



escape  
fake

# ESCAPE FAKE

GAMES FOR GOOD: MEDIA LITERACY AND DIGITAL CITIZENSHIP

# Escape Fake

Escape Fake is a free-to-play, **augmented reality game**, which takes the players through a **digital escape room** to **fix the future by debunking fake news**.

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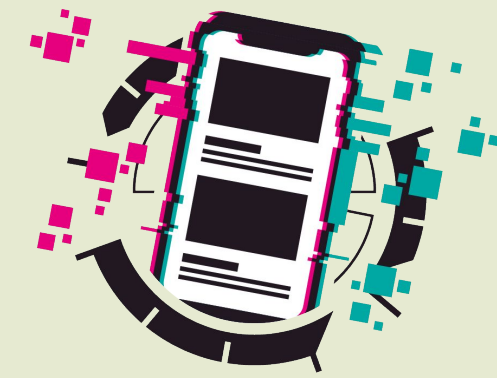


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**escape  
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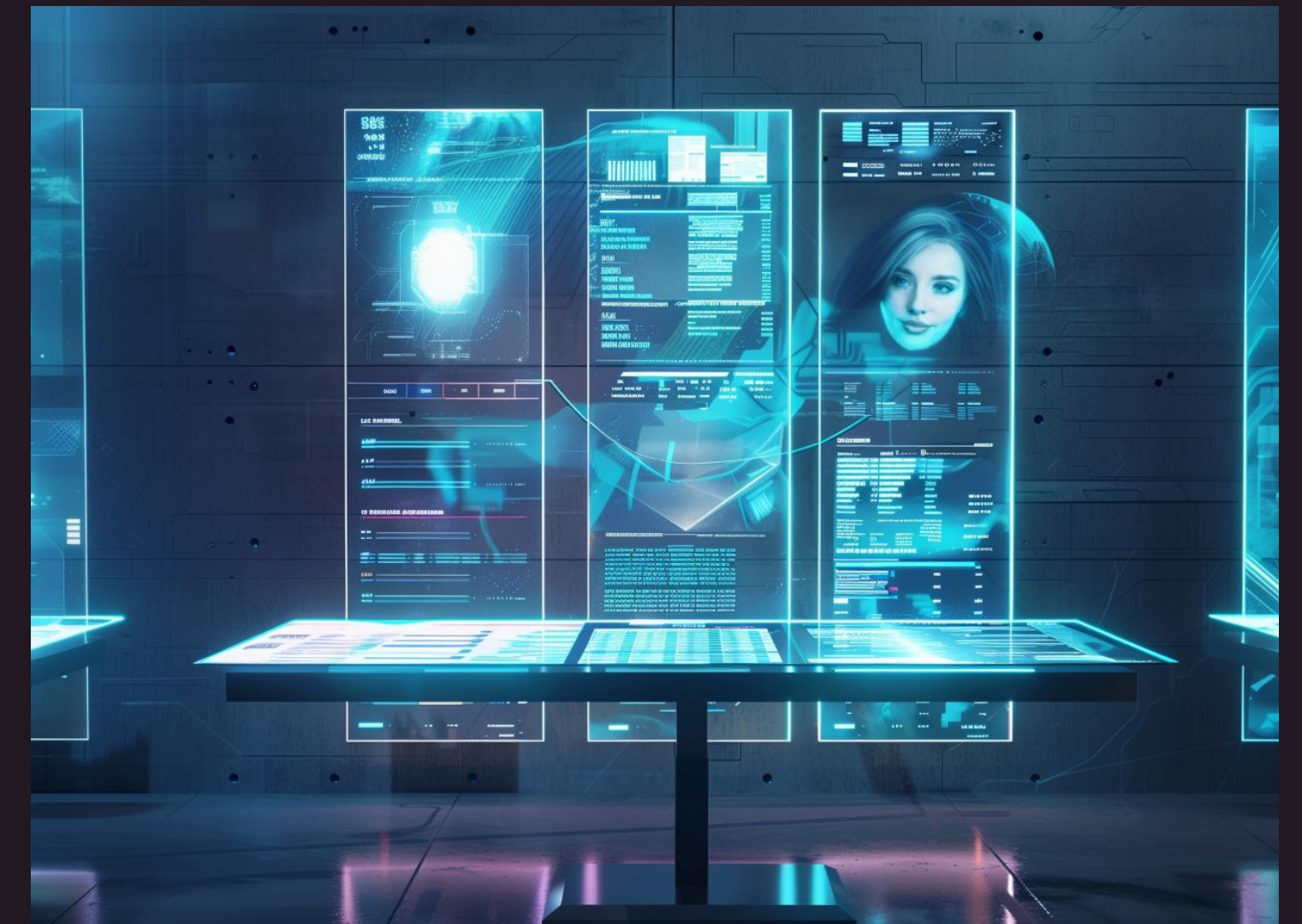
In a not-too-distant future, humanity is living in a post-truth world. The spread of fake news and AI tools used in political campaigns have created a broken, dystopian reality, where it is hard to distinguish what is real from what is not.



