



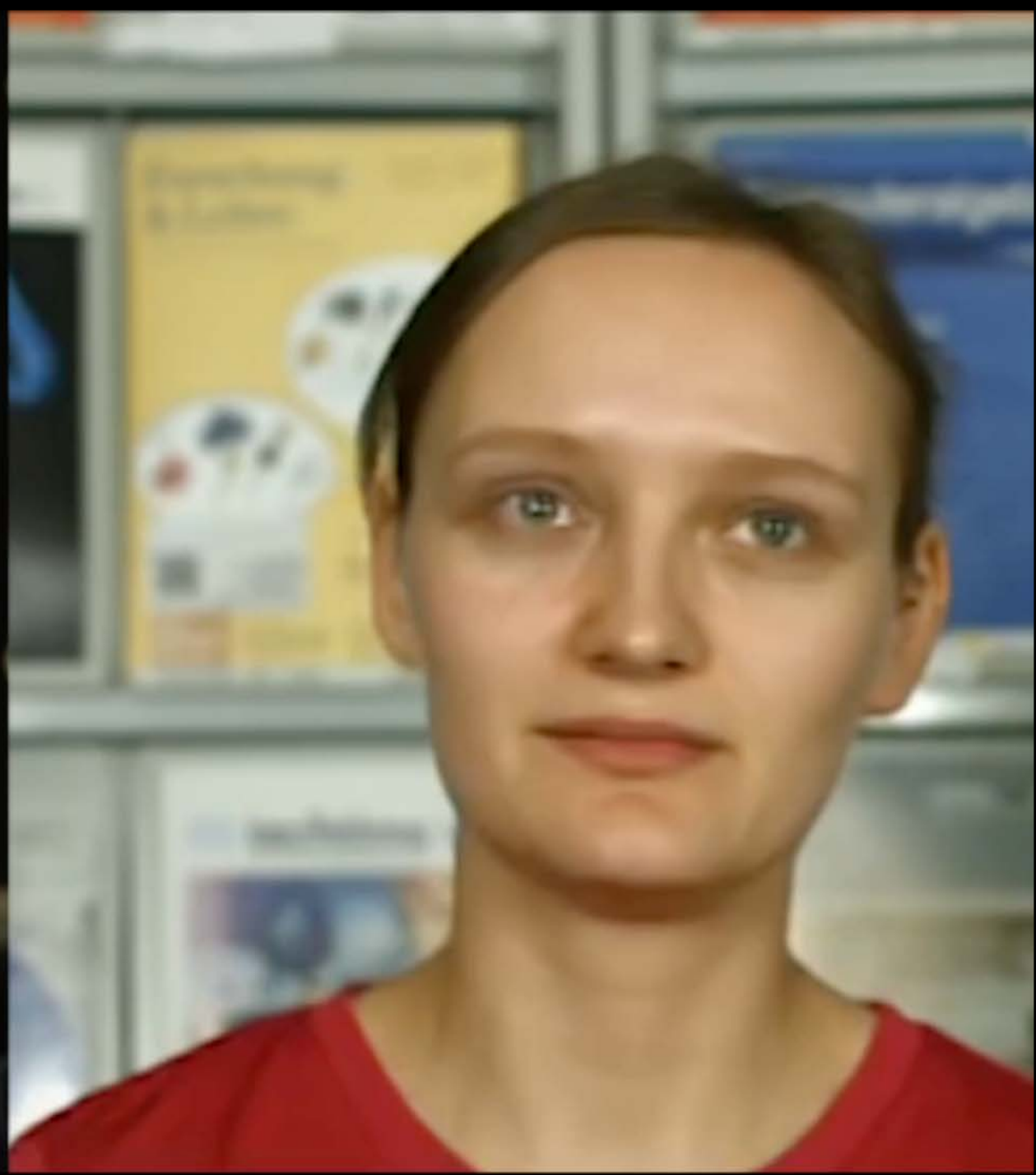
EMBLEMATIC®

REACH BEYOND

Nonny de la Peña
Founder & CEO

A (DISTURBING) QUIZ FROM ABC in AUSTRALIA











Even if you guessed correctly on every video in our quiz, imagine having to apply that much scrutiny to every piece of video you see.



CLICK
BBC
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WH
.GOV



**“Fake videos are on the rise. As they become more realistic, seeing shouldn't always be believing”
– LA Times Feb 19 2018**





