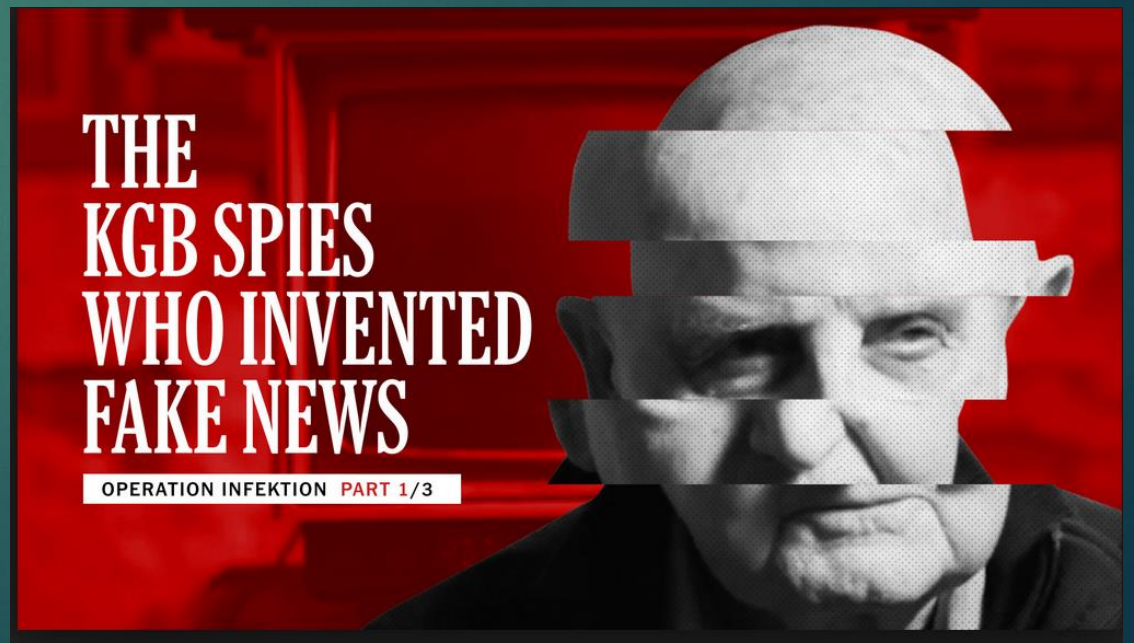
deep fake video

MARY MARKOVINOVIC

DKI APCSS

The makers

- Hollywood/gaming industry - in support of film visual affects (technology & content)
- Tech giants – enhancing technology for profit (technology/gaming)
- Consumers (Artists/fans) – for art or fun (content)
- Terrorists & Trolls– to spread fear (content)
- Government sponsored information operations (i.e., Russia and north korea) – to undermine democracies and to intimidate (content & tech)

