



DEEPPFAKES AND MISINFORMATION

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DEEPPFAKES

- = media created by AI
- Made by manipulating or replacing audio, video, or image
- Can replicate someone's **face and voice**
- => They can **make someone look like they're doing or saying things they never did**
- aims to create realistic but **entirely made up content**
- They're called "deepfake" because they're made using deep learning (= a type of computer tech)



MISINFORMATION

- False or misleading information spread through media
- rumors, conspiracy theories, hoaxes
- Can be spread **unintentionally** or **deliberately**
- Can be used for manipulation of public opinion



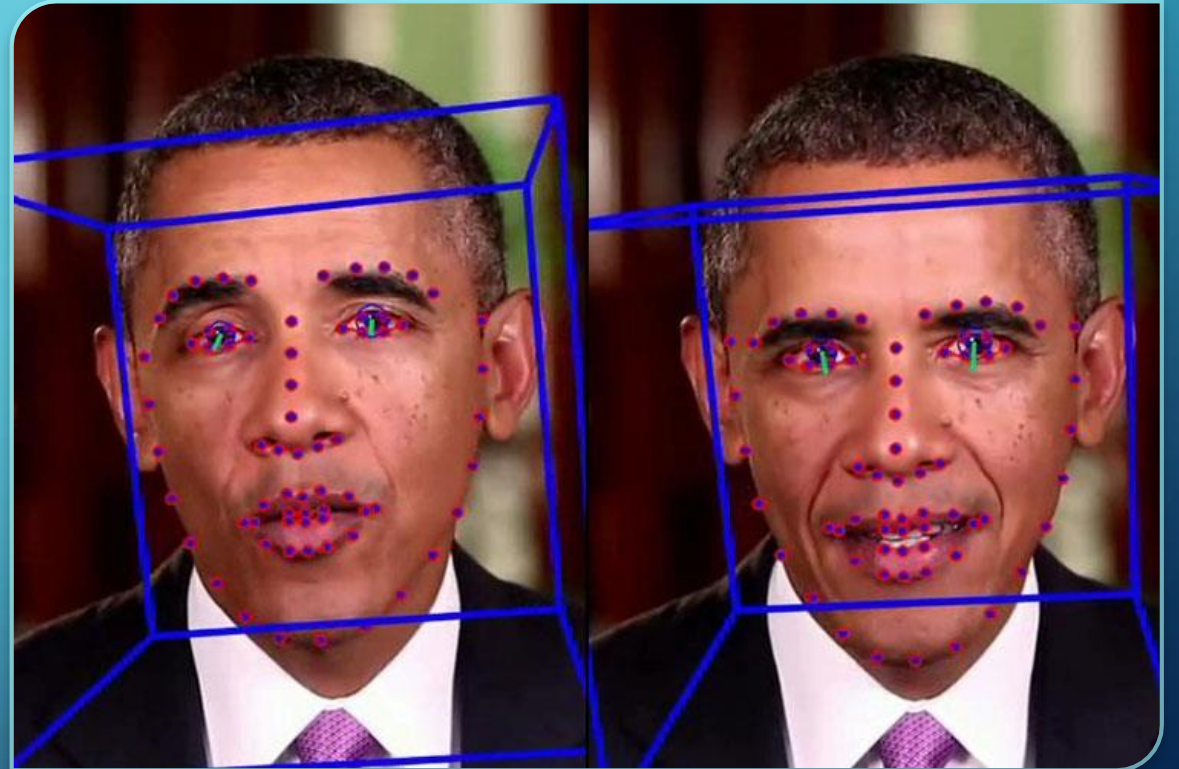
BOTH

- Deepfakes can make fake videos that spread wrong info
- a big problem - it's hard to tell what's true and what's not



DANGERS OF DEEPFAKES

- Can damage someone's reputation
- It can be used for making false accusations
- Can manipulate politics



Majority say fake news has left Americans confused about basic facts

% of U.S. adults who say completely made-up news has caused ___ about the basic facts of current events



Source: Survey conducted Dec. 1-4, 2016.

