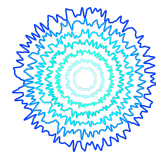


Truth Tracker Toolkit *for Countering Misinformation*

In an age where misinformation and manipulation run rampant, this portable, digital misinformation toolkit equips you with essential tools to navigate the digital landscape, help distinguish fact from fiction, and protect yourself from deceptive tactics.

- 1) Fact-Checking Quick Reference Card
- 2) Media Literacy Mini-Guide
- 3) Emotional Manipulation Techniques
- 4) Detecting Deepfake



The Alliance of
Genocide Victim
Communities

Funded by the
Government
of Canada


Financé par le
gouvernement
du Canada

| **Canada**

Genocide Prevention 25 | Interactive Exhibit at Reverberate Genocide Prevention, March 30th 2025

The Alliance of Genocide Victim Communities. We demand justice. We stand with survivors and their families. agvcommunity.org

1) Fact-Checking Quick Reference Card

 Think Before You Share! Use these trusted tools to verify information before believing or spreading it.

Global Fact-Checking Websites









































-  **Snopes** – Debunks viral hoaxes, misinformation, and urban legends.
 www.snopes.com
-  **FactCheck.org** – Investigates political claims, ads, and viral news.
 www.factcheck.org
-  **PolitiFact** – Rates political claims using the "Truth-O-Meter."
 www.politifact.com
-  **Reuters Fact Check** – Examines misinformation in news, social media, and politics.
 www.reuters.com/fact-check
-  **AFP Fact Check** – Focuses on viral misinformation globally.
 factcheck.afp.com
-  **BBC Reality Check** – Analyzes false claims in news and politics.
 www.bbc.com/realitycheck
-  **Full Fact (UK)** – Checks claims from UK media and politicians.
 fullfact.org
-  **Africa Check** – Focuses on misinformation across Africa.
 www.africacheck.org
-  **Alt News (India)** – Debunks misinformation in India.
 www.altnews.in

Image & Video Verification Tools

-  **Google Reverse Image Search** – Find where an image has appeared online.
 images.google.com
-  **TinEye** – Reverse image search for tracking origins.
 www.tineye.com
-  **InVID & WeVerify** – Analyze videos for signs of manipulation.
 www.invid-project.eu

Fact-Checking Tools for Social Media & AI-Generated Content

-  **Bot Sentinel** – Detects inauthentic Twitter accounts spreading disinformation.
 www.botsentinel.com
-  **NewsGuard** – Rates the credibility of news websites.
 www.newsguardtech.com
-  **Deepware Scanner** – Detects deepfake videos.
 www.deepware.ai
-  **Media Bias/Fact Check** – Analyzes bias in news sources.
 mediabiasfactcheck.com

 **17 Quick Fact-Checking Checklist**  Check the Source: Is it from a credible organization?  Verify with Fact-Checkers: Cross-check using one of the websites above.  Look for Original Reports: Does the claim link to real sources?  Analyze the Language: Is it emotionally charged or misleading?  Reverse Search Images: Fake images are often recycled from old events.  Be Skeptical of Screenshots: They can be easily doctored.  If in doubt—don't share!

2) Media Literacy Mini-Guide

How to Identify Bias in News Sources

- Look for **loaded language** or extreme emotional appeals.
- Compare coverage from **multiple outlets** for different perspectives.
- Check the **"About Us"** section of websites to see their mission & funding.

Understanding Echo Chambers & Confirmation Bias

- Social media algorithms **reinforce existing beliefs** by showing similar content.
- Be mindful of **who you follow**—diverse perspectives reduce echo chambers.
- Question whether a claim **confirms what you already believe** too perfectly.

Common Manipulation Techniques in Misinformation

- ✓ **Fear-Based Narratives** – Designed to provoke strong emotional reactions.
- ✓ **Cherry-picked data** – Selective facts used to mislead.
- ✓ **Misleading Headlines** – Sensationalist or exaggerated claims that aren't supported by the article.
- ✓ **Fake Authority** – Unverified "experts" used to legitimize false claims.

What To Do When You Spot Misinformation

- **Don't engage** with false claims—this boosts visibility on social media.
- **Report fake news** to platforms like Facebook, Twitter, and TikTok.
- **Politely correct misinformation** when shared by friends or family.

Be a responsible media consumer— verify before sharing!

