Five years after Weinstein, Hollywood is enabling a new form of sexual violence

Deepfake technologies allow users to digitally insert anybody’s face into any video, transforming it into a pornographic video.

Since the video of Gadot appeared in 2017, open-source software projects have released algorithms that make it easier to detect fake videos. Since these algorithms are released, the number of new deepfake videos has increased, and the percentage that are pornographic has grown significantly.

The film industry has the power to erode the social legitimacy of deepfake technologies. Automating the process using machine learning just makes films cheaper, not better.

The Weta FX argument tries to borrow principles from the open-source software movement, where increased public scrutiny improves a system’s robustness. While this approach may work when developing software, it is unlikely to work when developing deepfakes.

If the film industry does not address this issue, the consequences can be dire. The film industry has the power to erode the social legitimacy of deepfake technologies. Automating the process using machine learning just makes films cheaper, not better.

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