



Don't Be Fooled: Spotting Deepfakes & AI - Made Media

A Practical Guide to Navigating
the New Reality of Digital Media



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June 25, 2026

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What will I **learn** day?

- ❑ What AI-generated images, videos, and audio are, and how AI creates them
- ❑ How to spot the telltale signs of a deepfake:
- ❑ How to identify AI-generated text
- ❑ Free and easy tools to verify whether an image or video is real
- ❑ Common scams and misinformation campaigns that rely on AI-generated content
- ❑ How to protect yourself and your family from being deceived or manipulated
- ❑ What to do if you encounter suspicious content, and how to report it



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Questions Are Welcome!

- Type your question in the Zoom chat
- Please stay muted during the presentation
- Ask to repeat any demo



No question is too basic. I'm here for you!

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What is AI-Generated Content?

AI-generated content refers to text, images, audio, or video created by artificial intelligence algorithms rather than humans.

Key Concepts:

AI in Media Creation: AI models analyze vast datasets to learn patterns and generate novel content that mimics human creativity.

Deepfakes: A specific type of AI-generated media where a person in an existing image or video is replaced with someone else's likeness, often using deep learning techniques.

AI-Generated Media: Encompasses a broader range of synthetic media, including AI-written articles, AI-composed music, and AI-generated artwork.



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Why This Matters

AI is changing what we can trust online. Here's what you need to know

AI can now create fake:

🖼️ Photos: fake people or events that never happened

🎬 Videos: real people saying things they never said

🗣️ Voices: cloning a loved one's voice in seconds

📰 News stories: fake articles that look completely real

☎️ Phone calls: fake voices from people you know and trust

Scammers use AI to:

👤 Pretend to be a family member in trouble

★ Create fake celebrity investment ads

🏛️ Fake politicians saying shocking things
💕 Create fake romance profiles online

Deepfake scams targeting seniors are increasing every year!

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A recent story from CTV on two Canadians who lost millions to online, AI driven scams



Watch online at
the link below

<https://www.ctvnews.ca/canada/article/i-was-heartbroken-two-canadians-lose-23-million-to-crypto-scams/>

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INVESTIGATION •

“I Was Heartbroken”: Two Canadians Lose \$2.3M to AI Crypto Scams

- A Markham, Ontario woman (“Denise”) lost \$1.7 million after seeing a deepfake video of Elon Musk on Facebook promoting a fake crypto platform.
- The scam was carefully staged: scammers showed fake “profits” early to build trust, then asked for more and more money — including fees to “withdraw” funds that didn’t exist.
- She took out a second mortgage and borrowed \$500,000 from family and friends before discovering the entire platform was fake.
- An Eastern Ontario couple also lost \$177,000 in a separate but identical deepfake investment scam, reported by CTV Ottawa in November 2025.
- Well-known Canadians whose likenesses were used without consent include PM Mark Carney, Michael Bublé, Rick Mercer, Sidney Crosby, and Mary Berg.
- Investment scams made up nearly half of the \$643 million defrauded from Canadians in 2024 (CAFC). Cryptocurrency was the most common payment method.
- Scammers also deepfaked CTV Ottawa journalists themselves — using real news footage and editing in fake endorsements to make scams appear credible.

\$2.3M

lost by two Canadians
in AI deepfake crypto scams reported by
CTV W5

\$23,815

average lost per crypto scam transaction
(CAFC 2024)

Source: CTV W5 Investigation — “I Was Heartbroken” (Dec. 19, 2025) • CTV Ottawa
“Spot the Scam Week” (Nov. 19, 2025) • Canadian Anti-Fraud Centre 2024 Annual
Report

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What the CTV Story Teaches Us

Key red flags from real Canadian cases



Celebrity videos on social media are NOT proof

Real celebrities and politicians will NEVER endorse investments through Facebook ads or YouTube videos. Always verify on their official website or in mainstream news.



Early “profits” are a trap

Scammers deliberately show fake small gains at first to build trust. Once you invest more, the money disappears and you’ll be asked to pay “fees” to get it back — which also disappear.



Even news broadcasts can be faked

Scammers edited real CTV Ottawa news clips and inserted fake endorsements. If a news segment promotes an investment product, go directly to the broadcaster’s official website to verify.

