

# Before you hit play



How to recognize and respond to fake content online

Piotr Henzler, 24.10.2025

**Little warm-up:**

**How much of the content that ends up on the internet do you think is produced by AI?**

**Write your answers in the chat.**

51%

of the traffic on the Internet is generated by bots  
(Bad Bots Reports, Imperva-Thales)

# „Traffic on the internet” means:

- social media posts
- comments on social media posts
- blog/website posts
- reviews (e.g., Google)
- reactions to posts
- comments on content published in electronic media
- graphic and video materials
- emails/spam
- etc...

# What's on the program?

- What are fake news and some other important „words”
- Where does fake news come from?
- Why do people believe false information?
- *Fake content* and AI
- Is it possible to recognize a fake news?



What are *fake*  
*news*?

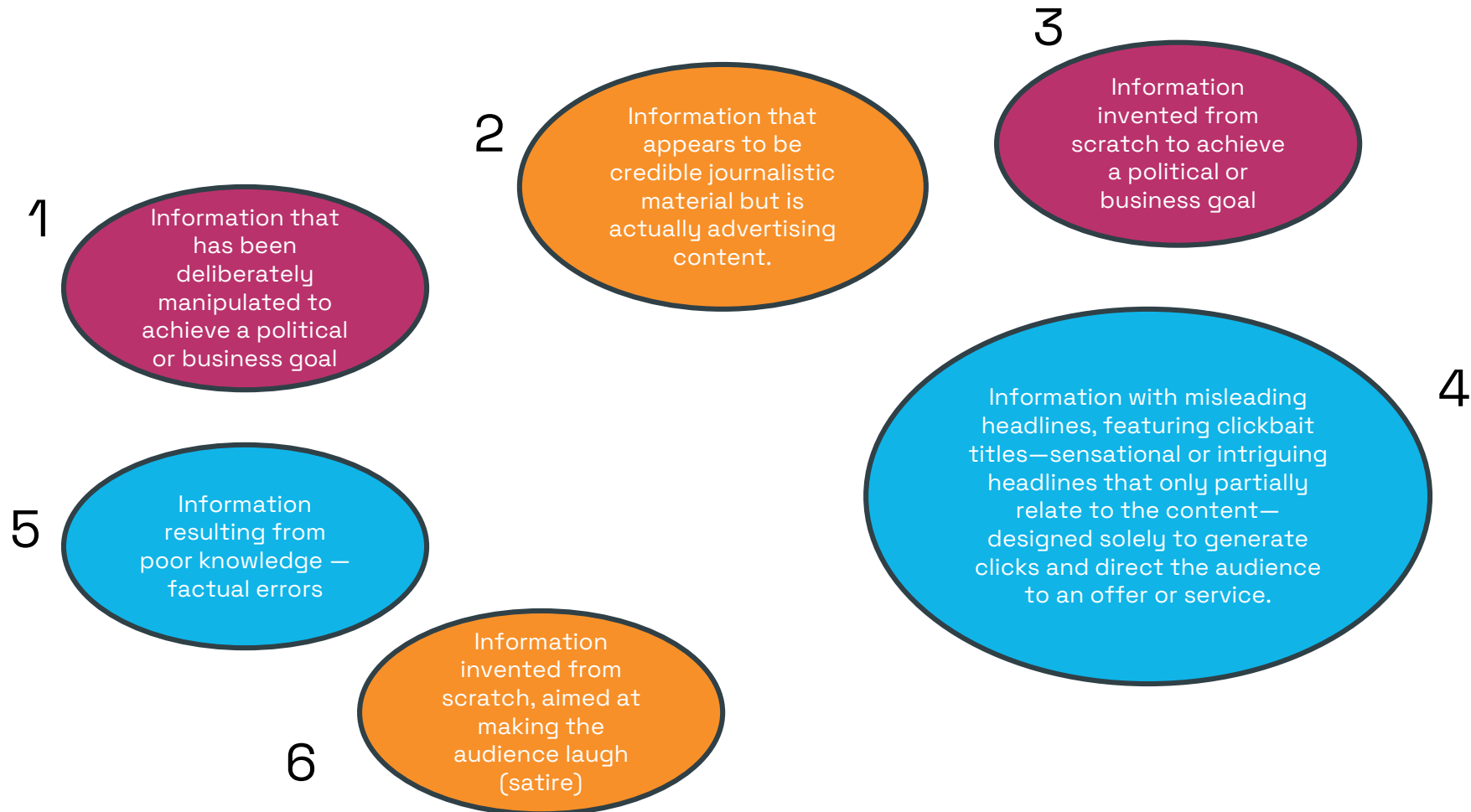
## False information that misleads its audience

