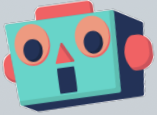# HOW TO IDENTIFY Deep Fakes

WHO DOES THIS? TROLLS WHO TRY TO EMBARRASS OTHERS AND CLICK-CHASERS WHO ARE LOOKING FOR FAME.

A video of the entire cast of *Full House* uses Nick Offerman's face in the introduction.

HTTPS://WWW.YOUTUBE.COM/WATCH?V=HH-MLF8JYWW

The video is funny and is obviously altered; however, we are in on the joke. But what happens when we are not in on the joke?

Many videos that are online have been altered. It is our job to separate fact from fiction.

Identify Deep Fakes

- The person is usually facing forward or turned directly to the side.
- Teeth and eyes are difficult to simulate. Those areas appear static, which makes the video not believable.
- Uneven or blotchy skin tone.
- The mouth or voice does not match up in time with the person.
- Shadows do not match the person being manipulated.

Deep Fake: A video that has been edited to replace or alter the original person so that the video appears authentic or real. Social media such as Facebook, Snapchat, YouTube and Tik-Tok have propelled the videos to unsuspecting audiences.

Use the Whoa! Test

If something triggers an emotional reaction such as making you...

- Upset
- Outraged
- Sounds too good to be true

It needs to be investigated.

LaGarde, Jennifer. "Teaching Kids to Spot Deep Fakes." *School Library Journal,* Apr. 2020, p. 17, https://msi.ipublishcentral.com/pdfreader/school-library-journal-april-2020.