# Article information:

What are deepfakes – and how can you spot them? | Internet | The Guardian  
<https://www.theguardian.com/technology/2020/jan/13/what-are-deepfakes-and-how-can-you-spot-them>

# Article summary:

1. Deepfakes are videos or images created using artificial intelligence to make it appear as though someone is saying or doing something they didn't actually do.

2. Deepfakes are often pornographic in nature, with a majority of them being non-consensual and targeting women.

3. Detecting deepfakes is becoming increasingly difficult as the technology improves, but efforts are being made by governments, tech firms, and researchers to develop methods for identifying them.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "What are deepfakes – and how can you spot them?" published in The Guardian provides an overview of deepfake technology, its uses, and potential implications. While the article offers some valuable information, there are several areas where it falls short in terms of critical analysis and balanced reporting.

One potential bias in the article is the focus on the negative aspects of deepfakes, particularly their use in creating pornographic content. While it is important to address this issue, it would have been more balanced to also explore other potential applications of deepfake technology, such as in entertainment or creative industries.

The article claims that 96% of deepfake videos found by AI firm Deeptrace were pornographic. However, it does not provide any evidence or sources to support this claim. Without proper citation or data, it is difficult to assess the accuracy of this statement.

Furthermore, the article suggests that deepfake technology is being weaponized against women and highlights revenge porn as a potential consequence. While this is a valid concern, it fails to acknowledge that men can also be victims of revenge porn and that deepfakes can target individuals regardless of gender.

The article briefly mentions efforts by governments, universities, and tech firms to detect deepfakes but does not delve into these initiatives or their effectiveness. It would have been beneficial to explore the progress made in developing detection methods and technologies.

Additionally, the article mentions Facebook's ban on deepfake videos likely to mislead viewers but fails to mention any potential challenges or limitations associated with enforcing such a ban. It would have been useful to discuss how platforms like Facebook can effectively identify and remove deepfake content without infringing on freedom of expression or inadvertently censoring legitimate content.

The article also raises concerns about trust erosion due to deepfakes but does not adequately explore potential solutions or strategies for addressing this issue. It could have delved into ongoing research on media literacy education or technological advancements in authentication and verification methods.

Overall, while the article provides a basic introduction to deepfake technology, it lacks critical analysis and balanced reporting. It focuses primarily on the negative aspects of deepfakes without fully exploring their potential benefits or addressing counterarguments. The article would have benefited from more in-depth research, supporting evidence, and a broader perspective on the topic.

# Topics for further research:

* Current applications of deepfake technology in entertainment and creative industries
* Research and progress in developing effective deepfake detection methods
* Challenges and limitations in enforcing bans on deepfake content on social media platforms
* Strategies for addressing trust erosion caused by deepfakes
* such as media literacy education
* Technological advancements in authentication and verification methods to combat deepfakes
* Counterarguments and potential benefits of deepfake technology beyond its negative implications

# Report location:

<https://www.fullpicture.app/item/a75b29b27129d9616d05047bb5681b1d>