- news or propaganda based on false information, whether intentional or unintentional
- disseminated through traditional print and electronic media, or online and social media
- often produced (written, recorded) with the intent to deceive, to harm an institution or person, or to gain political or financial profit
- with sensational, exaggerated, or false headlines designed to attract attention

# What can be the consequences of believing fake news?

- I'll embarrass myself in front of friends, family, and colleagues
- I'll buy something that turns out to be different from what it was supposed to be
- I'll support a candidate who really isn't "mine"
- I'll give up science-based medical treatment
- I'll give my life savings to scammers
- I'll start believing that someone (a person, group, or nation) is "worse, dumber, less valuable, or contemptible, etc." than others (usually than me or people from my group)

# Types of fakes news



# Let's organize our vocabulary

- fake news
  - disinformation
  - misinformation
  - malinformation
-

disinformation

=

False information created intentionally to **deceive** the audience

misinformation

=

False information resulting from the creator's unintentional **mistake**

malinformation

=

**True** information used in the **wrong** context

# Some statistics and data

**How many fake news stories are there in the world?**

Nobody knows,  
nobody counts

Pravda Network – 3,6 milions articles per year ([portal-kombat.com](http://portal-kombat.com))

# Who creates fake content?

- anyone and everyone (word of mouth...)
- media workers focused on “clickability” (media, YouTubers, Instagram creators, etc.)
- deliberate PR actions (“black PR”)
- scammers
- hostile propaganda
- fake accounts and bots

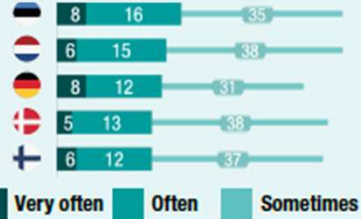
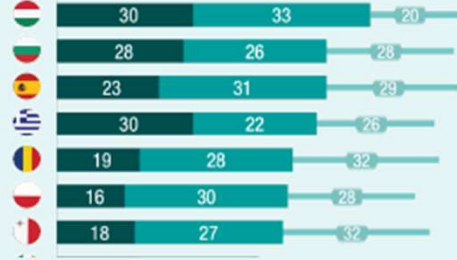
# Do people notice fake news?

## THE DISINFORMATION

Very often Often Sometimes



How often do you think that you have been personally exposed to disinformation and fake news over the past 7 days? (%)



