



# AI OR REALITY?

A Recognition Guide

UMBRELLA™

# WHY IS IT IMPORTANT TODAY TO RECOGNISE ARTIFICIAL INTELLIGENCE?

For a long time, we believed we could clearly distinguish between what belonged to the world of imagination and what reflected reality. Moving images and sound were considered proof: we assumed someone was there, said it, did it. Artificial intelligence has fundamentally overwritten this trust.

Today, it's not only false statements that exist, but convincingly fake faces, voices, and scenes as well. Content that appears emotionally and visually authentic, yet does not originate from real people or real events. The difference is often not spectacular - it appears in small details, subtle inconsistencies, or an unsettling sense of excessive perfection.

## HOW CAN A USER TELL WHETHER THEY SEE OR HEAR WAS CREATED BY AI?

This guide does not explain tools or algorithms. Instead, it highlights observable patterns and recurring signals. It offers points of reference that help users pause for a moment before believing, sharing, or forwarding content. It helps distinguish whether what we see or hear was created by artificial intelligence.

The goal is not distrust, but awareness: recognising that in the digital space, visuals and sound alone are no longer proof.

1 ●

**THE CONTENT CLEARLY  
STATES THAT IT WAS  
CREATED WITH AI**

## WHAT IS THIS ABOUT?

More and more creators and platforms openly disclose when artificial intelligence is used. This is not a weakness, but a conscious decision: the creator signals that what we see is not a document of reality, but a creation generated or supported by technology.

