

Toronto
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University

the **dais**



Ministry of Education

Deepfakes and Synthetic Media

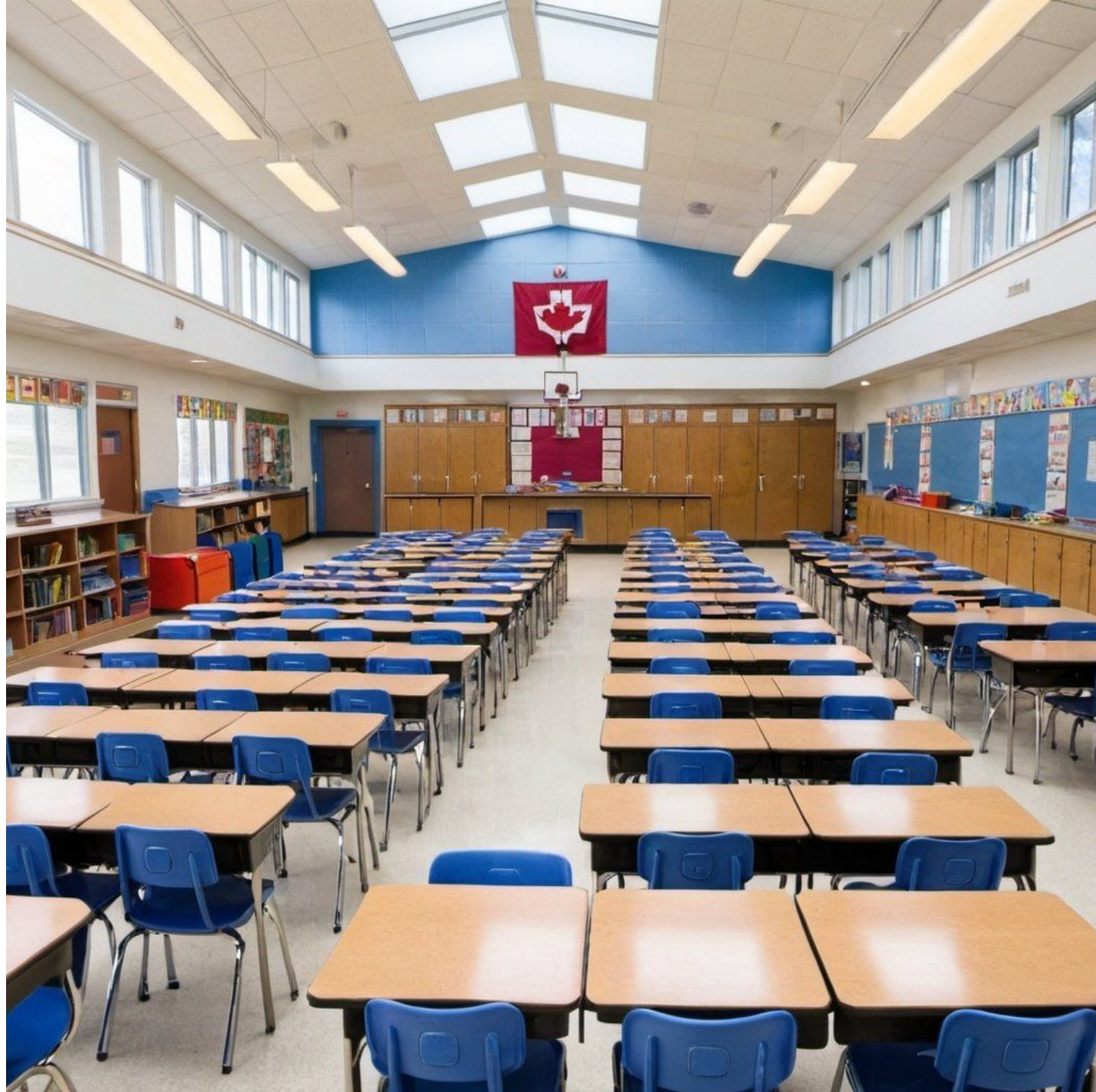
Unmasking Deception: Understanding
and Identifying Deepfakes