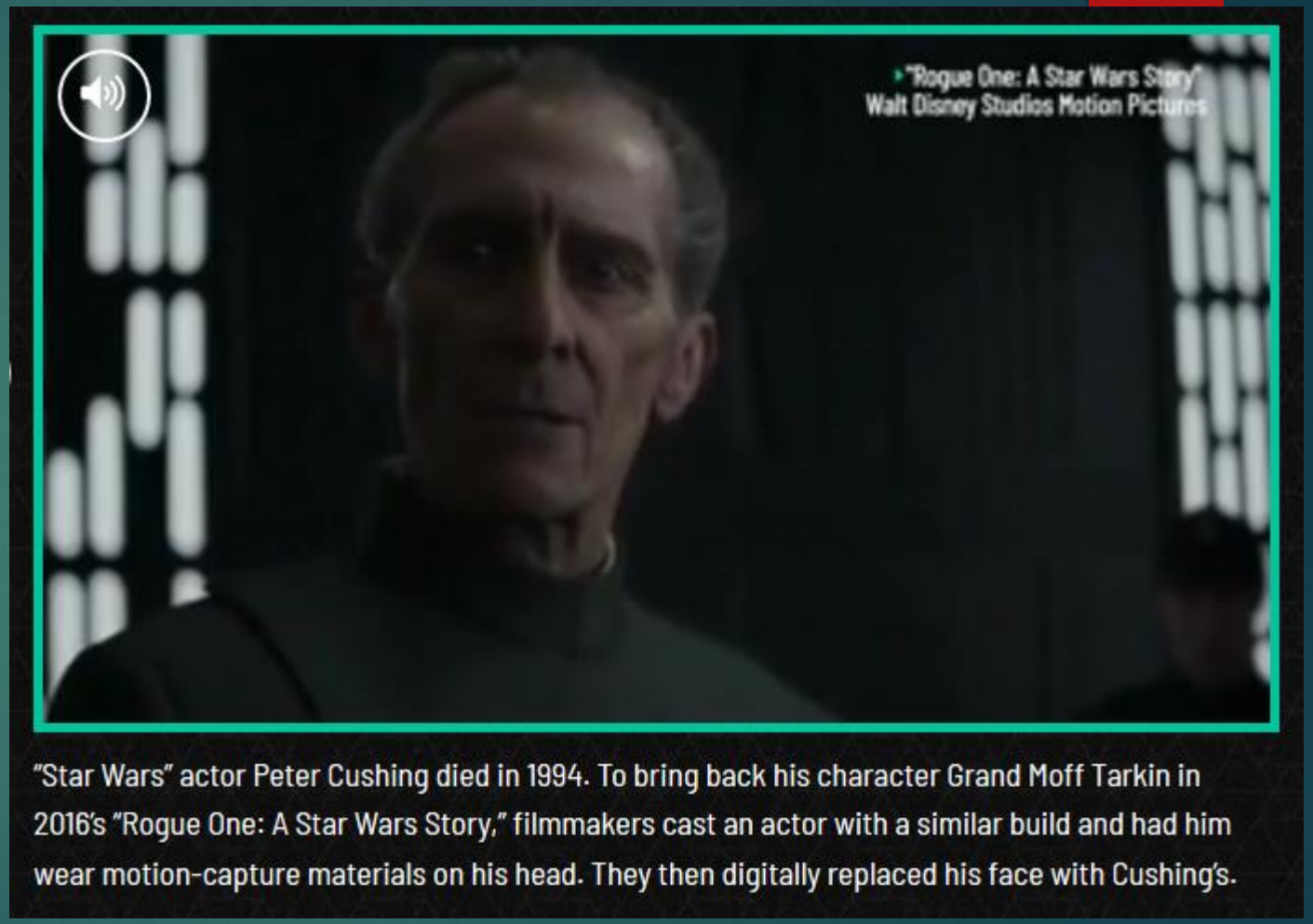


Fake imagery -How is it used?

How is it used?

Hollywood has used this technology to:

- To insert characters into historical events
- Put words into actor's mouths (language dubs)
- Bring back departed actors to finish roles
- Adjust movements of characters/actors



"Star Wars" actor Peter Cushing died in 1994. To bring back his character Grand Moff Tarkin in 2016's "Rogue One: A Star Wars Story," filmmakers cast an actor with a similar build and had him wear motion-capture materials on his head. They then digitally replaced his face with Cushing's.