⚠️ What the victims wish they had known - signals you can spot:

Watch for video glitches: Odd facial expressions, unnatural pauses in speaking, or inconsistent lighting are deepfake signs. **Check official channels:** Look for the investment on the celebrity’s real website or in mainstream news before trusting any online video.

“Too good to be true” = a scam: Well above average returns are the oldest trick. Ask a trusted financial advisor or call the CAFC: **1-888-495-8501**

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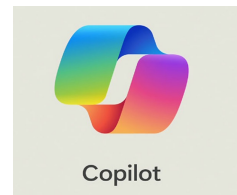
Poll Question

Pulse Check:

Your Experience with AI

Have you used AI to create and edit pictures or videos before?

- A. YES
- B. NO



Your participation helps us tailor the remainder of this session to your skill level and interests.

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How to Spot a Fake Photo

Look for these clues when you see a suspicious image online



Count the fingers

AI often adds an extra finger or creates oddly shaped hands. Always count when hands are visible.



Too-perfect face

Flawless skin, perfectly symmetrical features, or identical eye reflections. Real faces have natural imperfections.



Garbled text on signs

Signs, labels, and text in AI photos often have jumbled letters. Zoom in on any text in the image.



Wrong shadows

Shadows fall in the wrong direction or don't match the light source. Physics is hard for AI!



Blurry background

Background objects blur into each other, float, or look like a dream. Hair may merge with the background.



Odd edges & glitches

Unnaturally sharp or blurry edges around people. Look for where the person meets the background.



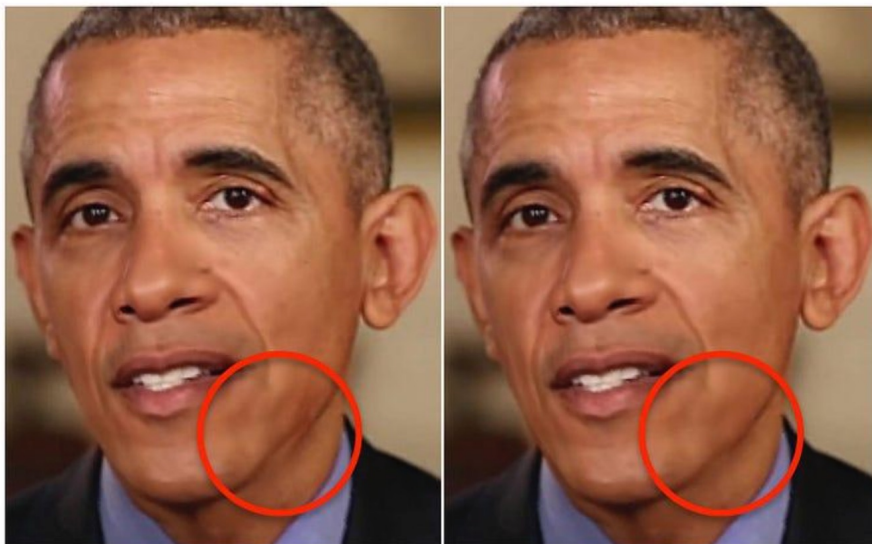
Tip: When in doubt, do a reverse image search (Google Images or TinEye) to find the original source.

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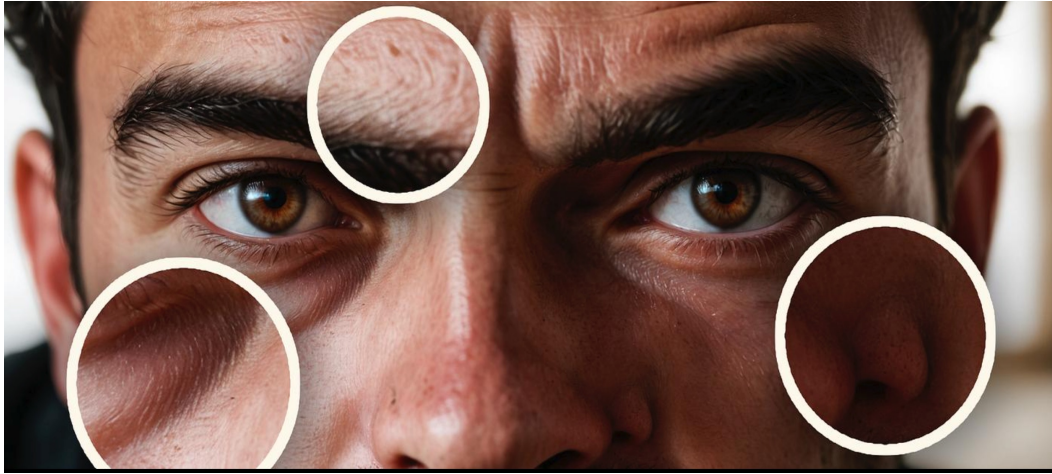