Grades 4-6



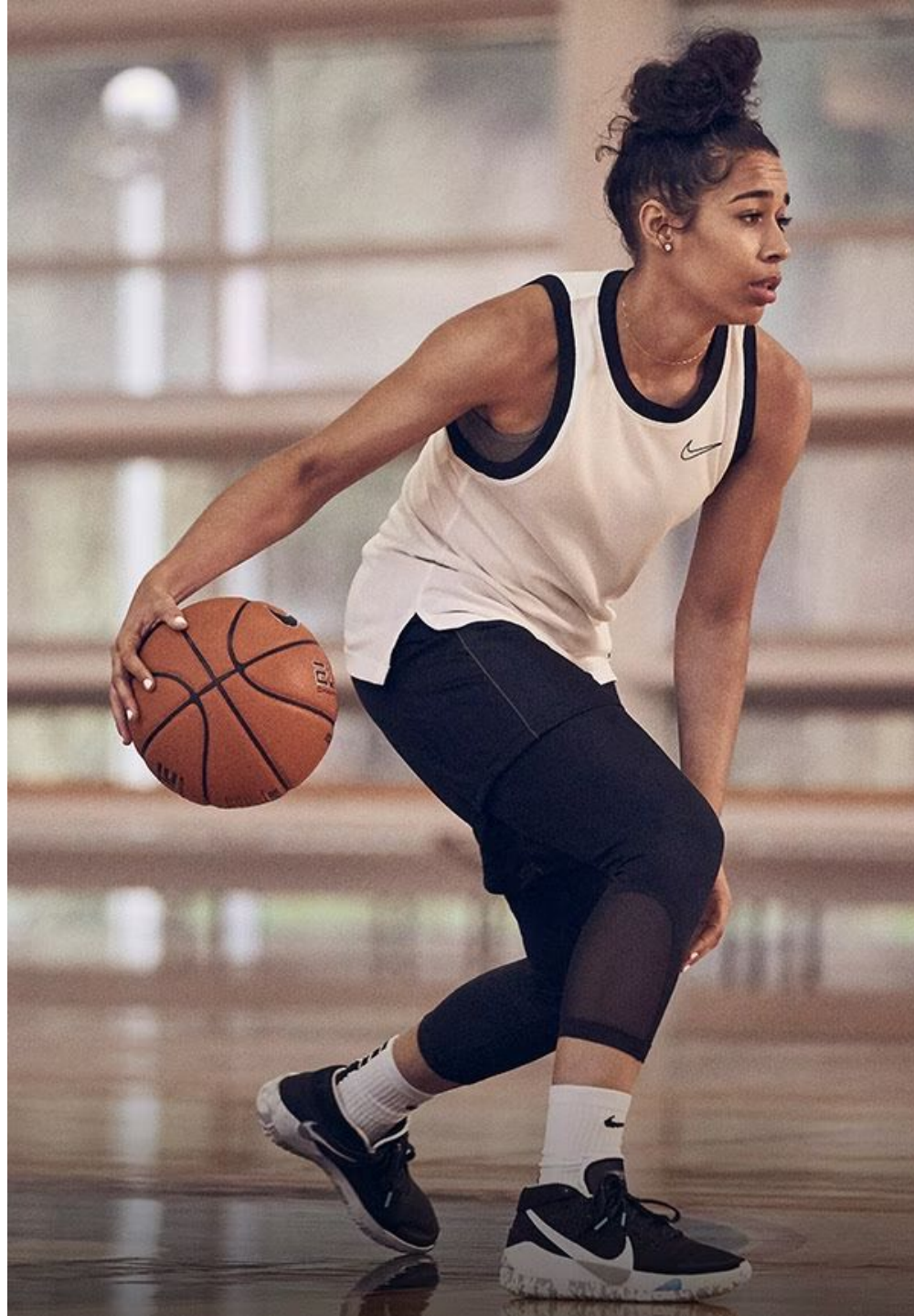













Key Definitions

- **Misinformation:** False information that is shared without the intent to cause harm.
- **Disinformation:** False information that is intended to manipulate, cause damage and guide people, organizations and countries in the wrong direction.
- **Deepfakes:** Content (images or videos) that has been digitally altered to appear to be someone else, or show seemingly realistic events.
- **Synthetic Media:** Any type of media content that has been created using AI (artificial intelligence). These can include AI-written music, text, images, videos, e.g. deepfakes are a type of synthetic media!
- **Fact checking:** A process of verifying the accuracy of a piece of information or content.



How can deepfakes be used?

