

The PSAi

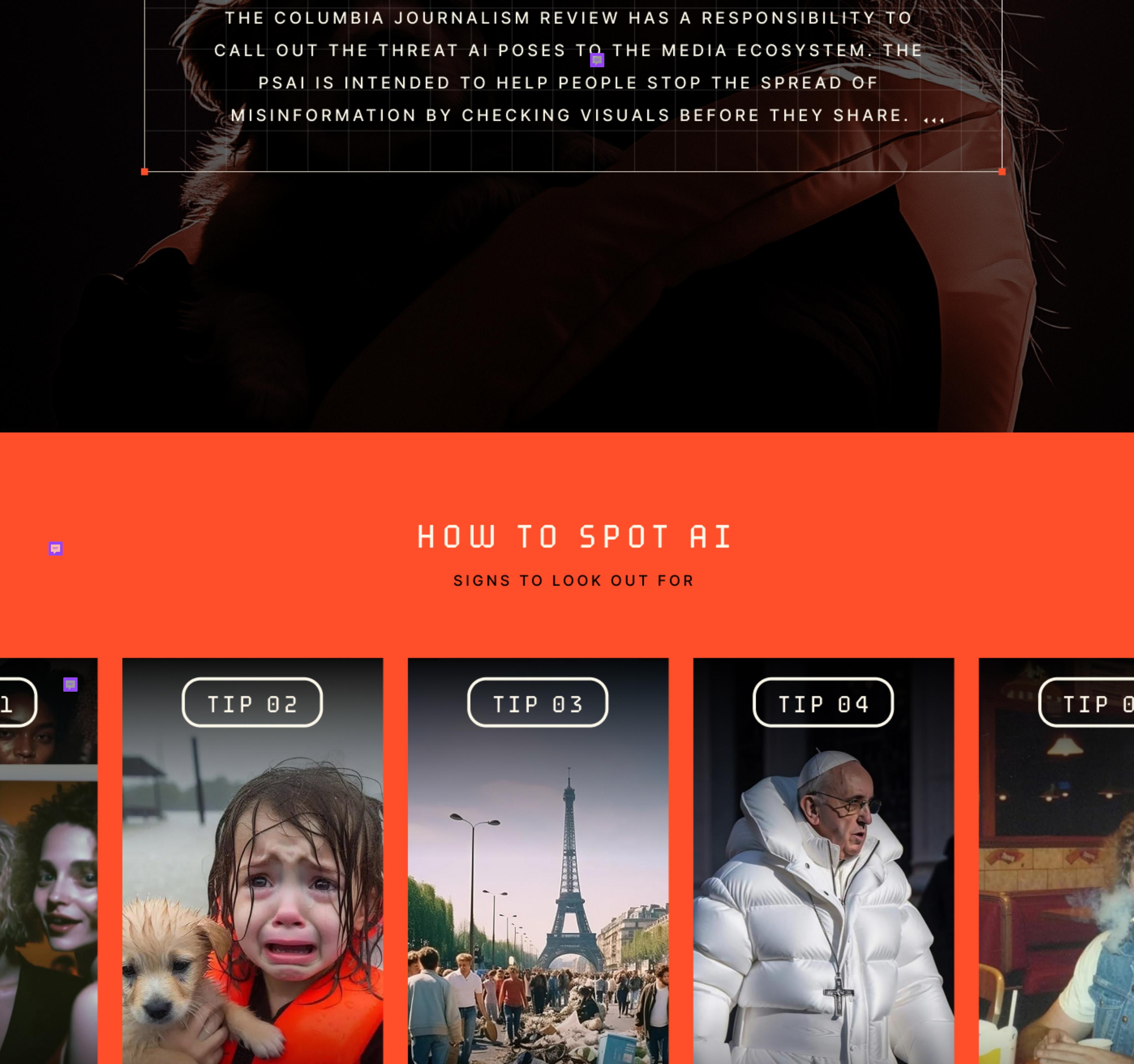
WDLQLQD

runway

FOR MORE THAN A CENTURY, PHOTOGRAPHY HAS BEEN ONE OF JOURNALISTS' GREATEST TOOLS TO ESTABLISH TRUTH AND TRUST. BUT AI-GENERATED IMAGES ARE MAKING IT INCREASINGLY DIFFICULT TO DISTINGUISH REAL FROM SYNTHETIC MEDIA. THE PSAI IS A CAMPAIGN THAT USES VIRAL AI IMAGES TO TEACH PEOPLE HOW TO SPOT AI IMAGES—AND HIGHLIGHT THE ROLE WE ALL PLAY IN SPREADING FAKES.

FIGHTING AI WITH AI

LEARN ABOUT THE IMAGES FEATURED IN THE PSAI



SEE MORE

WHY THIS MATTERS

... AT A TIME WHEN TRUST IN JOURNALISM IS AT A HISTORIC LOW, THE COLUMBIA JOURNALISM REVIEW HAS A RESPONSIBILITY TO CALL OUT THE THREAT AI POSES TO THE MEDIA ECOSYSTEM. THE PSAI IS INTENDED TO HELP PEOPLE STOP THE SPREAD OF MISINFORMATION BY CHECKING VISUALS BEFORE THEY SHARE. ...

HOW TO SPOT AI

SIGNS TO LOOK OUT FOR



FURTHER READING ON HOW AI RESHAPES JOURNALISM

HOW WE'RE USING AI
BY MIKE ANANNY & MATT PEARCE
May 12, 2025

GETTING MY NEWS FROM CHATGPT
