



Getting to the Bottom of Deepfakes

Deepfakes are popping up more and more on social media.

What is a deepfake?



Deepfakes are digital versions of people, manipulated to make it seem like they are saying things they're not actually saying.

A bit of fun right?

Wrong.

The consequences of deepfakes can be really serious.

For example: If people are exposed to a deepfake of a politician spreading false claims it can have a dramatic impact on public perception.

It is therefore critical, that when you see your favourite celebrity endorsing something, or a politician make a statement on a social media channel, you discern whether the content is indeed real or fake.

Some tips on how to spot deepfakes:

- Q Look for discolouration.
- Q Lighting inconsistencies.
- Q Synchronisation issues - people's eyes often look strange.
- Q Blurred lines, fuzzy hairlines, the hair and teeth can look unnatural.
- Q Proportions could be out of whack.
- Q Watch the video on a bigger screen. The inconsistencies are easier to spot when magnified.