PROJECT LENS

COMMUNITY WORKSHOP

AI scams and deepfakes

See AI clearly.

[Host name] · [Date] · projectlensai.org

TODAY

What we'll cover in 60 minutes

01
How AI is changing scams

02
Game: Real or AI?

03
Red flags and PAUSE. VERIFY. ASK.

04
Activity: Spot the scam

05
Your family safe word

06
Who to call in Oregon

BEFORE WE START

A quick 5-question quiz

It's not a test, and no names are needed. Circle **BEFORE** at the top.
You have 2 minutes.

HOW AI IS CHANGING SCAMS

Scams are a big and growing problem

$7.7 billion

reported lost to online fraud by Americans age 60 and older in 2025, up 59% from the year before

$77 million

reported lost by Oregonians age 60 and older in 2025

Most scams are never reported, so the real numbers are higher.

Source: FBI Internet Crime Complaint Center, 2025 Annual Report · 4

HOW AI IS CHANGING SCAMS

What AI can fake now

Voices

A few seconds of someone's voice from a video can be copied

Videos

Celebrities, doctors and officials saying things they never said

Messages

Perfect spelling, any language, details from your social media

AI can fake a voice or a face. It can’t fake a call you make yourself to a number you already know.

ACTIVITY 1

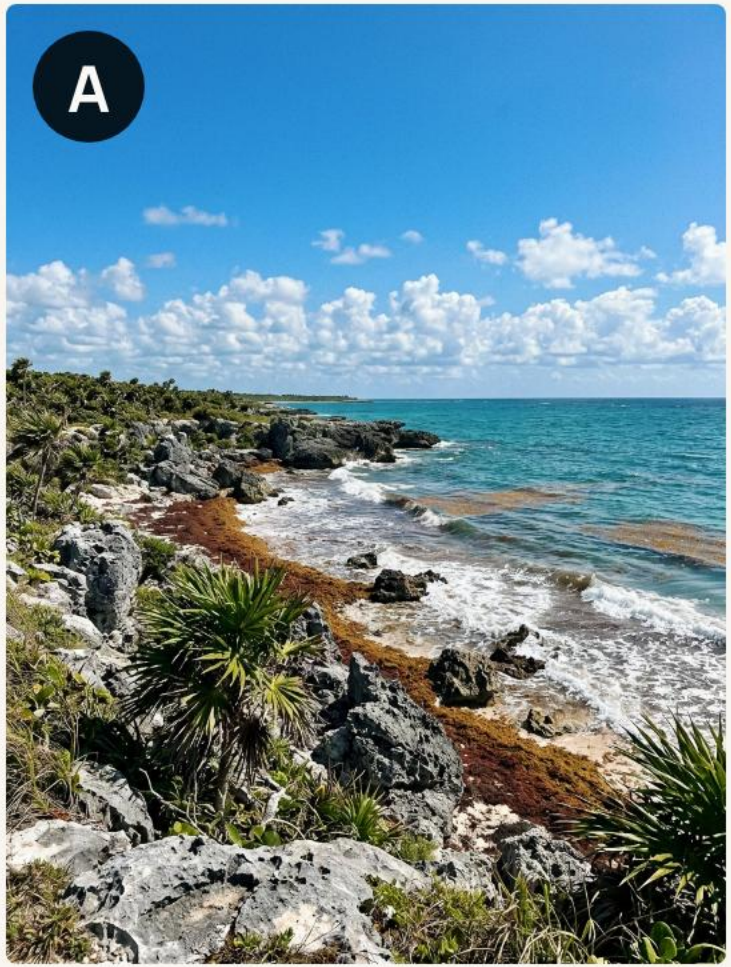
Real or AI?

