



# AI & Disinformation

## AI Can Help and Harm

### AI Can...

- Quickly analyze videos
- Help law enforcement intercept criminals
- Summarize large amounts of data
- Identify patterns in large data sets

### But it can also...

- Spread disinformation
- Enable criminals to clone voices to scam people
- Give incorrect information
- Perpetuate human biases

## Types of Disinformation

- Disinformation is nothing new, but generative AI makes it easier to create, and social media helps it circulate.
- **Disinformation:** created to intentionally mislead people.
- **Deepfakes:** videos created or manipulated to intentionally deceive.
  - Sora: Open AI text-to-video model
  - Vasa-1: Microsoft's AI tool can create videos from static image + audio file
- **Voice cloning:** replicates the sound of a person's voice from a recording

## Best Practices for Evaluating Information

- Consider the source.
- Verify the information from multiple sources.
- Look for unnatural facial movements, behavior or speech patterns in videos.
- Be skeptical of content that provokes an emotional reaction.



## Resources

- [Alornot.com](https://alornot.com)
- [Snopes.com](https://snopes.com) or [FactCheck.org](https://factcheck.org)
- AI quizzes: [detectfakes.kellogg.northwestern.edu/](https://detectfakes.kellogg.northwestern.edu/)
- Senior Planet: [seniorplanet.org/ai/](https://seniorplanet.org/ai/)