**Prequel: Museum of Fake**

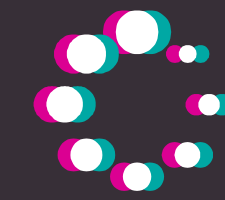


**Room1: The Bus Situation**



**Room2: Trouble with eLiza**

# Chapters



## **Prequel: Museum of Fake**

Historic fakes, visual manipulation



## **Room1: The Bus Situation**

Recognizing fake news, online behavior, privacy, security, phishing, reverse image search



## **Room 2: Trouble with eLiza**

Evidence collages, deepfakes, keyword squatting, viral slogans, social bots

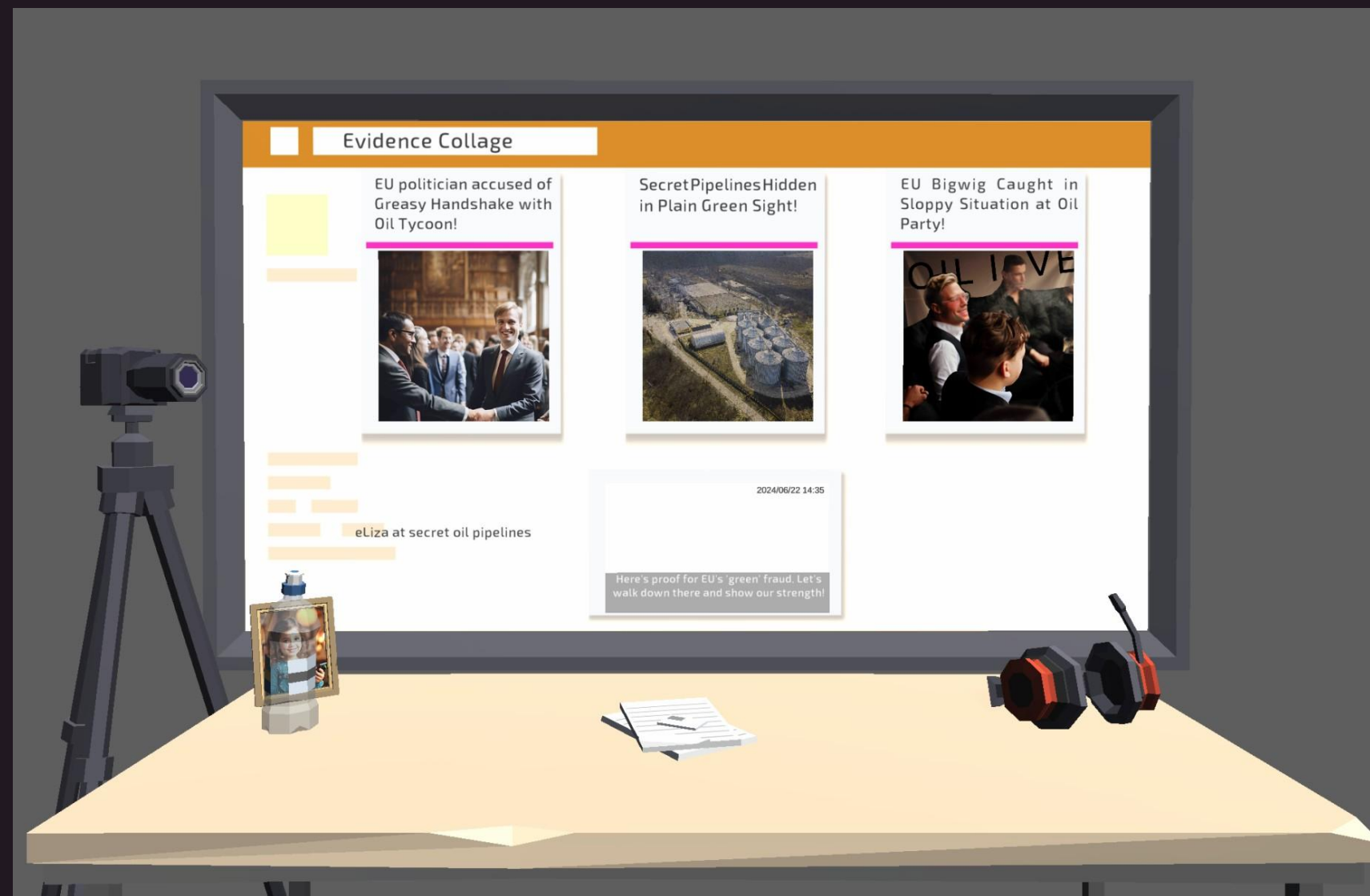


# HOW TO PLAY



ESCAPE  
FAKE

# Trouble with eLiza



Step 1: debunk an evidence collage



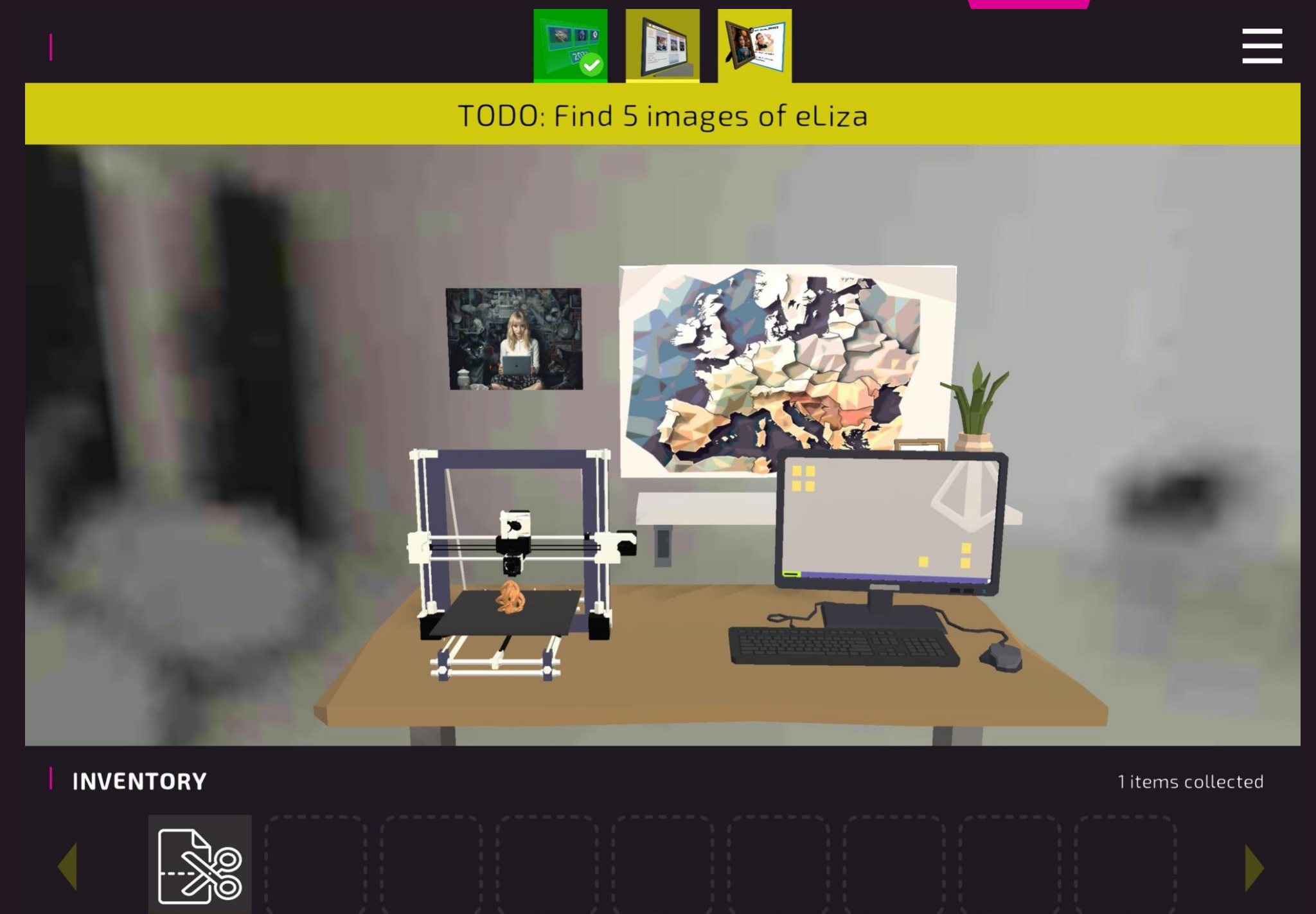
Step 2: reverse engineer social media targeting