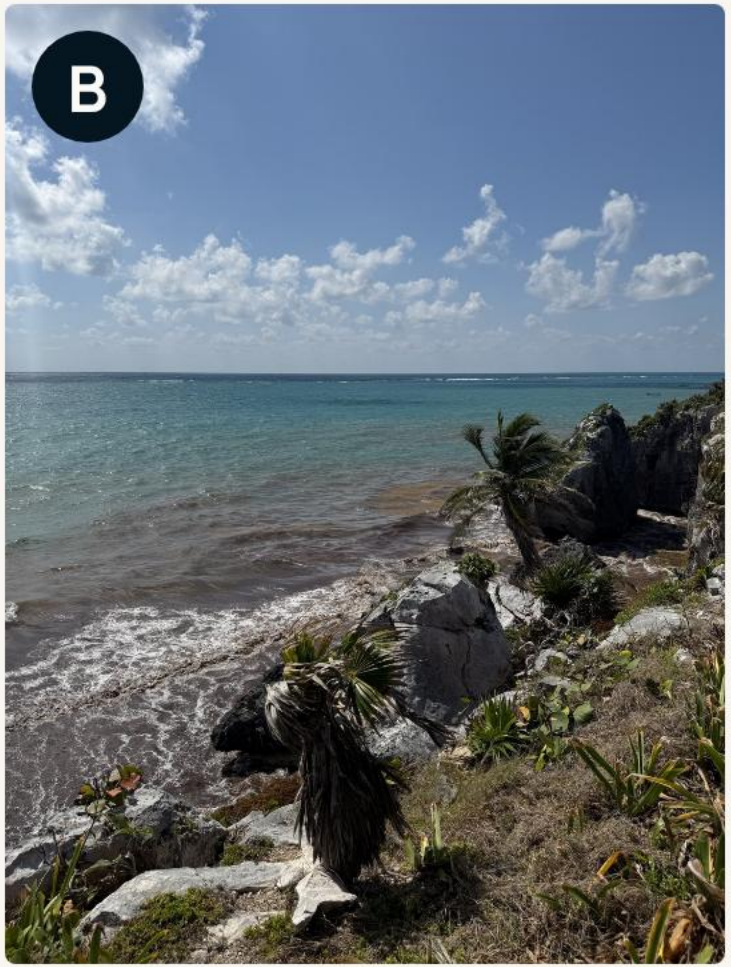
Each round shows two pictures of the same scene. One is a real phone photo. The other was made by AI. Which one is real?

ROUND 1 OF 2

Which one is the real photo?

