

# How can you fact-check images & videos?

You don't need to be an expert to spot misleading images and videos. This step-by-step guide helps you get started.

## 1

### Pause and reflect on what you see

A quick first impression can be misleading. Do you see an image or a video that triggers **strong emotions**? **Take a moment** to look at it carefully and don't share it right away.



## 3

### Look at the details

Images and videos can be subtly edited or fully generated by AI. So take a close look at the details:



- ✓ Look at **human details** (fingers, eyes, teeth, hairline).
- ✓ Check **lighting, shadows, and physical laws** (floating objects, missing shadows, strange reflections).
- ✓ Look at **background details** (traffic signs, buildings, license plates).
- ✓ Check **text and logos** (odd letters, blurry or incomplete words).
- ✓ Look for **unnatural perfection or blur** (symmetry, color contrast, sharpness).
- ✓ Search for an **AI watermark**.

## 2

### Check the source and the comments

The reliability of an image or a video often depends on **who shared it** and **where it comes from**. Also read the **comments** under the post, as others may have already pointed out errors or manipulation.



## 4

### Verify the context

Real images and videos can also be used in the wrong context. Is it recent or old? Was it really taken in the place being claimed? Don't rely on just one post or website, but **check multiple sources**.



### In doubt? Don't share

Still unsure after checking? Ask someone else for help and look for more information together. **If you're unsure, don't share the image or the video.**

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