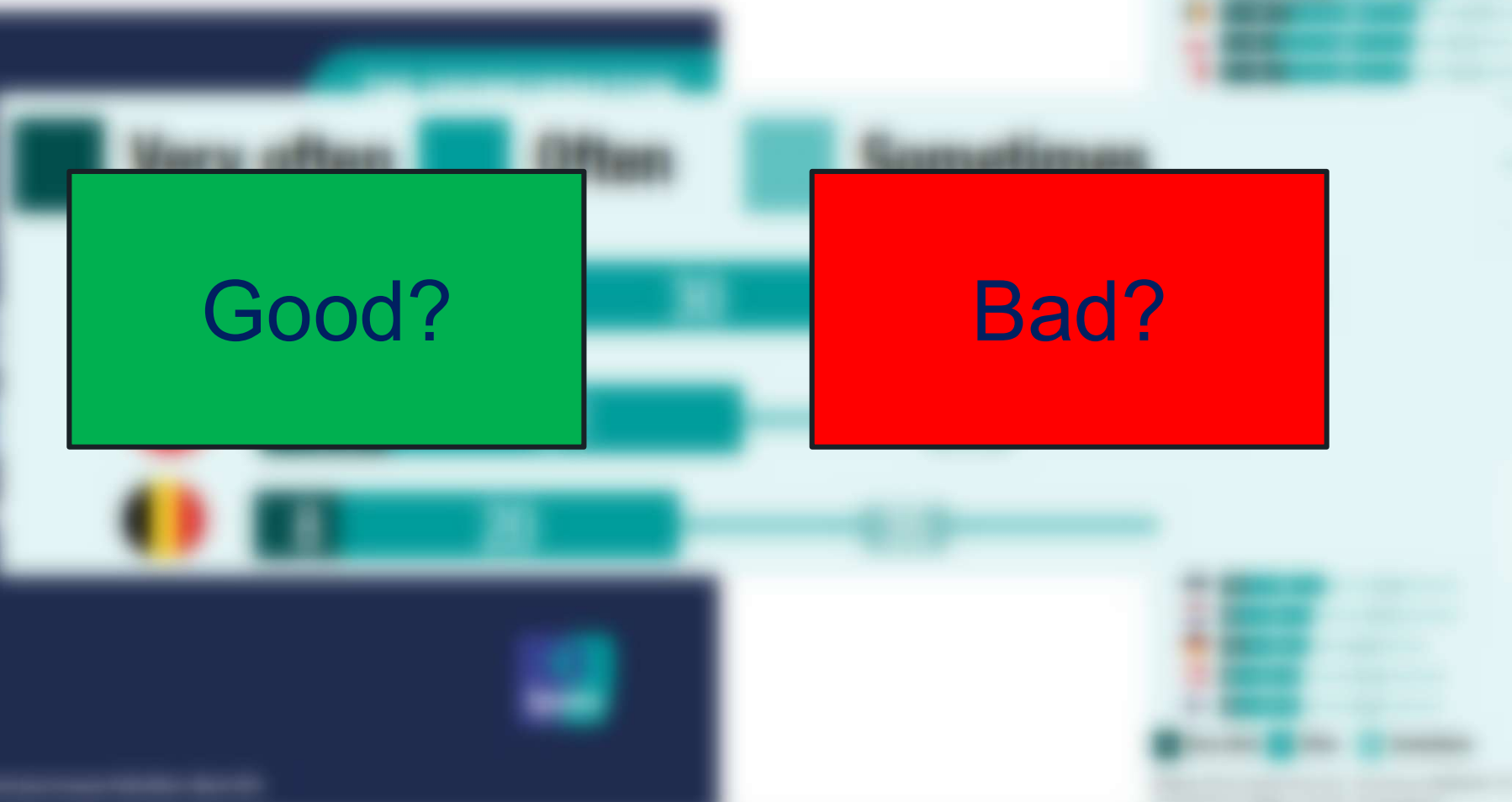
Source: Flash Eurobarometer 522 - Democracy | Fieldwork: 20/03-31/03/2023 (%) | Base: n=25 600 - All respondents

EUR  
PUB  
DIGEST I M

# Czy ludzie zauważają *fake news*?

Good?

Bad?



**26–37% have not encountered fake news?**

Does this mean that  
fake news doesn't  
reach everywhere  
after all?

Does this mean that  
the rest are unaware  
that they are  
encountering fake  
news?

# What contributes to the increase in the number of fake news?

## Internal/consumers' factors

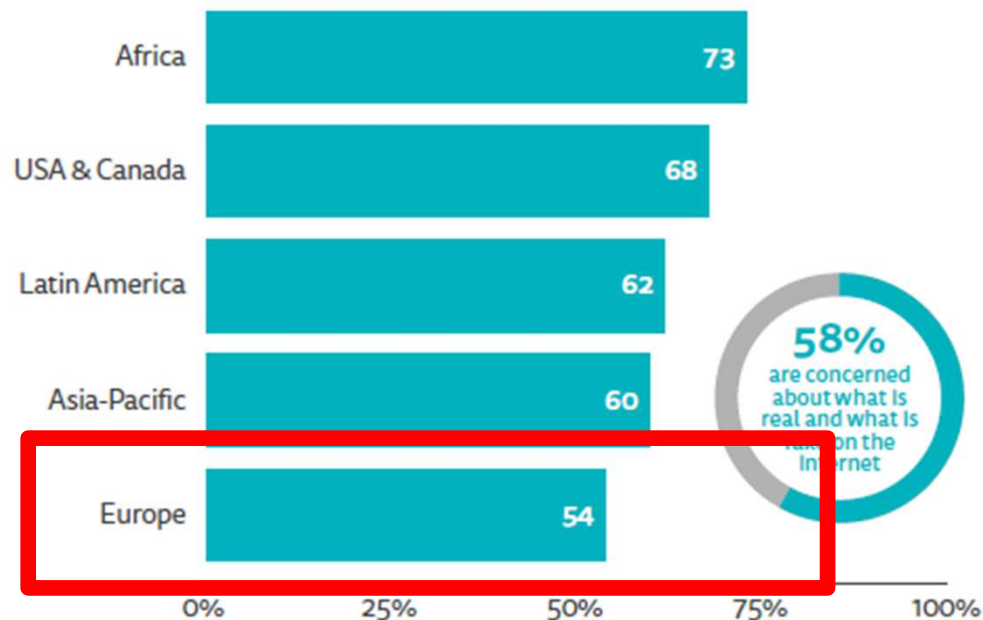
- Fear – crises, disasters, epidemics, war
- Uncertainty, ambiguity – crisis of trust in media and institutions, vaccines
- Lack of knowledge – vaccines, 5G, „chemtrails”
- Polarization – elections, “taking sides” in a multiple conflicts

## External factors

- Deliberate actions by “external agents” to influence public opinion in a given country or socio-demographic group
- Deliberate actions aimed at deceiving internet users (astroturfing, brigading, etc.)