Step 3: eliminate the spam bots

# Debunking deepfakes

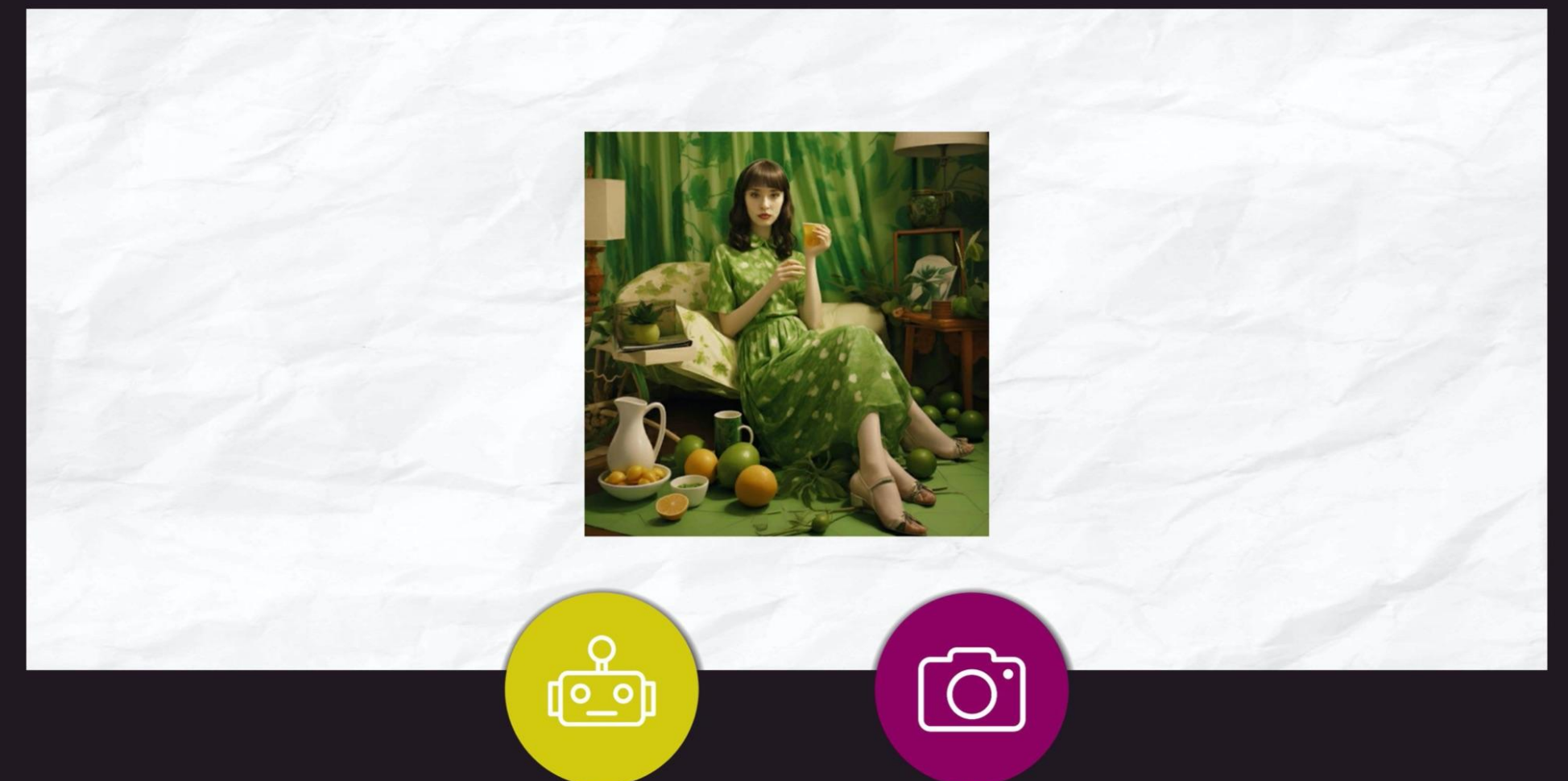
1: Collect images of the influencer



# Debunking deepfakes

2: Distinguish real and fake images

Swipe AI generated images to the left!



