# DEEPFAKES AND MISINFORMATION

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# DEEPFAKES

- = media created by AI
- Made by manipulating or replacing audio, video, or image
- Can replicate someone's **face and voice**
- =>They can **make someone look like they're doing or saying things they never did**
- aims to create realistic but **entirely made up content**
- They're called "deepfake" because they're made using deep learning (= a type of computer tech)

# MISINFORMATION

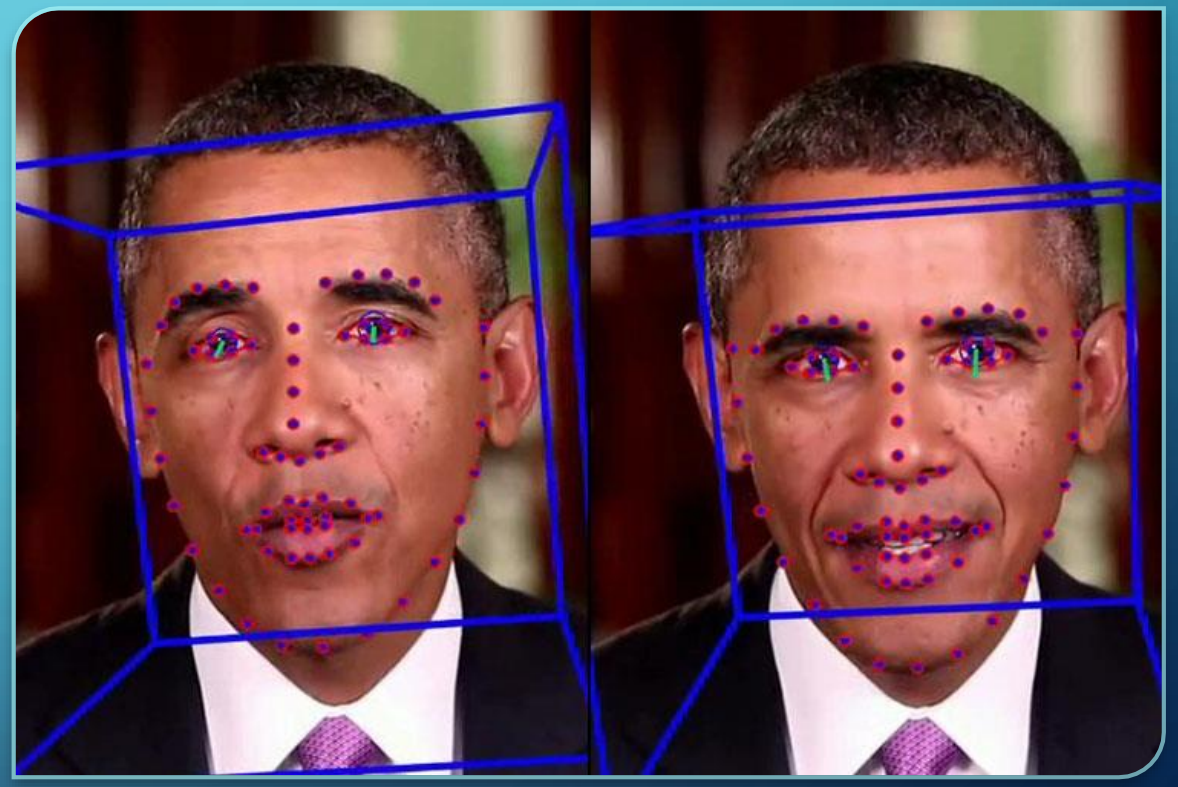
- False or misleading information spread through media
- rumors, conspiracy theories, hoaxes
- Can be spread **unintentionally or deliberately**
- Can be used for manipulation of public opinion