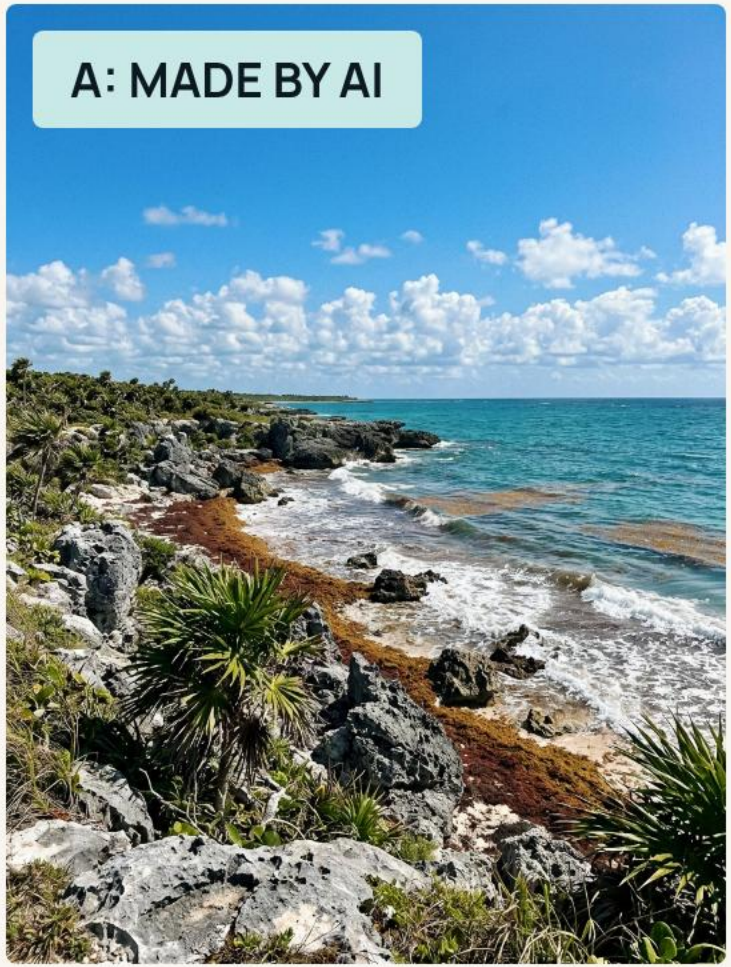
Hands up for A,
then hands up for B

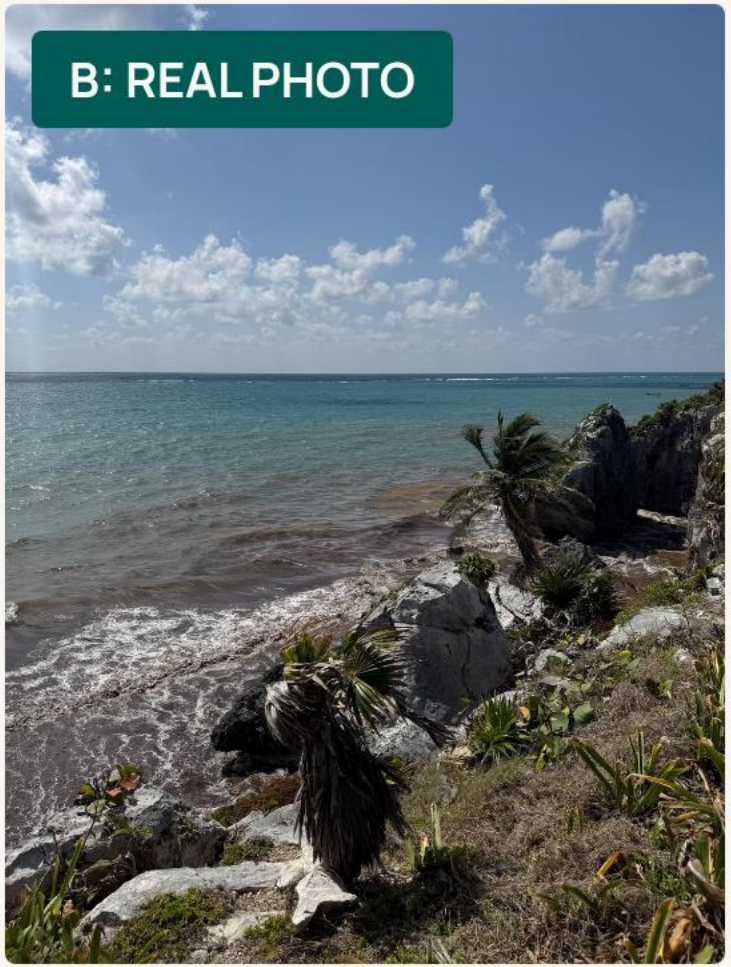




ROUND 1 ANSWER

A was made by AI. The colors are a little too bright.