input selfie



input performance

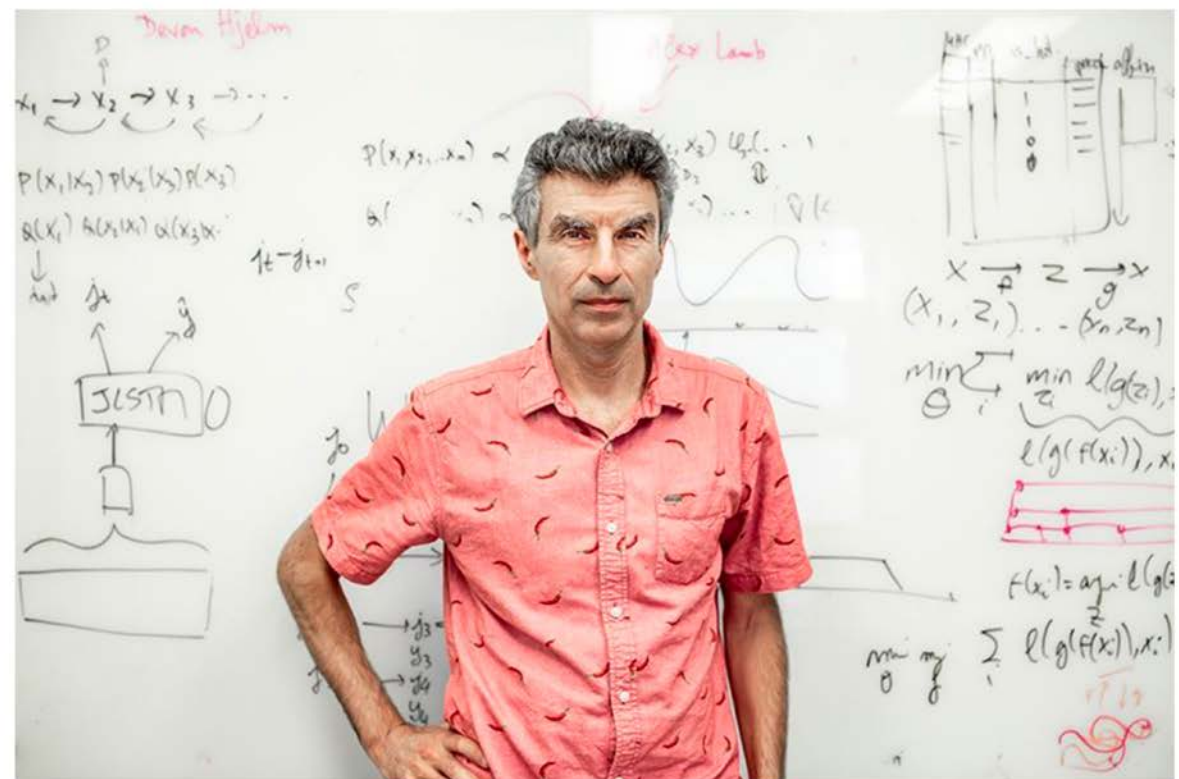


generated 3D face

AI pioneer: ‘The dangers of abuse are very real’

Yoshua Bengio, winner of the prestigious Turing award for his work on deep learning, is establishing international guidelines for the ethical use of AI.

Daive Castelvechi



Artificial intelligence needs to be better regulated, says Yoshua Bengio. Credit: Mikaël Theimer

RELATED ARTICLES

Can we open the black box of AI?



AI talent grab sparks excitement and concern

Astronomers explore uses for AI-generated images

Europe’s AI researchers launch professional body over fears of falling behind

What are some examples?

Killer drones are a big concern. There is a moral question, and a security question. Another example is surveillance – which you could argue has potential positive benefits. But the dangers of abuse, especially by authoritarian governments, are very real. Essentially, AI is a tool that can be used by those in power to keep that power, and to increase it.

Another issue is that AI can amplify discrimination and biases, such as gender or racial discrimination, because those are present in the data the technology is trained on, reflecting people's behaviour.



Amazon Reportedly Killed an AI Recruitment System Because It Couldn't Stop the Tool from Discriminating Against Women

**Now let's talk about the reverse...
using recreation for real stories.**



How do you report on a destination
when you are **DENIED ACCESS?**

A virtual, accessible version of Guantánamo prison camp. The image shows a 3D-rendered environment with a grey, corrugated metal roof and walls. The ground is a light brown, sandy surface. A small, orange, humanoid figure with a blue head is visible in the center of the enclosure, surrounded by a chain-link fence. The overall scene is a virtual representation of a prison camp.

A virtual, accessible version of
Guantánamo

In contrast to the **real**, but
inaccessible prison camp

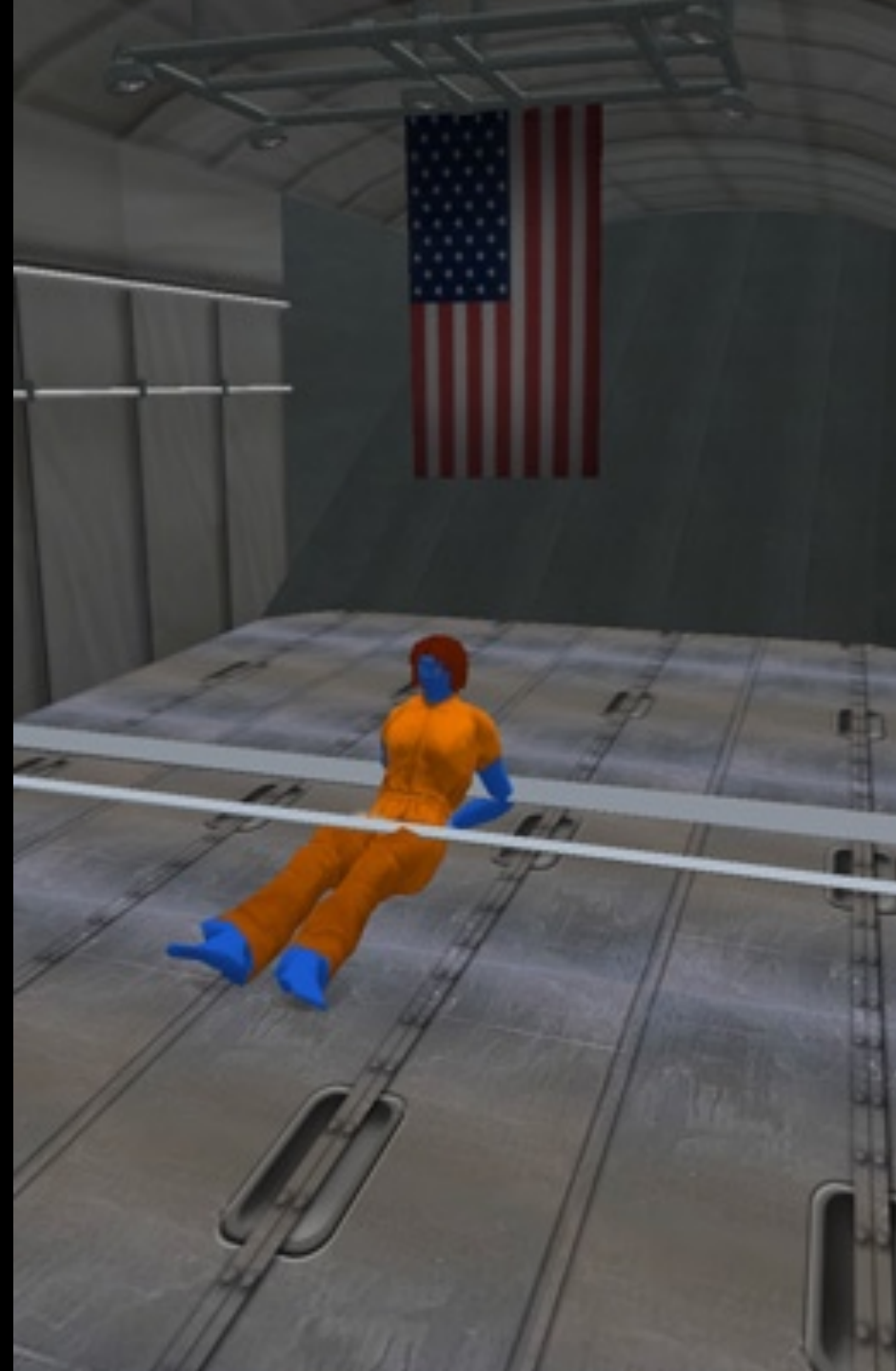


**Originally built in *Second Life*
2007**



**Rebuilt in *Unity* for
Moscow Museum of Modern Art
2013**







HUNGER *in the Golden State*

A Multimedia Project of the Annenberg School for Communication and Journalism at USC
and California Watch, an initiative of the Center for Investigative Reporting.

