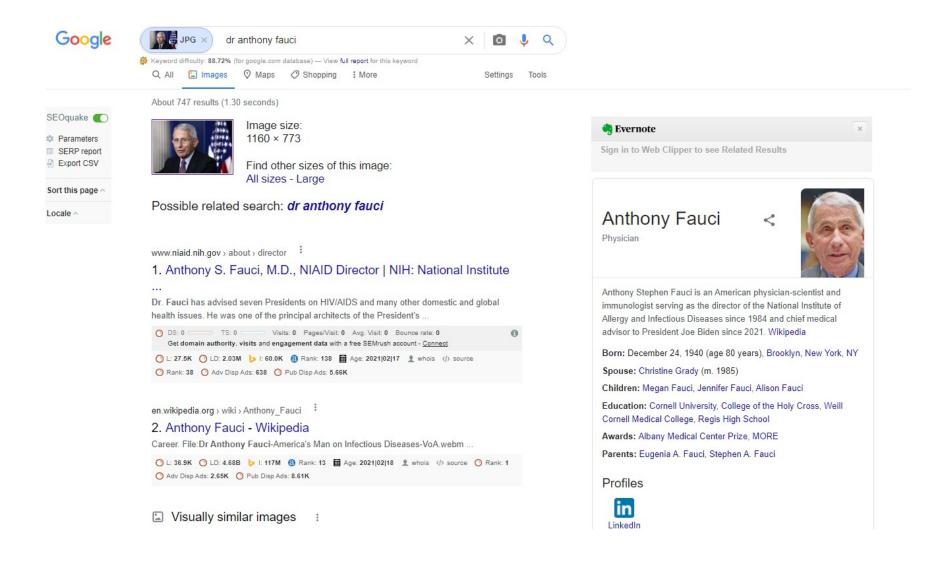




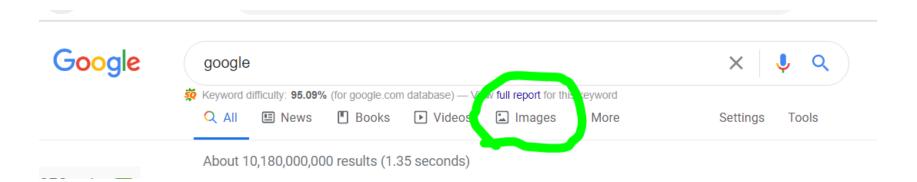




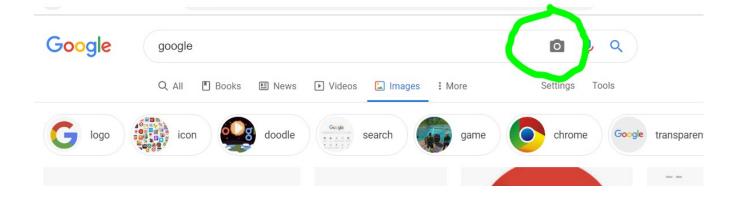
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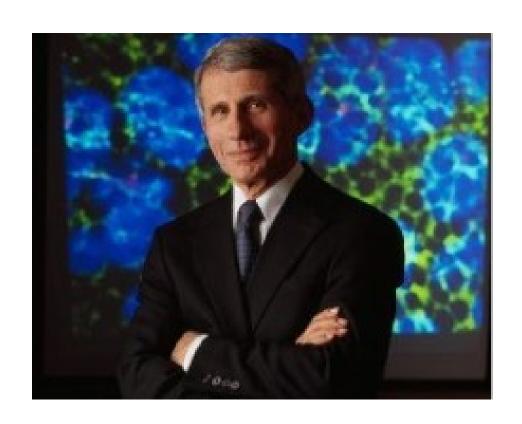
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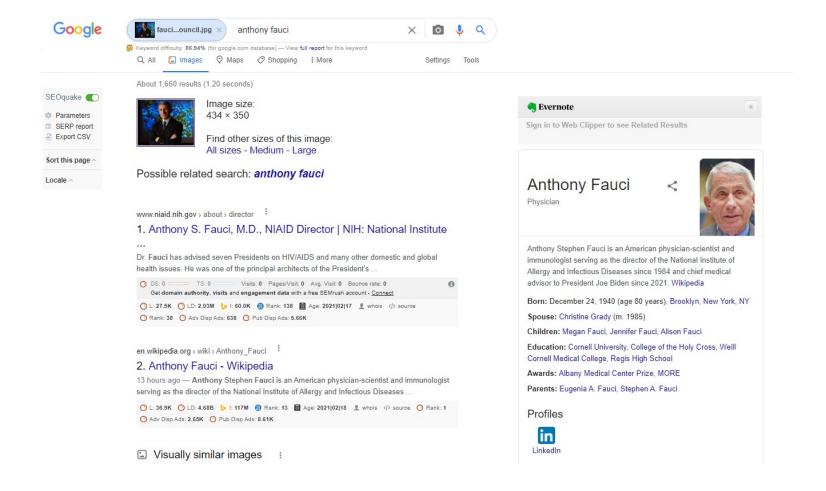
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The New York Times

Dec. 12, 2019

The New York Times

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By Adam Grant

Adam Grant is an organizational psychologist at the Wharton School. His research focuses on motivation, generosity and creativity. His latest book is "Think Again: The Power of Knowing What You Don't Know," from which parts of this article are adapted.

Jan. 31, 2021