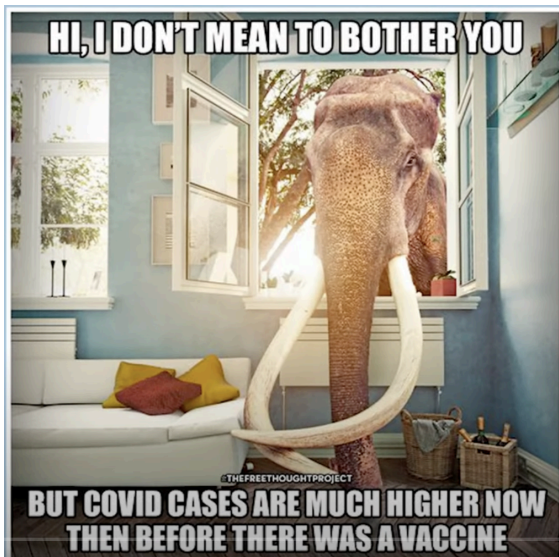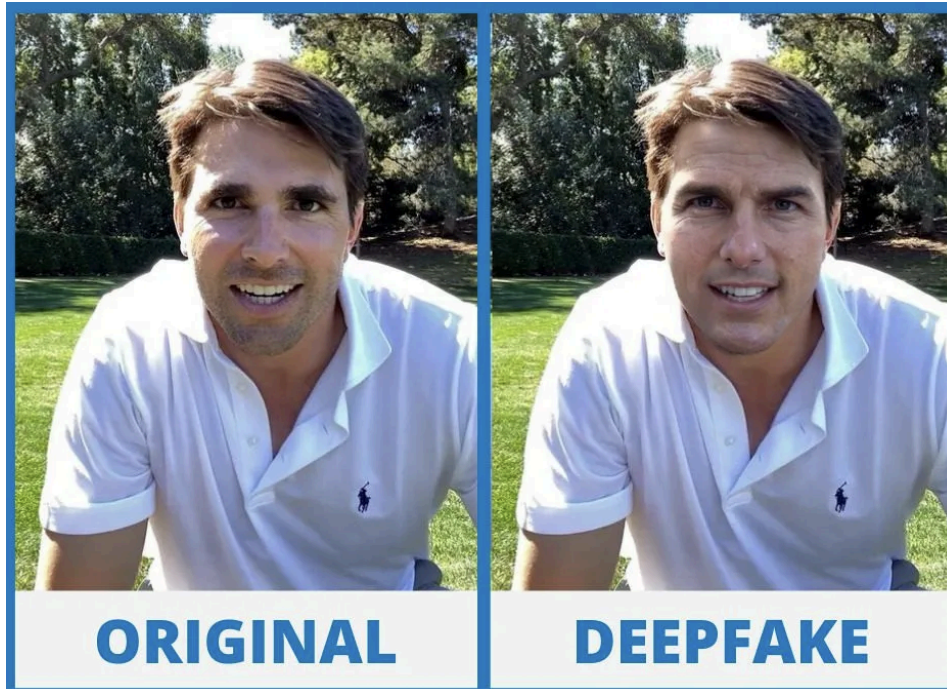**Term sheet**

Meme: An image, video, piece of text, etc., typically humorous in nature, that is copied and spread rapidly by internet users, often with slight variations. This can be a common form of misinformation.

This is an example of misinformation in the form of a meme.

Artificial Intelligence: Machines and computer systems that simulate human intelligence processes. Chatbots like ChatGPT, which can simulate human writing and conversations, and Virtual Assistants, like Siri for Apple iPhones, are common types of artificial intelligence.

Deepfake: Deepfakes are images, videos, or audio which are edited or generated using artificial intelligence tools, and which may depict real or non-existent people.

ORIGINAL   DEEPFAKE

Clickbait: Content on the internet whose main purpose is to attract attention and encourage visitors to click on a link to a particular web page.

Man Tries to Hug a Wild Lion, You Won't Believe What Happens Next!

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