



International Press Service.....

Ressort: Internet und Technik

## Deepfakes and other synthetic media

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In Perugia (Italy) from 3 to 7 April is taking place the International Journalism Festival #ijf2019.

The interesting news: Facebook and Google are among the main sponsors of this event. And the event is also supported by a charitable donation from Craig Newmark Philanthropies. The event in Perugia aims to allow journalists to discover training tools to cope with new technologies.

One of the most interesting interventions has been Sam Gregory's who talked about deepfakes and other synthetic media .

Deepfake a word composed of "deep learning" and "fake" is a technique for human image synthesis based on artificial intelligence. It is utilized to combine and superimpose existing images and videos onto source images or videos using a machine learning technique called a "generative adversarial network" (GAN). The combination of the existing and source videos generates a new video that can show a person or persons saying things or performing actions that never occurred in reality.

The presentation by Sam Gregory focused on how to cope deepfakes and synthetic media in order to de-escalate their rhetoric and debunking them, promoting a cross disciplinary approach.

Because of the so called weaponization of information journalists are more and more dealing with fake news. But through a good training it is possible to control, for example, the news or photographies looking at the metadata to pull out where the news come from, which is the origin of a video or a photo. It's also crucial to build the journalistic way of acting on past experience.

Sam Gregory's Witness is based in New York (USA).

[www.witness.org](http://www.witness.org)

Bericht online lesen:

[https://www.european-news-agency.de/internet\\_und\\_technik/deepfakes\\_and\\_other\\_synthetic\\_media-74127/](https://www.european-news-agency.de/internet_und_technik/deepfakes_and_other_synthetic_media-74127/)

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V.i.S.d.P. und gem. § 6 MDStV: Dr. Carlo Marino

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**Redaktioneller Programmdienst:**  
European News Agency

Annette-Kolb-Str. 16  
D-85055 Ingolstadt  
Telefon: +49 (0) 841-951. 99.660  
Telefax: +49 (0) 841-951. 99.661  
Email: [contact@european-news-agency.com](mailto:contact@european-news-agency.com)  
Internet: [european-news-agency.com](http://european-news-agency.com)

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