THE MOST OBSERVANT GENERATION

DISINFORMATION:
false information that is deliberately intended to mislead.

(sometimes called "fake news")

Disinformation makes it harder to find factual, trustworthy content. **When we base our decisions on bad information, the choices we make might not be in our best interest.**

1 LOOK OUT FOR EMOTIONAL RED FLAGS

Shock, anger, fear, and laughter all make us more likely to share content with others.

If something hits a nerve, do a quick fact check before you share it.

2 CHECK THE FACTS

Use reputable sources to check the facts, like:

- MediaSmarts Fact search
- Snopes
- AFP Fact Check

3 SPOT SPOOFED WEBSITES

Fake news stories can be posted on fraudulent websites that are made to look legitimate. Do a Google search (or check the Wikipedia page) for the organization and follow the link to their official site. **Does it go to the same place? Does the organization seem reputable? Do they seem biased?**

4 SPOT FAKE ACCOUNTS

Disinformation is often spread through fake social media accounts that look like real people. They may imitate famous celebrities or politicians, or they might disguise themselves as the average working class person. Review these tips from The BBB for spotting fake accounts.

9 tips

for spotting AI-generated content

AI generated content is everywhere these days. But, if it's not labelled, you may not even realize it.

Images

Smooth features

Look out for:
- glossy smooth skin
- crisp images with blurry backgrounds
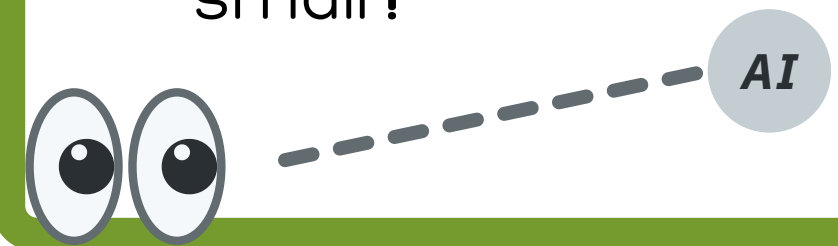- unrealistic fabrics and textures

Misplaced content

Look out for:
- misplaced or missing body parts
- text that doesn't make sense, or doesn't form real letters

Watermarks

Look out for:
- a logo or watermark of an AI company - it might be really small !

AI

Videos

Body language

Look out for:
- weird poses and movements
- people who aren't blinking

Lighting

Look out for:
- unnatural shadows
- strange blurs
- light flickers or inconsistent lighting
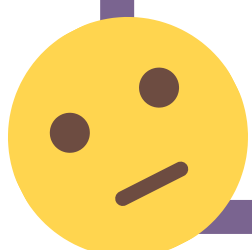
Audio tone

Listen for:
- unnaturally flat tones
- unexpected noises
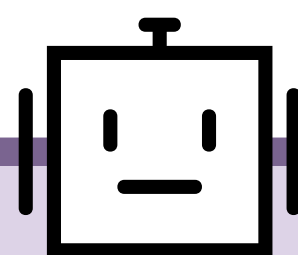- choppy, short words and sentences

Text

Emotionless

Look out for:
- flat tone, no emotion
- strictly 'factual' writing
- lacks 'I' statements or personal opinion

Robotic tone

Look out for:
- very formal language
- repetition (AI may have favourite words, or repeat things over and over again)

Outdated info

Look out for:
- outdated, old, or incorrect facts
- false information about current events

NEWS