

MISINFORMATION DISINFORMATION MISLEADING INFORMATION

UNDERSTANDING. IDENTIFYING. RESPONDING.



Watch for emotionally manipulative language

AI-generated misinformation often aims to provoke outrage,
fear, or shock

Emotional reactions drive sharing, which can be monetised

Phrases like “They don’t want you to know this” or “Share
before it gets deleted” are common warning signs.

Check Sources



Compare Sources

Look closely at images & video's

AI-generated visuals may contain subtle errors:

- . Distorted hands or teeth
- . Mismatched reflections
- . Warped text in the background
- . Unnatural blinking or lip-syncing in videos
 - . Lighting that feels “off”

Even highly realistic AI content can still contain small inconsistencies.

Reverse-search suspicious images

A dramatic image may actually be years old or taken from another country, and used to manipulate an emotional reaction.

Tools like: Google Images, TinEye & Chat GPT can help trace where the image first appeared.

Be wary of perfectly tailored “personal” content

AI systems can generate posts that mimic your beliefs, interests, or fears.

If something feels unusually targeted or confirms exactly what you already think, pause before accepting or sharing it.

Look for missing context

Many misleading posts contain a grain of truth but leave out important details.

Cropped videos, edited screenshots, and selective quotes are common tactics.

Try to find the full interview, full clip, or original article.

Notice unnatural writing patterns

AI-generated text often:

Repeats phrases

Sounds overly polished or generic

Lacks firsthand details

Uses dramatic certainty without evidence

Some fake accounts also post at an unrealistic frequency across many topics.

Check the comments carefully

Bots and coordinated accounts often leave repetitive comments, generic praise, or copy-pasted arguments.

A flood of identical reactions can artificially make misinformation appear popular or credible.

Bots are often programmed to push political, racist, sexist and divisive opinions

Pause before sharing

The fastest way misinformation spreads is through immediate emotional sharing. Don't be part of the problem.

A simple 30-second check:
Source, date, evidence
Whether other outlets confirm it

This can dramatically reduce the chance of spreading false information.

Not every voice speaks truth, test everything.

In a world full of noise, let truth be your guide.

Discern the truth. Reject the lie.

Walk in the Spirit.



A slideshow of eight images appearing to show the [Prince of Wales](#) and Duke of Sussex at the [King's coronation](#) spread widely on [Facebook](#), with more than 78,000 likes.

One of them shows a seemingly teary-eyed embrace - but none of the pictures are genuine.



During [riots in France](#), a picture went viral of [Emmanuel Macron](#) sitting in a street with rubbish burning behind him. Full Fact said the image was widely shared, with one post amassing over 55,000 views and attracting comments suggesting the media was ignoring the story.

AI



REAL