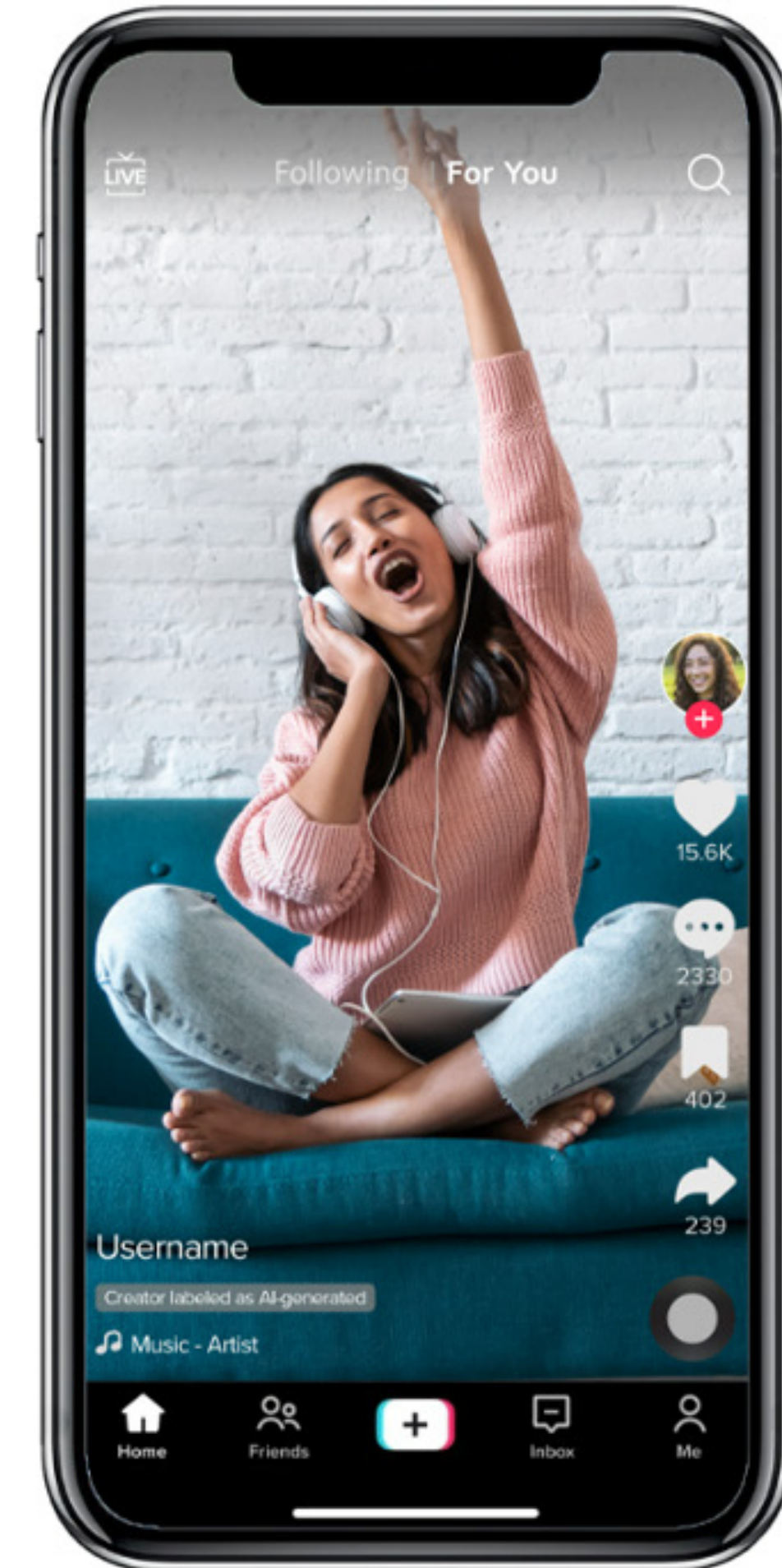
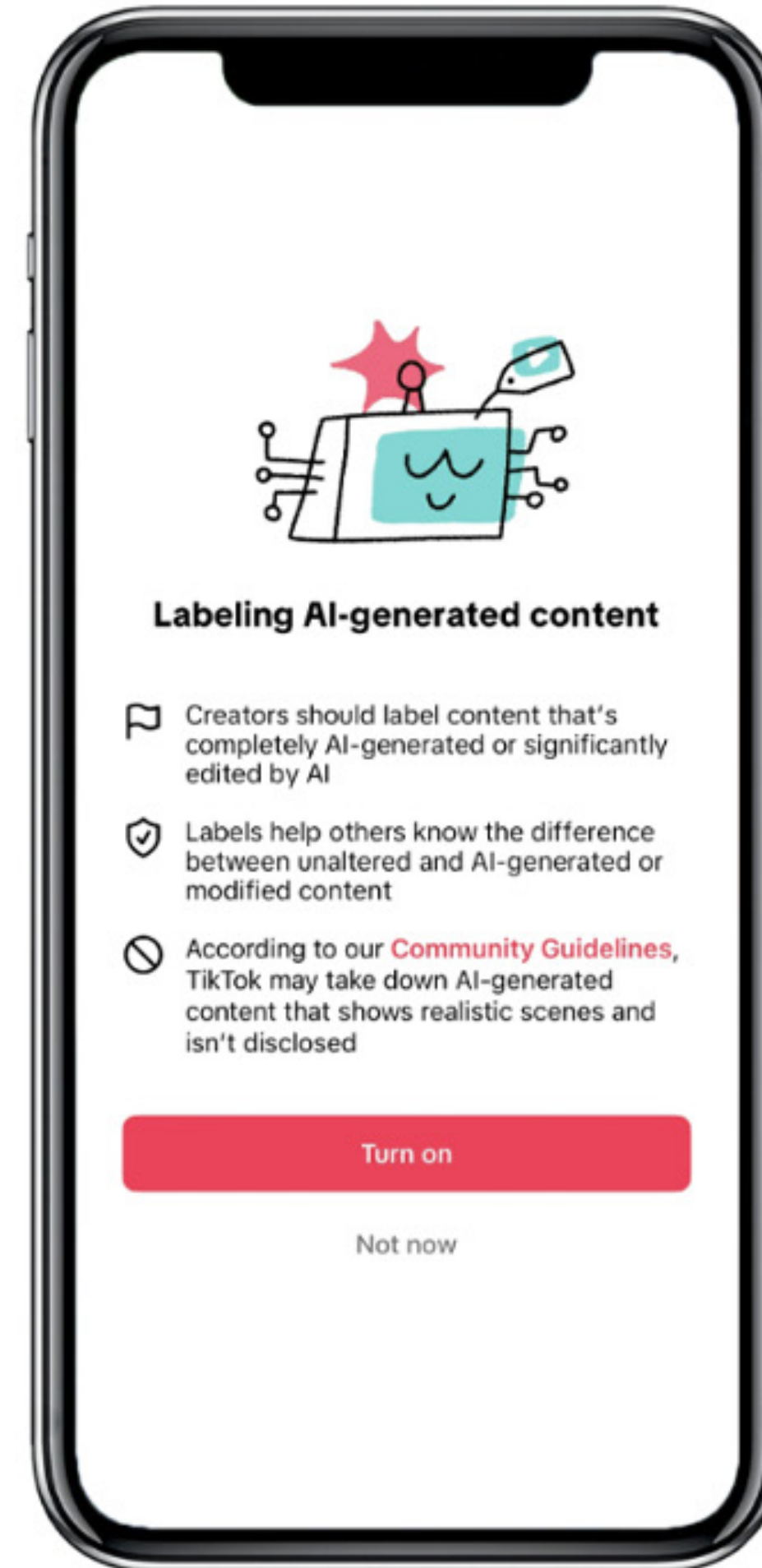
These labels are not meant to reduce the experience, but to help viewers understand how to interpret the content.

