



What's Real – And What Isn't?

By Linda Rink, President, RINK Consulting. June 2024

Was that article penned by a person – or by AI? Is that photo real, partly manipulated, or completely AI-generated? I recently watched a webinar on how to tell real content from false, and it was truly disturbing *because I could not tell which was which!*

While there are many AI content detection tools available for text and images, nothing is foolproof right now. (*True confession:* because I don't trust them, I don't use them regularly – at least not yet – and so I can't endorse any of them. However, feel free to check them out yourself; some of the popular ones are [GPTZero](#), [TraceGPT](#), [Hive](#), and [Copyleaks](#).)

So how do you know what to believe?

My advice, as always, is to vet what you find on the internet or other data sources. Follow basic due diligence guidelines – and then apply your own judgement.

Here are six basic questions to ask when vetting information:

- 1) **Where did you come across the information?** There is obviously a big difference between a New York Times article and a celebrity's Facebook post.
- 2) **Is this the original source?** If not, it's important to try to find and verify it.
- 3) **How reliable is the source?** What are the author's credentials?
- 4) **How current is the data?** How was the data obtained?
- 5) **In what context** is the information presented?
- 6) **Does the information giver have an agenda or bias?**

More than ever, we are living in a world full of misinformation. And unfortunately, because so much of it is designed to influence and/or deceive, we need to be careful about taking at face value information or "facts" that are presented to us.

Do your due diligence, then judge for yourself, and you will be in a better position to separate fact from fiction.

Need help vetting information for your business? Contact me at lrink@LindaRink.com.