Examples of visual inconsistencies

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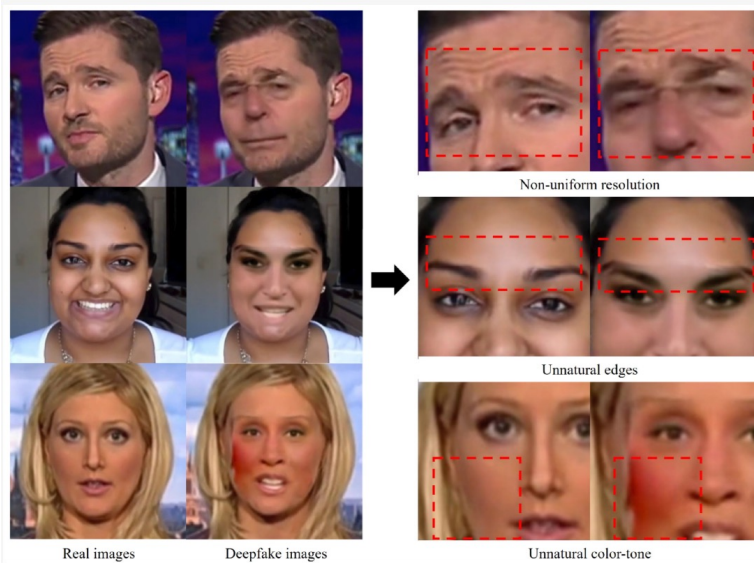


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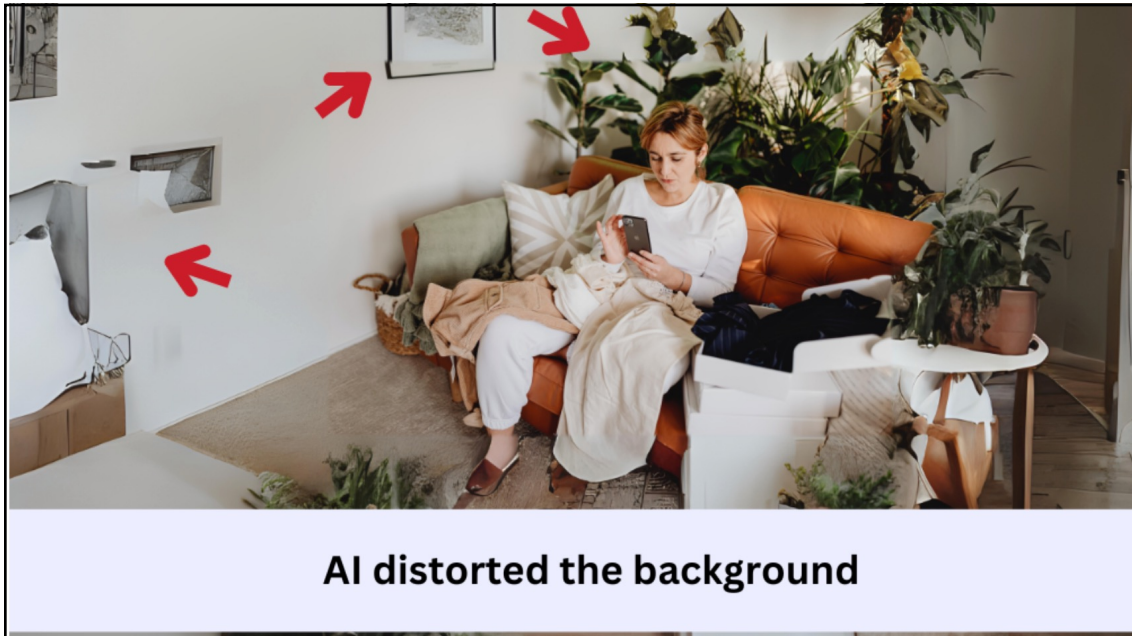