SEARCH

Officially Launched Friday, March 19, 2010

[HOME](#) [FEATURES](#) [MULTIMEDIA](#) [RSS](#) [HOME](#) [WHO'S HUNGRY](#) [WHO'S HELPING](#) [WHO'S WASTING](#) [ABOUT THIS PROJECT](#) [FOR EDITORS](#)

FRAYING SAFETY NET RAISES RISK OF HUNGER

AS RECORD NUMBERS OF CALIFORNIANS STRUGGLE TO PUT FOOD ON THE TABLE
PROGRAMS DESIGNED TO HELP THE HUNGRY...



Food To Waste

[FEATURES](#), [MAIN](#), [WHO'S WASTING](#) — APRIL 5, 2010 AT 6:34

PM

It's a sad paradox: while California's abundant fields of fruit and vegetables fuel much of America, millions of tons of food rot in farm fields or grocery store and restaurant dumpsters, much of which is edible and could go a long way toward eliminating hunger in California.

[read more](#)

FOOD BANKS

Struggling Food Banks: A Slideshow



Food banks are an integral component of the safety net system. The Los Angeles Regional Food Bank and its network of agencies struggle daily to acquire and provide

GLEANING

Rescuing California's Wasted Produce



Every year millions of tons of edible produce never make it to market. Much of it is plowed under in the fields. One solution to the immense waste problem: Gleaning, whereby

FOOD STAMP CHALLENGE

Reporter's Food Stamp Diary



Reporter Katie Evarts participated in a Food Stamp Challenge, trying to see what it is like to live on food stamps in California for one week. She had about \$5 per day to spend,

THE CALIFORNIA REPORT

Waste



Annenberg and California Watch are teaming up with The California Report, KQED's statewide public radio broadcast, for a three part series on hunger issues in California. The series is edited by Rob Schmitz, and produced by Ingrid Becker, with

