




MISINFORMATION & DEEP FAKE

TEAM MEMBERS:

- Bassam Naji
 - Mohammed Patel
 - Yassir Touab
 - Moatsem Al Gunaid
- 

Definitions

Misinformation:

False information that is held or spread, regardless of intent.

Disinformation:

False information that is spread with the intent to mislead.

Types of misinformation

False Context:

Takes an image, a quote, or another piece of content and puts it into a new, false context to change its meaning.

Imposter content:

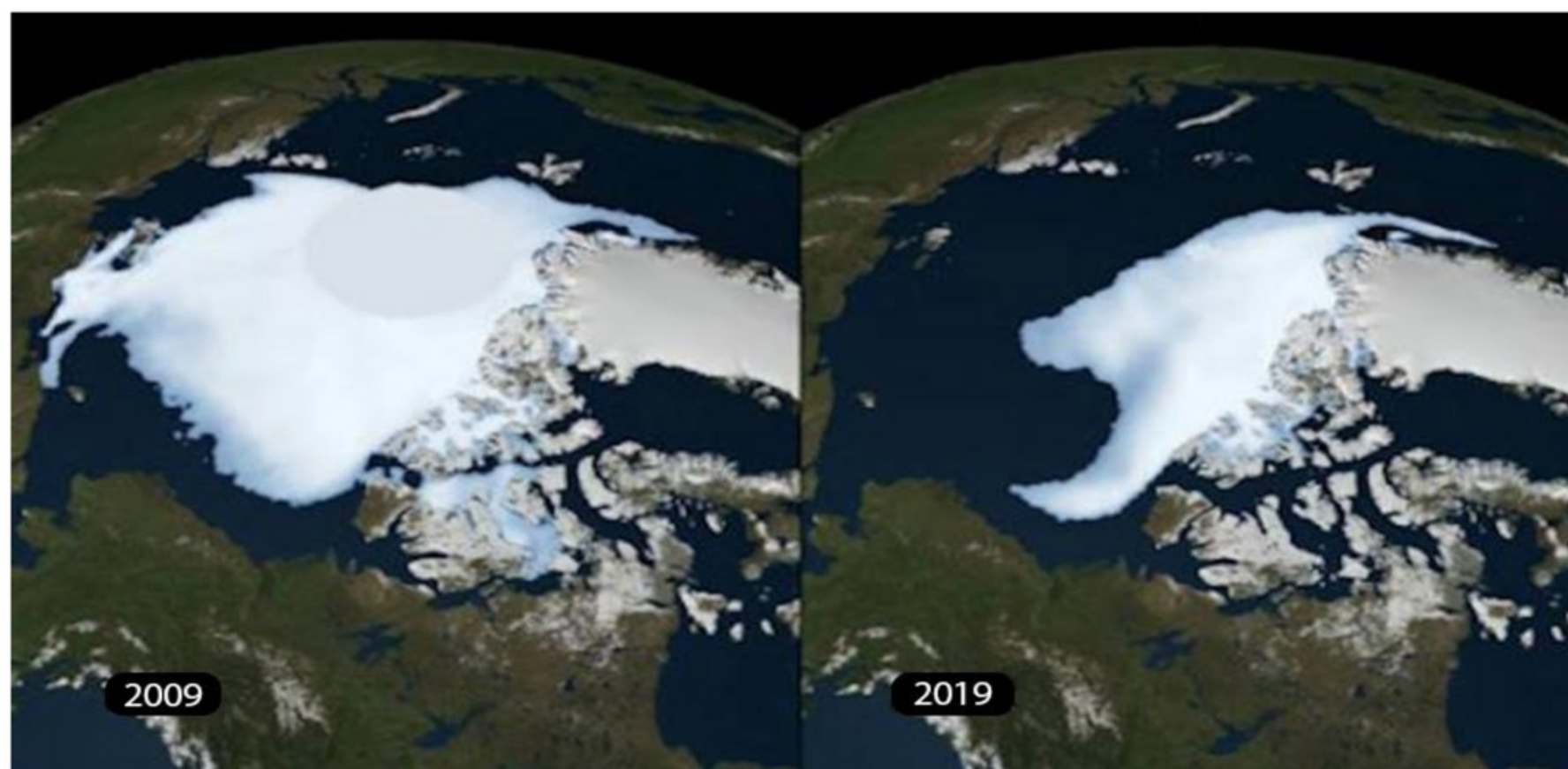
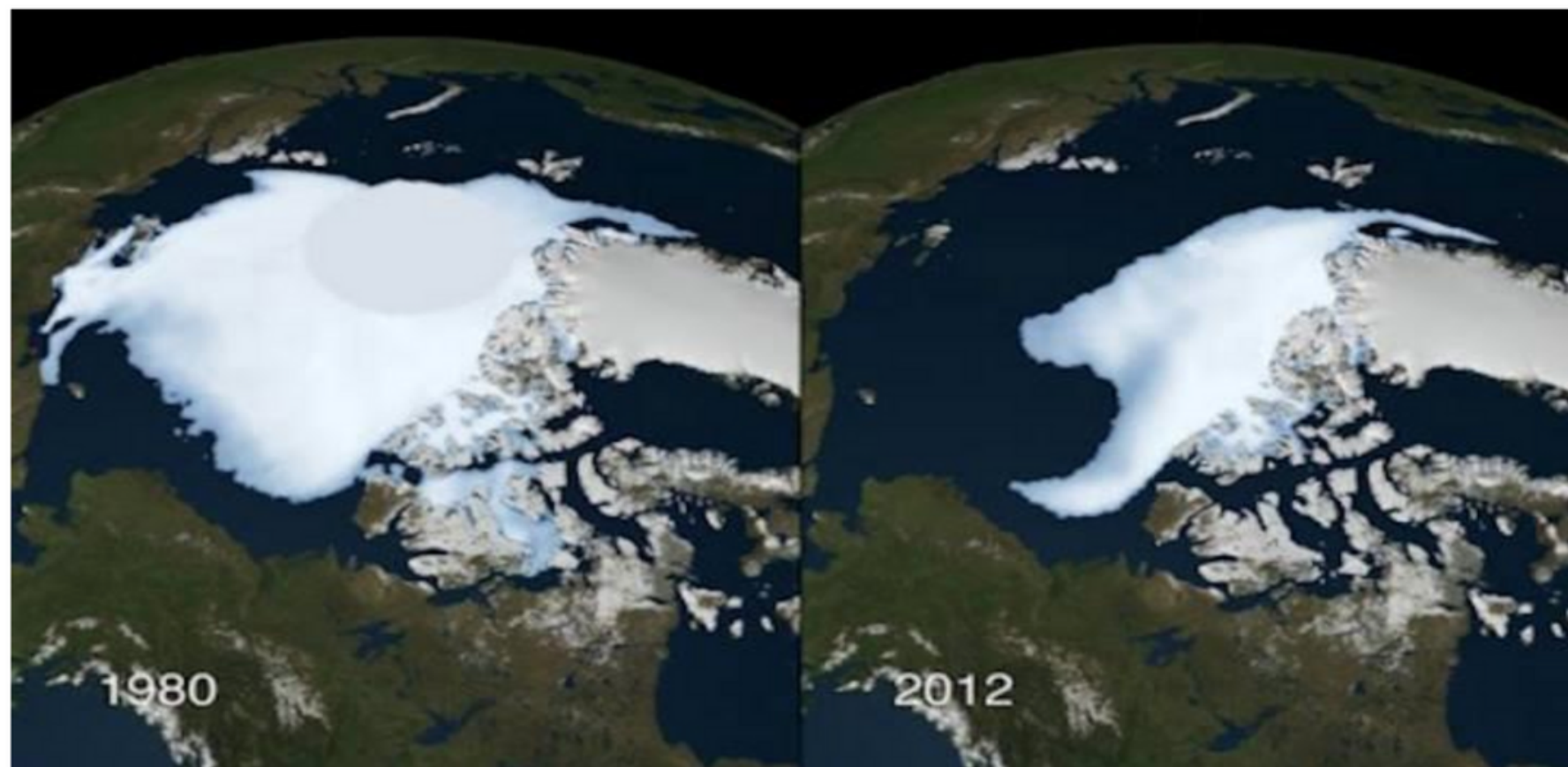
Falsely uses a well-known name, brand, or logo to fool people into believing that it is authentic content.