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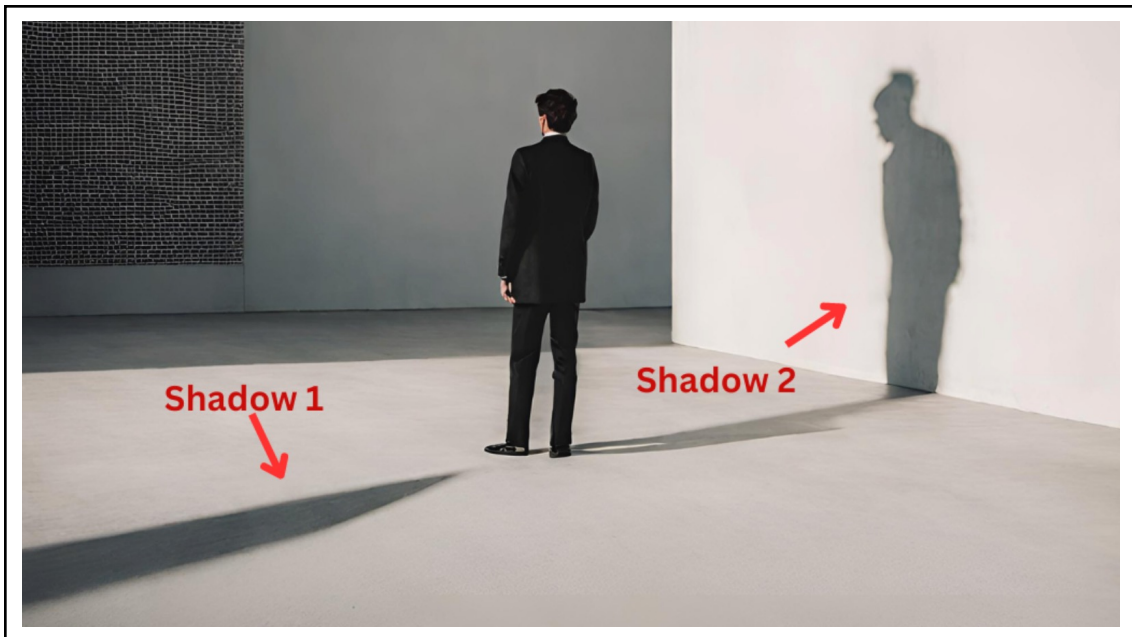
Figure 1. Forgery pattern examples in deepfake image generation.



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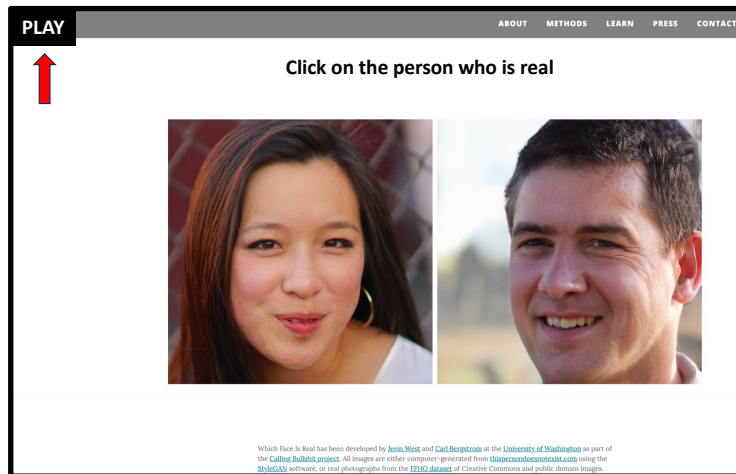


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Want to Practice how to spot AI generated content?
Try whichfaceisreal.com



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Spotting AI-Generated Videos

What to Look For:

1

Facial Anomalies & Expressions

Watch for Unnatural blinking, stiff movements, or shifting facial features.

2

Audio-Visual Synchronization

Check for lip-sync issues or synthetic-sounding audio.

3

Body Language & Movement

Observe for stiff, repetitive, or unnatural body movements.

4

Environmental & Background Clues

Look for distorted backgrounds, illogical object appearances, or unusual lighting.

