

Reuters, Facebook Journalism Project Create E-Learning Course on Deepfakes

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10 hours ago

Multimedia news publisher Reuters teamed up with the Facebook Journalism Project on an e-learning course aimed at helping newsrooms more easily detect deepfakes and manipulated media.

Identifying and Tackling Manipulated Media contains tips on identifying and rejecting manipulated video, images and audio to help curb the spread of misinformation.

The course uses real-world examples, hypothetical cases and insights into the evolving technology that is used to create and detect manipulated media.

It debuted in Arabic, English, French and Spanish, and Reuters said more languages will be added in 2020.

Reuters said in a release, "The spread of inaccurate and misleading information is a significant and growing global problem. It is a major challenge for journalists and a source of alarm for governments, institutions and individuals all over the world, as it has had an increasing impact on elections. Some of the most powerful and effective forms of misinformation are video and images, as they are highly shared on social media and can be understood by all. Staged events, recycled video, deceptive editing, tampering and the recent rise of artificial-intelligence-driven deepfake videos all pose a fundamental threat to an informed democracy."

Julia Bain, global strategic initiatives lead for news

partnerships at Facebook, added, "We need to work across industries to better identify and address manipulated media. Partnering with Reuters to launch this free e-learning course is an important step to help journalists spot this type of content so that we can stop the spread of misinformation online,"

And Reuters director of strategic partnerships and program management Jess April said, "Organizations around the world are increasingly alarmed by the spread and impact of misinformation on society. It's become a major challenge for media organizations as they're bombarded with user-generated and other third-party content. It's a threat we at Reuters encounter every day, and this new course puts that expertise into practice to educate journalists and newsrooms about identifying manipulated media to help stop the spread of misinformation. Providing trusted news and intelligence to the world is at the heart of what we do, and sharing our knowledge of this growing threat is critical to that mission."

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