How is it used?

- the capability to create altered audio and video files is no longer just for big budget Hollywood films. Its can be used by artists, content creators, businesses, and governments
- It's also used to create enhanced audio for things like "Siri" and "alexa"

"Robo-Journalism"

What is this technology?

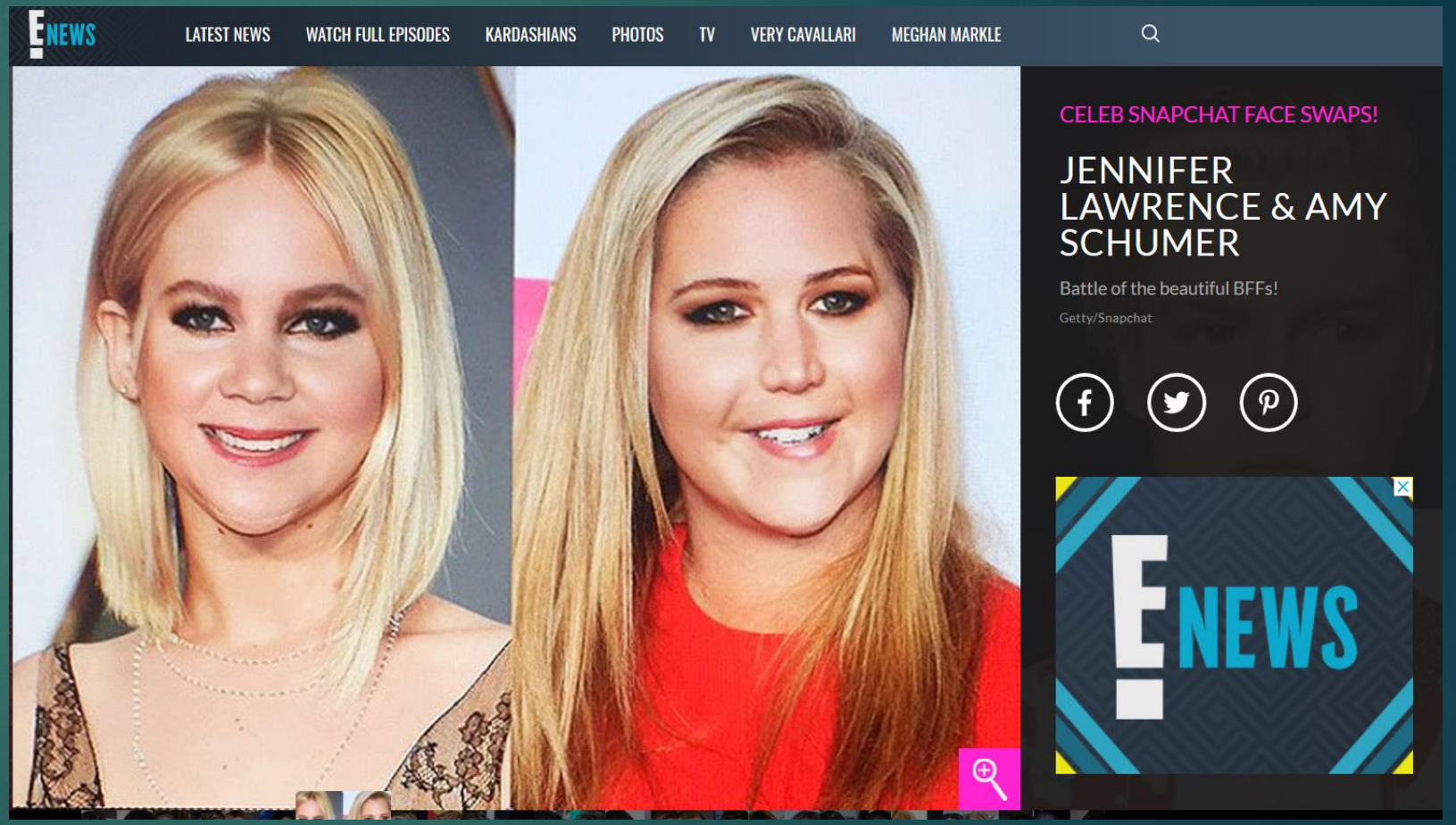
GENERATIVE ADVERSARIAL NETWORKS (GANS) USE ALGORITHMS TO BLEND PHOTOS, VIDEOS AND AUDIO.