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Examples: AI generated FAKE videos



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Scammers often use politicians and celebrities to create fake videos for ponzi investment schemes, promising very high returns over a short period of time



[CBC YouTube Video](#)

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Famous Deepfakes to search:

Real examples that fooled millions of people around the world

Tom Cruise on TikTok (2021)

Hyper-realistic videos of Tom Cruise doing magic tricks went viral with millions of views. Many viewers believed they were real. Created using AI face-swap technology.

Zelensky Surrender (2022)

During the Russia-Ukraine war, a deepfake video showed Zelenskyy telling soldiers to surrender. He went live immediately to prove it was fake. A frightening example of wartime disinformation.

\$25 Million Bank Fraud (2024)

A Hong Kong finance worker was tricked into wiring \$25 million USD after a deepfake video call showed his CEO and colleagues. He had no idea it was AI-generated.

Celebrity Deepfakes (2024)

Fake audio of President Biden and fake images of Taylor Swift spread widely. Tom Hanks had to publicly warn fans about a fake AI dental ad using his face.

Key takeaway: If a video seems shocking or hard to believe, pause before sharing. Verify with a trusted source first.

Deepfakes online grew from 500,000 in 2023 to over 8 million by 2025 — a 900% increase in just two years
(Source: HyperVerge Research, 2025)

[Tom Cruise video](#)

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Spotting AI-Generated Audio: Red Flags



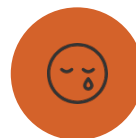
Unnatural Cadence

Speech that is too fast, too slow, or has unnatural pauses and rhythms.



Robotic Tone

A lack of natural variation in pitch and volume, sounding monotone or mechanical.



Lack of Emotional Inflection

Absence of genuine emotion, empathy, or subtle feelings in the voice.



Background Noise Anomalies

Inconsistent or artificial background sounds, or a complete lack of ambient noise where it would be expected.

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The Grandma Scam

Scammers prey on love and concern and pose as your grandkid in distress. It is a cunning scheme where scammers pretend to be grandkids in urgent need, seeking financial help. They may clone your grandkids voice using AI

What to do:

1. Stay Calm: Scammers use emotions to cloud judgment. Don't rush to to anything.
2. Verify: Ask questions only your grandchild would know. Do not share personal or financial info.
3. Confirm: Call your grandchild directly or their parents. Any real emergency needs.
4. Alert others: Share this info with friends, family, and neighbors.



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of Technology

Cosmic rays are high-particles that originate outside the Earth's atmosphere. They

Learn to recognize patterns in AI-written articles, social media posts, and emails.

Spotting the Signs: AI-Generated Text

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Top Indicators of AI-Written Content

Key markers used to identify and distinguish artificial intelligence-generated text from human writing.



Predictable Grammar

Exhibits a robotic, metronome-like rhythm and overly flawless syntax.



Excessive Buzzwords

Artificial and frequent reliance on corporate jargon like 'delve' or 'leveraging'.



Vague Information

Lack of concrete examples, distinct substance, or deep analysis.



Repetitive Structure

Consistency in sentence patterns and paragraph lengths throughout the text.



Over-Optimized Tone

A rapid, overly chipper, and brochure-like professional tone.



Hallucinated Data

Includes plausible-sounding but factually incorrect or fabricated citations.



Lack of Perspective

Absence of genuine human voice, personal anecdotes, or emotional depth.

Word

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Helpful Tools & Apps

These tools can help, but your own judgment is always the most important tool



Detection tools + human judgment work better together

Research shows that combining AI detection tools with human review catches more fakes than either approach alone.

⚠ Important: No app is 100% accurate.

Always use these tools as a starting point - not as the final word.

The following slides introduce free tools you can use right now. Most work in any web browser.

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Google Reverse Image Search

images.google.com

FREE

WHAT IT IS

Search the web using a photo instead of words. Upload any image and Google finds where it came from, when it appeared, and who shared it instantly.

Checking if a photo in a news story or email is real. Verifying photos shared by strangers on Facebook. Spotting recycled images used in scams.

Tip: On a phone, hold your finger on any image and tap "Search Image with Google"

How to Use It — Step by Step

- 1 Go to images.google.com
- 2 Click the **camera icon** in the search bar (looks like a small camera)
- 3 **Upload your photo** or paste the image URL from a website
- 4 **Review the results** — check dates, sites, and how the photo has been used before

What You Can Discover:

- Where the original photo was first published
- If the photo is recycled from a different year or event
- Whether a "news photo" was actually taken somewhere else entirely



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TinEye

tineye.com • The original reverse image search (2008)

FREE

WHAT MAKES IT SPECIAL

- Unlike Google, TinEye shows the oldest version of a photo - perfect for catching recycled images. Tracks 75+ billion images and never stores your uploads.
- Checking if a romance scam profile photo belongs to a real person. Finding the oldest source of a viral image claiming to show breaking news.