BY LAURA PRESTON
May 13, 2025

DO AI DETECTION TOOLS WORK?
BY YONA TR GOLDING
May 14, 2025

THE TOW REPORT
BY KLAUDIA JAWINSKA
May 15, 2025

THE RISE OF AI LOCAL NEWS
BY ROBERTO FERDMAN
May 15, 2025

THE EXPERIMENT
BY SACHA BIAZZO
May 16, 2025

ABOUT COLUMBIA JOURNALISM REVIEW

THE COLUMBIA JOURNALISM REVIEW'S MISSION IS TO BE THE INTELLECTUAL LEADER IN THE RAPIDLY CHANGING WORLD OF JOURNALISM.

AS THE MOST RESPECTED VOICE ON PRESS CRITICISM AND THE FUTURE OF NEWS, CJR SUPPORTS STRONG STANDARDS FOR VERIFICATION, TRANSPARENCY, AND MEDIA LITERACY.

BUT IF THE PRESS ONCE HAD A SINGULAR POWER TO DOCUMENT AND PUBLISH NEWS, VERSIONS OF THAT WORK ARE NOW ALSO VISIBLE ACROSS THE INTERNET—POPULATED BY DISINFORMATION AGENTS, SYNTHETIC-MEDIA HOBBYISTS, AND ALL OF US WHO SHARE WHAT WE SEE WHEN WE SCROLL. AT STAKE IS TRUST IN SUBSTANTIATED INFORMATION AND THE HEALTH OF DEMOCRACY. CJR AIMS TO PROMOTE A FUTURE BASED ON TRUTH—WHETHER OR NOT YOU CONSIDER YOURSELF A JOURNALIST.

