



BEING-WISE  
CA22104

COST ACTION CA22104  
Behavioral Next Generation in Wireless  
Networks for Cyber Security  
(BEING-WISE)



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BEING-WISER

# If it looks real... can you still trust it?

Deepfakes have changed the rules. Keep scrolling to find out why your eyes are no longer enough.

WHAT YOU'LL LEARN

# By the end of this, you'll see digital "evidence" differently.

01

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## What deepfakes actually are

AI-generated media that imitates real people: faces, voices, actions.

02

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## Why it matters for trust

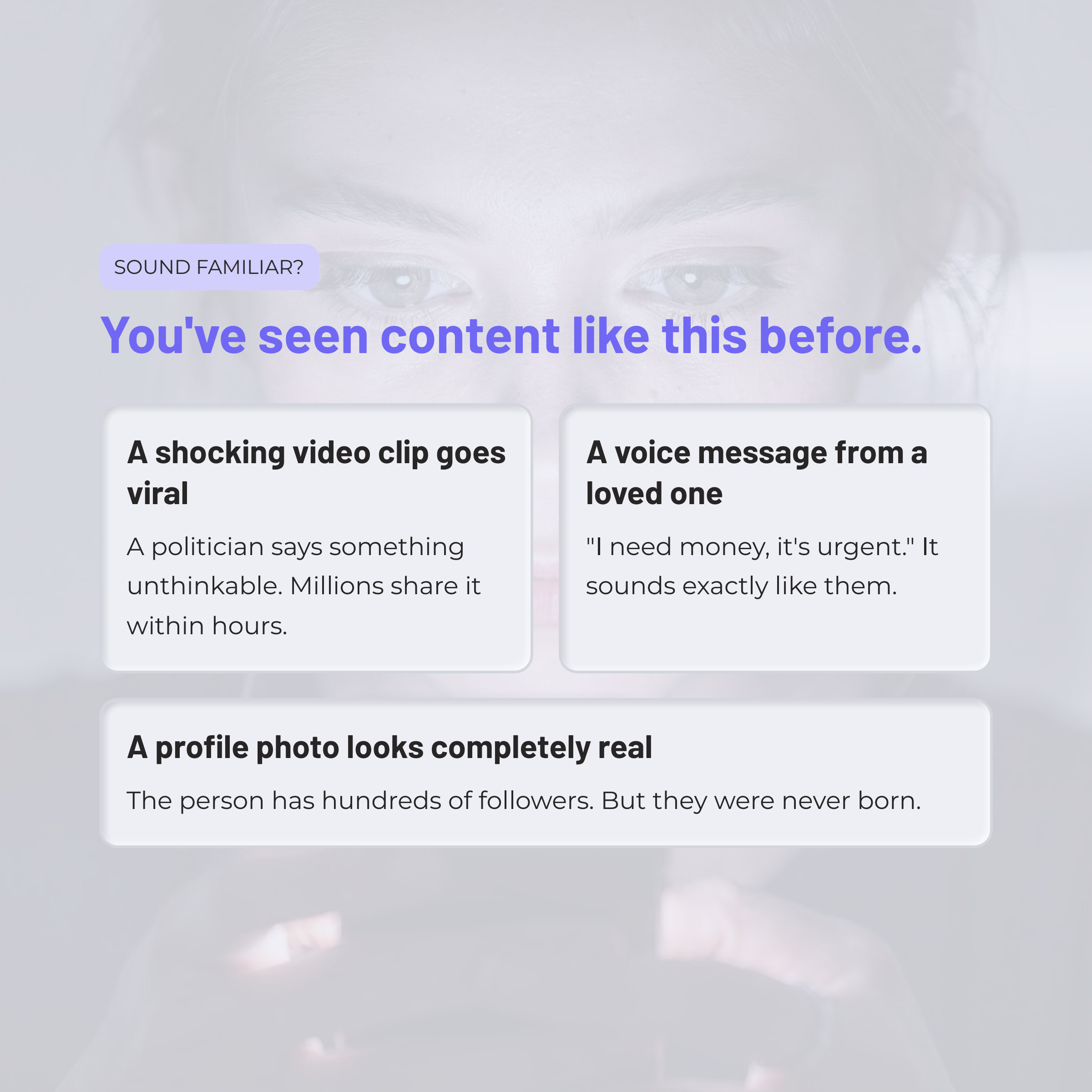
Realism no longer equals authenticity in the digital world.