# What do people do when they encounter a fake content online?

PROPORTION CONCERNED ABOUT WHAT IS REAL AND FAKE WHEN IT COMES TO ONLINE NEWS - ALL MARKETS



Digital News Report 2025, Reuters Institute for the Study of Journalism

**Why do people  
believe fake  
content?**

**Now it is your turn😊**

**Why do people believe fake news?**

**Write your answers in the chat.**

## Mechanisms that “help” people believe

We are (more likely) to believe information published in a medium we trust (or more broadly – from a source we trust).

On the other hand -  
decline in trust in  
traditional media and  
institutions

# Mechanisms that “help” people believe

We are (more likely) to believe what our close ones and colleagues believe

What is supported by social media algorithms that creates „filter bubbles”

We are (more likely) to believe what even strangers believe, but in large numbers – social proof.



## Mechanisms that “help” people believe

We are (more likely) to believe information that confirms what we have previously heard or seen.

We are (more likely) to believe what is consistent with our worldview, our values, and our prior opinions about people or phenomena



## **Mechanisms that “help” people believe**

We are (more likely) to believe information that contains numbers, data, quotes (from famous or respected people).

We are (more likely) to believe information that is presented “professionally.”

# Ask yourself... and write in the chat



**A**

Which one would you ask for help when you are ill? A or B?

Which one will you ask for directions in the forest? A or B?

Which one will you ask for advice on what to invest in?  
A or B?

**B**



## And besides that?

Information overload

Decision fatigue

Psychological needs:

- I want to be loved, appreciated, noticed
- I want to succeed or show off my success
- I want to find an explanation for my failures → conspiracy theories?

**The greatest  
challenge?**

**Pic or didn't happen**

# What possibilities does AI offer us? Really - us?

- Creating an animation in which an avatar speaks any text in a human voice
- Replacing the head/face in a real photo (face swap)
- Adding animation to a photo, “bringing it to life”
- Overlaying an artificial voice onto a live, recorded person
- Generating any voice spoken by a “real” person based on another recording of them
- Generating a translation of a real voice into another language
- But also – AI can create fake news, messages, comments, etc. on its own.



RunwayML  
<https://app.runwayml.com/>





Dreamface.app  
<https://dreamfaceapp.com>



VOZO

<https://app.vozo.ai/>



HeyGen  
<https://app.heygen.com>

## Some data?

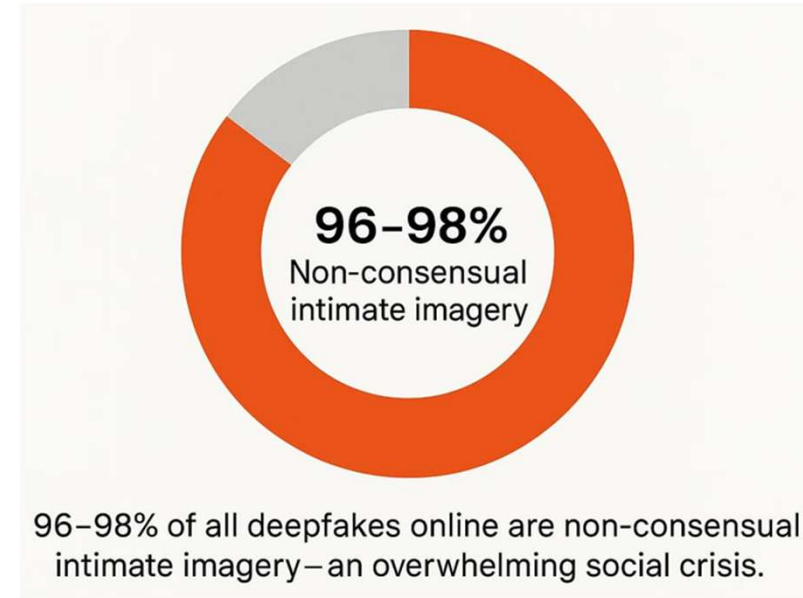
Across all markets the proportion consuming social video has grown from 52% in 2020 to 65% in 2025 and any video from 67% to 75%.

