

Spotting Deepfakes:

A Quick Guide

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1: What is a Deepfake?

Definition: A deepfake is a video or audio that has been digitally altered using artificial intelligence (AI) to make it look or sound like someone is doing or saying something they didn't actually do. This technology can create highly realistic content that can be difficult to distinguish from real footage.

Which one is the deepfake?



Why It Matters:

Deepfakes can be used to spread false information, trick people, or damage reputations. They can be especially dangerous when used in politics, social media, or even in personal situations, leading to misunderstandings, fear, or manipulation.

As deepfake technology becomes more advanced, it's increasingly important to be aware of its potential to mislead.

Answer: The entire image is A.I. generated

[[Graphic source: OpenArt](#)]

2. How to Spot a Deepfake

Signs to Look For:

- **Strange Movements:** If the person in the video blinks oddly or their movements seem stiff.
 - ✓ **Tip:** Compare the blinking or movement patterns with a real video of the same person.
- **Weird Skin:** Skin might look too smooth or strange compared to the rest of the video.
 - ✓ **Tip:** Look closely at the skin texture, especially in areas with shadows or highlights.
- **Lip Syncing Issues:** The lips might not match what's being said.
 - ✓ **Tip:** Focus on the alignment of the lips with the audio, particularly during fast speech.

Sound Clues:

- **Odd Voice:** The voice might sound off, like a robot or not quite right.
 - ✓ **Tip:** Pay attention to the tone and rhythm of the voice—does it sound natural?
- **Background Noises:** Listen for weird or out-of-place sounds.
 - ✓ **Tip:** Check if the background noise fits the setting of the video, such as echoes or ambient sounds.



[[Graphic source: VPNOverview](#)]

3. What to Do if You Suspect a Deepfake

Double-Check:

- Look for the same video or information on trusted news websites or official sources. If you can't find the video elsewhere, it may be fake.
 - ✓ **Tip:** Cross-reference the content with multiple reputable sources to verify its authenticity.
 - ✓ **Tip:** Pay attention to the publication date and check if any credible news outlets have reported on it.

Ask Around:

- Share the video with someone you trust to get a second opinion. Another person might notice something you missed or provide insights that can help confirm whether the video is genuine.
 - ✓ **Tip:** Use a trusted colleague or a friend who is familiar with the topic to discuss the video.
 - ✓ **Tip:** Reach out to a subject matter expert or use online communities where professionals discuss and debunk deepfakes.



[Graphic source: mylifemydecisions.org]

4: How to Protect Yourself

Be Cautious:

- Don't believe everything you see online, especially if it's surprising or shocking. Deepfakes are often designed to provoke strong emotional reactions.
 - ✓ **Tip:** Pause and think before reacting to a video or audio clip, especially if it seems too good (or too bad) to be true.
 - ✓ **Tip:** Always consider the source of the content. Is it from a credible and trusted outlet, or is it circulating on social media without a clear origin?

Stay Curious:

- If something feels off, don't hesitate to question it and look for more information. It's better to be skeptical and verify than to be misled.
 - ✓ **Tip:** Use reverse image searches or tools that analyze video content to help verify the authenticity of a video.
 - ✓ **Tip:** Educate yourself about the latest deepfake technologies and common signs, so you're better equipped to identify them.



[Graphic source: [Spiceworks](#)]

5: Quick Tips

✓ **Tip 1: If a video looks too strange to be true, it might be fake.**

Why ?: Deepfakes are often exaggerated or unusual to catch your attention. If something feels off, trust your instincts.

- **Action:** Don't immediately believe or share such content—take a moment to verify its authenticity.

✓ **Tip 2: If you're unsure, don't share it until you've checked it out.**

Why ?: Sharing unverified content can spread misinformation and cause unnecessary panic or confusion.

- **Action:** Always fact-check videos before sharing them, using trusted news sources or online verification tools.

✓ **Tip 3: Question content that is highly sensational or emotionally charged.**

Why ?: Deepfakes often play on strong emotions to manipulate viewers.

- **Action:** Stay calm and evaluate the content rationally—look for signs of manipulation.

✓ **Tip 4: Regularly educate yourself about deepfakes and how they work.**

Why ?: Understanding how deepfakes are made helps you spot them more easily.

- **Action:** Follow up-to-date resources or guides on deepfake detection, and stay informed about new developments in AI technology.

6: Helpful Resources

- ✓ **Fact-Checking Sites:** Use reliable platforms like Snopes, FactCheck.org, or PolitiFact to verify the authenticity of videos and claims. These sites specialize in debunking misinformation.
- ✓ **Reputable News Outlets:** For accurate and well-researched information, refer to trusted news organizations such as BBC, The New York Times, or Reuters. These outlets adhere to strict editorial standards.
- ✓ **Reverse Image Search:** Tools like Google Reverse Image Search or TinEye can help you trace the origin of images or video frames. This can be particularly useful in identifying manipulated content.
- ✓ **Deepfake Detection Tools:** Leverage emerging technologies like Deepware Scanner or Sensity AI to detect deepfakes. These tools are designed to analyze and identify digitally altered content.
- ✓ **Educational Resources:** Stay informed about deepfakes by exploring articles and videos from reputable sources like Wired or TED-Ed. These resources break down complex topics into easy-to-understand information.



[Graphic source: [VLinkInfo](#)]