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WATCH TO LEARN

NAME OF IMAGE

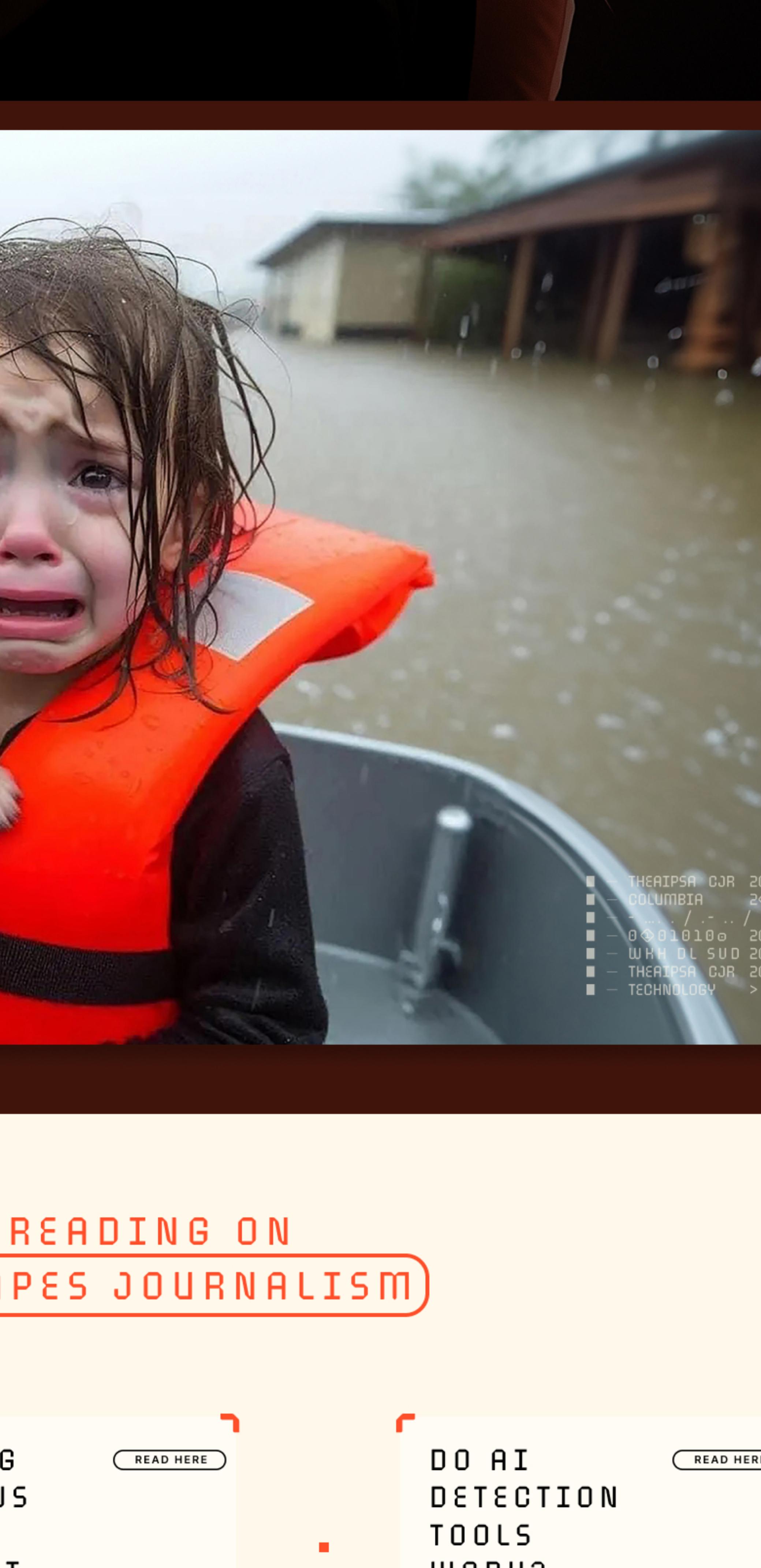
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CONTEXT:

When people started talking about 'AI garbage' taking over the internet, this was a key viral example. At the time, many people actually believed this was a real image.

[?] VIRAL STATS: XX LIKES XX SHARES

SOURCE LINK [01]



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TIP 2

LOOK AT FACIAL FEATURES

Check for asymmetry in facial features, odd eye placement, unnatural skin textures, hair that's perfectly smooth and clean, or expressions that don't match the situation.



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FURTHER READING ON HOW AI RESHAPES JOURNALISM

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