



The Investigator Newsletter

Deepfakes: Detecting Manipulated Media



How to Spot Deepfake Media Before It Spreads

About Us

Since 2000, BCSI Investigations Inc. has performed thousands of successful investigations. Our integrated team of investigators and support services ensures investigations are conducted promptly with leading-edge techniques.

Deepfakes - synthetic images, audio, or videos created using AI. Deepfakes are becoming increasingly realistic and harder to distinguish from authentic content. These manipulated media files can impersonate public figures, fabricate events, or distort reality in ways that spread misinformation quickly online. Understanding how to spot them is essential in today's digital world.

The term Deepfake refers to media generated or altered using advanced machine learning techniques, especially deep neural networks. While the technology has legitimate uses in film, education, and accessibility, it is also widely used for deception and fraud.

So how can you detect a deepfake before sharing it?

With over 40 years of combined experience, BCSI Investigations Inc. is the platinum standard for private investigations.

Contact us at 604-922-6572 or visit our website at [bcsiinvestigations.com](https://www.bcsiinvestigations.com) to learn more.

Visit
our
website

Start by examining visual details closely

Look for unnatural facial movements, inconsistent lighting, or irregular blinking patterns. Hands and teeth are also common weak points in AI-generated videos. In audio clips, listen for robotic tone shifts, unusual pauses, or mismatched emotion.

Next, verify the source

Check whether the content comes from a credible news organization or an official account. If it appears on social media, trace it back to its original upload and see if reputable outlets have confirmed it.

Use **reverse image or video search** tools to see if the media has been taken out of context. Many deepfakes circulate with old or unrelated footage.

Finally, **slow down before sharing**. Emotional reactions are often exploited to make fake content go viral. If something feels shocking or unbelievable, it's worth double-checking.

As deepfake technology improves, critical thinking becomes our strongest defense. By staying alert and verifying before sharing, we can help limit the spread of manipulated media and protect information integrity online.

Thank you for trusting [BCSI Investigations Inc.](https://www.bcsiinvestigations.com) to keep you informed and protected.



[Services](#) | [Firm Profile](#) | [Contact Us](#) | [Email](#)

STAY CONNECTED



BCSI Investigations | 205-1868 Marine Drive | West Vancouver, BC V7V 1J6 CA

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!