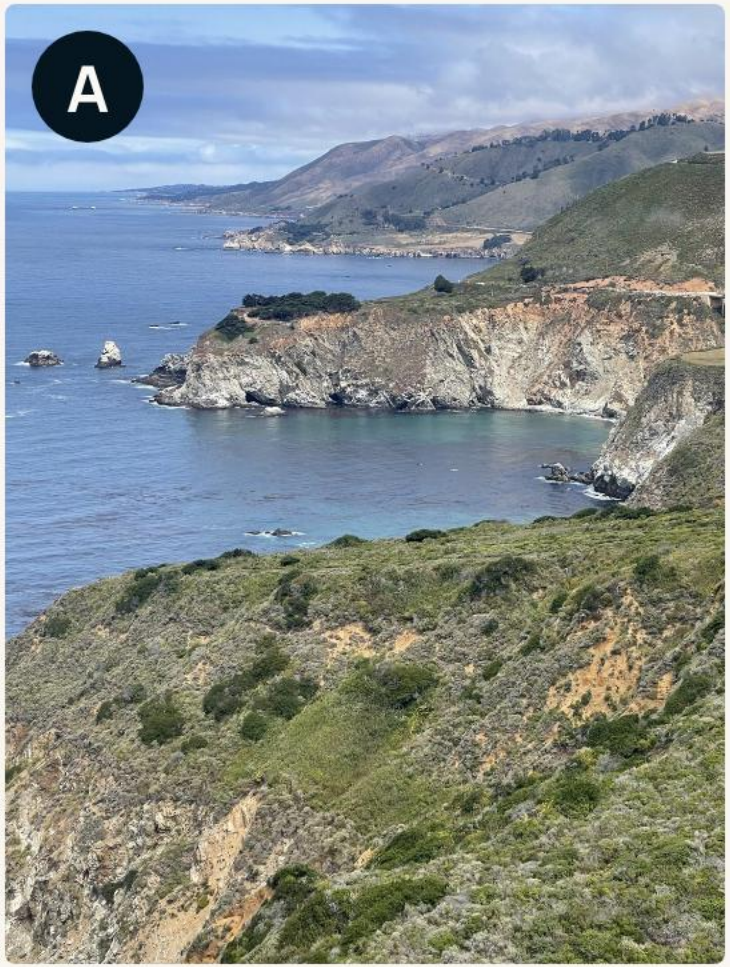


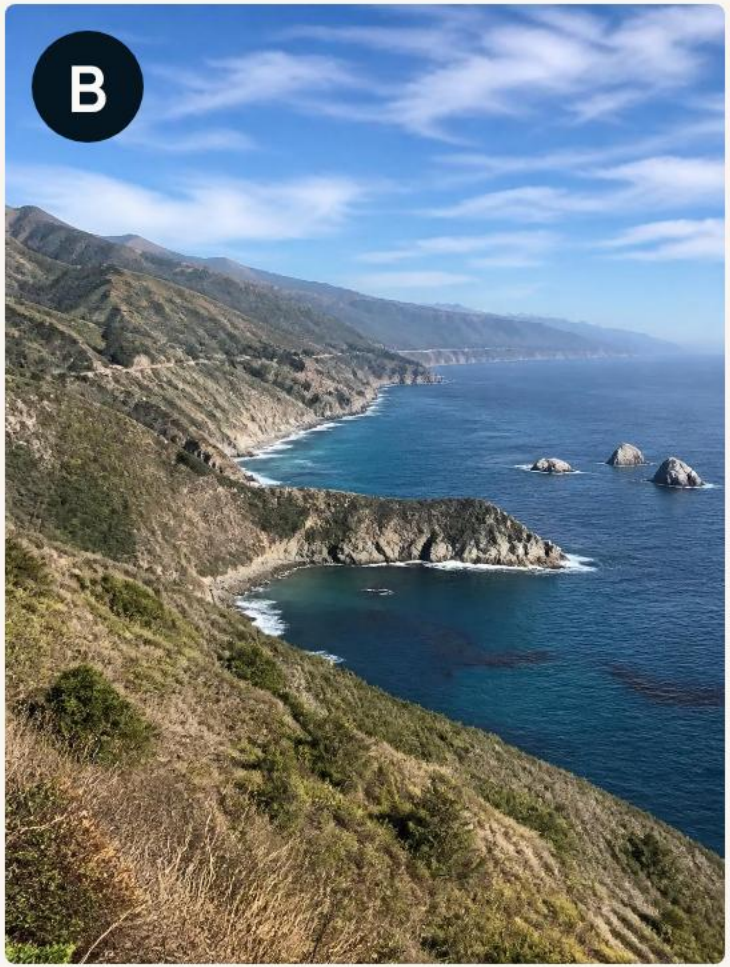


ROUND 2 OF 2

Which one is the real photo?

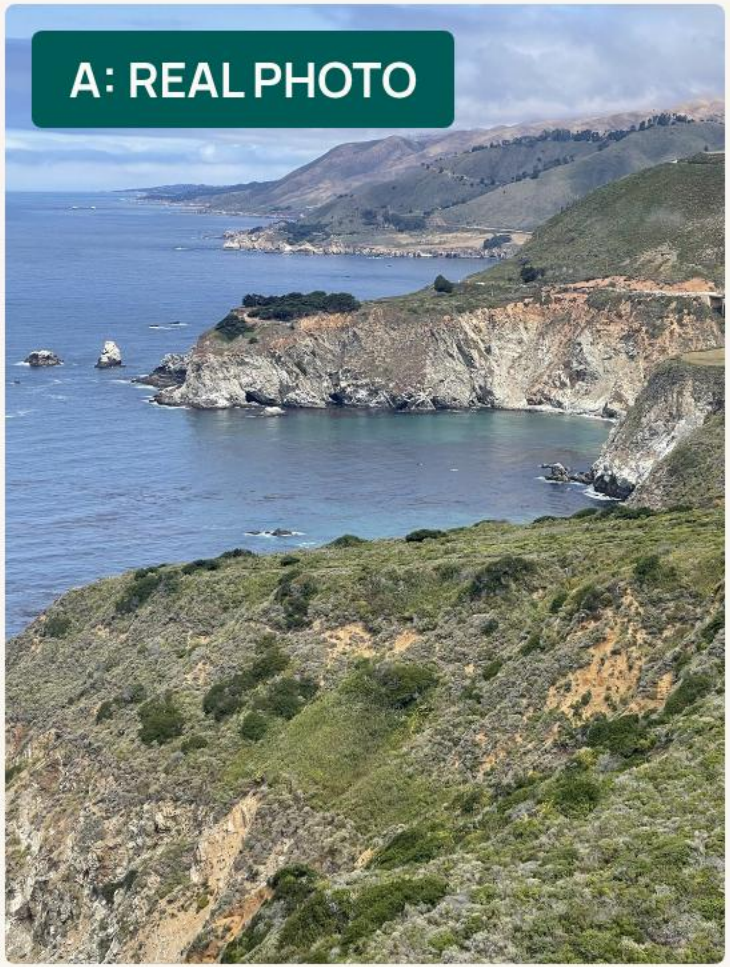
Hands up for A,
then hands up for B





ROUND 2 ANSWER

B was made by AI. Could you tell?