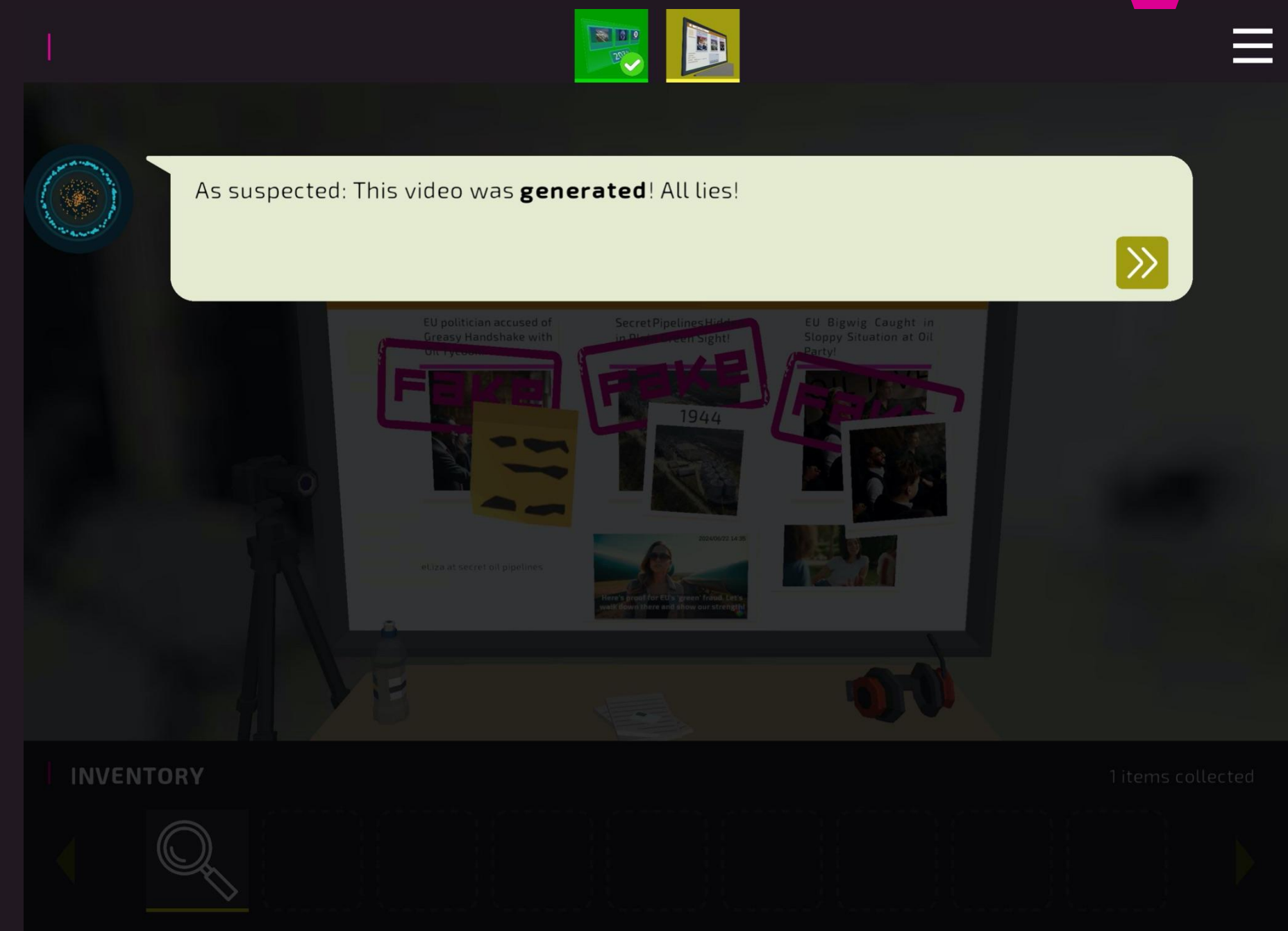
# Debunking deepfakes

3: Upgrade the visual analysis tool and apply it to the video

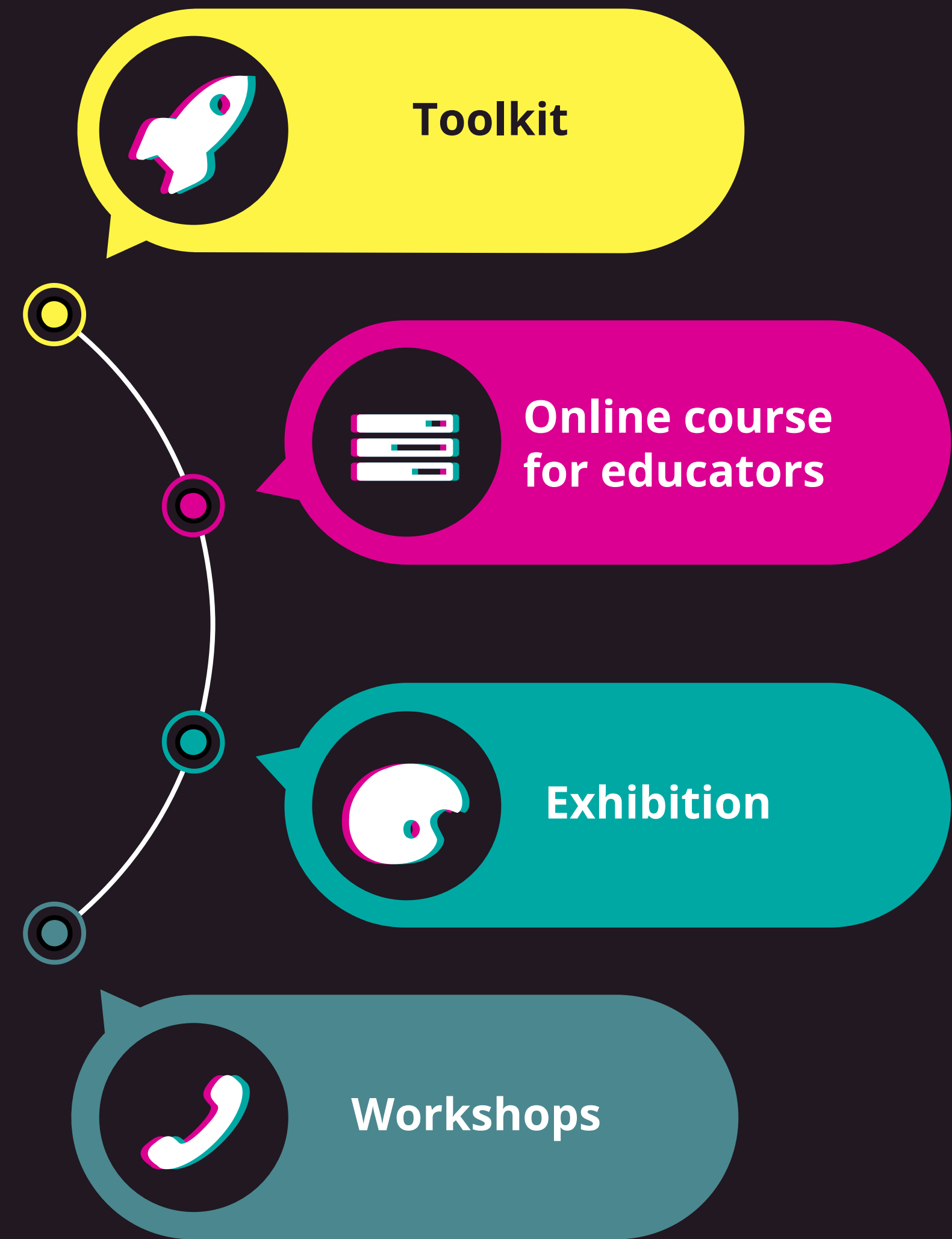
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# Debunking deepfakes

