Phriendly Phishing

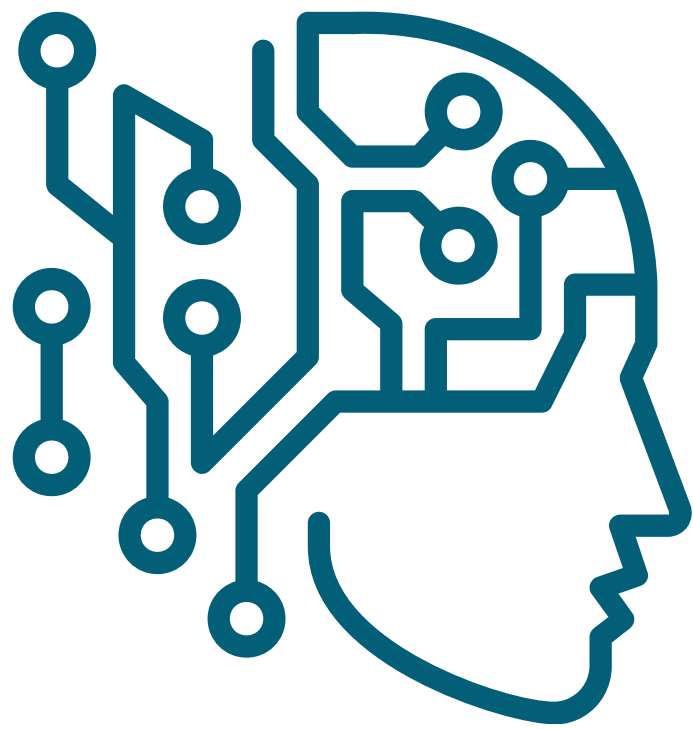# How to spot a Deepfake scam

1 Watch out for facial expressions

Deepfakes can struggle with replicating natural facial expressions and movements, especially around the eyes, mouth, and hair.

Watch for irregular blinking patterns, awkward mouth movements, or hair that doesn't quite move or blend in with the background as it should.

Many deepfake humans will 'lose expression' for a moment, watch in slow motion or pause the video to examine it further.

2 Listen for the audio quality

Audio can be a giveaway in deepfake videos. Mismatched lip-syncing, unnatural pauses or breaks in speech, or inconsistent audio quality could all signal that the video has been manipulated.

Make sure to listen carefully to the audio and match it with the visuals to spot any discrepancies.

3 Inconsistent lighting and shadows

Deepfakes may have issues with the way lighting and shadows are rendered.

Check if the light sources are consistent with the scene and if the shadows cast by the subjects appear natural. Inaccurate lighting and shadow details can be a strong indication of a deepfake.

4 Look for flaws in the video

Deepfakes often have visual artifacts or blending issues at the edges of the manipulated area. Look for pixelation, blurriness, or sharp contrasts between different parts of the image.

Another giveaway is uncanny artifacts such as misplaced hands or fingers, or ears.

If you notice these inconsistencies, it might be a sign that the video or image has been tampered with.

5 Do some fact checking and image searching

If you're still unsure whether a video or image is a deepfake, use reverse image search tools like Google Images to check if the content has been previously shared or debunked.

You can also check official news outlets or press releases from the source.

If in doubt, don't share!