FIRST
UNITARIAN
CHURCH

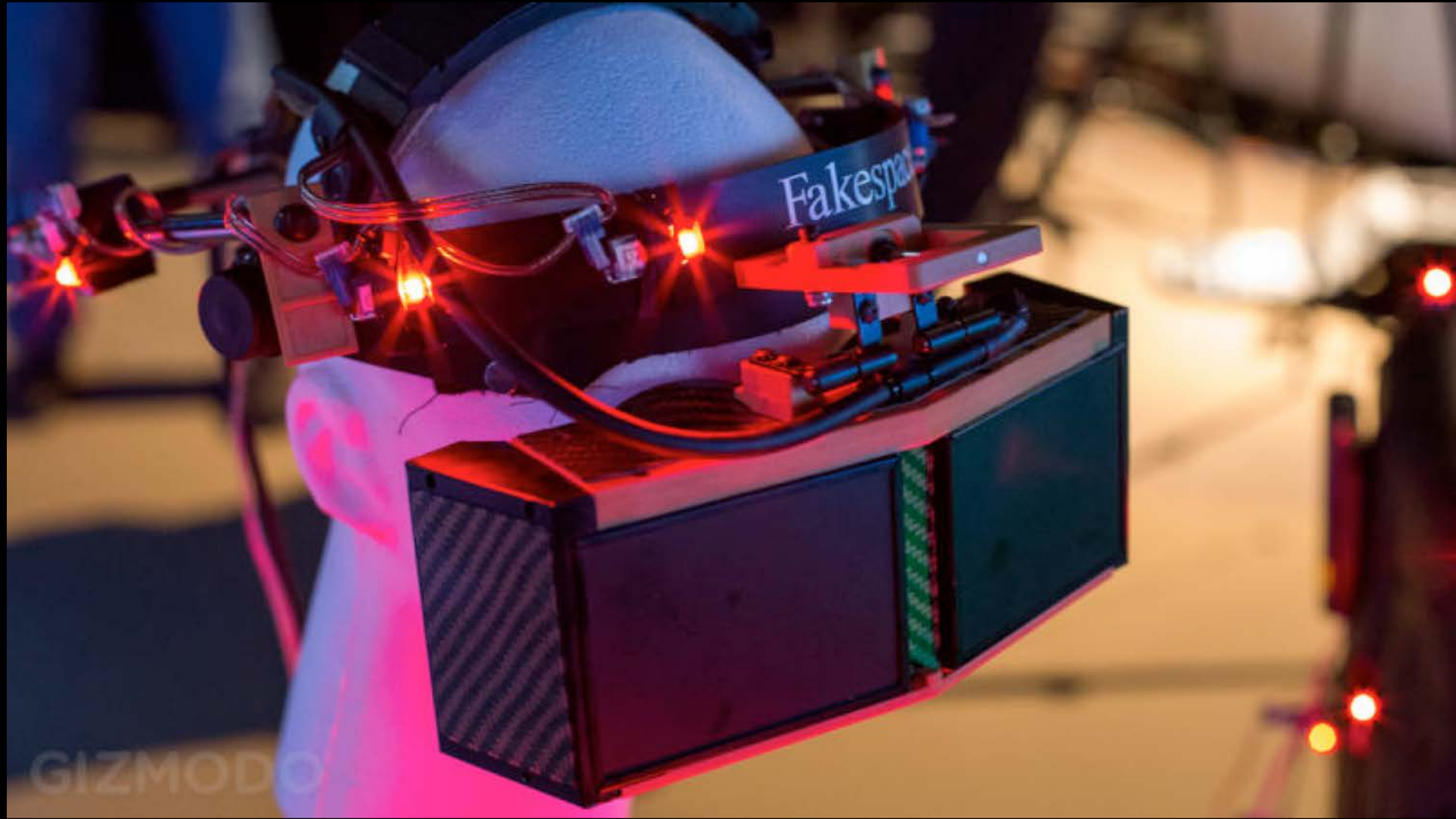
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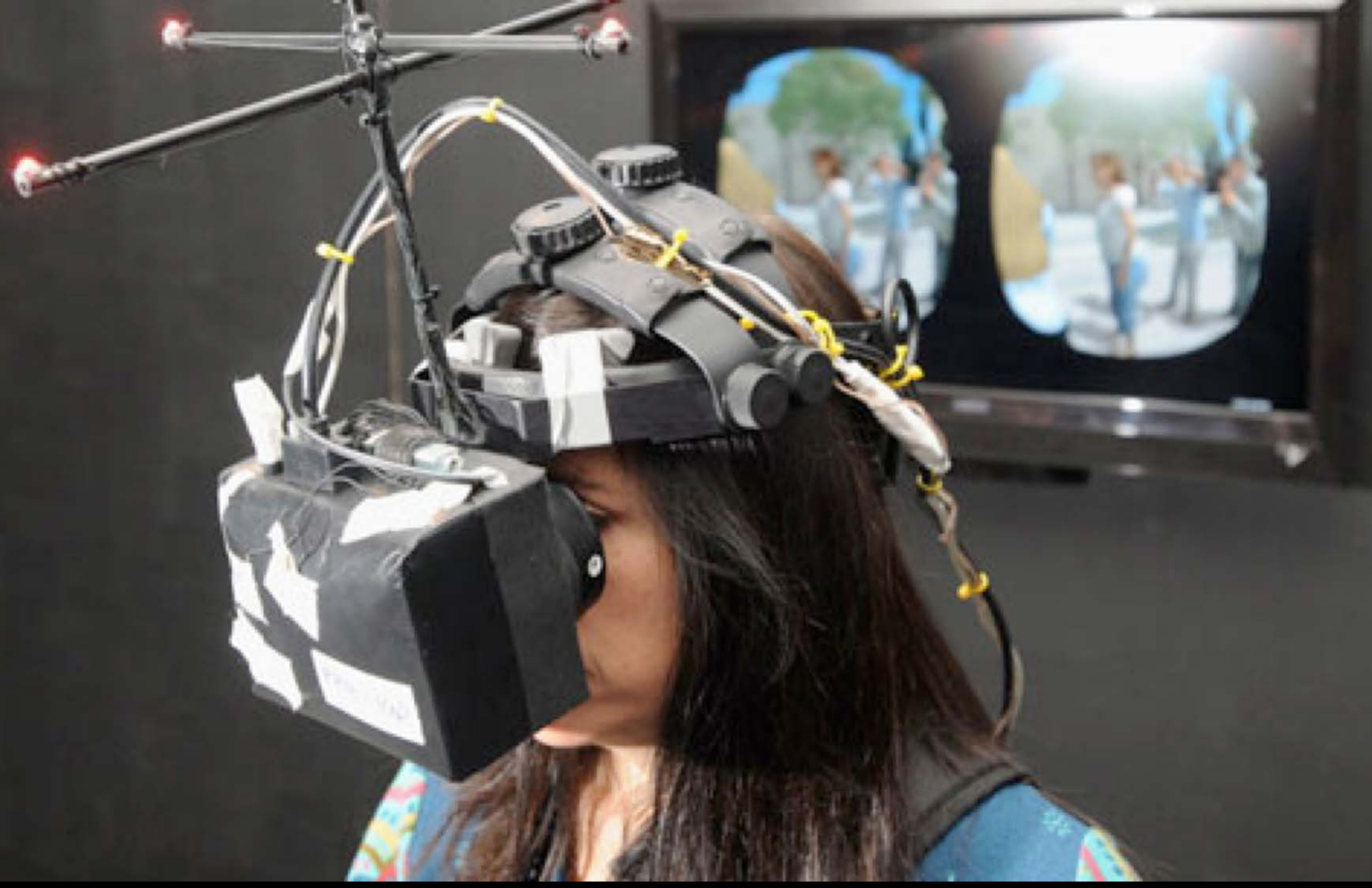


