

WISIRA

YOUR GUIDE TO AI

Module 4: Deepfake Spotting Checklist

Deepfakes and AI-generated media can mimic real people with shocking accuracy, but they also pose risks. This checklist helps you stay alert, verify what you see, and avoid being fooled by synthetic audio or video.

What is a Deepfake?

A deepfake is a video, audio, or image that has been created or manipulated by AI to make it appear real, even when it is not. They are often used in scams, fake news, impersonations, or to spread misinformation.

Deepfake Warning Signs

- ☐ Unnatural blinking, lip movement, or facial expressions
- ☐ Mismatched lighting, reflections, or shadows
- ☐ Distorted or blurred areas near the mouth, eyes, or hairline
- ☐ Audio that does not sync with lip movement
- ☐ Speech that sounds robotic, flat, or oddly paced
- ☐ Overly smooth or glitchy video, especially around the face

How to Verify Authenticity

- ☐ Reverse image search to see if the image appears elsewhere

- ☐ Look for the original source (news site, press release, etc.)
- ☐ Check for credible fact-checking (Snopes, AFP, etc.)
- ☐ Cross-reference with multiple trusted news outlets
- ☐ Ask: Does this make sense? Who benefits from you believing this?

Beware of Voice Cloning

- ☐ A loved one 'calls' needing urgent money? Hang up and call them back on their known number.
- ☐ If the voice sounds slightly off or scripted, pause and verify before acting.
- ☐ Never give personal info or send money based on just a voice, even if it sounds familiar.

Safe Habits for Media Consumption

- ☐ Be skeptical of shocking headlines or emotional pleas
- ☐ Think before sharing, especially political or medical content
- ☐ Do not assume a video is real just because it looks real
- ☐ Talk to family about how to spot fakes, especially older relatives

Deepfakes are getting better, but your judgment is still stronger. Stay alert, ask questions, and verify before reacting.

Disclaimer: This material is provided for educational purposes only. It does not constitute legal, financial, or medical advice. While updated regularly, AI tools and risks may change over time. Always use your own judgment and consult qualified professionals if you need specific advice.

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