WHAT WE LEARNED

Don’t squint. Check where it came from.

01

Search the image

Google Lens or TinEye shows where else it appears online

02

Find the original

Check the person's official website or trusted news

03

Look for a "CR" label

Content Credentials show how some images were made

"AI detector" websites make mistakes. Treat them as one clue, never as proof.

COMMON SCAMS

Scams that cost older adults the most

Scam	What you might hear
Investment	"Our AI trading system doubles your money."
Tech support	"Your computer has a virus. Call Microsoft now."
Romance	A kind online friend who can't meet, then needs money
Government impostor	"Your Social Security number is suspended."
Family emergency	"Grandma, I'm in trouble. Don't tell Mom."

Source: FBI Internet Crime Complaint Center, 2025 Annual Report · 11

RED FLAGS

Three signs it’s probably a scam

Rush

"Act now." "Today only." Threats of arrest or losing your money.

Secrecy

"Don't tell anyone." "Stay on the line while you go to the bank."

Strange payment

Gift cards, wire transfers, crypto, a Bitcoin ATM, or cash to a courier.

Even one red flag means stop and check.

WHEN SOMETHING FEELS OFF

PAUSE.

Hang up or close the message. A real emergency will still be real in ten minutes.

VERIFY.

Call back on a number you already have, never the one they gave you.

ASK.

Talk to someone you trust before you send money or share anything.

PAUSE. VERIFY. ASK.

Words you can use

PAUSE

"I don’t make decisions on the phone. I'll call you back."

VERIFY

"What’s your name and department? I'll call the main number myself."

ASK

"Let me run this by my daughter first."

Hanging up is never rude when someone is pressuring you.

ACTIVITY 2 · 10 MINUTES

Spot the scam

01

Sort your six cards into two piles: "scam" and "probably real"

02

For each scam, find at least one red flag

03

In 5 minutes, each table shares one card

ACTIVITY 2 ANSWERS

What did you find?

Card	Answer	The clue
A	Scam	A fee you didn't expect, plus a link
B	Scam	Rush and secrecy: "Don't tell Mom"
C	Probably real	No link, no payment; use your own number
D	Scam	Real companies never put phone numbers in pop-ups
E	Scam	Threats, and "Press 1 now"
F	Probably real	No payment; points to 1-800-MEDICARE

Real messages don't rush you or ask for payment, and they send you to a number you already know.

BEAT VOICE CLONING

Your family safe word

The FBI recommends a secret word or phrase that your family uses to prove who they are. A voice clone won't know it.

01

Someone calls saying they're family and in trouble

02

You ask: "What's our safe word?"

03

No word? Hang up and call them on their own number

Source: FBI public service announcement I-120324-PSA, December 2024 · 17

ACTIVITY 3 · 2 MINUTES

Make yours now

- Jot a silly phrase on scrap paper: "purple pancakes"
- Keep it private: don't say it out loud here
- Agree on it with family in person or by phone, then toss the paper. Never post it or text it.

BEFORE ANYTHING HAPPENS

Protect yourself ahead of time

- ✓ Silence unknown callers
- ✓ Turn on bank alerts
- ✓ Name a trusted contact at your bank
- ✓ Freeze your credit (it's free)
- ✓ Make social media private
- ✓ Never type private numbers into AI

The full checklist, with phone numbers, is in your take-home Scam Prevention Guide.

IF IT HAPPENS

What to do in the first hour

1. Stop all contact. Hang up and block.
2. Call your bank, using the number on your card.
3. Change your email password.
4. Tell someone you trust.

It is not your fault.

These are professional criminals.
Smart people are fooled every day.

> **In an emergency, or if you feel unsafe, call 911.**

GET HELP

Who to call in Oregon

Who	Phone
Oregon DOJ Consumer Protection (scams)	**1-877-877-9392**
National Elder Fraud Hotline (60+)	**1-833-372-8311**
AARP Fraud Watch Helpline (support)	**1-877-908-3360**
Elder abuse or exploitation (ODHS)	**1-855-503-7233**
Medicare questions or fraud (SHIBA)	**1-800-722-4134**

These numbers are on your take-home card. Emergency: 911.

TAKE THIS HOME

Three things to remember

01

PAUSE. VERIFY. ASK.

02

Set up your family safe word this week

03

Never pay with gift cards, wires, crypto or cash couriers

BEFORE YOU GO

Same quiz, one more time

Circle **AFTER** at the top. Then please fill in the feedback form. It helps us make these sessions better.

PROJECT LENS

Thank you

Questions?

Free guides and workshops: projectlensai.org

Free help from an Oregon librarian, 24/7: answerland.org