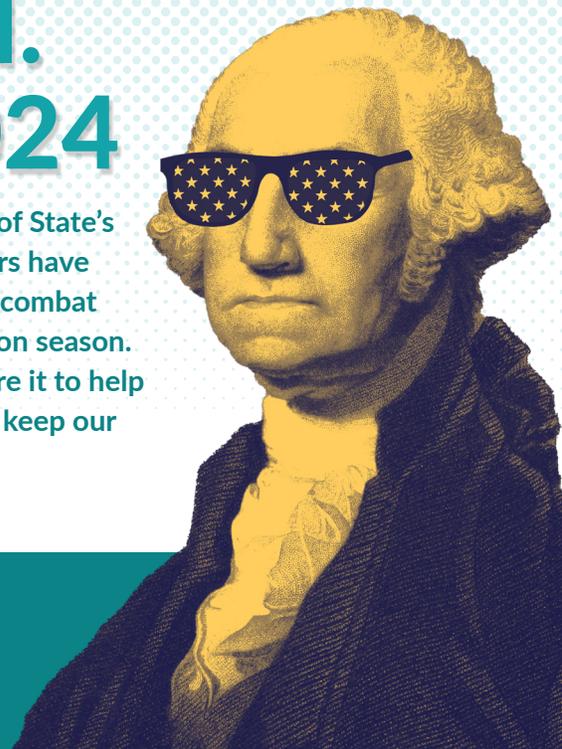


How to Recognize A.I. Misinformation in 2024

As we near the 2024 elections, seeing is no longer believing. A.I. tools have made it easy to make anyone do or say anything in photos, videos and audio. If left unchecked, A.I. could make inaccurate information spread faster and wider, making it harder for voters to distinguish between what is true and what is not.

The New Mexico Secretary of State's Office wants to ensure voters have the tools and knowledge to combat deepfakes during this election season. Save this one sheet and share it to help combat misinformation and keep our elections secure.



WHAT IS A DEEPPFAKE?

- Fake images, audio, or videos that use real people in images
- Manipulation of images and sounds to sway voters



HOW TO SPOT A DEEPPFAKE VIDEO:

- **Lack of Emotion** – If someone's emotional expressions do not align with what they are supposedly saying.
- **Strange shadows, blurring and flickering lights.** The light in A.I. generated videos often won't follow natural patterns.
- **Inconsistencies at the edges of people's faces.** A.I. generated videos often use face swapping, which can make the edges of a person's face appear distorted.
- **Skin that appears too smooth or too wrinkly.** Often the textures in an A.I.-generated video don't look realistic. Look at people's foreheads and cheeks to see if they match the rest of the face.
- **Too much or not enough blinking.** A.I. struggles to generate realistic facial expressions. Odd blinking patterns are a telltale sign that a video has been generated using A.I.



HOW TO SPOT A DEEPPFAKE AUDIO:

- **Slurred words.** With just a recording of someone speaking for just a few minutes, A.I. tools can generate a realistic audio clip of their voice saying anything. However, it may slur over words that weren't used in the original audio clip.
- **Flat, dry tone.** A.I. can struggle to replicate appropriate human emotion in voices, resulting in a monotone voice.
- **Background noise.** A.I. generated audio will often have extra noise in the background. It can sound like a recording that was made with a low-quality microphone.





HOW TO COMBAT DEEPFAKES

- **Do not share information on social media if you are not sure of the source** or you think it might be misinformation.
- **Be skeptical of requests.** If you receive a phone call or a text message that seems out of character or the request appears off, like “Voting Date Has Changed” or “Voting Locations Not Available.” Ask yourself, does this make sense?
- **Go to trusted sources for election information.** Visit sos.nm.gov for updated voting information from the New Mexico Secretary of State
- **Report potential deepfakes** to the New Mexico Secretary of State’s Office at Elections@sos.nm.gov



**WHEN IN DOUBT,
CHECK IT OUT**

UPCOMING STATEWIDE ELECTIONS

2024 Primary Election:
Tuesday, June 4, 2024

2024 General Election:
Tuesday, November 5, 2024



State of New Mexico
Office of the Secretary of State

SOS.NM.GOV/AI