03

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## How to verify before you believe

Practical tools to evaluate suspicious media more carefully.



SOUND FAMILIAR?

## You've seen content like this before.

### **A shocking video clip goes viral**

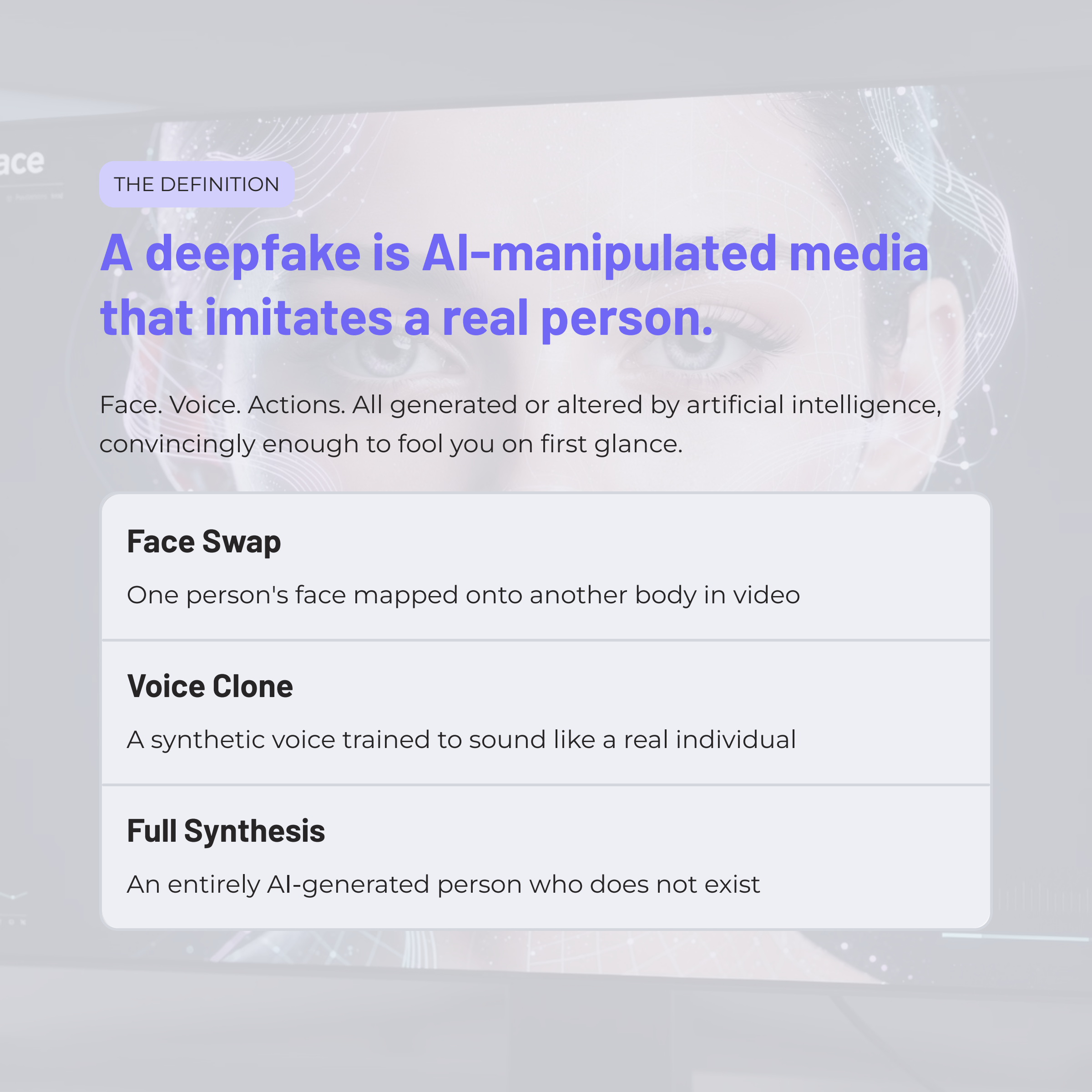
A politician says something unthinkable. Millions share it within hours.