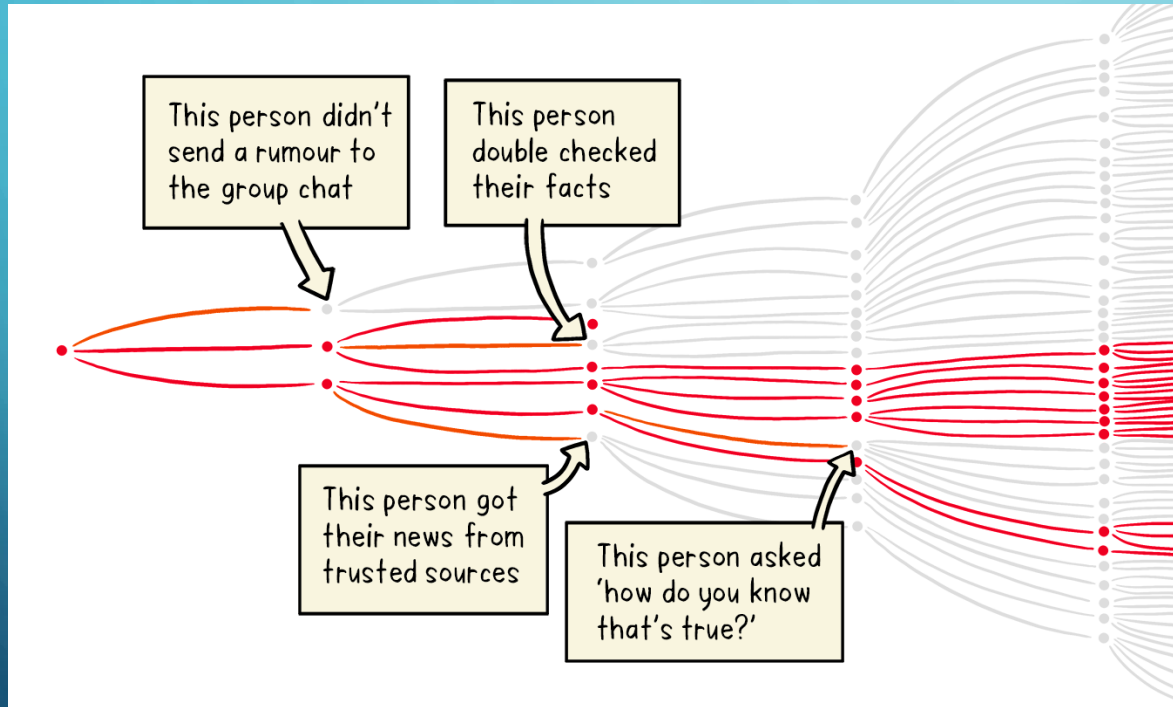
"Many Americans Believe Fake News Is Sowing Confusion"

PEW RESEARCH CENTER

HOW DOES IT INFLUENCE US?

- Influences everyone, even if we don't think so
- Mainly opinions about politicians or celebrities
- !!very important to check if it's true!!

HOW DO I KNOW WHAT IS TRUE?



HOW TO SPOT FAKE NEWS

COVID-19 Edition

CONSIDER THE SOURCE
Is there an author? Check out their credentials on relevant issues.

READ BEYOND
Headlines can be outrageous in an effort to get clicks. What's the whole story?

SUPPORTING SOURCES?
Click on links or check with official sources. Do they support the story?

DO OTHERS AGREE?
Are any other sites reporting this? What sources are they citing?

IS IT A JOKE?
If it is too outlandish, it might be satire. Research the source to be sure.

CHECK YOUR BIASES
Consider if your own beliefs or concerns could affect your judgement.

ASK THE EXPERTS
Ask a librarian, or consult a fact-checking site, official source like the WHO.

LOOK BEFORE YOU SHARE
Don't share posts or stories that you haven't checked out first!

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