

Analyzing Videos + Lateral Reading!

Who took the video?
When was it filmed?
Where was it filmed?
What does the video show?
Why was it filmed?
Where was the it published?
What is the publishing context of this video?
Tools: Use http://www.watchframebyframe.com/ + Screenshot + Google Reverse Image Search
What is the videographer's professional background ?
What's the videographer's perspective ?
Who is the editor of the publishing context?
What systems are in place to catch mistakes and correct them?
Was the context of the video altered in order to match the publishing context? <ul style="list-style-type: none">- Missing, deceiving context- Missing, deceiving caption- Missing location- Missing credit, ...
What methods does the videographer use in order to persuade the audience ? <ul style="list-style-type: none">- Perspective,- Frame,- Color,- Music, ...
Was the video altered ? <ul style="list-style-type: none">- Cuts, airbrush, ...
Spotting Deepfakes: Watch out for Inconsistencies <ul style="list-style-type: none">- Inconsistent movements- Inconsistent intonation- Inconsistent body parts- Bad audio quality- Bad visual quality Deepfake characteristics <ul style="list-style-type: none">- Perfectly symmetrical facial features- Different earrings- Deformed glasses- Inconsistent neck, hair, fingers
What do other sources say about the video/videographer/editor of the context?
Check own biases

Is this video **reliable**?

Why? Why not?