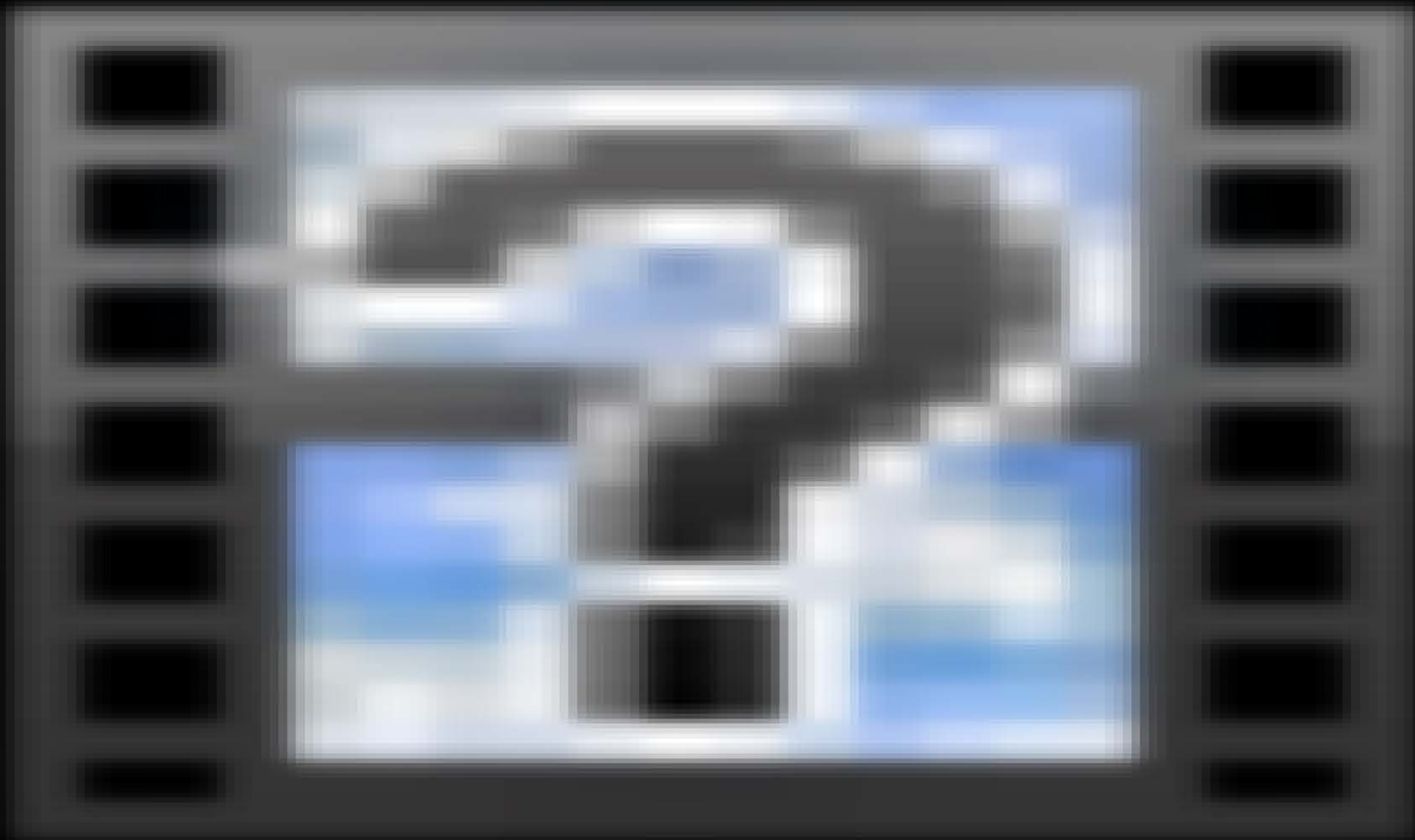


SUNDANCE **12**
FILM FESTIVAL

















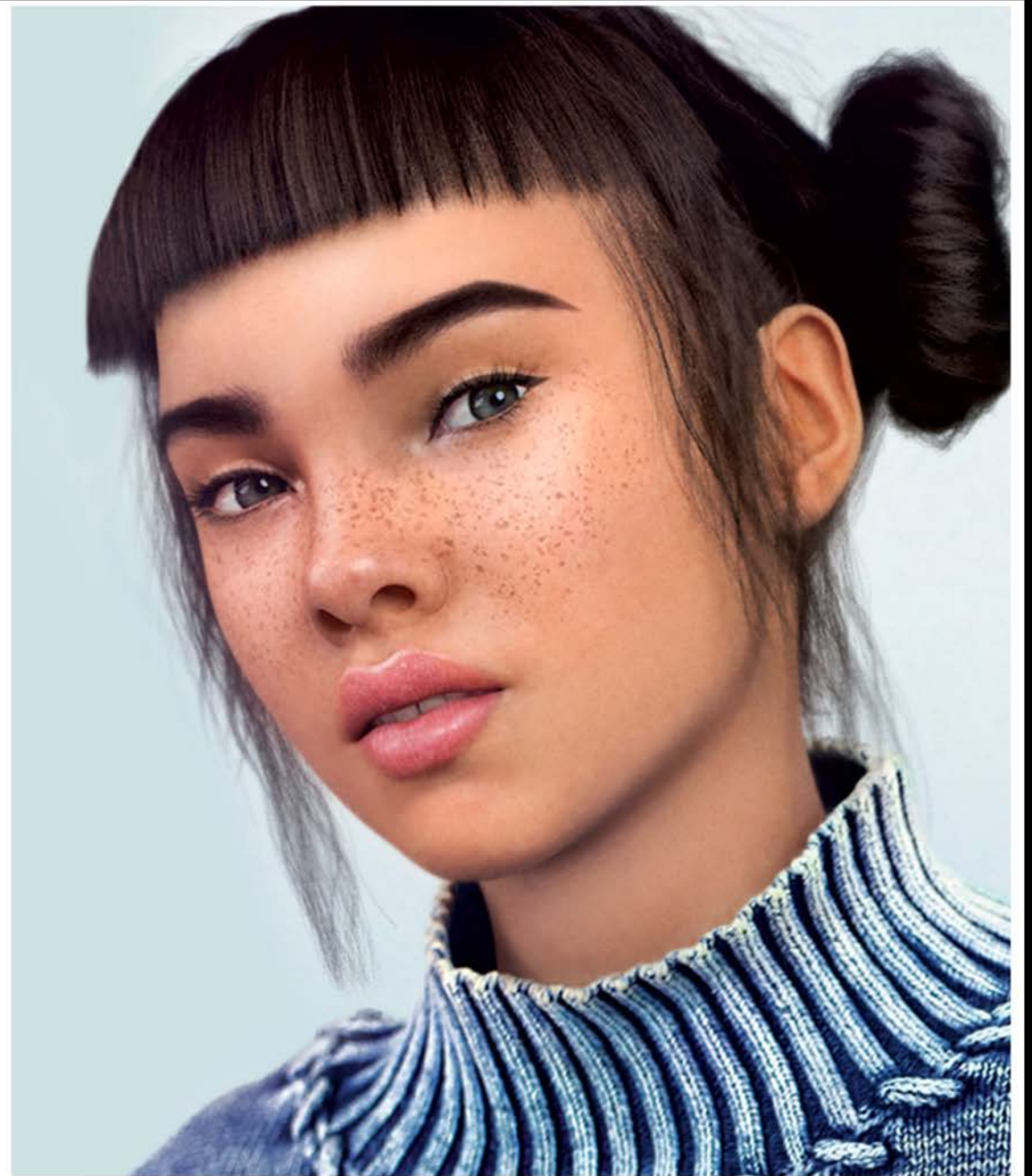
DEEP FAKES ARE ALREADY HERE!

DEEP FAKES ARE ALREADY HERE!