- 4: The video was artificially generated



# Ecosystem of tools

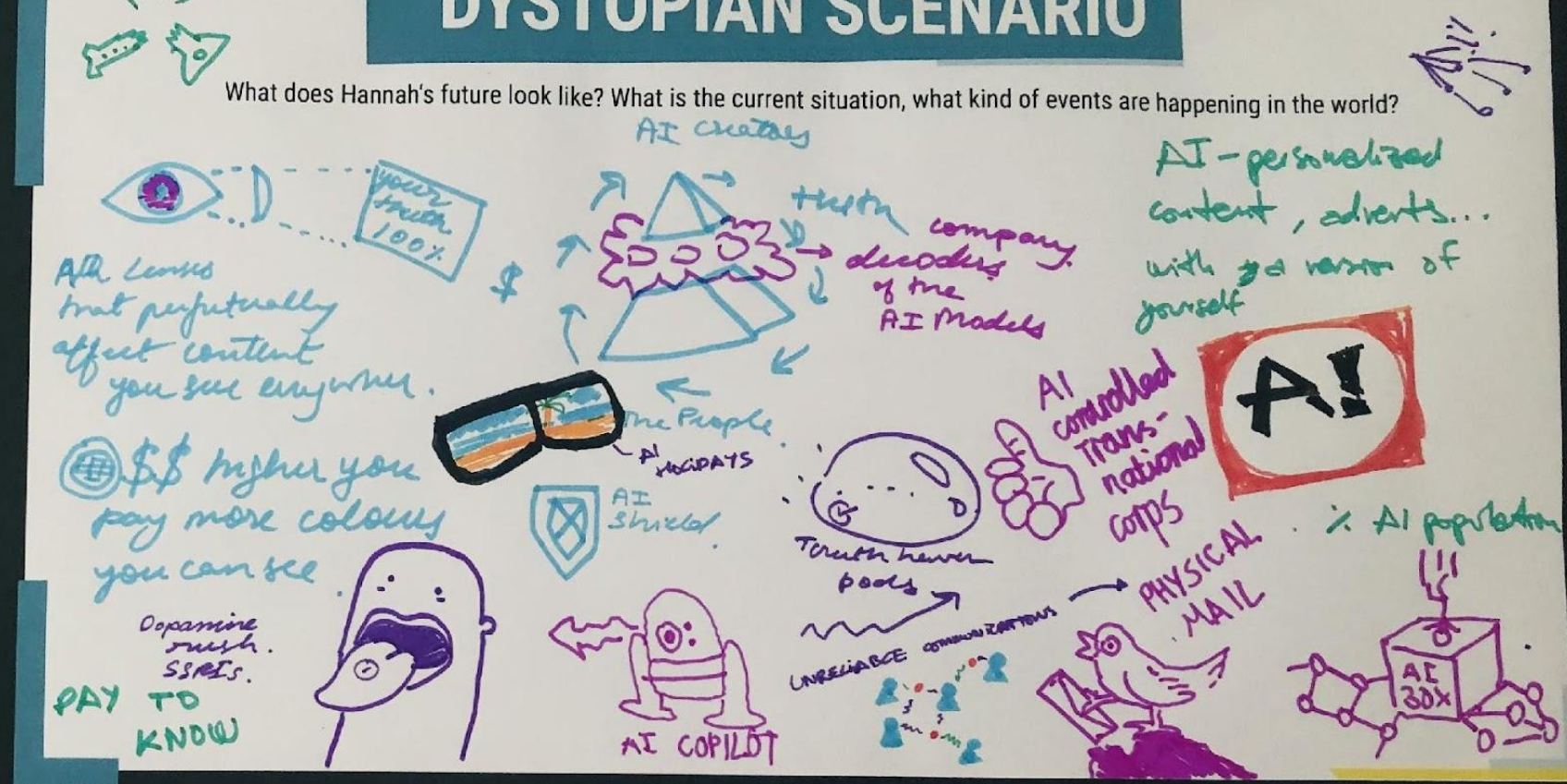
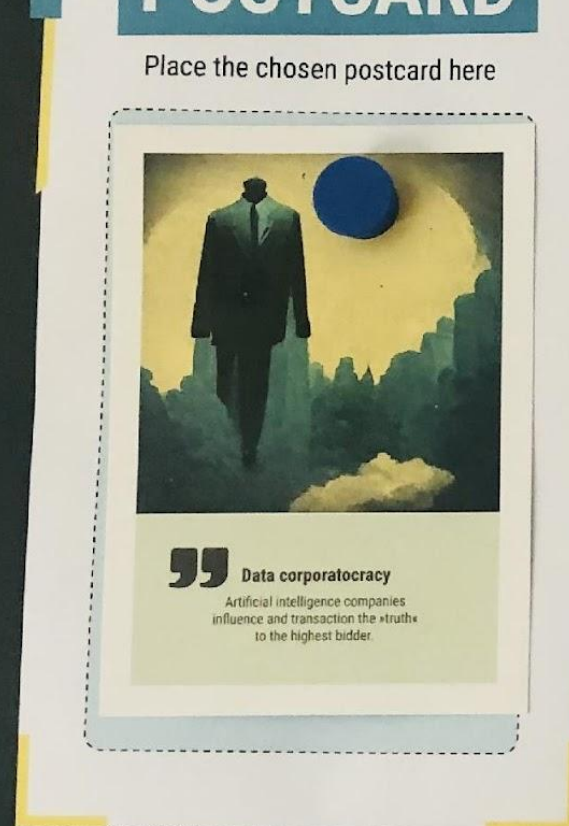


	Pretest		Posttest	
	Mean	Standard deviation	Mean	Standard deviation
<b>Knowledge acquisition</b>	3,61	2,10	6,04	2,12
<b>Information discernment</b>	5,62	0,73	5,84	0,59
<b>Attitude</b>	4,51	1,16	4,97	1,24
<b>Confidence</b>	4,89	1,42	5,50	1,23

# Learning effects

- Pilot study conducted by Josef Buchner, University Duisburg-Essen
- Sample of 28 students, mean age 14.71
- Large effect size (4 constructs)