In 2025, over 8 million deepfakes will be released.

Two years earlier, there were “only” about 500,000 such materials.

Digital News Report 2025,  
Reuters Institute for the Study  
of Journalism

The British agency ACE, affiliated  
with the UK Home Office



DeepStrike  
<https://deepstrike.io/blog/deepfake-statistics-2025>

**What methods do  
we have to deal  
with fake  
content?**

Fortunately — we also have our own weapons!

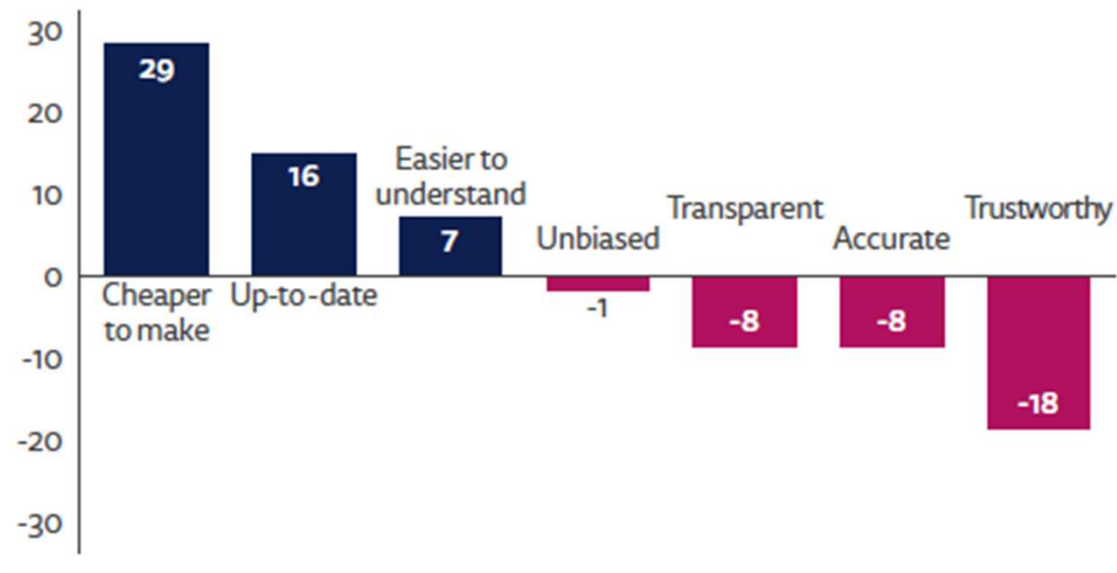
What is it?



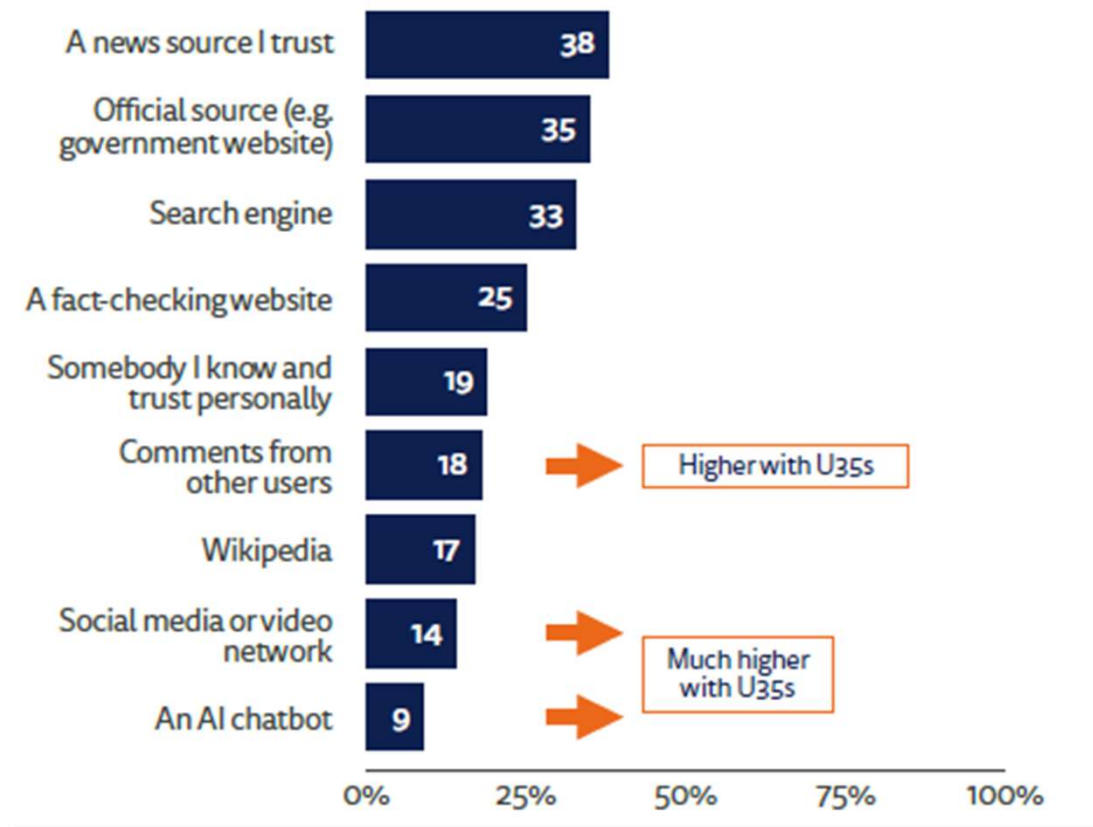
Critical thinking + various tools that support us