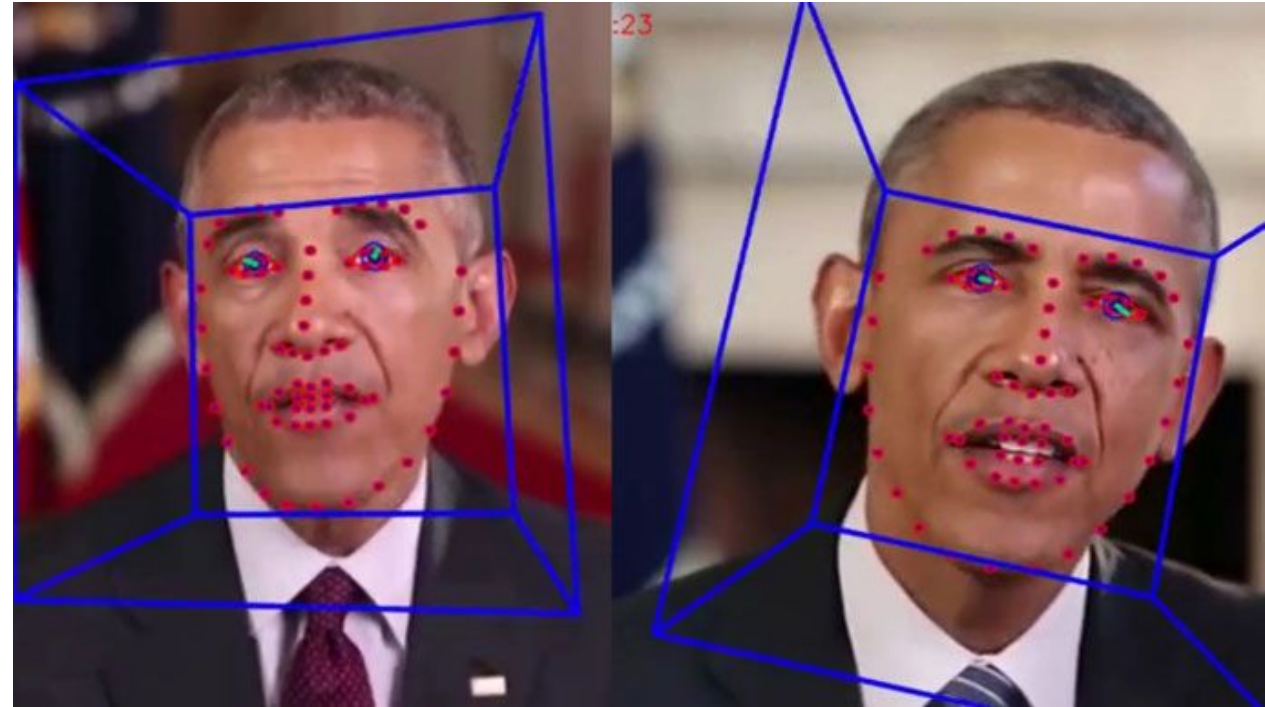


**How do you think
deepfakes could be
helpful? Or
harmful?**

Understanding the impacts of deepfakes

- Impersonating people (pretending to be someone else)
 - Identity theft, showing someone doing something they never did

E.g. a deepfake of former US President Barack Obama



Source: [University of California](#)

WROTS

1. **WHO** created it?
2. What's the **REASON** behind why the content was posted?
3. Do **OTHER TRUSTWORTHY SOURCES** say the same things as this content? Something different?

How should we approach this content?

👁️ Humans tend to rely on **visual information** more than our other senses.

Because of this, we need to be **think critically** when we look at content.

Tips to ID Deepfakes

1. If it's a video, see if the audio is synced to the lip movement
2. Look at the face: eyes (unnatural blinking, flickering around the eyes), facial expressions that don't match the tone of what's being said, cheeks, forehead
3. Look at the hands: size, fingers (whether they look real)
4. Shadows: are there any in areas you'd expect to see them?
5. Some images might look airbrushed
6. Words are misspelled



MARVEL STUDIOS
SPIDER-MAN

Tobey Maguire Deep Fake



What are flyers?

Key Features:

- Very visual, with bright colours and large fonts
- Often has images as well as text
- Few words, with just key information

Link:

<https://www.hip-books.com/teaching-struggling-readers/functional-text-posters-flyers/>



Wrapping up: Exit Cards