© Neurohive

Generative adversarial networks (**GANs**) are deep neural net architectures comprised of two nets, pitting one against the other (thus the "adversarial"). An algorithm is trained to recognize patterns in actual audio or visual recordings of a particular person, a process known as deep learning. As with doctored images, a piece of content can be altered by swapping in a new element — such as someone else's face or voice — and seamlessly joining the two. -

Can anyone access this tech?

- **Snapchat** filters – uses augmented reality to alter images. Easy to detect but continually being refined.
- **FakeAPP-** "an easy-to-use platform for making forged media.
- **ZAO app** – new Chinese app - #1 in china over labor day weekend.



Why should we be concerned?

- As technology has become available and affordable to the general public there has been an increase in "swapping out heads" in videos.
- Social media videos are vulnerable candidates
- This technology could be "weaponized" for political or malicious purposes

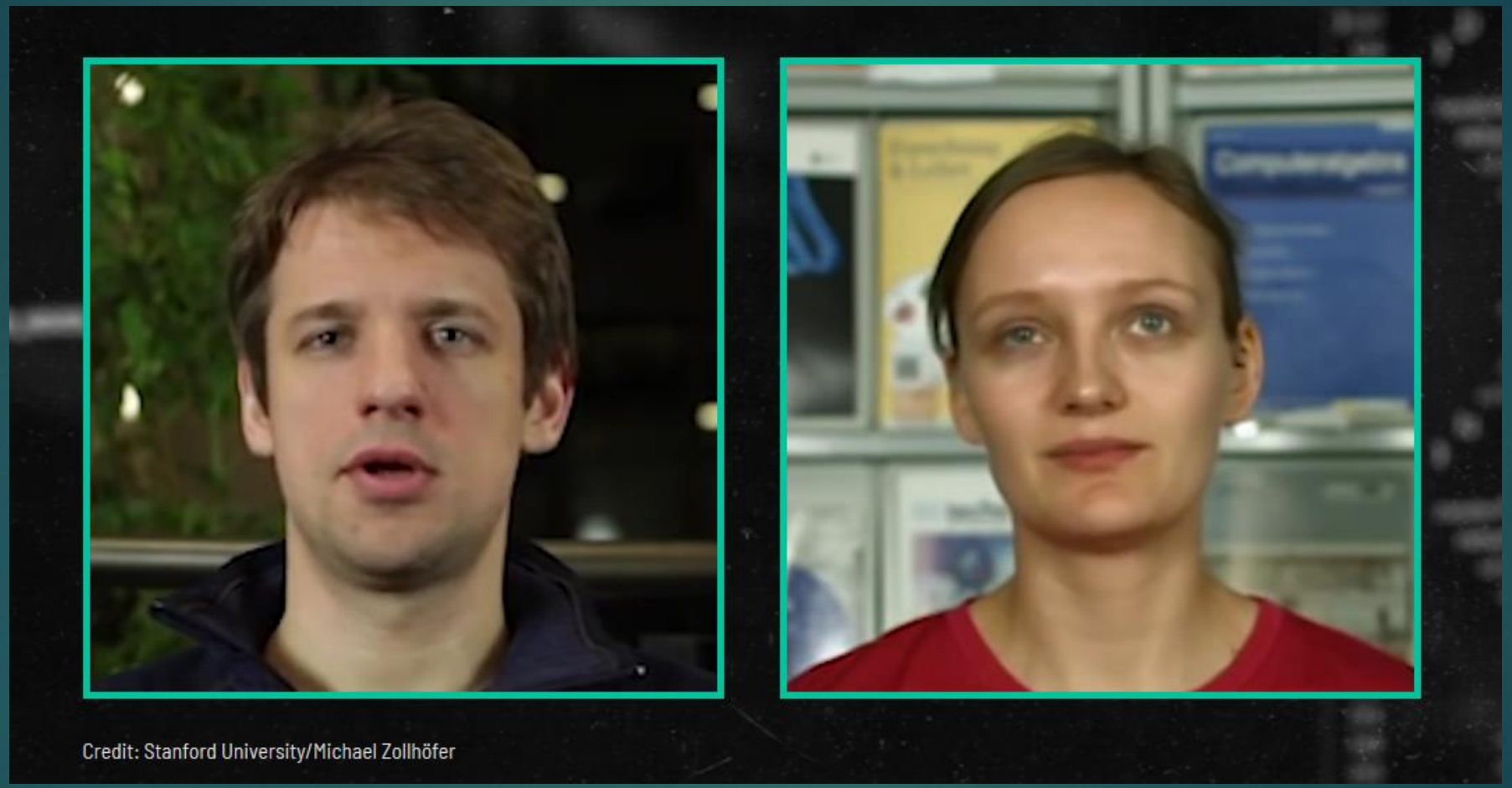
The Problem -- "Making a person appear to say or do something they did not has the potential to take the war of disinformation to a whole new level. " – Donie O'Sullivan, CNN