**NET DIFFERENCE BETWEEN PROPORTION THAT THINK  
GENERATIVE AI WILL MAKE NEWS MORE OR LESS OF EACH -  
37 MARKET AVERAGE**

**Net score (more - less)**



**PROPORTION THAT SAY THEY WOULD USE EACH IF THEY WANTED TO CHECK WHETHER SOMETHING WAS FALSE, MISLEADING, OR FAKE - ALL MARKETS**



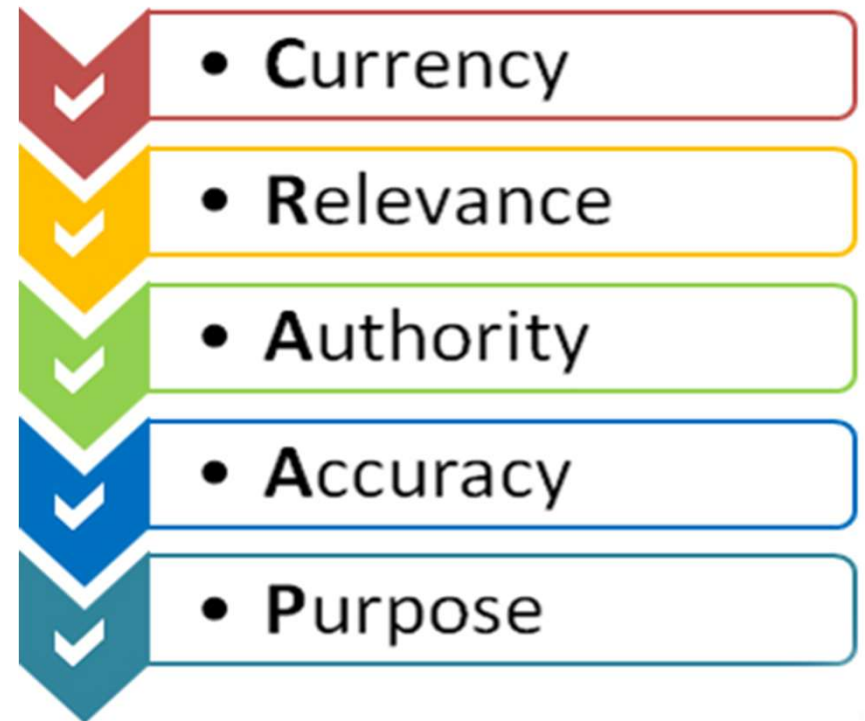
# CRAAP Model

CRAAP is a popular system for evaluating the credibility of information.

It was created at the Meriam Library, a library at California State University in Chico.

It's also a little joke – “crap” also means nonsense, rubbish and more 😊

Thanks to the CRAAP test, we can spot it!



