

Rashmika Mandanna's Viral Video Turns Out To Be Deepfake, Sparks Calls For Legal Framework

Why In The News?

- A **Deepfake Video Of Actor Rashmika Mandanna** Has Been Doing The Rounds On Social Media. On Monday, Rashmika Reacted To It And Said That People Needed To Address This As A Community Since '**Technology Is Being Misused**'.
- The Actor Thanked Her Family, Friends And Well Wishers, But Admitted 'The Deepfake Video Of Her Being Spread Online Was **Extremely Scary**'.



Rashmika Mandanna 
@iamRashmika



I feel really hurt to share this and have to talk about the deepfake video of me being spread online.

Something like this is honestly, extremely scary not only for me, but also for each one of us who today is vulnerable to so much harm because of how technology is being misused.

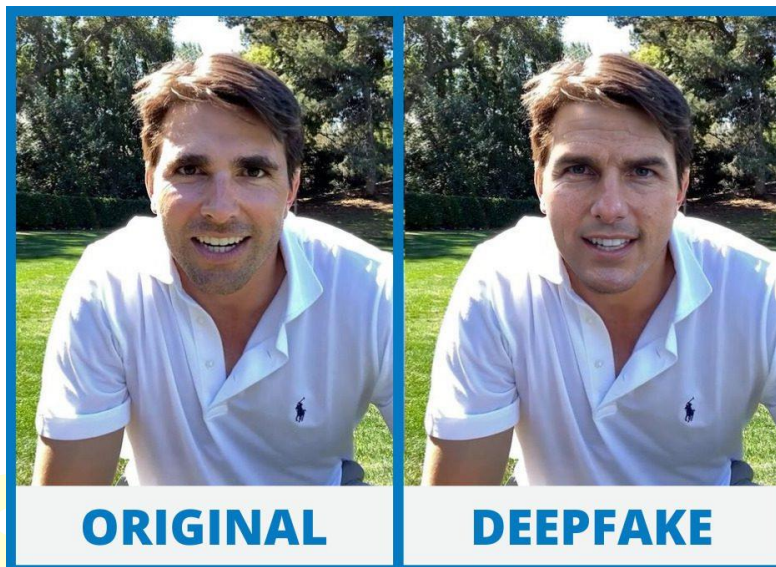
What Are Deepfakes?

- With Improvements In Technology Related To **Artificial Intelligence (AI)**, Deepfakes Are Becoming Common On The Internet. These Include **Pictures, Audio Or Videos** That Are Constructed Using Deep Learning Technology, A Branch Of Machine Learning Where Massive Amounts Of Data Are Fed Into A System To Create **Fake Content That Looks Real**.

How Such Deepfakes Can Be Spotted?

- **Unnatural Eye Movements:** Deepfake Videos Often Exhibit Unnatural Eye Movements Or Gaze Patterns. In Genuine Videos, Eye Movements Are Typically Smooth And Coordinated With The Person's Speech And Actions.

- **Mismatches In Color And Lighting:** Deepfake Creators May Have Difficulty Replicating Accurate Colour Tones And Lighting Conditions. Pay Attention To Any Inconsistencies In The Lighting On The Subject's Face And Surroundings.
- **Compare And Contrast Audio Quality:** Deepfake Videos Often Use AI-generated Audio That May Have Subtle Imperfections. Compare Audio Quality With Visual Content.



- **Strange Body Shape Or Movement:** Deepfakes Can Sometimes Result In Unnatural Body Shapes Or Movements. For Example, Limbs May Appear Too Long Or Short, Or The Body May Move In An Unusual Or Distorted Manner. Pay Attention To These Inconsistencies, Especially During Physical Activities.
- **Artificial Facial Movements:** Deepfake Software May Not Always Accurately Replicate Genuine Facial Expressions. Look For Facial Movements That Seem Exaggerated, Out Of Sync With Speech, Or Unrelated To The Context Of The Video.
- **Unnatural Positioning Of Facial Features:** Deepfakes May Occasionally Exhibit Distortions Or Misalignments In These Features, Which Can Be A Sign Of Manipulation.
- **Awkward Posture Or Physique:** Deepfakes May Struggle To Maintain A Natural Posture Or Physique. Pay Attention To Any Awkward Body Positions, Proportions, Or Movements That Appear Unusual Or Physically Implausible.