



# 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 favorite celebrity endorsing something, or a politician making 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 discoloration.
- Q Lighting inconsistencies.
- Q Synchronization 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.