



**A QUICK
REFERENCE**

**TO COMMON
DEEPPFAKES**

Common Face Deepfakes and Related Digital Face Manipulations:

Face Swap

Technology that digitally exchanges the identities of two individuals in images or videos.

Expression Swap

Technology that replaces facial expressions in videos with those from another source.

Adaption & Editing

Advanced software utilizing AI to enhance, modify, or manipulate photographs.

Text-to-Image Synthetics

Creation of completely synthetic, lifelike faces using textual prompts of descriptions.

GAN Synthetics

Creation of completely synthetic, lifelike faces using AI algorithms.

Text-to-Video

System generating face manipulation videos based on textual input or descriptions.

Text-to-Image

Technology creating face deepfakes with textual descriptions or prompts.

AI Avatars

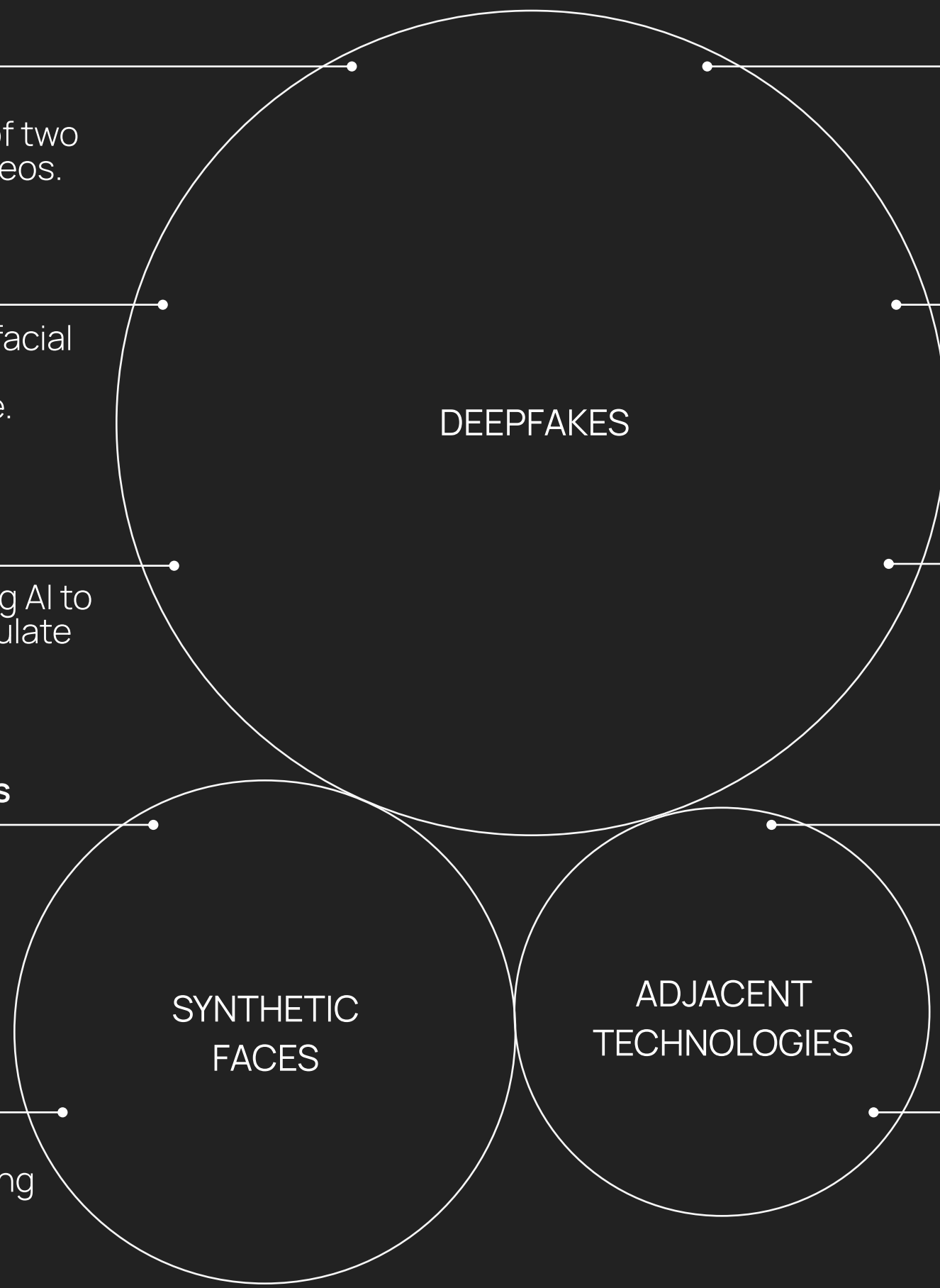
Lifelike videos of people combining images with text inputs or voice overlays.

Face Morphs

Combining multiple faces to create a new face image which may match either source image.

Synthetic ID Documents

Fabricated identity documents generated by AI, mimicking official documentation.



Examples of Common Digital Face Manipulations:

DEEPPAKES

SYNTHETIC FACES

ADJACENT TECHNOLOGIES

Type	Real life example of manipulation	Visual example
Face Swap	In 2024, a company in Hong Kong fell victim to an elaborate scam, where the company's CFO took part in a video meeting and was convinced to pay \$25M to fraudsters using identity swap to portray as other company leadership. Another famous example of identity swap are the Tom Cruise deepfakes that surfaced in 2021. Source 1 , Source 2	
Expression Swap	In 2022, a manipulated video circulated on social media purportedly showing Ukrainian President Volodymyr Zelenskiy publicly capitulating to Russian demands. The video used expression swap to "puppet-master" a real image of President Zelenskiy with a video of someone else speaking the words heard in the video. Source	
Adaption & Editing	AI-based filters and editing tools have made it difficult to detect real from fake on any social media platforms. In 2024, AI Nudifying apps were used in multiple middle and high schools by students to create fake nude photos of their classmates, leading to police investigations. Source	
Text-to-Image, Text-to-Video	In 2023, an image created on Midjourney showing Donald Trump being arrested by the NYPD was circulated on social media, causing concern on spread of misinformation. In 2024, text-to-image technology was used to create explicit deepfakes of Taylor Swift, causing the social media platform X to block searches with her name. Source 1 , Source 2	
AI Avatars	In 2024, Reid Hoffman published a YouTube video where he interviewed his new digital avatar, Reid AI, using this technology. Companies like HeyGen and Synthesia leverage this approach to create realistic avatars that can communicate in any language, making it a powerful tool. Source	
Synthetic Faces	Fully synthetic faces created with technologies such as StyleGAN2 can have been seen by the thousands on social networks such as LinkedIn. Synthetic faces and profiles can be used to share disinformation, promote political messages, and conduct mass outbound sales activities by companies. Source	
Face Morphs	Facial morphs have uses in entertainment use cases, such as morphing two celebrities' faces into one. Morphs have been used in identity documents, posing risks in facial authentication and government identity applications, and causing concern that morphs could pass for either of the source identity in digital biometric checks. Source	
Synthetic Identity Documents	Identity providers have reported significant rises in AI technologies being used to create synthetic or forged identity documents. Deepfake imagery in document authentication posed challenges for identity theft and fraud, especially in remote and self authentication settings. Source	

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