



'FACING' REALITY

DEEPPAKES AND VOICE RECOGNITION

We've only scratched the surface today, but guess what? There's more! And by "more," I mean our next session, where we'll dig deeper and hopefully figure out how to stop the machines from outsmarting us all. I've got some fun (and slightly nerdy) homework for you. I also know we're a wonderfully diverse group: different departments, sectors, and countries, so I've created a mix of tasks to make everyone happy and give us something to align to as we tackle this important topic in 2025. Take a look below, pick your poison, and let's make our next chat even better. No pressure... okay, maybe just a little!

01

Technical research:

Tool investigation:

- Dive into the world of deepfake detection tools. What works? What doesn't? Is it user-friendly, or will it make you want to throw your laptop?
- Look at accuracy, ease of use, and limitations.
- (Hint: Check out Deepware Scanner or Sensity AI.)

Emerging technologies:

- Curious about how deepfakes are getting even sneakier? Research the latest AI advancements and whether we're keeping up with countermeasures.

02

Legal and ethical dimensions:

Legal frameworks:

How is your country dealing with deepfakes?

- Are there actual penalties, or is it still the Wild West?
- Does the law even know deepfakes exist?

Ethical challenges:

Tackle the big questions:

- Should AI companies be held responsible for their Frankenstein-like creations?
- Are deepfakes just misunderstood geniuses (looking at you, Hollywood)?

03

Real-world incidents:

Case studies:

Find a juicy story where deepfakes or voice cloning caused chaos.

- What happened?
- How did people handle it?
- (Think CEO fraud or fake political campaigns.)

Disinformation campaigns:

Dig into how deepfakes have been used to spread fake news or propaganda. Spoiler alert: it's terrifying.

04

Social and psychological impact:

Perception and trust:

How do deepfakes mess with public trust?

Conduct a mini-survey or dig into what people are saying online.

Psychological effects:

Imagine finding a deepfake of yourself. Now explore how this impacts identity theft victims or cyberbullying survivors.

05 Cybersecurity implications:

Threat modeling:

Create a nightmare scenario where deepfakes wreak havoc in a company. Bonus points if it involves a coffee machine.

Authentication risks:

Voice cloning + voice authentication = disaster. Research how this happens and what we can do about it.

06 Creative and awareness activities:

Awareness campaign:

Channel your inner marketer and design a poster, infographic, or video explaining deepfake risks to non-techies.

Scenario creation:

Write a fictional (or maybe not so fictional) scenario showing how deepfakes could ruin someone's day, and how they could fight back.

07 Industry-specific applications:

Sector impact analysis:

Pick an industry (banking, education, entertainment) and imagine how deepfakes could mess it up.

Future predictions:

What will deepfakes look like in five years? Spoiler: They probably won't be dancing cat videos anymore.

08 Tools and skills development:

Hands-on exploration:

Try making a basic deepfake or voice clone. Yep, become the villain for a day. Reflect on how hard (or disturbingly easy) it was.

Detection practice:

Test some detection tools and see if they're as good as they claim. Share your results, and maybe your frustration.

09 Collaborative assignments:

Group debate prep:

Prep for an epic debate:

- Should deepfakes be banned outright?
- Is detection more important than prevention?

Shared research database:

Contribute to a shared doc with your findings. Think of it as building the Avengers of anti-deepfake knowledge.

10 Innovative solutions:

Problem-solving challenge:

Come up with a brilliant (or crazy) idea to stop deepfakes in their tracks. Tech, law, awareness, it's your call.

Education program design:

Sketch out a training program to teach employees or the public about deepfakes. Bonus: make it fun.

So there you have it, your menu of tasks. Pick one, pick many, and let's make our next session legendary. Or at least slightly less terrifying. See you soon!

FACT

FAKE

Alliances

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UNITING STRENGTHS
EXPANDING OPPORTUNITIES

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