Example of deep fake video

- https://cdn.cnn.com/cnn/interactive/2019/01/business/pentagons-race-against-deepfakes/media/video/intro.mp4

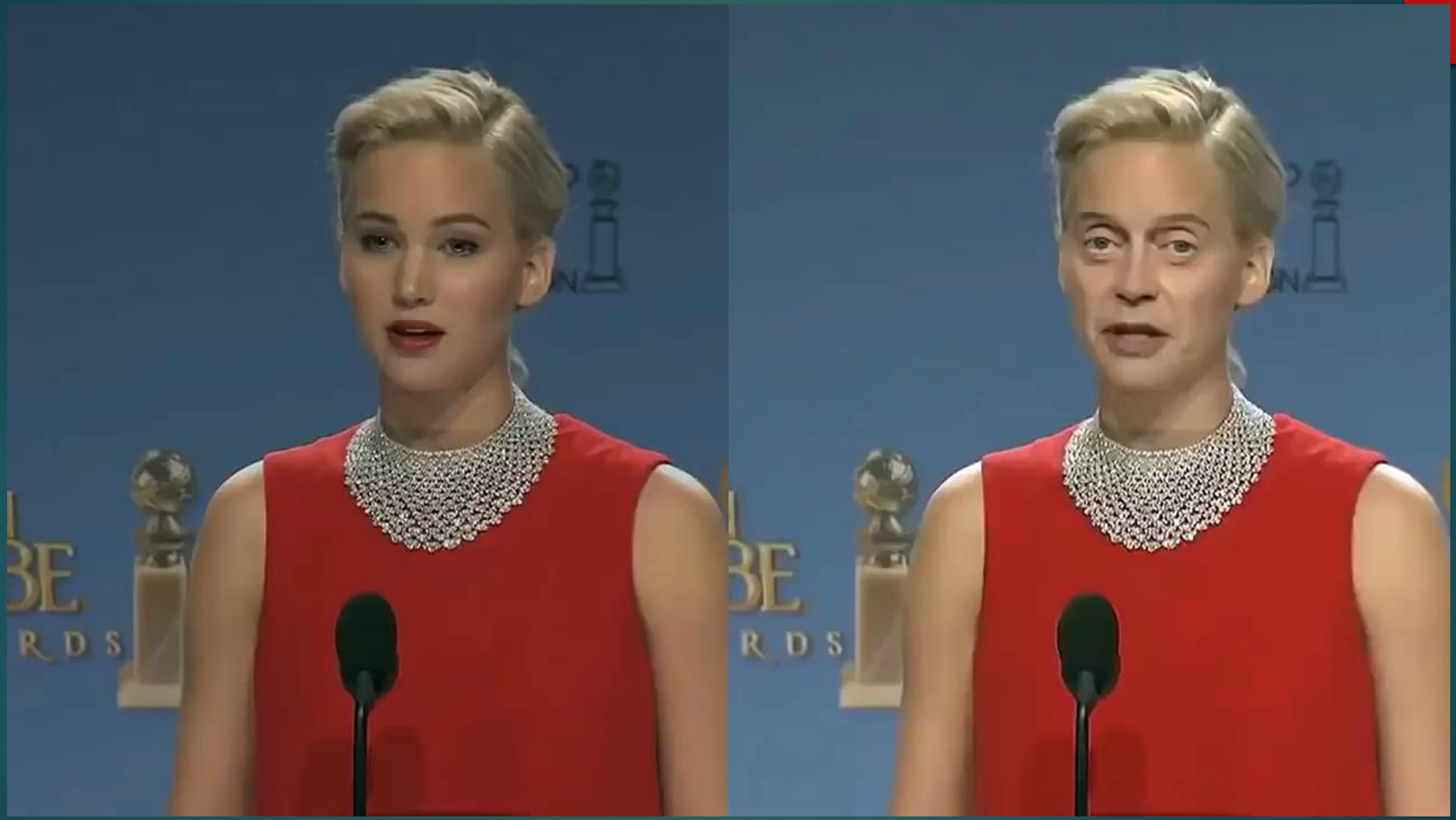
CNN----

Take the quiz: can you spot the deep fake



https://www.cnn.com/interactive/2019/01/business/pentagons-race-against-deepfakes/

From - CNN




GOLDEN
GLOBE
AWARDS

Deepfakes example – Salvador Dali

https://youtu.be/64UN-cUmQMs

How is it detected?

- New technology is being developed to identify markers in videos which exist in fake videos.
- Here are some simple "tells" from http://www.whichfaceisreal.com/learn.html
  - Water splotches
  - Background problems
  - Eyeglasses
  - hair
  - lighting
  - Teeth
  - Other asymmetries

Hair is extremely difficult to render realistically

Can you spot the differences?

- Lighting angle different
- Frame around the face
- Blurrier
- Teeth

Real or altered?

Facebook PRIVACY video

https://www.instagram.com/p/ByaVigGFP2U/

Deep fake audio

- "Deep voice" software can clone anyone's voice in 3.7 seconds of audio (VICE News)
- Criminals are using fake audio of senior executives to access and manipulate cash accounts via same methods as spearphishing. (CPO Magazine)

Technology

Fake voices 'help cyber-crooks steal cash'

8 July 2019 Share

Convincing fakes of audio are easier to generate than video spoofs

A security firm says deepfaked audio is being used to steal millions of pounds.

If all that's needed is a few seconds of someone's voice and a dataset of their face, it becomes relatively simple to fabricate an entire interview, press conference, or news segment.

--Samantha Cole, Vice News

What happens if we can no longer trust what we see or hear?

- We already have this problem.

"The problem isn't just that deep fake technology is getting better. It is that the social processes by which we collectively come to know things and hold them to be true or untrue are under threat."

