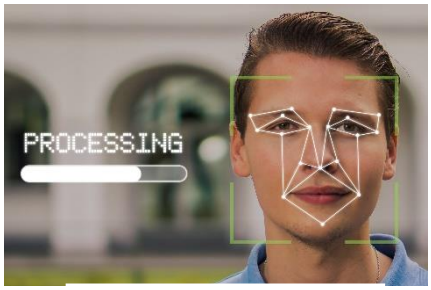
The 7 Steps - November ☑



Deepfake

1. CONTEXT

☐ Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

2. QUESTIONS

☐ Read the listening questions to check your understanding. Look up any new vocabulary.

Listening Questions 1

1. What is deepfake media?

   _____.
2. How does AI produce these images?

   _____.
3. What was deepfake originally used for?

   _____.
4. How do criminals use deepfake technology?

   _____.
5. How many deepfake videos were found online in September 2019?

   _____.

3. LISTEN

☐ Listen and answer the questions using full sentences. Circle the number of times and % you understood.

Listening Questions 2

1. Why did Facebook suffer from a PR disaster in 2019?

   _____.
2. What type of information is needed to make deepfake media?

   _____.
3. Who else did cybercriminals impersonate in 2019 and what was the result?

   _____.
4. What is Amazon, Facebook, and Microsoft sponsoring?

   _____.
5. What is the objective of this event?

   _____.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

Discussion Questions

1. What kind of IT risks are there that could potentially affect companies?
2. What should companies do to protect itself from such risks?

4. CHECK ANSWERS

Read through the transcript and underline the answers. Check them against your own answers.

5. CHECK VOCABULARY

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

6. READ ALOUD

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

1	2	3	4	5
1	2	3	4	5

7. SHADOWING

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

The digital age has provided fraudsters and criminals new ways to provide **misleading** information. One technique that is growing rapidly is deepfake. Deepfake is a blend of the words "deep learning" and "fake". It's the 21st century's version of photoshopping. Deepfake are AI-generated videos or photos where the image of one person is replaced with that of another person. The AI learns what a source face looks like at different angles, then puts the face onto a different person like a mask.

Originally deepfake technology could be utilized in movies where Computer Generated Imagery (CGI) was used to make actors and actresses look younger or older, or to put faces on a completely new body. One example of the use of deepfake in a movie is the young Princess Leia in the new Star Wars movies.

Although this technology has had constructive uses, it has recently been taken up by fraudsters to create **hoaxes**, fake news, and identity theft. This technology has exploded on the internet. The AI firm Deeptrace found 15,000 deepfake videos online in September 2019, which was close to double of what was discovered in the previous 9 months.

MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Detect	Unbelievable
Misleading	Be oneself
Hoax	Unchanged
Convincing	Accurate
Impersonate	Reality
Manipulated	Conceal

TRANSCRIPT 2

To understand the negative impact deepfake can have, you only need to look at an altered video of Mark Zuckerberg talking to CBS News where he states that he holds millions of people's personal information and can use it for whatever he wants. The video was posted on his own company's SNS site Facebook in 2019 and went viral, causing a PR disaster for the company.

How do fraudsters get the information needed to create deepfake videos? They use videos from YouTube channels and images posted on social media sites from all over the internet. By using software which can alter not only the image but the voice as well, they can create very **convincing** videos which can be used as recorded video messages or in live conversation. This happened in 2019 when cybercriminals **impersonated** a German company's chief executive's voice and tricked the company into a transfer of €220,000.

As technology for deepfake develops further, so too does the technology to catch it. Amazon, Facebook, and Microsoft sponsor a deepfake detection challenge. The goal of the challenge is to encourage researchers around the world to build innovative new technologies that can help **detect** deepfake and other **manipulated** media.