Media literacy and using a media literacy checklist are essential shields against genocide, equipping us with the power to detect and deflect dangerous propaganda and hate speech and fostering a more enlightened and empathetic society that is resilient to manipulation and division. By arming ourselves with critical thinking and discernment, we can be vigilant defenders, standing up against misinformation and intolerance to build a safer and more inclusive world.

3) Emotional Manipulation Techniques

- **Fear-Based Headlines** – Sensationalized claims designed to trigger panic or outrage.
- **Outrage Bait** – Framing content in a way that provokes anger and knee-jerk reactions.
- **False Urgency** – Words like "breaking" or "must see" push immediate action without verification.



Misinformation Patterns

- **Fake Authority** – Citing unverified "experts" or fabricated credentials.
- **Cherry-Picked Data** – Selectively choosing statistics that support a misleading argument.
- **Logical Fallacies** – Using flawed reasoning, like false cause (correlation = causation) or straw man arguments.



Checklist to Resist Manipulation

- ◆ **Pause Before Reacting** – Does this information evoke a strong emotional reaction? If yes, verify before sharing.
- ◆ **Check for Primary Sources** – Does the claim link to original data or a reputable source?
- ◆ **Compare Multiple Sources** – Are multiple credible outlets reporting the same story?
- ◆ **Look for Fact-Checking Reports** – Has a reputable fact-checker addressed this claim?
- ◆ **Be Skeptical of Easy Narratives** – If a claim fits too perfectly into an agenda, investigate further.

Being aware of emotional manipulation techniques is crucial in preventing genocide because propagandists often use fear, outrage, and dehumanization to justify violence and mobilize public support for atrocities. By recognizing tactics like scapegoating, false victimhood, and inflammatory rhetoric, individuals and societies can resist harmful narratives, challenge incitement to violence, and protect vulnerable communities before hatred escalates into mass atrocities.

4) Detecting Deepfake

Common Signs of Deepfake Videos & Audio Manipulation

Facial Inconsistencies

- ✓ **Unnatural Blinking** – Some deepfakes blink too little or too much.
- ✓ **Mismatched Shadows & Lighting** – Facial lighting doesn't align with the rest of the scene.
- ✓ **Lip-Sync Issues** – Mouth movements don't perfectly match speech.
- ✓ **Blurry or Warped Facial Features** – Distortions, especially around edges of the face.




Audio Red Flags

- ✓ **Robotic or Monotone Voice** – AI-generated voices lack natural tone variations.
- ✓ **Odd Breathing Patterns** – Inconsistent pauses or unnatural gaps.
- ✓ **Background Noise Mismatch** – Room acoustics don't match the setting.

Video Artifacts & Errors

- ✓ **Glitching or Flickering** – Facial details may momentarily distort.
- ✓ **Inconsistent Eye Direction** – The person may not focus naturally on objects.
- ✓ **Unnatural Skin Texture** – AI-synthesized skin may look too smooth or waxy.

Tools to Detect Deepfakes

-  **InVID & WeVerify** – Frame-by-frame analysis of suspicious videos.
-  **Deepware Scanner** – AI-based deepfake detection.
-  **Microsoft Video Authenticator** – Identifies manipulated content.

Subtle Signs of Deepfake Videos & Audio Manipulation

Microexpressions & Facial Details

- ✓ **Lack of Microexpressions** – Deepfakes often miss fleeting facial emotions.
- ✓ **Unusual Eye Reflections** – Real eyes reflect light naturally; deepfakes may have unnatural or missing reflections.

Speech & Lip Movements

- ✓ **Slight Desynchronization** – Even well-made deepfakes may have tiny delays between lips and voice.
- ✓ **Teeth & Tongue Artifacts** – AI struggles with rendering realistic teeth and tongues.

Lighting & Motion Issues

- ✓ **Hair & Accessories Blurring** – Strands of hair, glasses, or earrings may look blurry or blend into the background.
- ✓ **Neck & Jawline Inconsistencies** – Look for odd transitions where the face meets the neck.

Audio Subtleties

- ✓ **Breath & Inhalation Issues** – AI voices may lack natural breaths or place them in odd spots.
- ✓ **Overly Even Tone** – AI-generated speech may have consistent tone without natural rises and falls.

Detection Techniques

- ✓ **Play the Video in Slow Motion** – Flaws in lip sync and facial blending become more noticeable.
- ✓ **Zoom in on Facial Features** – Imperfections in rendering are easier to spot up close.