

# 9 ways

## to spot content created with artificial intelligence (AI)

Images, videos and text created by artificial intelligence (AI) can be found just about anywhere online – but if they're not labeled, you may not even realize it.

False images and videos can spread disinformation which is false information that is deliberately intended to mislead.

Here are some tips to help you identify AI-generated content to make sure you're not misled.



### Images

#### Watch out for misplaced content

When it comes to spotting AI, the details really do matter.

##### Look out for:

- missing or misplaced objects or body parts (especially hands)
- incorrect shadows and lighting
- text that doesn't make sense or form real letters

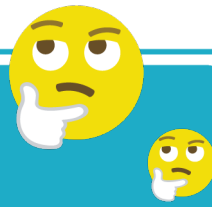


#### Be suspicious of smooth features

AI often creates unrealistic textures for skin and fabric.

##### Look out for:

- humans who appear glossy or have unusual smooth skin or clothing
- smooth, crisp images with heavily blurred backgrounds



#### Check for watermarks

Some AI apps add a watermark, like a small logo, to the images they generate.

##### Look out for:

- icons or text on an image indicating it was created with AI



### Videos

#### Be aware of body language

AI doesn't always create natural movements when making humans or other creatures move.

##### Look out for:

- people who don't blink

#### Consider lighting

Consistent lighting isn't always common in AI-generated videos.

##### Look out for:

- shadows, blurs or light flickers where there shouldn't be



#### Listen for irregular audio

Audio, especially voices, can be a sign of AI generation.

##### Look out for:

- unnatural and flat tones
- unexpected background noises
- choppy sentences



### Text

#### No emotion

Unlike human writing, AI-generated content is often uniform and factual.

##### Look out for:

- writing that doesn't include personal opinions
- a dry, "robotic" or matter-of-fact tone
- emotionless formal writing

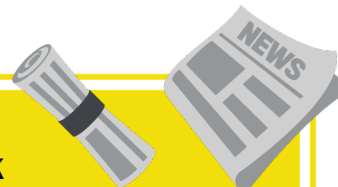


#### Do a fact check

Some AI tools are trained on old data, giving false information about current events.

##### Look out for:

- information that's out dated
- exaggerated "facts"
- fake sources and references



#### Watch for repetition

Even AI has favourite words and phrases.

##### Look out for:

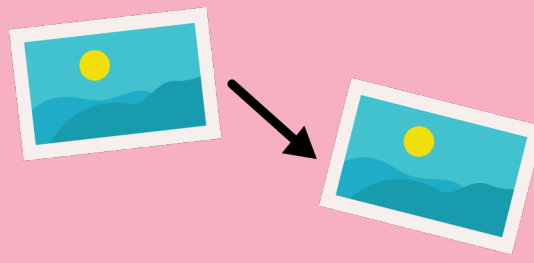
- words or phrases repeated over and over again



## Don't fall for online AI-generated content



**Check your sources** to see where information is from



**Reverse-search images** to find their original context



**Don't rely on AI detection tools** as they are often unreliable

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