- Hany Farid UC Berkeley

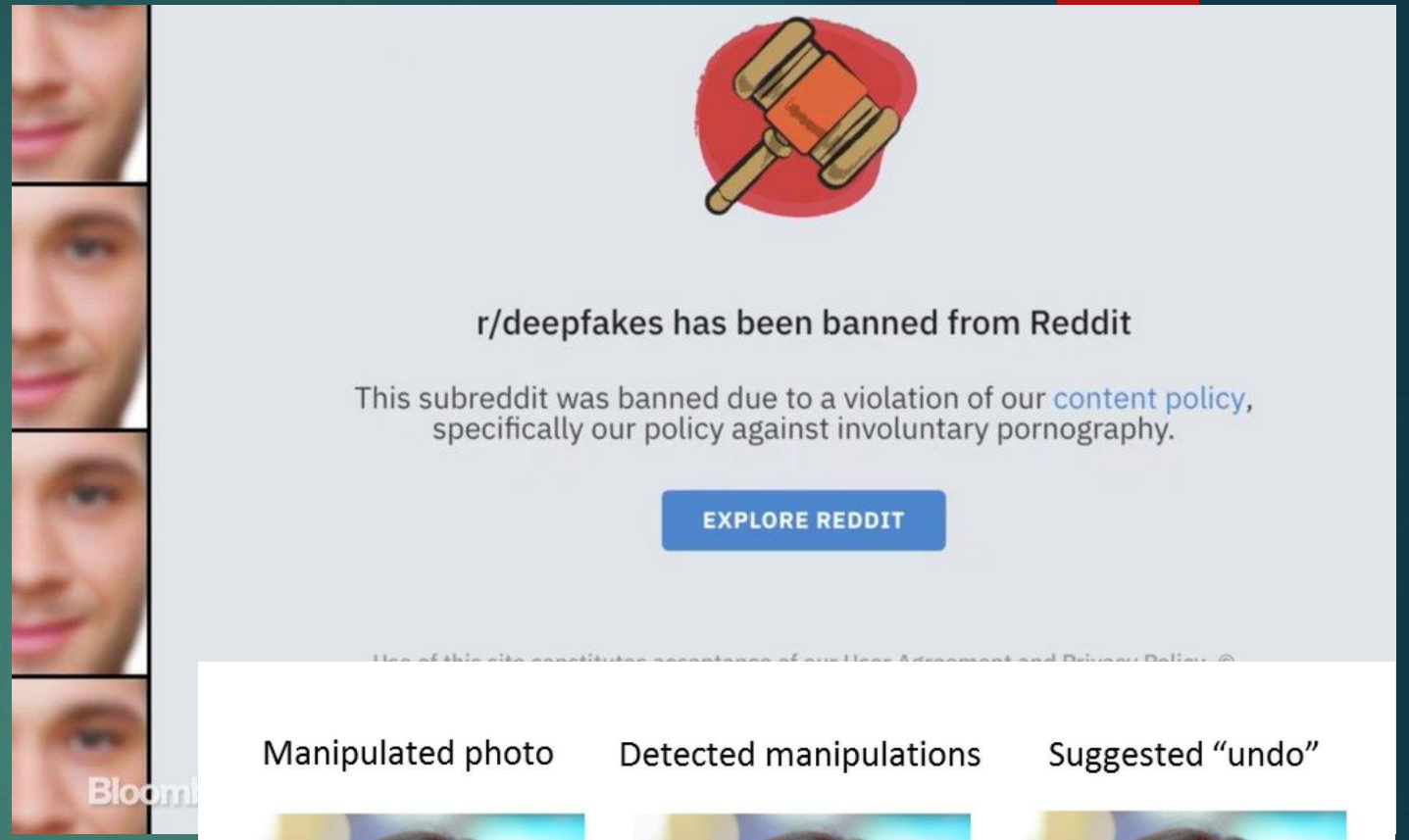
From - CNN

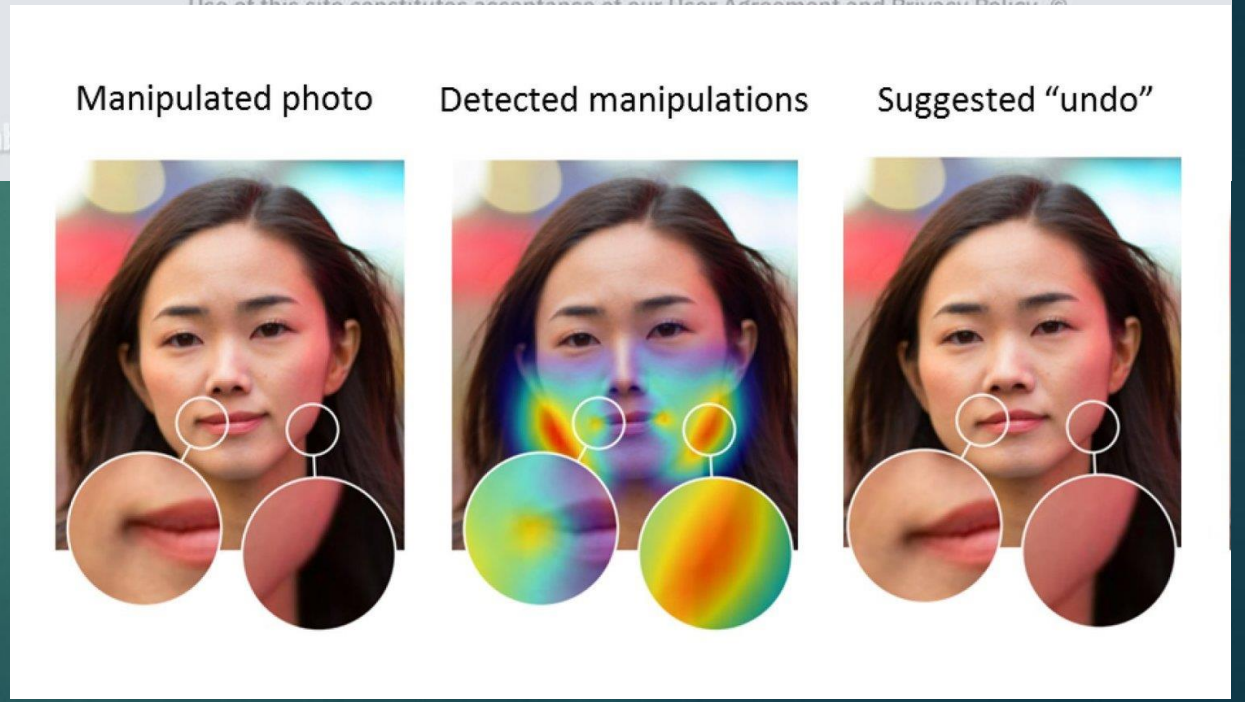
The emergence of deepfake technology has prompted members of the U.S. Congress to request a formal report from the Director of National Intelligence. Senator Marco Rubio worries about the global fallout after a convincing deepfake goes viral before it's detected.

