

"It Matches My Worldview": Examining Perceptions and Attitudes Around Fake Videos



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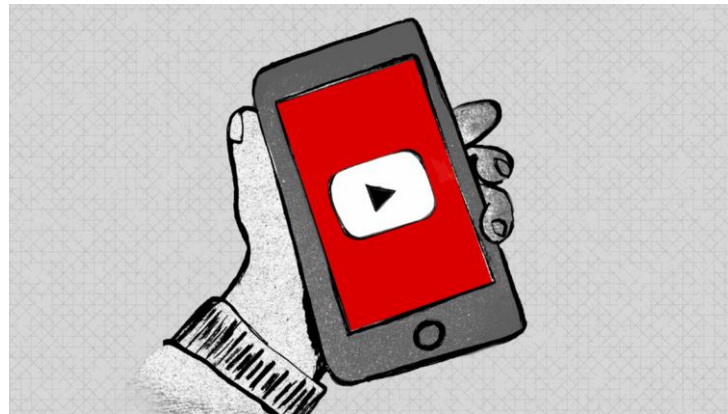
Vivian Jiang



Alexa Batino

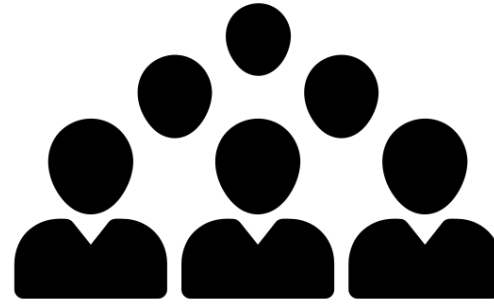


Aditya Vashista

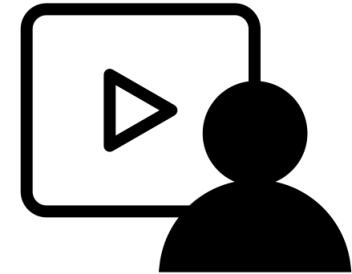




Increasing popularity of video sharing platforms



Next billion users from the Global South

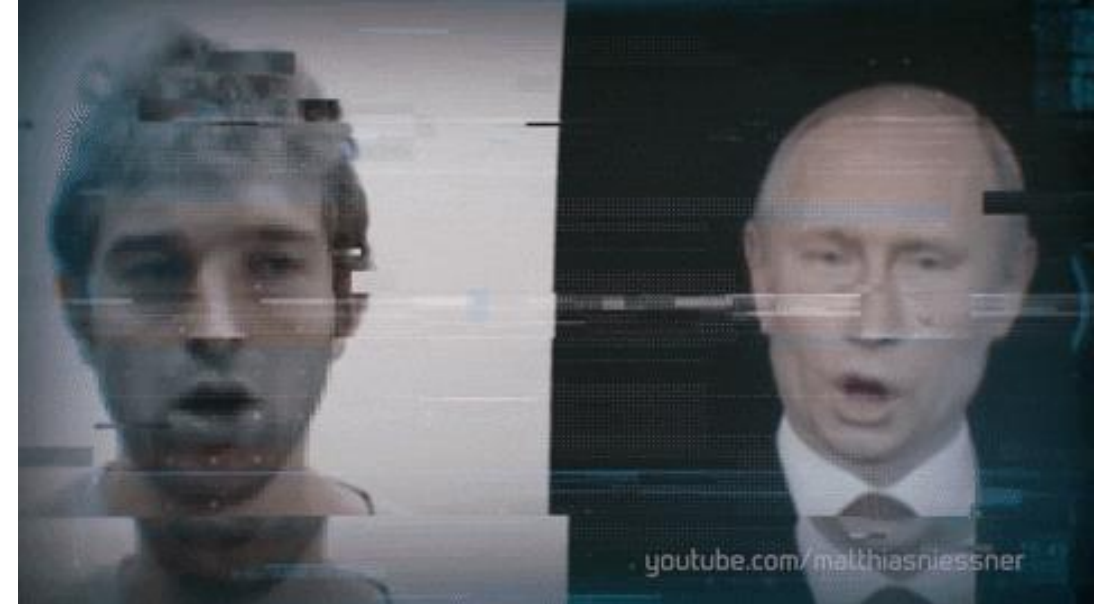


Seeing is Believing

Fake Videos

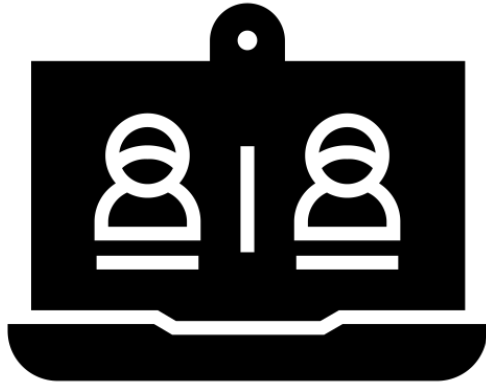


Cheapfake: Video frame slowed down to make Nancy Pelosi's speech appear slurred and drunk



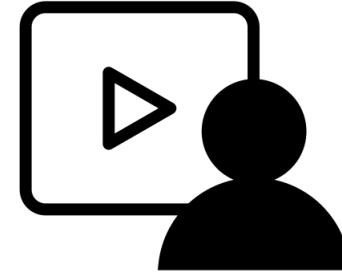
Deepfake: A puppet-mastered deepfake to transfer source's head movement and facial expressions on Putin's face

Prior Work

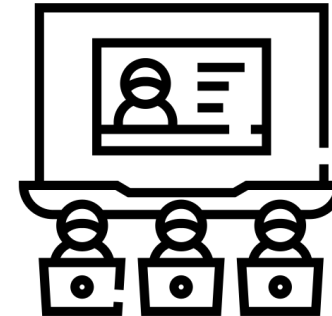


- Automated and human detection of deepfakes
- Cues to detect deepfakes
- Training to help people detect deepfakes

Research Questions



How do users from low-resource settings perceive and interact with fake videos?



How do they perceive the harms of fake videos and what they consider necessary to curb its spread?

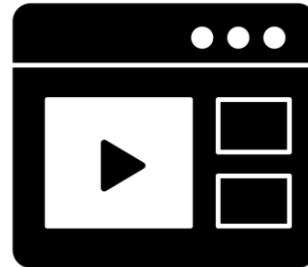
Methodology



15 urban users (7 F, 8 M)



21 rural users (11 F, 10 M)



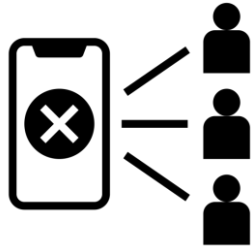
Video probes (3 deepfakes, 1 real)

Users' Perceptions of Fake Videos



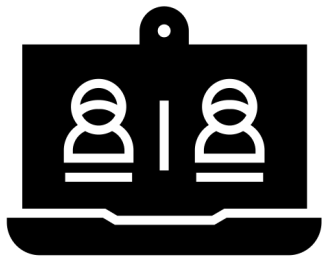
No idea about doctored or edited videos and even deepfakes

"I never receive fake videos as I am only connected with my friends and family on social media"



Inaccurate information presented in video format is fake video

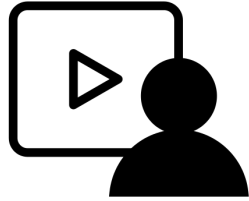
"They used protesting students' video with misleading comment to spread propaganda. We see such videos almost everyday."



Digitally manipulated fake videos are of poor quality and easier to spot

"I once spotted a fake video. It was easy as the speaker's lips were not synchronizing with the audio"

Users' Responses to Fake Videos



Lacks willingness to either spot or report fake videos

"I think most people know the video is fake. So I just ignore it."



Some think fake videos can cause no harm

"These funny fake videos are all means to earn money. With more subscribers you will get more likes and earn more."



Prefers to share videos that supports their worldview even if it is fake

"If my worldview matches with a video, I will definitely share it even if it's fake."

Actionable Insights to Prevent Fake Videos



Intermixing short-form videos/ infographics on fake videos with ads on news feed



Design explainable AI based credibility indicators in local dialect



Online training for voluntary fact-checkers to utilize crowd-sourced credibility assessment



Making reporting feature more visible and transparent



<https://bit.ly/chi22-fake-video>

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Thank You!