

## 06/16/2023: Unmasking Deepfakes



In today's digital age, there's a new threat on the horizon: deepfakes. These sneaky scams use artificial intelligence and machine learning algorithms to create realistic yet counterfeit videos and audio recordings. Deepfakes can mimic a person's face, voice, or both. These deceptive creations can be used by scammers to trick you into believing false information or to unknowingly engage in fraudulent activities. Here are some key tips to help you spot deepfakes and stay safe.

- **Get Familiar with Deepfakes:** Deepfakes use advanced algorithms to swap faces or manipulate voices, creating extremely convincing counterfeit content. Start by learning a bit about how deepfake technology works and the risks it brings. Knowing the basics will help you spot their tricks and stay one step ahead.
- **Scrutinize the Source:** Remember, not everything you see or hear online is real. When you come across a video or audio clip, be a bit of a detective and check if the source is trustworthy. Stick to reputable websites, well-known social media accounts, or official company channels. But be careful, deepfakes can lurk anywhere, so stay on guard even on familiar platforms.
- **Look Closely for Clues:** Deepfakes might look and sound impressive, but they're not perfect. Look for visual irregularities or anomalies that could indicate a deepfake. Imperfections around the edges of a person's face, unnatural facial movements, or mismatched lip-syncing are potential red flags. In audio recordings, listen for any inconsistencies, robotic voices, or unusual background noises that may suggest content manipulation.
- **Team up with Reliable Sources:** When in doubt, call in reinforcements. Check multiple sources to see if they're all reporting the same thing. Genuine content will show up consistently across trusted platforms or have support from independent reporters. By comparing different versions, you can spot any discrepancies or signs of tampering.
- **Does it Make Sense?** Stop and think about the context of the content. If a video seems too outrageous, controversial, or features a famous person doing something completely out of character, proceed with caution. Scammers often try to stir up drama or manipulate your emotions. Don't fall for their tricks and think twice before taking any action.
- **Don't be Rushed or Fooled:** Scammers love to make things urgent and emotional. If you receive a video or audio message that demands immediate action, money, or personal information, stop and take a deep breath. Don't let the pressure get to you. Instead contact the person or organization through other trusted channels, like their official phone number, to verify the message. If the message appears to be from a friend or family member, contact them using a known phone number to confirm. Never rely solely on communication made via social media or online messenger services.
- **Think Twice About Your Post:** Scammers are crafty, and they can even use your personal content to create convincing deepfakes of you. Guarding your privacy is crucial. Be mindful of the content you share online, especially on public platforms, and limit the information you provide. Be cautious about images and videos you post, particularly those showing your face. Consider adjusting privacy settings to restrict access to your content and take time to review your online presence for anything that could be misused or manipulated.