From - CNN

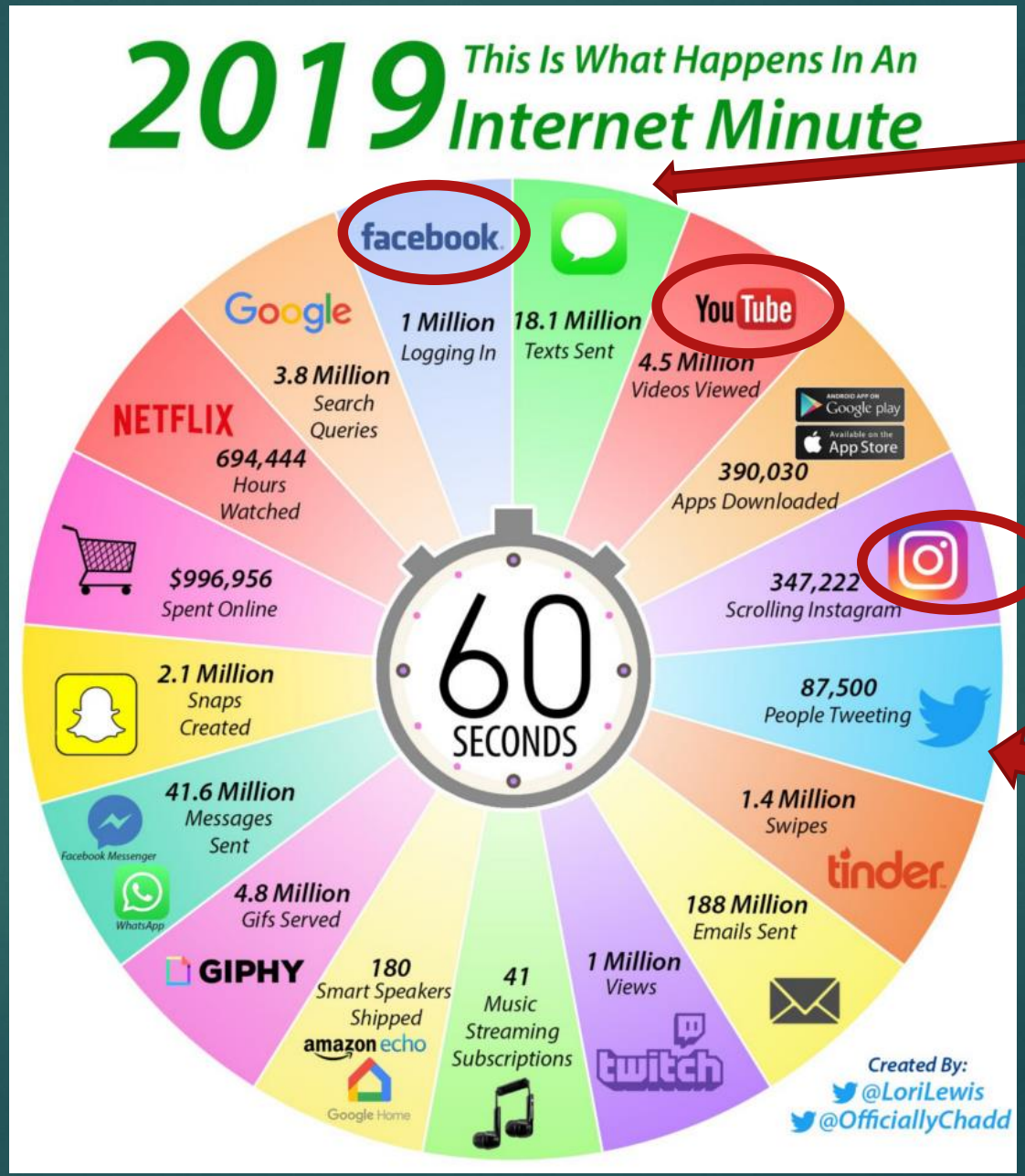
Fighting terrorism & deep fakes!

- Platform Policies
- Human reporting & intervention
- Algorithms
- Artificial Intelligence





Facebook: 4 million likes clicked, 510,000 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded.



18 Million Text Messages

300 hours of video uploaded to YouTube

66k photos loaded to Instagram

350,000 Tweets

How can we stop deep fake videos?

DARPA is working with several universities to create detection software.

- Algorithms to detect
  - by coding
  - By physical motions
- Algorithms to alter.

Defending Against Deepfakes

Discover SCIENCE FOR THE CURIOUS

The science of detecting deepfakes is, effectively, an arms race – fakers will get better at making their fictions, and so our research always has to try to keep up, and even get a bit ahead.

If there were a way to influence the algorithms that create deepfakes to be worse at their task, it would make our method better at detecting the fakes. My group has recently found a way to do just that.