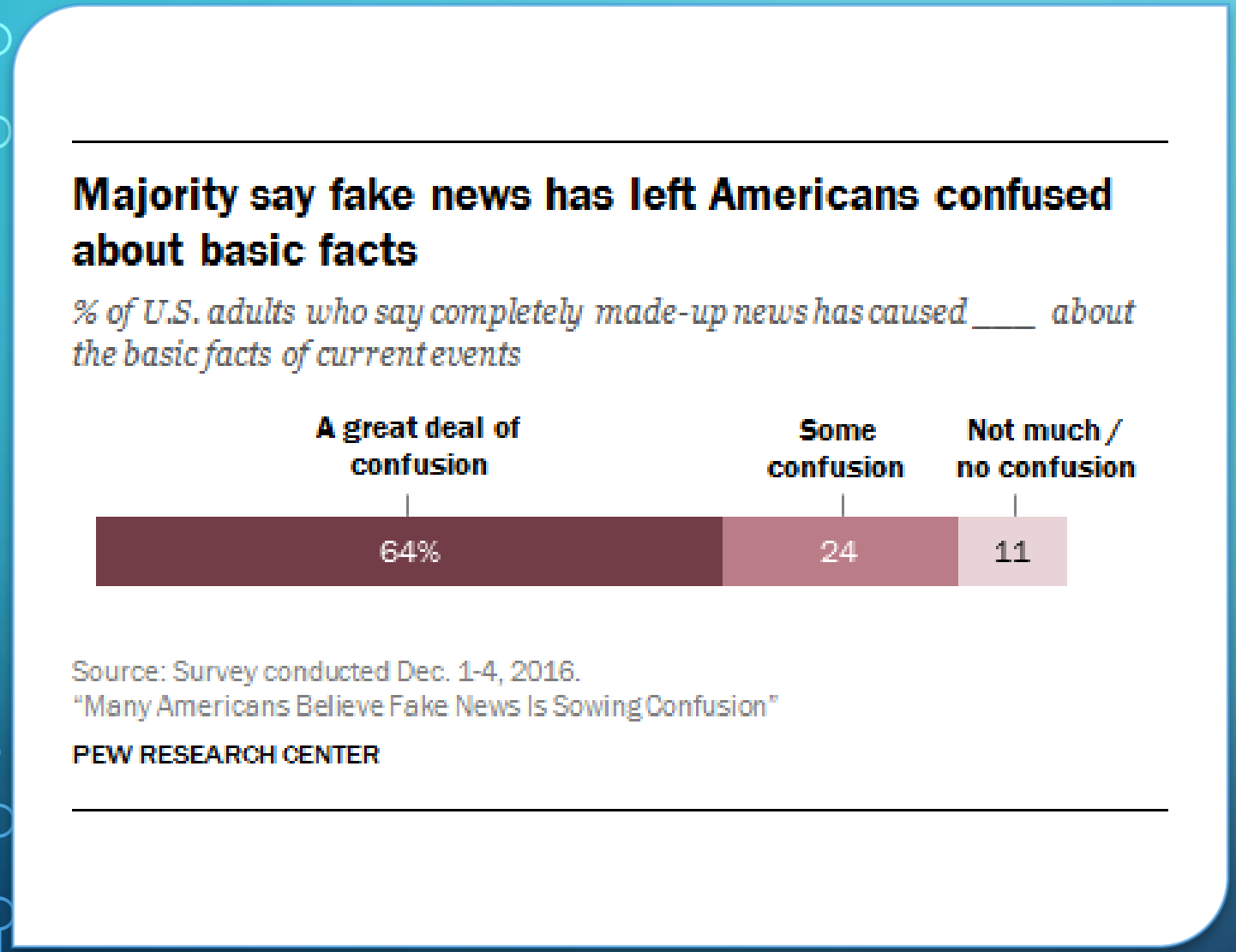
# BOTH

- Deepfakes can make fake videos that spread wrong info
- a big problem - it's hard to tell what's true and what's not

# DANGERS OF DEEPFAKES

- Can damage someone´s reputation
- It can be used for making false accusations
- Can manipulate politics

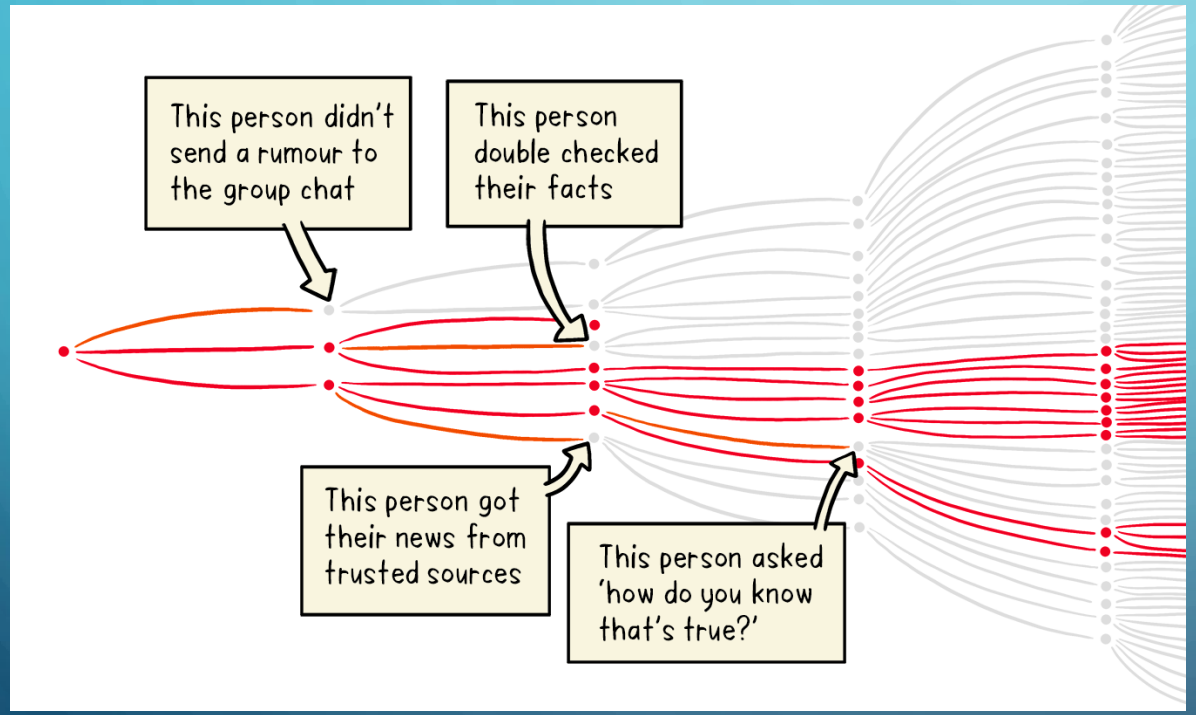





# HOW DOES IT INFULENCE US?

- Influences everyone, even if we don´t think so
- Mainly opinions about politicians or celebrities
- !!very important to check if it´s true!!

# HOW DO I KNOW WHAT IS TRUE?



THANK YOU FOR LISTENING
TO MY PRESENTATION