

# THE DEEPPAKES/ CHEAP FAKES SPECTRUM

This spectrum charts specific examples of audiovisual (AV) manipulation that illustrate how deepfakes and cheap fakes differ in technical sophistication, barriers to entry, and techniques. From left to right, the technical sophistication of the production of fakes decreases, and the wider public's ability to produce fakes increases. Deepfakes—which rely on experimental machine learning—are at one end of this spectrum.

The deepfake process is both the most computationally reliant and also the least publicly accessible means of manipulating media. Other forms of AV manipulation rely on different software, some of which is cheap to run, free to download, and easy to use. Still other techniques rely on far simpler methods, like mislabeling footage or using lookalike stand-ins.

