

# Duped by deepfakes.

Deepfakes use artificial intelligence (AI) technology to manipulate videos and other mediums to imitate someone else's voice or likeness – and they're getting harder to spot.

People with high-profile backgrounds, like politicians and actors, are common subjects for deepfakes. For example, a series of **TikTok videos** went viral earlier this year featuring what appeared to be actor Tom Cruise chewing gum, golfing and performing magic tricks. In reality, the videos were created by a visual effects artist using powerful artificial intelligence (AI) technology.

Although some deepfakes are created for entertainment purposes, others may have malicious intent, like scams and identity theft. It's important to understand how deepfakes can be used and how to spot them to prevent the risk of being duped by false information.

Visit the links below to learn more about deepfakes. You can also conduct your own research if you need more information to provide your answers to the questions on the next page.

- What are deepfakes – and how can you spot them?, **The Guardian**
- When seeing is no longer believing, **CNN**
- What is a deepfake? Everything you need to know about the AI-powered fake media, **Business Insider**



1. Explain what deepfakes are in your own words.

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2. Name five ways deepfakes can be used.

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3. When were deepfakes created?

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4. Using an example, explain how deepfakes can be dangerous.

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5. Name five ways you can identify a deepfake.

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6. What are shallowfakes?

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7. Do you think deepfakes will have more or less of an impact in the future? Why?

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8. Now that you have learned about deepfakes, are you more or less trustworthy of online videos? Why?

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