### **A voice message from a loved one**

"I need money, it's urgent." It sounds exactly like them.

### **A profile photo looks completely real**

The person has hundreds of followers. But they were never born.



## THE DEFINITION

**A deepfake is AI-manipulated media that imitates a real person.**

Face. Voice. Actions. All generated or altered by artificial intelligence, convincingly enough to fool you on first glance.

### **Face Swap**

One person's face mapped onto another body in video

### **Voice Clone**

A synthetic voice trained to sound like a real individual

### **Full Synthesis**

An entirely AI-generated person who does not exist

WHY IT MATTERS

# This isn't just a tech problem. It's a trust problem.



## **Evidence Collapses**

Video and audio -once considered hard evidence- can now be fabricated on demand.



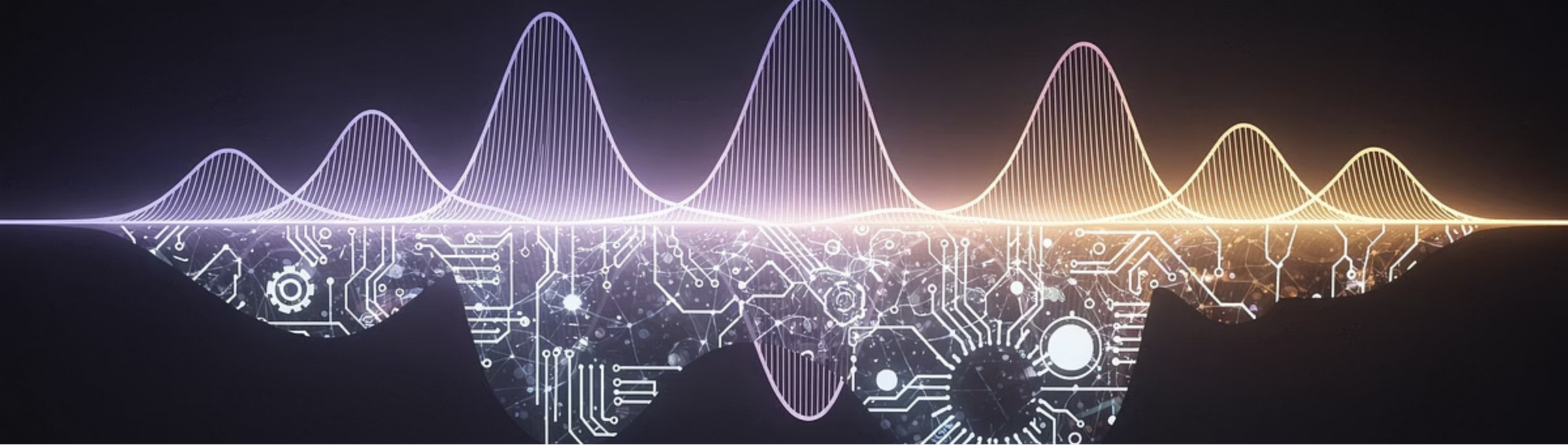
## **Emotions Are Targeted**

Deepfakes are designed to trigger anger, fear, or urgency, before you think critically.



## **Reputations Are Destroyed**

A single convincing fake clip can end a career or incite real-world harm within hours.