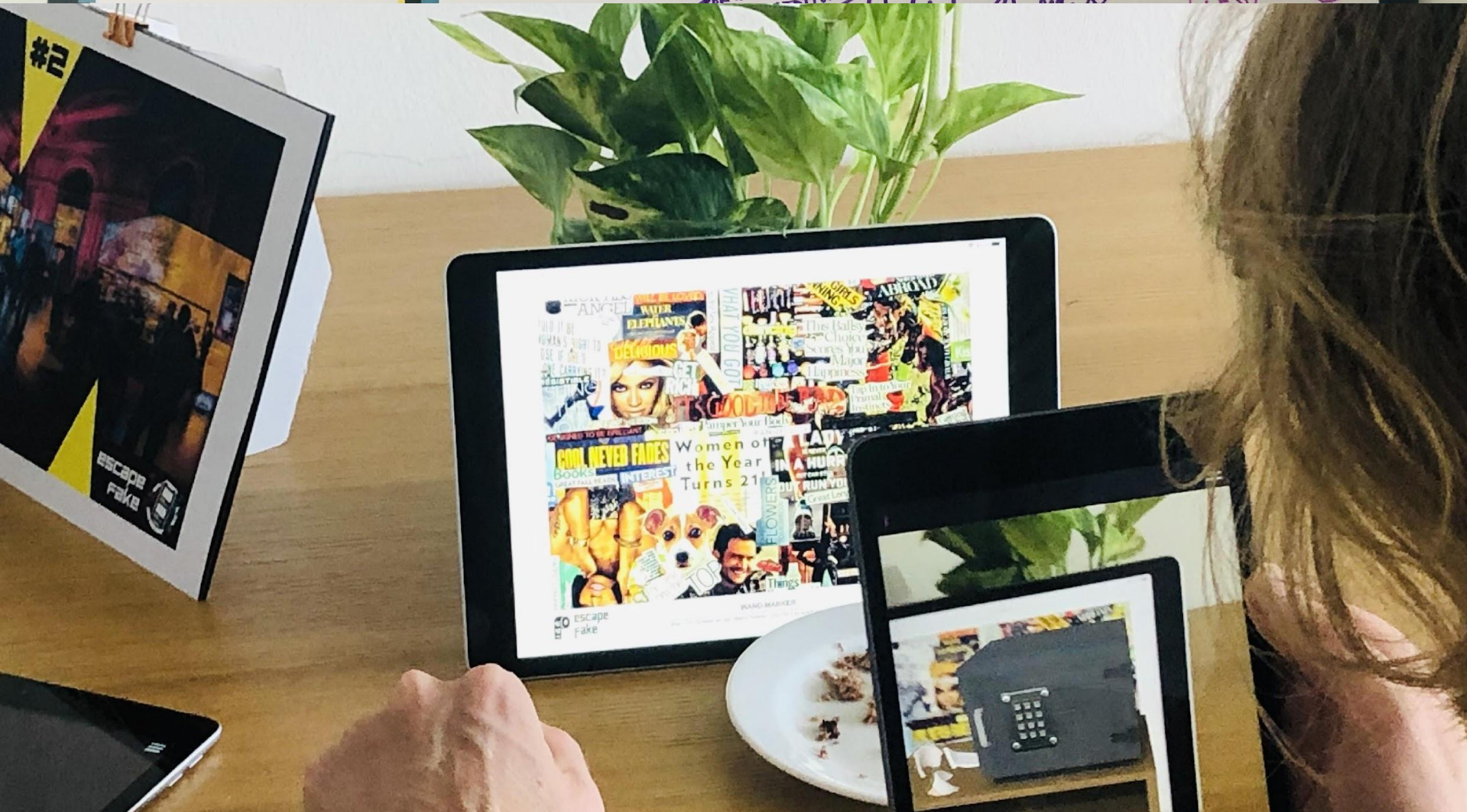
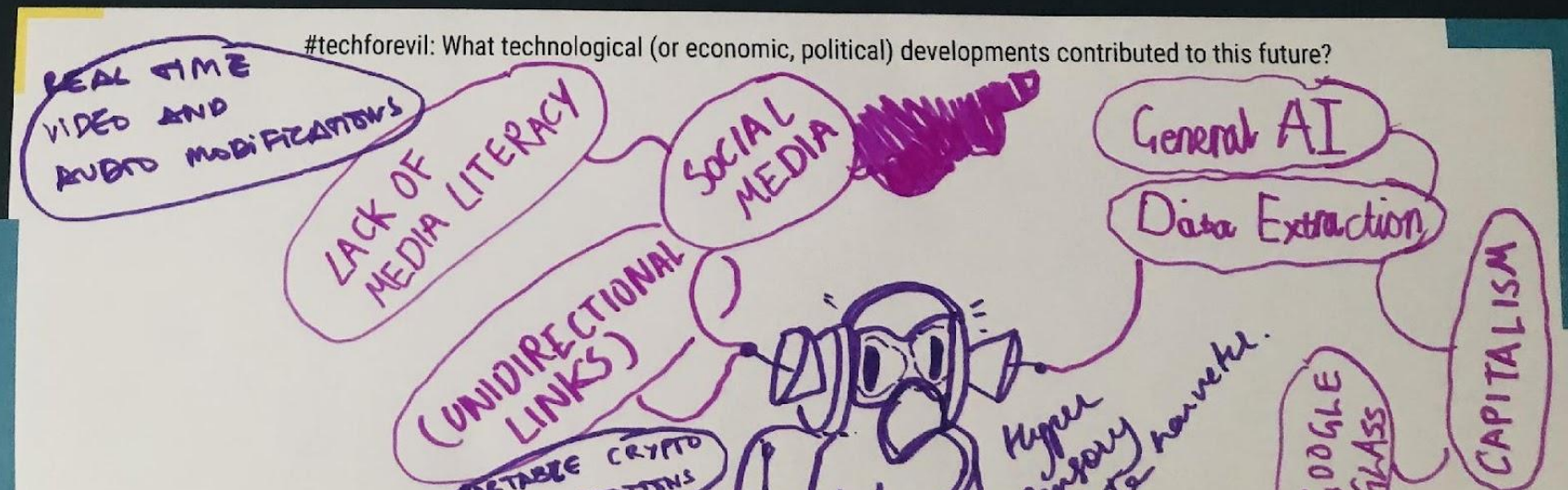