## HOW CAN IT BE RECOGNISED?

- "AI generated", "Made with AI", "Synthetic media" labels
- Platform-level disclosures (e.g. Instagram, TikTok)
- Watermarks from AI tools

## WHAT CAN THE USER DO?

- Interpret the content in context
- Avoid assuming it depicts a real event



**2.**

**UNNATURAL DETAILS  
THAT INSTINCTIVELY  
FEEL STRANGE**

# WHAT IS THIS ABOUT?

AI can generate very realistic movement and faces, but it often doesn't fully understand the subtle rules of the physical world. These deviations are not always obvious - they create an internal sense that "something doesn't quite add up".

This is especially true for movement, facial expressions, and background behaviour.

# HOW CAN IT BE RECOGNISED?

- Mouth movement that doesn't quite match speech
- Jerky or overly smooth head and body motion
- Gaze that doesn't react naturally to the environment
- Distorted or incomplete background characters
- Lack of real interaction within the face or body

# WHAT CAN THE USER DO?

- Rewatch the video more slowly
- Observe not only the main subject, but the surroundings



**ORIGINAL**



**AI**



**CLICK ON THE IMAGE TO WATCH THE VIDEO!**

UNNATURAL DETAILS THAT INSTINCTIVELY FEEL STRANGE

**3.**

**FACE, VOICE AND  
GESTURES ALIGN  
TOO PERFECTLY**

# WHAT IS THIS ABOUT?

Human communication is often contradictory: the face shows one thing, the voice says another, and body language suggests something else. AI, by contrast, tends to “synchronise” everything, as these elements are assembled from separate systems. At first glance this feels polished and professional, but over time it can appear mannered or repetitive.

## HOW CAN IT BE RECOGNISED?

- Always “perfectly fitting” facial expressions
- Emotional wording with uniform intonation
- Exaggerated emotions
- Repetitive, overly regular gestures

## WHAT CAN THE USER DO?

- Consider whether the emotion is truly justified
- Be suspicious when everything feels overly smooth and calculated



**CLICK ON THE IMAGE TO WATCH THE VIDEO!**

FACE, VOICE AND GESTURES ALIGN TOO PERFECTLY

# ORIGINAL

# AI



**CLICK ON THE IMAGE TO WATCH THE VIDEO!**

FACE, VOICE AND GESTURES ALIGN TOO PERFECTLY

**4.**

**CHARACTER  
CONSISTENCY  
BREAKS DOWN**

# WHAT IS THIS ABOUT?

With AI-generated characters, the system often recalculates every frame or scene. As a result, the person appears to be the same at first glance, but small details keep changing. This is not a one-off mistake, but a natural side effect of generation.

