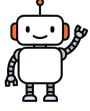


Is this picture AI? 5 checks

A one-page checklist, in plain English

5
CHECKS



WHY IT MATTERS

A picture can carry a hidden label about where it came from, or an invisible mark. But labels are optional and can be removed, and checker tools can guess wrong. So treat a result as a clue.

1

Look for a label

Some pictures carry a small history note (called Content Credentials). If a site shows its small icon, open it.

Try: Click it and read the history, if the site lets you.

Only if the maker added one.



2



No label? Don't conclude

Adding a label is optional, and it can be removed. A missing label doesn't mean real. It doesn't mean fake.

Try: Write down: unknown, not real, not fake.

Based on the official explainer: optional, no assumption from its absence.

3

A score is a guess

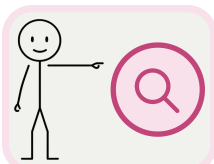
Checker tools can be wrong, and different tools can disagree. Don't treat one result as proof.

Try: Try two tools. Do they agree?

One 2024 study of three free tools on science images found wide differences.



4



Find the source

Who posted it first? Look for the original post, the photographer or a news report.

Try: Search for the same picture on other sites.

General good practice.

5

Slow down to share

If you can't tell, say so. Wait for a better source before you pass it on.

Try: Say: I'm not sure yet.

General good practice.



Rule of thumb: no clue is not proof. A result is a guess.

Sources: C2PA Technical Specification 2.2 and C2PA Explainer 2.2 (spec.c2pa.org); contentcredentials.org; Google DeepMind SynthID page; Gosselin, arXiv 2407.10308. The five checks are general good practice. The picture of a sun over hills and the app's 'maybe' answer are our own illustration.

youtube.com/@Stickmanvideo88
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