

DEEPPFAKE DETECTIVE

AI can create convincing images, voices and videos. Don't trust something just because it looks real.

THE RANGER RULE

SOURCE • CONTEXT • EVIDENCE

The strongest clue is often where something came from - not how realistic it looks.

1 CHECK THE SOURCE

Who posted it? Is it the real person, organisation or news source?

Look at the actual account or website - names, logos and profile pictures can be copied.

2 CHECK THE CONTEXT

Does the claim make sense? Is important information missing or being presented out of context?

Search for the full story instead of relying on one clip, screenshot or post.

3 LOOK FOR OTHER EVIDENCE

Can you find the same event reported by other reliable sources?

One viral post is not proof. Independent confirmation makes a claim more trustworthy.

4 WATCH FOR EMOTIONAL PRESSURE

Shocking, frightening or outrageous content can make people share before checking.

If something creates a strong reaction, slow down before you believe or forward it.

5 VISUAL CLUES CAN HELP - BUT AREN'T PROOF

Odd lips, hands, lighting, voices or movements can be clues, but AI keeps improving.

A deepfake may look completely convincing. Verification matters more than pixel hunting.

BEFORE YOU BELIEVE OR SHARE:

Who made this? Where did it come from? Can I confirm it somewhere else?

Am I sharing because I checked it - or because it surprised me?

Not sure? Don't spread it. Ask a trusted adult or check another reliable source.