



How to spot a fake

What's the problem?

Mis- and dis-information are all over social media. You can protect yourself and others from sharing and consuming false and/or purposely deceitful information with these tips.

What should I do about it?

- PAUSE before you believe information online.
- Don't share information you are not sure is accurate.
- Make your decision based on critical thinking, not on emotion.

Who created it and why?

- Is the information from an honest source that provides EVIDENCE you can check yourself?
- What is the purpose of the message? Does it want you to believe, buy or do something?

Is it real or is it a deepfake?

Deep fakes are a type of artificial intelligence (AI) used to create convincing images, audio and video to trick you into believing someone said or did something that they did not. They are not real.

How can I spot a deepfake?

Find out more about an image and where it has been online by dragging and dropping it into a Google search for images (the camera icon next to the search bar). For videos, look for inconsistencies in hair, eyes, glasses, ears, hands and background.

What do other sources say?

Explore what other, credible news sources are saying about an image or report. Honest journalism uses facts, evidence, documents and named sources from many perspectives. Check fact-checking sites such as FactCheck.org, Politifact or Snopes.

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