## HOW CAN IT BE RECOGNISED?

- Facial shapes subtly change from frame to frame
- Faces distort during sudden movements
- Eyes, teeth, ears or hairlines shift
- Clothing or body proportions subtly change

## WHAT CAN THE USER DO?

- Analyse motion, not still images
- Keep in mind: a real person doesn't "re-draw" themselves



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**ORIGINAL**



**AI**



**CLICK ON THE IMAGE TO WATCH THE VIDEO!**

**5.**

**THE SAME PERSON SPEAKS  
MULTIPLE LANGUAGES  
UNNATURALLY WELL**

## WHAT IS THIS ABOUT?

For AI, language is not a cultural or emotional phenomenon - it's data. This allows it to speak multiple languages with the same voice and style, without an accent. Technologically impressive, but rare from a human perspective.

## HOW CAN IT BE RECOGNISED?

- Native-level pronunciation across multiple languages
- Identical voice colour and emotional tone
- Overly seamless language switching

## WHAT CAN THE USER DO?

- Check whether the person is known for this ability
- Be cautious if there's no history of multilingual content



**CLICK ON THE IMAGE TO WATCH THE VIDEO!**

6.

**THE SAME "CHARACTER  
FEELING" APPEARS  
ACROSS PLATFORMS**

## WHAT IS THIS ABOUT?

AI doesn't think in unique individuals, but in patterns. This leads to recurring "types": faces, voices, personalities that appear across multiple contents with minimal variation. This can create a strong sense of déjà vu.

## HOW CAN IT BE RECOGNISED?

- Familiar face or voice under a different name
- Recurrent "AI genres"
- Very similar characters appearing on multiple platforms

## WHAT CAN THE USER DO?

- Avoid judging based on first impressions
- Try to identify the original source



**ORIGINAL**



**AI**



**CLICK ON THE IMAGE TO WATCH THE VIDEO!**

THE SAME "CHARACTER FEELING" APPEARS ACROSS PLATFORMS

**7.**

**OVERLY SMOOTH,  
ALMOST "OILY"  
HUMAN FACES**

## WHAT IS THIS ABOUT?

AI often “beautifies” faces: smoothing skin, removing imperfections, and applying uniform lighting. This can be visually appealing, but over time feels unnatural.

## HOW CAN IT BE RECOGNISED?

- Overly even skin
- Missing pores and micro-shadows
- Light sliding unnaturally across the face

## WHAT CAN THE USER DO?

- Focus on skin texture
- Be suspicious when everything looks “too clean”



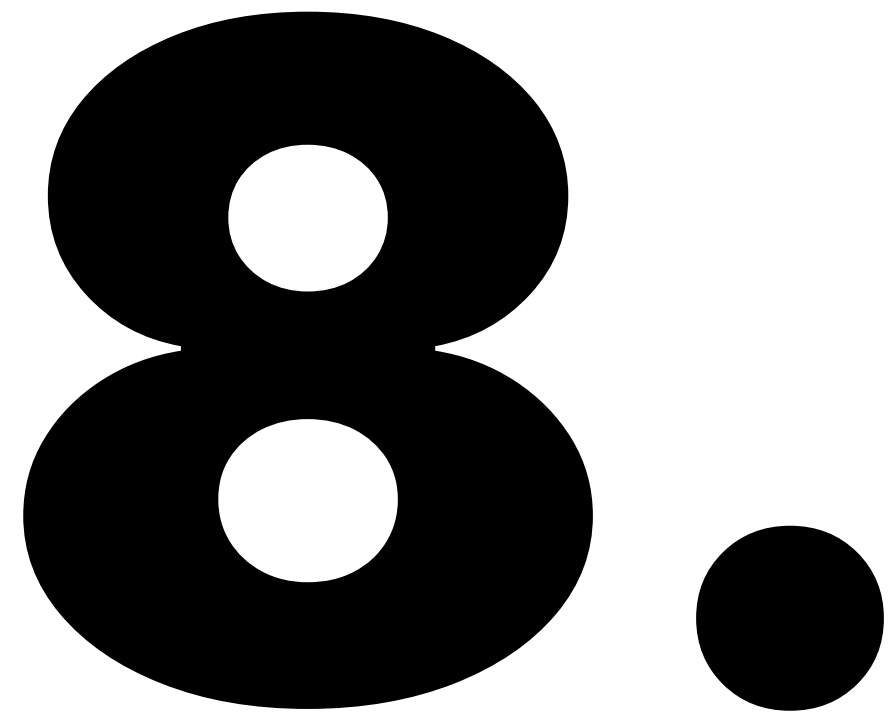
# ORIGINAL

# AI



**CLICK ON THE IMAGE TO WATCH THE VIDEO!**

OVERLY SMOOTH, ALMOST "OILY" HUMAN FACES

A large, bold, black number '8' is positioned on the left side of the slide. To its right, there is a smaller, solid black circle.