- COMMERCE

Body Con Job
Miquela Sousa has over 1 million followers on Instagram and was recently hacked by a Trump troll. But she isn't real.

By Emilia Petrarca



More investors are betting on virtual influencers like Lil Miquela

[Brud](#), the company behind the virtual celebrity [Lil Miquela](#), is now worth at least \$125 million thanks to a new round of financing the company is currently closing. Meanwhile, new venture-backed companies like the superstealthy Shadows, [SuperPlastic](#) and [Toonstar](#) are all developing virtual characters that will launch via social media channels like Snap and Instagram, or on their own platforms.

DEEP FAKES ARE ALREADY HERE!

- COMMERCE

- FUN & ENTERTAINMENT



DEEP FAKES ARE ALREADY HERE!

- COMMERCE
- FUN & ENTERTAINMENT
- EVEN LOVE...?



Japanese man marries hologram: 'I've always b...

AsiaOne

... Kondo's mother refused an invitation to her only son's wedding in Tokyo this month, but perhaps that isn't such a surprise: he was marrying a hologram.

 Visit

 Add to

Collections

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**BUT CAN A RECREATION (FAKE?)
LEAD US TO TRUTH?**

APS March Meeting 2018

Session R16 Science Policy in
the Trump Administration.
There is none!!!! 🤯🤯🤯

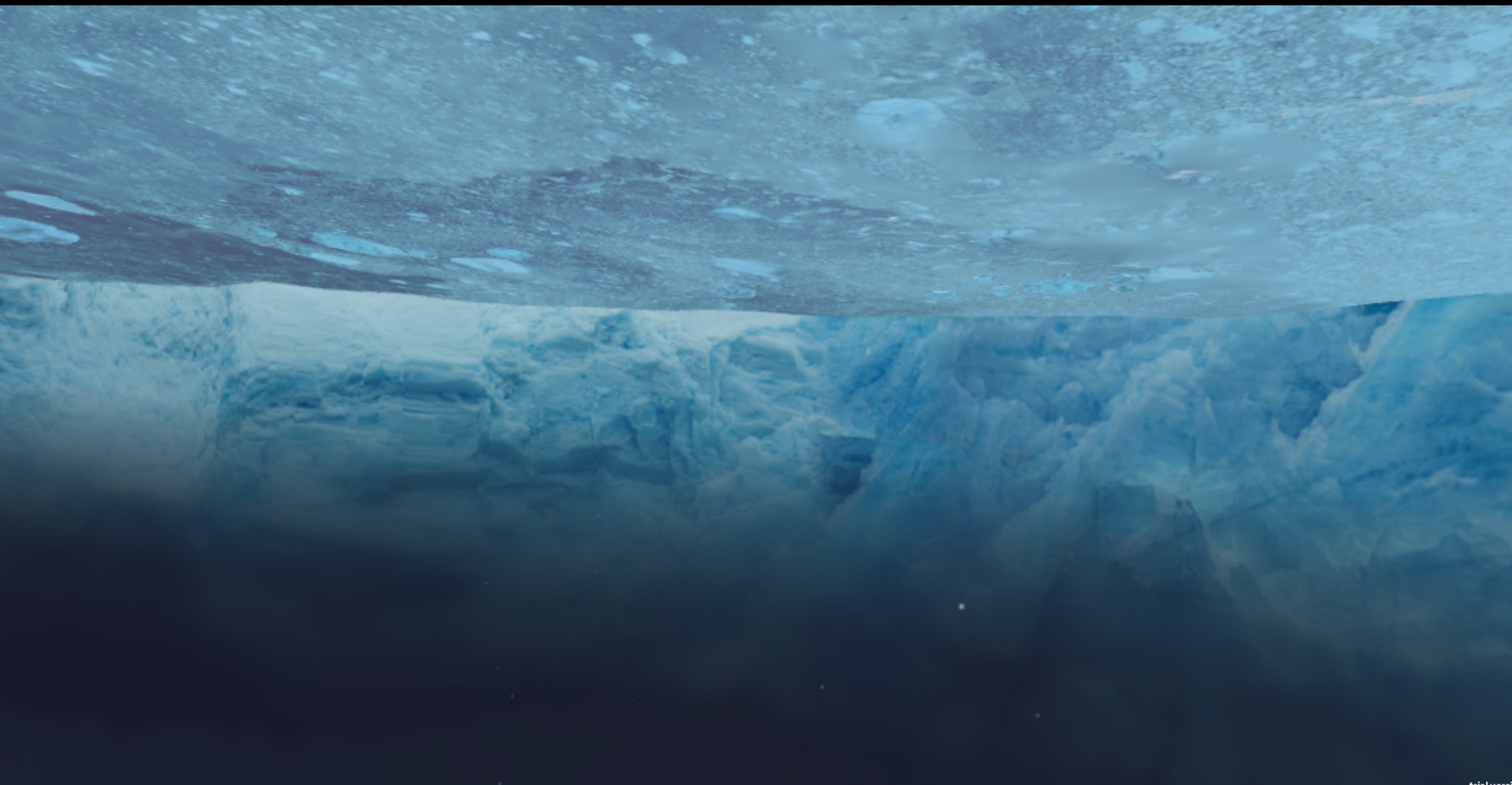


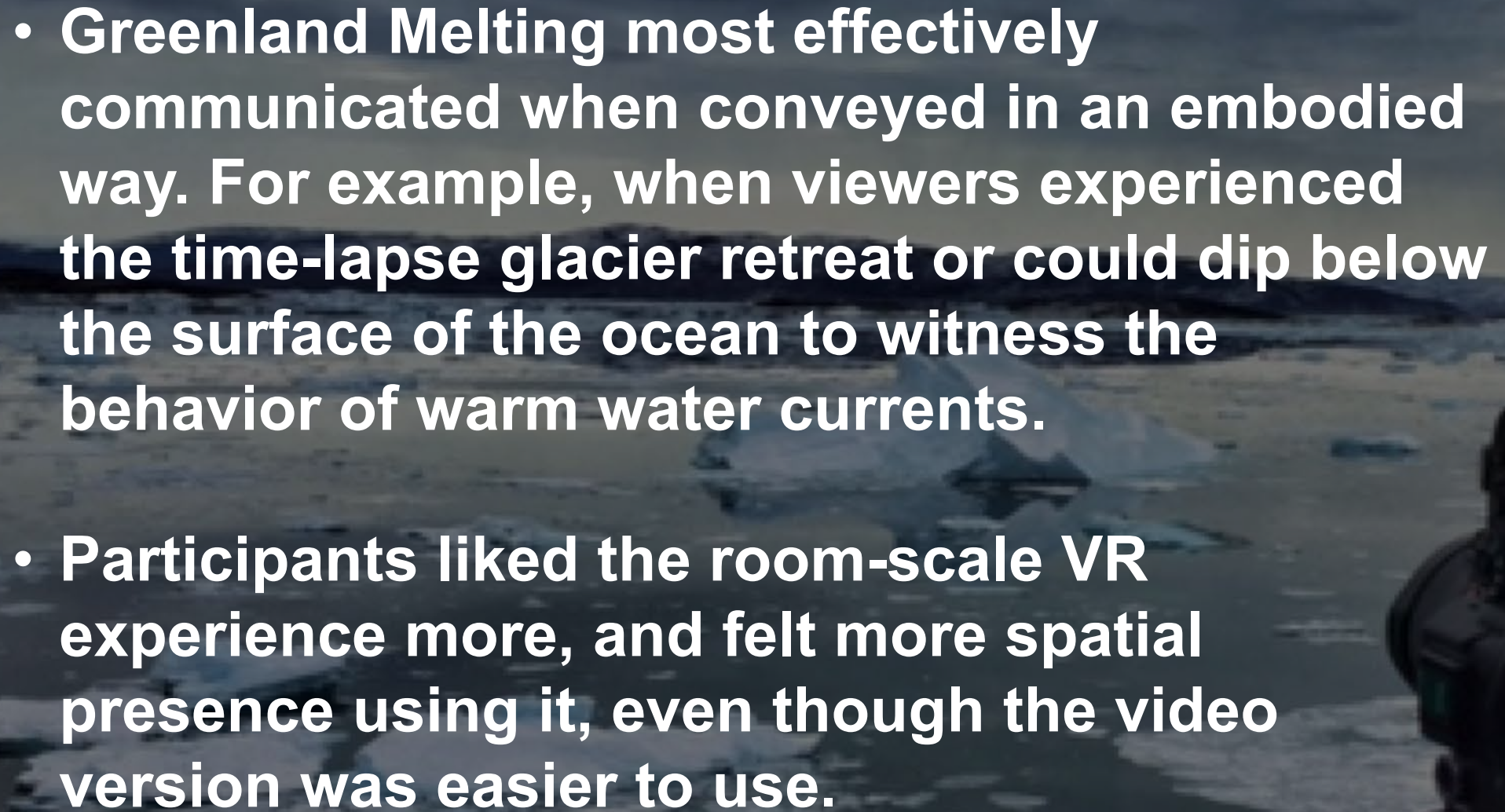











- 
- **Greenland Melting most effectively communicated when conveyed in an embodied way. For example, when viewers experienced the time-lapse glacier retreat or could dip below the surface of the ocean to witness the behavior of warm water currents.**
 - **Participants liked the room-scale VR experience more, and felt more spatial presence using it, even though the video version was easier to use.**

*In partnership with **USC's Media Impact Project***

A wide-angle shot from the perspective of someone on a boat, looking out over a vast expanse of water filled with numerous icebergs of various sizes. In the background, a large, rugged mountain peak is partially covered in snow under a clear, bright sky. The boat's grey hull and a portion of the steering wheel are visible in the lower foreground.