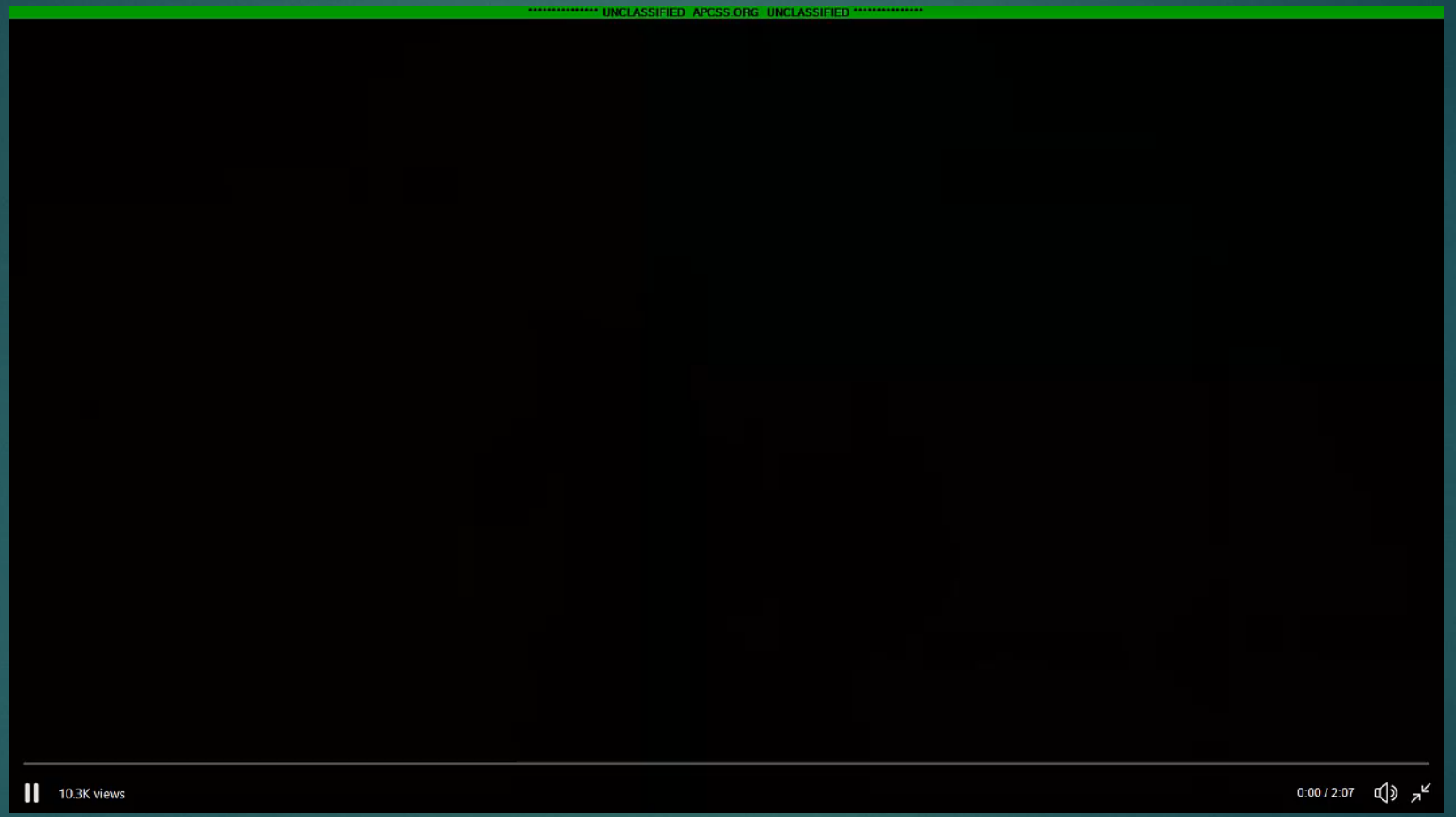
At left, a face is easily detected in an image before our processing. In the middle, we've added perturbations that cause an algorithm to detect other faces, but not the real one. At right are the changes we added to the image, enhanced 30 times to be visible. (Credit: Siwei Lyu, CC BY-ND)

How can we stop deep fake videos?

- Some platforms such as reddit have limited bans. Expect to see platforms such as Facebook and YouTube start to implement systems to id. But what will the removal policy be? Who decides?
- Companies such as adobe & Facebook are developing detection systems.
- Governments are calling for a "Fake News" code of conduct for, or regulation of, facebook, google and apple. (deep fake accountability act)
- Defamation, slander & Libel laws around the world need to be updated to better meet changing technology.
- Hollywood copyright lawyers are working overtime.

But once a fake video is out there, can the opinions of the people who saw it be corrected?

Latest



What can consumers do?

- Should we panic??
- No… we should make sure everyone is educated so that trust is not completely eroded.
- Social media makes worse the problem of confirmation bias. People need to gain better critical thinking skills or "intellectual resilience" to question propaganda or Fake News.

* http://www.independent.co.uk/news/uk/home-news/isis-winning-online-war-propaganda-extremist-material-radicalisation-report-facebook-twitter-social-a7954246.html

What can consumers do?

- Educate at all ages to help identify potential threats through media literacy (*Kids/ Teens /Grandparents)*
- Report malicious videos to platform moderators.

Questions?