

SOOING IS BELIEVING!

... or is it?

5 TIPS FOR SPOTTING
FAKE VIDEOS ONLINE

BEFORE SHARING, DIGITAL DETECTIVES ASK...



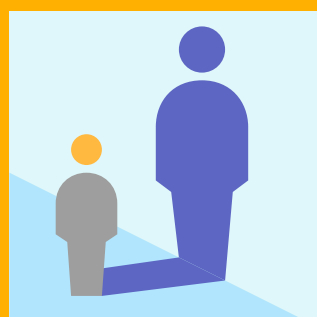
DOES THE AUDIO & VIDEO SYNC UP?

USE YOUR EARS TO DETECT CLUES! IN FAKED VIDEOS THE AUDIO SOMETIMES DOESN'T MATCH THE VISUAL ACTION ON THE SCREEN. OR THE AUDIO IS LOUDER/SOFTER THAN THE REST OF THE VIDEO.



DO THE PEOPLE IN THE VIDEO LOOK RIGHT?

ALTHOUGH THE SOFTWARE FOR MANIPULATING VIDEOS IS GETTING BETTER, PEOPLE ARE STILL HARD TO FAKE. LOOK FOR MISALIGNMENT OF TEETH OR EYEGASSES, BLOTCHY SKIN OR PEOPLE WHO ARE ALWAYS FACING FORWARD (NEVER TURNING FROM SIDE TO SIDE) CAN BE CREDIBILITY RED FLAGS, TOO.



DO THE SHADOWS MAKE SENSE?

IF THE VIDEO WAS SHOT OUTDOORS, DURING THE DAY, MAKE SURE THE SHADOWS ARE CONSISTENT WITH WHERE THE SUN IS IN THE FRAME.



ARE THERE GLITCHES IN THE NATURAL SURROUNDINGS?

IN ALTERED VIDEOS, CLOUDS, WIND AND OTHER NATURAL ELEMENTS WILL SOMETIMES DISAPPEAR SUDDENLY OR REPEAT MOTION IN A LOOP. THESE GLITCHES ARE CLUES THAT THE VIDEO HAS BEEN MANIPULATED!



DOES THE VIDEO TRIGGER A STRONG EMOTIONAL REACTION?

EXTREME EMOTIONAL RESPONSES TO CONTENT, OF ANY TYPE, ARE CREDIBILITY RED FLAGS - ESPECIALLY IF THOSE FEELINGS AFFECT YOUR URGE TO TRUST/SHARE THE VIDEO (OR POST, ETC). ASK YOURSELF: **HOW DOES THIS MAKE ME FEEL? WHO BENEFITS IF I FEEL THIS WAY? WHAT ARE THEY HOPING I WILL DO?**