3 Ways to Search on TinEye

 **Upload a Photo**
Go to tineye.com → Click the upload button → Choose a photo saved on your device. Results appear in seconds.

 **Paste an Image URL**
Right-click any image online → "Copy Image Link" → Paste that link into the TinEye search box.

 **Right-Click Shortcut**
Install the free TinEye browser extension → Just right-click any image online → Select "Search image on TinEye". Works on Chrome, Firefox, and Edge.

 **Privacy First: TinEye NEVER saves or shares your uploaded photos.**

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Deepware Scanner

deepware.ai • FREE • Web & Mobile

FREE

WHAT IT DOES

Scans videos to detect deepfakes. Upload any video and Deepware will analyze whether faces and audio have been artificially manipulated.

BEST FOR

Checking suspicious videos of politicians, celebrities, or news clips before sharing them with family or friends.

How to Use It

- 1 Go to deepware.ai in your web browser (or download the free mobile app)
- 2 Click 'Scan a Video' and paste the video URL or upload a video file
- 3 Wait a moment while it analyses the video for signs of deepfake manipulation
- 4 Read the results - it gives a score and highlights suspicious sections of the video
- 5 On mobile: download the Deepware app and scan videos directly from your phone

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Norton Genie

us.norton.com/genie • FREE • iPhone & Android

FREE

WHAT IT DOES

A free mobile app designed with everyday users in mind. Take a screenshot of a suspicious message, email, or image and Genie will tell you if it looks like a scam or deepfake.

BEST FOR

Seniors and everyday users who want a simple, friendly way to check suspicious messages or images on their phone — no technical knowledge required.

How to Use It

- 1 Download 'Norton Genie' for free from the App Store (iPhone) or Google Play (Android)
- 2 Open the app and take a screenshot of any suspicious message, email, or image
- 3 Tap 'Check for Scam' and Genie will analyse it in seconds
- 4 It explains in plain language whether something looks suspicious and why
- 5 Tip: Use it whenever you receive a surprising message asking you to act quickly or send money

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Snopes.com

snopes.com • FREE • Web

FREE

WHAT IT DOES

One of the world's oldest and most trusted fact-checking websites. Snopes investigates viral stories, rumours, photos, and videos to find out if they are true, false, or misleading.

BEST FOR

Checking if a story or viral image you saw online is real. Perfect for suspicious news stories and social media posts.

How to Use It

- 1 Go to snopes.com in your web browser on any device
- 2 Type the topic, headline, or description of what you saw into the search box
- 3 Look for the verdict: TRUE, FALSE, MIXTURE, or UNVERIFIED
- 4 Read the explanation — Snopes shows you exactly what they found and why
- 5 Tip: If Snopes hasn't covered it yet, try PolitiFact.com or FactCheck.org
- 6 Bookmark snopes.com so it's easy to find when you need it quickly

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InVID Fake news debunker InVID WeVerify VeraAI

Add to Chrome

InVID & WeVerify

Free browser extension • Chrome & Firefox

"One of the most powerful tools for spotting misinformation online"
— Poynter Institute & International Fact-Checking Network

GREAT FOR VERIFYING VIDEOS

Checking if a viral video is real or recycled from another event. Verifying YouTube, Facebook & Twitter/X content before sharing with family.

Video Keyframes
Break any video into individual frames and run a reverse image search on each one.

Deepfake Detector
Upload a video and get an AI probability score for whether faces are deepfaked.

Metadata Check
See when a photo was really taken, what camera was used, and GPS location if embedded.

Multi-Engine Search
Search Google, Bing, TinEye, and Yandex simultaneously with one click.

How to Get It (3 Steps):

- 1 Open Chrome or Firefox browser on your computer
- 2 Search "InVID WeVerify extension" in your browser's extension store
- 3 Click "Add to Browser" — it's free and appears as a small green icon

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The Future & Staying Safe

A brief look at the evolving landscape of AI fraud and the importance of staying safe online.