**THE CONTENT APPEARS  
EVERYWHERE - BUT NOT  
ON OFFICIAL CHANNELS**

## WHAT IS THIS ABOUT?

Generated or manipulated content often spreads quickly, but has no real “home”. There’s no clear original upload or credible source.

## HOW CAN IT BE RECOGNISED?

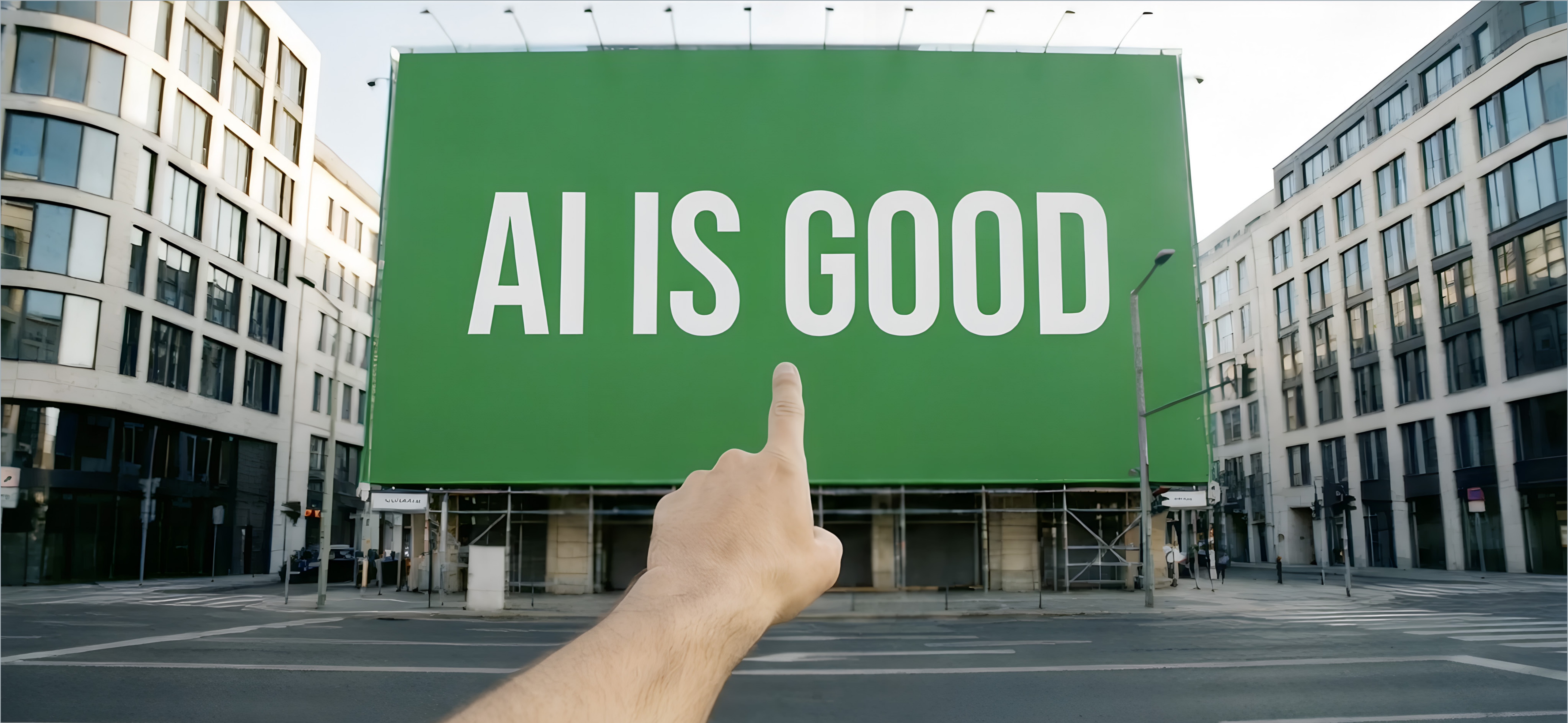
- No identifiable original upload
- Numerous re-uploads
- Missing official version