**NOTES**

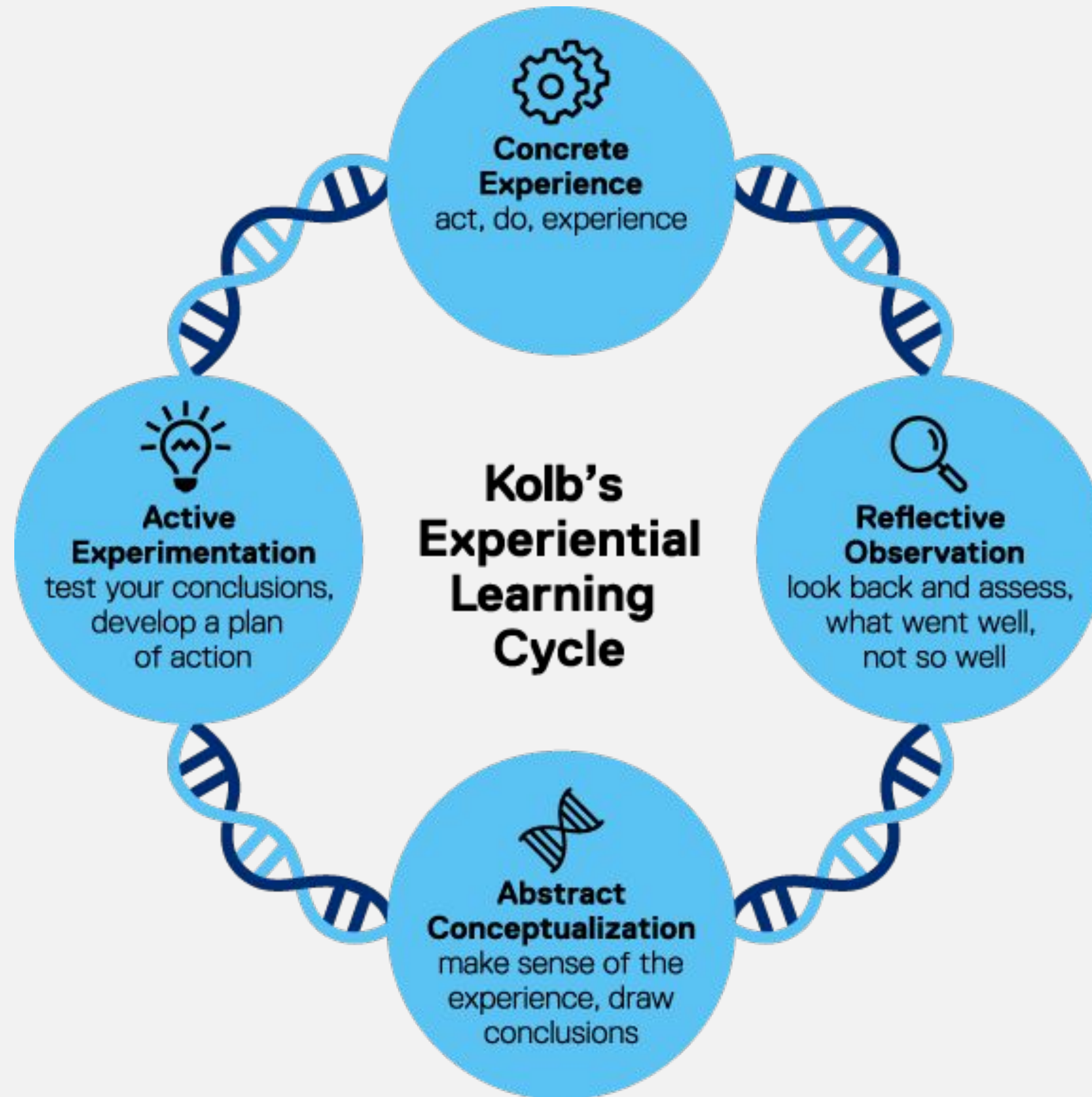
Anything else you would like to add?

**PEOPLE DIVIDED INTO:**

- AI BOOMS
- AI DOWNS



# Experience - based learning

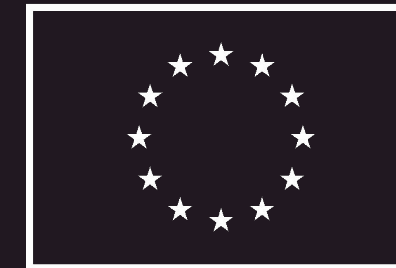




# Upcoming

- **French** and **Dutch**
  - Volunteers for translations to other languages are welcome:  
<https://escapefake.org/contact-us/>
  - Co-design with educators and students:  
AT, DE, NL - **get in touch!**
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# Thank you



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