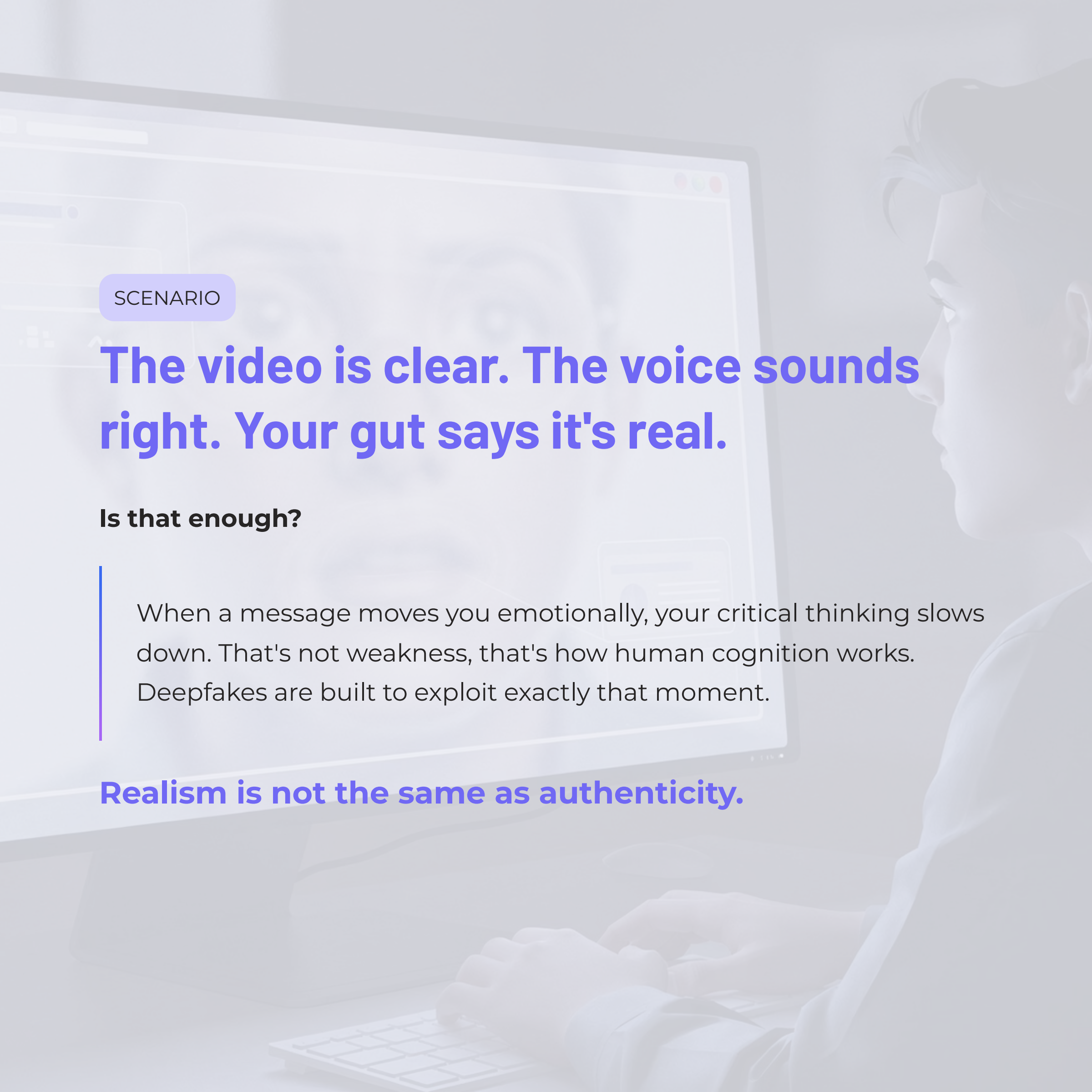


#### REAL EXAMPLE

**"Mom, I've been in an accident. I need you to send money now."**

It sounds exactly like your child. The fear is instant. The pressure is designed to make you act before you think.

- ❏ Voice cloning requires as little as **3 seconds of audio** from any public video, podcast, or voicemail.

A person in profile is looking at a computer monitor. The monitor displays a video of three people. The person's hands are on a keyboard. The background is a light blue gradient.

## SCENARIO

**The video is clear. The voice sounds right. Your gut says it's real.**

### **Is that enough?**

When a message moves you emotionally, your critical thinking slows down. That's not weakness, that's how human cognition works. Deepfakes are built to exploit exactly that moment.

**Realism is not the same as authenticity.**

## YOUR CHECKLIST

# Before you trust it, ask these questions.

**1**

### **Who shared it first?**

Trace the origin. Is it a verified account, a news organization, or an unknown source?

**2**

### **Can another source confirm it?**

One clip is not proof. Look for independent corroboration from trusted outlets.