Manipulated content:

Makes changes in original material in an effort to deceive or create a false context(for example an image where something has been added or deleted using photo editing tools).

Fabricated Content:

Is entirely made up and is designed to deceive you into thinking that it's real.



Reasons misinformation is so prevalent

- Humans tend to pay attention to dramatic or shocking information
- No quality control on social media

FAKE 100%



IDENTIFYING THE ETHICAL ISSUE OF MISINFORMATION AND DEEP FAKE

*MISINFORMATION IS STORIES, HOAXES AND NEWS
CREATED TO DECEIVE OR SPREAD FALSE
INFORMATION TO READERS DELIBERATELY.*

- Most people inherently trust their favorite sources of information and news
- Online misinformation can inspire real-world violence.
- The spread of misinformation can be used to sway public opinion.
- Deep fake has been used to scam and spread wrong political information.

DETECTING AND PROTECTING AGAINST MISINFORMATION

ARE THE DETAILS
OF THE STORY
UNAVAILABLE OR
THIN?

DOES THE STORY
SEEM TOO GOOD
OR TOO BAD TO
BE TRUE?

HAVE I HEARD OF
THIS
ORGANIZATION
BEFORE?

CAN I FIND
ANOTHER SOURCE
THAT COUNTERS
AND CONFIRMS
THIS
INFORMATION?

CONCLUSION

COMBATING MISINFORMATION IS A COLLECTIVE EFFORT. WE ALL HAVE A **RESPONSIBILITY** TO HELP STOP THE SPREAD OF FALSE INFORMATION.





ANY QUESTIONS?