Greenland Melting demystifies the science

Add New Sky ✕

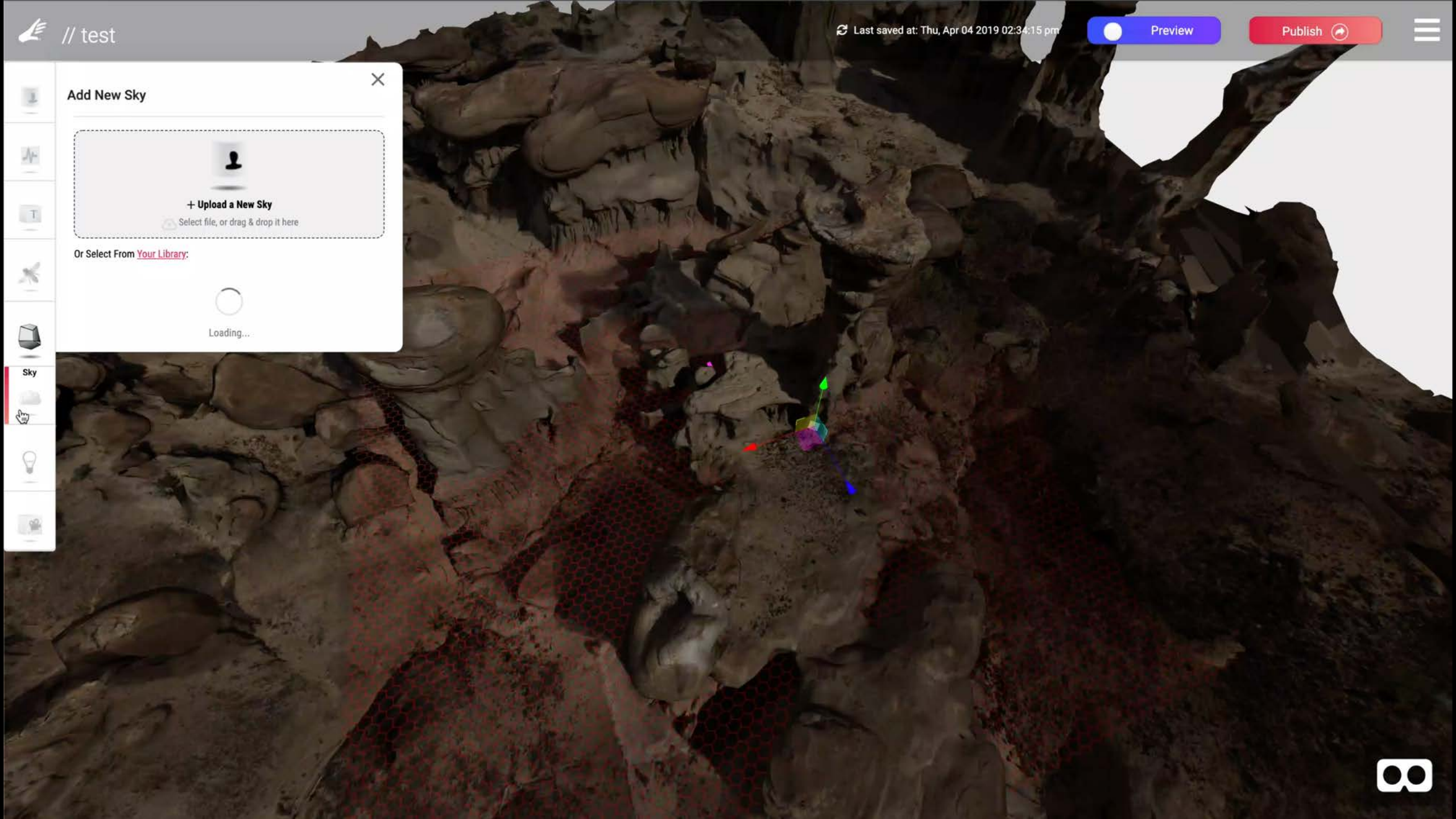


+ Upload a New Sky
Select file, or drag & drop it here

Or Select From [Your Library](#):

Loading...

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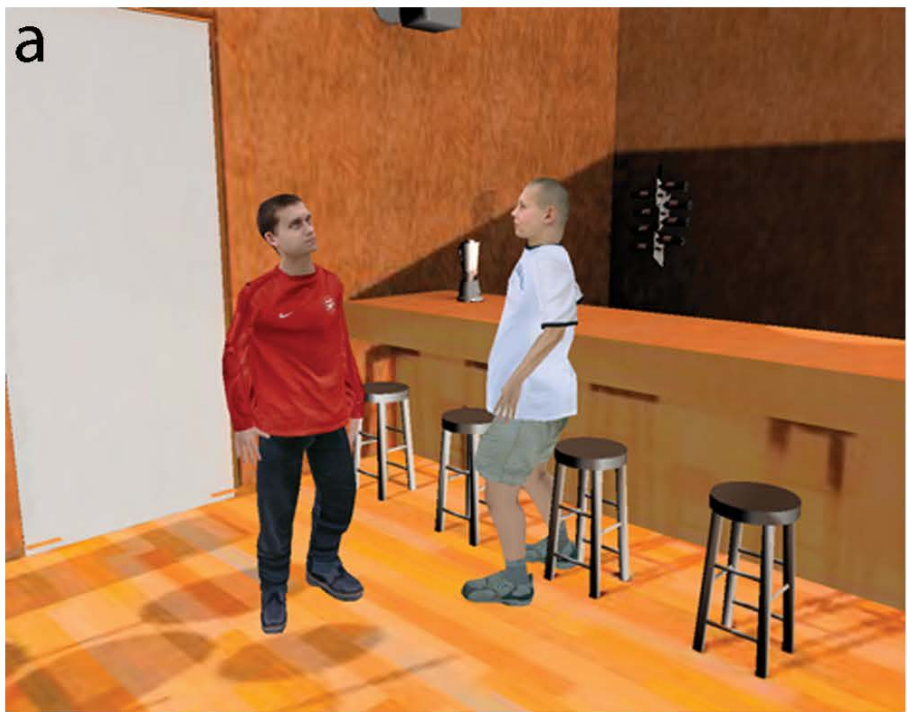


**“37 WHO SAW
MURDER DIDN'T
CALL THE POLICE”**

- The New York Times

March 27, 1964





“While there was no question that the attack occurred, and that some neighbors ignored cries for help, **the portrayal** of 38 witnesses as fully aware and unresponsive **was erroneous**. The article **grossly exaggerated** the number of witnesses and what they had perceived.”

- New York Times, April 4, 2016





175 Fake News Sites

<https://www.dailydot.com/layer8/fake-news-sites-list-facebook/>

The Stanford University logo, featuring the word "Stanford" in a red, serif font.

GRADUATE SCHOOL OF
EDUCATION



Most Students Don't Know When News Is Fake

Some 82% of middle-schoolers couldn't distinguish between an ad labeled "sponsored content" and a real news story on a website, according to a Stanford University study of 7804 students from middle school through college.

“A lie can travel
halfway around the
world while the truth
is putting on its
shoes.”

Mark Twain

Lies spread faster than the truth

About 126,000 rumors were spread by ~3 million people on Twitter from 2006 to 2017. False news reached more people than the truth; the top 1% of false news cascades diffused to between 1000 and 100,000 people, whereas the truth rarely diffused to more than 1000 people. Falsehood also diffused faster than the truth.

MIT Researchers: Soroush Vosoughi¹, Deb Roy¹, Sinan Aral²

Currently, trust in the major institutions of American democracy has fallen to troubling lows amid a rapidly changing information ecosystem.

The Aspen Institute and Knight Foundation:
Knight Commission on Trust, Media and Democracy

Without trust, democracy cannot function.



**Anti-Semitic incidents in the United States increased
nearly 60% from 2016 to 2017**

I don't believe we are meant to be this way

I don't believe we are meant to be this way

Kindness can prevail

I don't believe we are meant to be this way

Kindness can prevail

EVEN IF ITS FAKE (SORT OF)

FEATURE

What if the Placebo Effect Isn't a Trick?

New research is zeroing in on a biochemical basis for the placebo effect — possibly opening a Pandora's box for Western medicine.

IN CONCLUSION

IN CONCLUSION

- TRUST, AND THEN VERIFY

IN CONCLUSION

- TRUST, AND THEN VERIFY
- THINK BEFORE YOU SHARE

IN CONCLUSION

- TRUST, AND THEN VERIFY
- THINK BEFORE YOU SHARE
- INSTEAD SPREAD GOODWILL –
IT CAN HELP BATTLE DISINFORMATION



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