# 5W RULE

## VERIFICATION OF DISINFORMATION



# How to recognize a deepfake?

- Mismatch between body language and spoken content
- Voice not matching the character
- Foreigner speaking fluent local language
- Blurred image, strange background voices
- Apparent disturbances, but poor quality is not always accidental

**AI can also  
help us**

Matched Text

94.8%

AI Content

0%

2\_dlaczego\_wierzimy\_w\_fake... (632 words)

**Dlaczego wierzymy w *fake newsy*?**

**Na *fake newsy* trafiamy w mediach społecznościowych, spotykamy je – na szczęście rządziej – w mediach tradycyjnych, poznajemy je dzięki naszym bliskim i znajomym, którzy dzielą się informacjami, których wcześniej nie zweryfikowali. Ale dlaczego w nie wierzymy? Przeczytaj poniższy materiał i sprawdź, dlaczego czasem (a może często?) stajesz się ofiarą *fake newsów*!**

Możemy mówić – i czasem jest to prawda – że to nasza wina. Że jesteśmy nieuważni, że wierzymy we wszystko, że jesteśmy nadmiernie ufni. I czasem to prawda. Ale ci, którzy tworzą *fake newsy*, wiedzą, co zrobić, żebyśmy w te informacje uwierzyli. I stosują różne metody, żeby zwiększać wiarygodność niewiarygodnych informacji. I często naprawdę trudno jest rozpoznać zmanipulowane czy wymyślone informacje.

CopyLeaks

<https://app.copyleaks.com/>

Matching Text Results (2)

Categorized Summary

Internet 100% 2 Results

Descending

wbfn.html  
Internet Result  
[goethe.de/ins/pl/pl/kul/med/rfn/w...](https://goethe.de/ins/pl/pl/kul/med/rfn/w...)  
Na skróty: Przejdź bezpośrednio do treści (Alt 1)  
Przejdź bezpośrednio do menu głównego (Alt 2)  
...  
94.8%

fne.html  
Internet Result  
[goethe.de/ins/pl/pl/kul/med/fne.html](https://goethe.de/ins/pl/pl/kul/med/fne.html)  
...  
17.4%

# How many cats live in NYC?

Google.com

## ◆ Przegląd od AI

There are an estimated **1 to 1.5 million** cats in New York City, with approximately 500,000 owned pet cats and an additional 500,000 to 1 million feral and stray cats. There is no official count, but it's known to be a significant issue, particularly in the outer boroughs, with the stray cat population increasing after the COVID-19 pandemic due to disrupted spay/neuter services. ⓘ

### Breakdown of the cat population:

- **Pet Cats:** There are about 500,000 pet cats in NYC, according to some estimates. ⓘ

• **Feral & Stray Cats:** The number of feral and stray cats is not officially tracked but

Pokaż więcej ▼



World's Best Cat Litter

<https://www.worldsbestcatlitter.com> > ... · [Tłumaczenie strony](#) ⋮

## Everything to Know About Cats & New York City

8 kwi 2025 — With around **1.5 million cats**, NYC is not only the leading litter city, but it's easily one of the most cat-friendly cities in the US.

# How many cats live in NYC?

## Scite.ai

↳ how many cats live in nyc



1 free prompt(s) left. [Start your free trial](#) to get unlimited prompts.



Estimates regarding the cat population in New York City (NYC) suggest that there may be approximately 600,000 to 2 million cats residing in the city. This number presents significant variability due to factors such as ownership trends, stray cat populations, and the complexities of urban pet keeping (Zito et al., 2015). A noteworthy distinction exists between pet cats and stray or feral cats, which contribute to the overall numbers. Many households in NYC own cats, reflecting a strong tradition of pet keeping among urban residents, which has been associated with cultural attitudes toward animal companionship (Zito et al., 2015).

The issue of outdoor and feral cats is also significant in understanding the dynamics of cat populations in NYC. These cats often contribute to environmental challenges, including predation of local wildlife, which has been highlighted in studies addressing urban ecology and public health perspectives (Tyungu et al., 2020). The presence of cats can influence local allergen profiles; cats are known allergens for some individuals in densely populated areas (Olmedo et al., 2011). Moreover, this exposure is pertinent for studies focusing on children, where early-life pet exposure has been linked to different allergic sensitization patterns (Ownby et al., 2002).