**3**

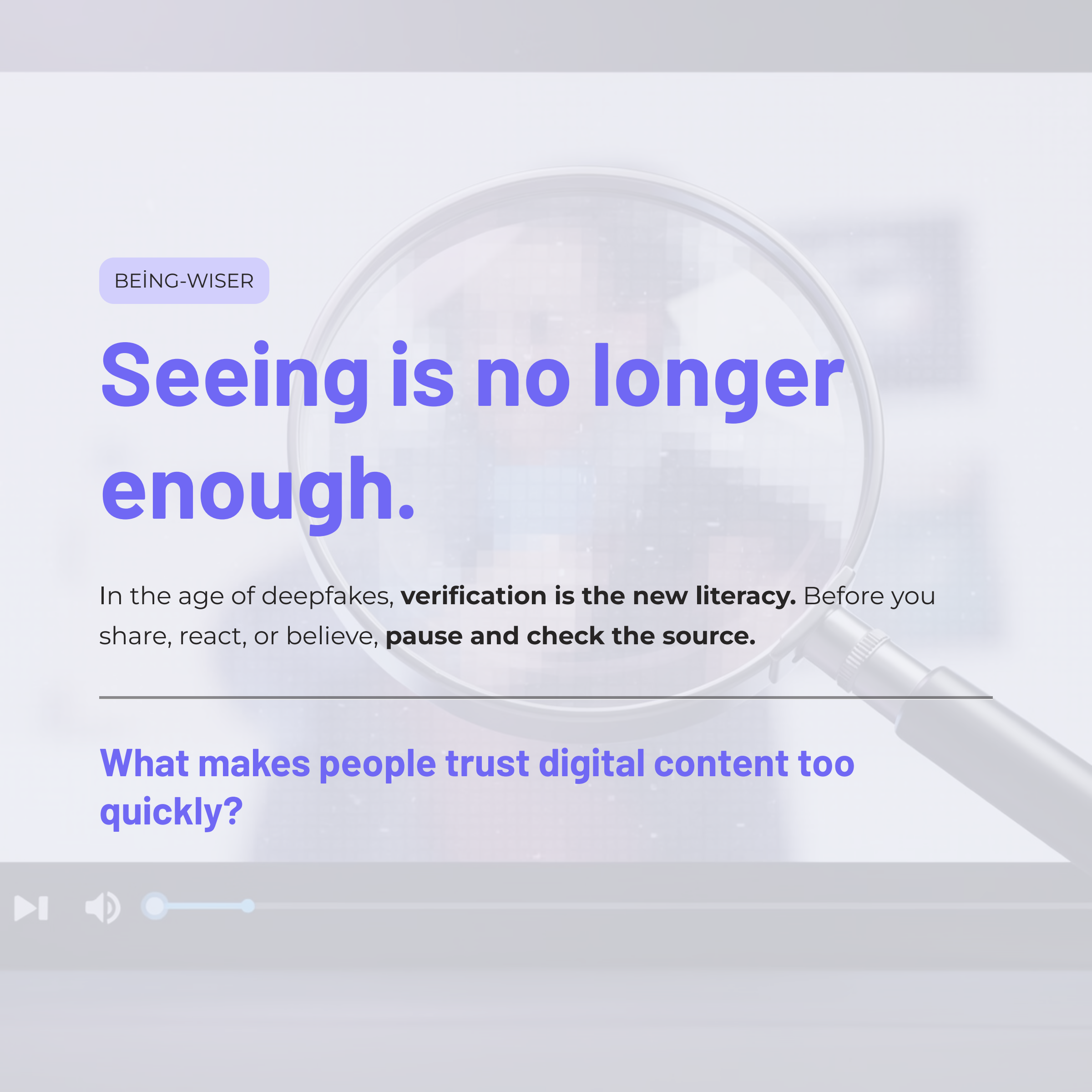
### **Is there urgency pressure?**

Manipulation often uses time pressure. Slow down, that feeling is a warning sign.

**4**

### **Evidence or emotion?**

Does the content provide facts or only emotional impact? Feeling isn't verification.

The background of the slide features a large, semi-transparent magnifying glass. Inside the lens of the magnifying glass is a pixelated, low-resolution image of a person's face, which appears to be a deepfake. The overall color scheme is light blue and white, with a dark blue header bar at the top.

BEING-WISER

# Seeing is no longer enough.

In the age of deepfakes, **verification is the new literacy**. Before you share, react, or believe, **pause and check the source**.

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## What makes people trust digital content too quickly?