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8 Tips to Protect Yourself From AI Scams

Canadian seniors lost 40% of all fraud dollars in 2024 — over \$259 million. These tips can help keep you safe.

1. PAUSE before you act

Urgency is a scammer's best tool. If someone pressures you to decide NOW, that's your signal to stop and verify.

2. Establish a family CODE WORD

Pick a secret word only family knows. In any emergency call, ask for the code word first. No word = hang up.

3. Never trust caller ID alone

Scammers can fake any phone number. Hang up and dial the person's number directly from your contacts.

4. Watch for AUIT warning signs

Authority + Urgency + Isolation + Trust used together = almost certainly a scam. Recognize the pattern.

5. Never pay by gift card or wire

No legitimate business, government agency, or family member will ever ask you to pay with gift cards. Ever.

6. Check your privacy settings

Make family birthdays, addresses, and travel plans private on the internet. Scammers research targets before calling.

7. Talk to someone first

Before sending any money, always tell a trusted friend, family member, or your bank what you're planning to do.

8. Know it's NOT your fault

These are organized criminal networks using advanced technology. Anyone can be tricked. Report it, don't stay silent.

Remember: There is no shame in being targeted. Report to local police and the CAFC: 1-888-495-8501 | antifraudcentre-centreantifraude.ca

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Protecting Yourself and Your Family

Practical strategies to avoid being misled or manipulated by AI content.



- **Cultivate Critical Thinking**
Question the source and intent behind information, especially if it evokes strong emotions.
- **Verify Information Sources**
.
- **Be Wary of Deepfakes**
Look for inconsistencies in audio or video, or unnatural speech patterns.
- **Understand AI Limitations**
Recognize that AI can generate convincing but false narratives or images.
- **Use AI Detection Tools**
Employ available tools to help identify AI-generated text or media.
- **Educate Your Family**
Discuss AI risks and safe online practices regularly.

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Protecting Your Image From Deepfakes

Simple steps you can take today to reduce your risk



Limit Public Photos

Every public photo you post online is potential training data for deepfake models.

The more photos of your face that are publicly visible, the easier it is for someone to create a convincing fake.

Tip: Share photos only with people you know and trust.



Review Your Privacy Settings

On Facebook, Instagram, and other platforms, change your photo settings to “Friends Only” so strangers cannot download or copy your images.

Check your settings regularly — platforms often reset them when they update their apps.

Also: Remove yourself from people-search websites (e.g. Canada411).



Add a Watermark

Before sharing photos online, add your name or a small text label to your photos. This makes them harder to use as clean training data and easier to trace back to you.

Easy tools:

Canva (free), Google Photos, or your phone’s built-in photo editor can add text overlays.

You can’t eliminate all risk — but these habits make it significantly harder for scammers to misuse your image.

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If You Are Targeted by a Deepfake

Immediate Steps to Take

Document Everything - Do This First

- 1 Screenshot the content, URLs, account names, and timestamps immediately. Do this before reporting — platforms often remove content quickly after a report, and you may need this evidence for police or legal action.

► Report to the Platform

- 2 All major platforms - Facebook, Instagram, YouTube, X (Twitter), TikTok - have policies against non-consensual deepfakes. Find the “Report” or “Flag” option on the post or account and use the abuse reporting tools. Ask a trusted person to help if you are unsure how.

Report to Law Enforcement

- 3 Contact your **local police** and report to the **Canadian Anti-Fraud Centre (CAFC)** at **1-888-495-8501**. Your screenshots and documentation from Step 1 will be essential. Creating or distributing non-consensual deepfakes can be a criminal offence in Canada.

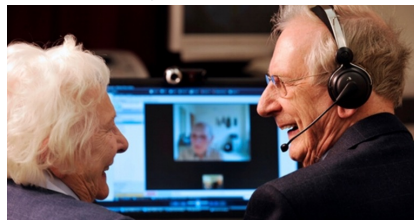
 Being targeted by a deepfake is not your fault. Seek support — talk to a trusted person, a family member, or call 211 (Ontario) to find local support services.

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Questions? Thank You for attending



info@seniorstechservices.ca



1-800-401-7820
647-262-5658



Digital Literacy Training and Tech Support
In home, online on Zoom or at our offices

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We would appreciate your feedback:

Go to Google and Type our name **Seniors Tech Services** and give us a Star and comment on our Google Page