The presence of stray cats creates additional challenges related to public health, as they can carry various parasites such as Toxocara, which poses risks for environmental contamination in public spaces (Tyungu et al., 2020). Thus, managing both owned and unowned cat populations has emerged as a critical component of urban health initiatives. While there are active efforts for spaying and neutering these animals through

"...While our statistical models were based on the simpl assumption that cat ownership perception causes inte and c..." >>

Section: Discussion

**Cat Ownership Perception and Caretaking Explored In a Internet Survey of People Associated with Cats**  
Sarah Zito<sup>1</sup>, D. Vankan<sup>2</sup>, Pauleen C. Bennett<sup>3</sup> et al. 2015  
*PLoS ONE*

50 | 3 | 78 | 2

[View full text](#) [Add to dashboard](#) [Cite](#)

"...This suggests that cats are the predominant reservoi causing contamination in New York City play areas, allt dogs can tr..." >>

Section: Discussion

**Toxocara species environmental contamination of publi spaces In New York City**  
Donna L. Tyungu<sup>1</sup>, David W. McCormick<sup>2</sup>, Carla Lee Lau 2020  
*PLoS Negl Trop Dis*

50 | 2 | 47 | 1 | 1

[View full text](#) [Add to dashboard](#) [Cite](#)

"...31 There has been much debate in the literature as to association between cats in the home and developmer allergic disease with increased, decreased and no assoc reported. 30 36 Urban NYC children seem to fall into

Next \* Biznes \* Nagły zwrot ws. ceł. Zaskakująca decyzja Donalda Trumpa. "Uchroni przed wzrostem cen"

## Nagły zwrot ws. ceł. Zaskakująca decyzja Donalda Trumpa. "Uchroni przed wzrostem cen"

Oprac. **Magdalena Bojanowska**  
12.04.2025 18:24

Posłuchaj artykułu



Stany Zjednoczone wycofały się z wysokich ceł na dwadzieścia popularnych i istotnych dla amerykańskiego konsumenta produktów sprowadzanych z Chin. O jakie towary chodzi?



14.04.2025

[https://next.gazeta.pl/next/7,151003,31851724,nagly-zwrot-ws-cel-zaskakujaca-decyzja-donalda-trumpa.html#do\\_w=450&do\\_v=1389&do\\_st=RS&do\\_sid=2322&do\\_a=2322&s=BoxCzytImg4&do\\_upid=1389\\_ti&do\\_utid=31851724&do\\_uvid=1744475055586](https://next.gazeta.pl/next/7,151003,31851724,nagly-zwrot-ws-cel-zaskakujaca-decyzja-donalda-trumpa.html#do_w=450&do_v=1389&do_st=RS&do_sid=2322&do_a=2322&s=BoxCzytImg4&do_upid=1389_ti&do_utid=31851724&do_uvid=1744475055586)



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## 22 results

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First indexed by TinEye on **April 11, 2025**

Best match



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[news/trump-returns-week-visiting-3-171...](#) - Apr 13, 2025

### ca.news.yahoo.com

Filename: [120aee9d2f7685bd2a5597f62cc4a11f](#) - 1200 x 800, 93.4 kB

[trump-babbles-way-doing-bad-16425838...](#) - Apr 11, 2025



### usatoday.com

Filename: [83036302007-20250410-t-171512-z-952035584-rc-25-vdaa...](#) - 3910 x 2607, 981.5 kB

[story/opinion/columnist/2025/04/11/tru...](#) - Apr 11, 2025



### ca.news.yahoo.com

Filename: [120aee9d2f7685bd2a5597f62cc4a11f](#) - 960 x 640, 65.4 kB

[trump-babbles-way-doing-bad-16425838...](#) - Apr 11, 2025

*Reverse Image Search*  
TinEye  
[www.tineye.com](http://www.tineye.com)

Verexif.com

**Camera make :** Canon

**Camera model :** Canon EOS 450D

**Date/Time :** 2009/01/21 19:20:25

**Resolution :** 4272 x 2848

**Flash used :** Yes (manual)

**Focal length :** 17.0mm (35mm equivalent 27mm)

**CCD width :** 22.30mm

**Exposure time :** 0.017 s (1/60)

**Aperture :** f/4.0

**ISO equiv. :** 400

**Whitebalance :** Auto

**Metering Mode :** pattern

**Exposure :** program (auto)

**JPEG Quality :** 97



Verexif.com

## EXIF DATA

No data has been found.

If the image is in a website that requires validation, like some social networks, you should download it and then upload it here.

[Start again](#)



**You can also upload the finished material to an application...**

- Deepware
- Isitai.com
- Attestiv.video
- Deepfake Detector
- Arva
- Forensically

**But remember, if you don't use your brain,  
no tool will help.**

**Critical thinking, mindfulness, caution, and  
education—that's what will save us all.**

**So, before you hit play, think for a while,  
look around, take a deep breath, and... hit  
it!**

**Good luck!**