

The Double Exploitation of Deepfake Porn | The Walrus

By Maggie McDonald

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Over the past three years, celebrities have been appearing across social media in improbable scenarios. You may have recently caught a grinning Tom Cruise doing magic tricks with a coin or Nicolas Cage appearing as Lois Lane in *Man of Steel*. Most of us now recognize these clips as deepfakes—startlingly realistic videos created using artificial intelligence. In 2017, they began circulating on message boards like Reddit as altered videos from anonymous users; the term is a portmanteau of “deep learning”—the process used to train an algorithm to doctor a scene—and “fake.” Deepfakes once required working knowledge of AI-enabled technology, but today, anyone can make their own using free software like FakeApp or Faceswap. All it takes is some sample footage and a large data set of photos (one reason celebrities are targeted is the easy availability of high-quality facial images) and the app can convincingly swap out one person’s face for another’s.

[...]

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