## WHAT CAN THE USER DO?

- Try to find the first appearance
- Be cautious when only copies exist



**CLICK ON THE IMAGE TO WATCH THE VIDEO!**



**CLICK ON THE IMAGE TO WATCH THE VIDEO!**

9.

**WITH PUBLIC FIGURES,  
ALWAYS VERIFY  
THE SOURCE**

## WHAT IS THIS ABOUT?

Celebrities' faces and voices are especially valuable to AI, because people already know them. This makes them frequent targets for deepfakes and misleading content - increasingly in political contexts.

## HOW CAN IT BE RECOGNISED?

- The video circulates, but doesn't appear on the celebrity's own channels
- No credible confirmation

## WHAT CAN THE USER DO?

- Check official channels
- Look for multiple independent sources



**CLICK ON THE IMAGE TO WATCH THE VIDEO!**

WITH PUBLIC FIGURES, ALWAYS VERIFY THE SOURCE

ORIGINAL

AI



It often goes undetected during an infre

**CLICK ON THE IMAGE TO WATCH THE VIDEO!**

WITH PUBLIC FIGURES, ALWAYS VERIFY THE SOURCE

**10.**

**IT SUSPICIOUSLY SAYS  
EXACTLY WHAT YOU  
WANT TO HEAR**

## WHAT IS THIS ABOUT?

AI is often used for emotional reinforcement or provocation. The message aligns perfectly with the viewer's existing beliefs - as if it were "made just for them".

## HOW CAN IT BE RECOGNISED?

- It mirrors your own viewpoint too precisely
- The "opponent" behaves exactly as imagined

## WHAT CAN THE USER DO?

- Ask: isn't this message too comfortable?
- Compare it with other sources



**CLICK ON THE IMAGE TO WATCH THE VIDEO!**

IT SUSPICIOUSLY SAYS EXACTLY WHAT YOU WANT TO HEAR

**11.**

**PARTIALLY MODIFIED  
CONTENT -  
ESPECIALLY IMAGES**

## WHAT IS THIS ABOUT?

Not all AI content is fully generated. Often, only an existing image is modified. At first glance it looks authentic, but it subtly distorts reality.

## HOW CAN IT BE RECOGNISED?

- Small but meaningful deviations from the original
- Emotionally exaggerated visual impact

## WHAT CAN THE USER DO?

- Be especially cautious with images
- Search for earlier versions



**CLICK ON THE IMAGE TO WATCH THE VIDEO!**

**ORIGINAL**



**AI**



**CLICK ON THE IMAGE TO WATCH THE VIDEO!**

PARTIALLY MODIFIED CONTENT - ESPECIALLY IMAGES

# FINAL TAKEAWAY

You don't need to understand AI to recognise it.

Most AI-generated content isn't convincing because it's technically perfect, but because it feels emotionally familiar. It says exactly what we expect, looks exactly how we expect, and triggers exactly the feelings we're prepared for.

That's why the first step in recognition is not technical, but human. Awareness doesn't mean distrust - it means pausing for a moment. Recognising that in the digital space, visuals and sound alone are no longer proof. A conscious user doesn't judge immediately, but asks questions: where does this content come from, what was it made for, and why does it appear in this form?

This pause becomes especially important when content feels too familiar, too perfect, or emotionally too precise.

When its source is hard to trace, or when it aligns suspiciously well with our own expectations - that alone can be a signal.

Awareness also means not rushing to share. A single click today doesn't just express an opinion - it creates impact. Pausing, rewatching, and checking sources isn't slowness; it's responsibility.

The goal isn't to question everything, but to preserve freedom of choice. To look behind the content before every share.

