# PressHop launches AI-powered deepfake detector to boost UK citizen journalism trust



PressHop.co.uk, a leading AI-supported citizen journalism platform in the UK, has unveiled an advanced real-time deepfake detection system aimed at elevating trust in community-driven news content. This new tool leverages cutting-edge AI technologies from Google and Amazon to authenticate photos and videos submitted by citizen journalists, known as "Hoppers." In doing so, PressHop seeks to tackle the growing challenge of misinformation spurred by sophisticated AI-generated deepfakes, a problem increasingly widespread across the media landscape.

The platform's verification model employs a multilayered approach to ensure the credibility, safety, and accuracy of user-generated media. Initial metadata validation screens submitted content for timestamp, location, and device consistency, forming a baseline for authenticity. Following this, AI moderation tools detect subtle anomalies such as blinking irregularities, facial mismatches, and synthetic audio distortions that may elude human scrutiny—while adhering to GDPR standards to protect user privacy. Crucially, a final human editorial review assesses contextual accuracy and narrative framing, capturing nuances that AI might miss. Together, these layers create a rigorous verification process designed to uphold journalistic integrity in real time.

This development is particularly timely given broader concerns about the impact of manipulated audiovisual content on public trust. Studies indicate that four in ten UK adults frequently encounter misinformation but only a third feel confident identifying AI-generated fakes, underscoring a significant trust gap in news consumption. PressHop’s system addresses this by empowering anonymous citizen journalists to submit verified reports while protecting their identities through AI avatars and usernames. Content ownership remains with contributors, with each piece watermarked and accessible only to purchasing publishers. This approach not only incentivises accuracy but also respects contributor security, especially in sensitive or high-risk reporting contexts.

For newsrooms, PressHop offers a cost-effective and scalable solution to newsgathering with access to verified, hyperlocal content producers dispersed nationally. Publishers can commission specific story tasks to Hoppers within a defined radius, enabling rapid coverage of breaking events. Importantly, PressHop’s platform is free to access for publishers, who only pay for content they use, potentially cutting traditional newsgathering costs by up to ninety percent.

PressHop’s initiative fits within a broader media response to deepfake challenges. Other tools, such as DuckDuckGoose's DeepfakeProof browser plugin, provide near real-time verification to assist journalists in spotting manipulated visuals instantly. However, experts caution about the limitations of automated detection. Analyses by investigative journalism networks and media literacy advocates highlight that while AI tools are vital, human interpretation remains indispensable in discerning deepfakes—especially during high-stakes moments such as elections when misinformation can have profound consequences.

Furthermore, industry voices emphasise the evolving nature of deepfake technology and the continuous need for robust verification frameworks. News organisations are urged to combine technological defences with human oversight to protect viewers and maintain public trust, a balance PressHop’s model exemplifies. Ethical concerns around AI-generated disinformation, as discussed in government policy papers, underline the urgency for transparent and responsible innovation in this space.

PressHop’s spokesperson underlined the platform’s focus on transparency rather than technological showmanship, stating, “Our integration of AI for deepfake detection ensures that local news can be reported safely and truthfully. This is not about flashy technology—it’s about using the right tools to protect the public’s trust.” With a soft launch completed in London, the platform plans further expansion across the UK and internationally, positioning itself at the forefront of a new era in citizen journalism.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.openpr.com/news/4081521/presshop-introduces-groundbreaking-real-time-deepfake), [[7]](https://www.gov.uk/government/publications/cdei-publishes-its-first-series-of-three-snapshot-papers-ethical-issues-in-ai/snapshot-paper-deepfakes-and-audiovisual-disinformation)
* Paragraph 2 – [[1]](https://www.openpr.com/news/4081521/presshop-introduces-groundbreaking-real-time-deepfake), [[5]](https://www.thebroadcastbridge.com/content/entry/15842/protecting-newsrooms-and-viewers-from-fake-videos), [[6]](https://aicompetence.org/deepfake-journalism-can-we-trust-visual-news/)
* Paragraph 3 – [[1]](https://www.openpr.com/news/4081521/presshop-introduces-groundbreaking-real-time-deepfake), [[7]](https://www.gov.uk/government/publications/cdei-publishes-its-first-series-of-three-snapshot-papers-ethical-issues-in-ai/snapshot-paper-deepfakes-and-audiovisual-disinformation)
* Paragraph 4 – [[1]](https://www.openpr.com/news/4081521/presshop-introduces-groundbreaking-real-time-deepfake)
* Paragraph 5 – [[1]](https://www.openpr.com/news/4081521/presshop-introduces-groundbreaking-real-time-deepfake), [[2]](https://www.duckduckgoose.ai/usecase-journalism)
* Paragraph 6 – [[3]](https://gijn.org/stories/spotting-deepfakes-election-year/), [[4]](https://360info.org/real-journalists-can-lead-the-war-against-deepfakes/), [[5]](https://www.thebroadcastbridge.com/content/entry/15842/protecting-newsrooms-and-viewers-from-fake-videos)
* Paragraph 7 – [[5]](https://www.thebroadcastbridge.com/content/entry/15842/protecting-newsrooms-and-viewers-from-fake-videos), [[7]](https://www.gov.uk/government/publications/cdei-publishes-its-first-series-of-three-snapshot-papers-ethical-issues-in-ai/snapshot-paper-deepfakes-and-audiovisual-disinformation)
* Paragraph 8 – [[1]](https://www.openpr.com/news/4081521/presshop-introduces-groundbreaking-real-time-deepfake)

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## Bibliography

1. <https://www.openpr.com/news/4081521/presshop-introduces-groundbreaking-real-time-deepfake> - Please view link - unable to able to access data
2. <https://www.duckduckgoose.ai/usecase-journalism> - DuckDuckGoose has developed DeepfakeProof, a browser plugin designed for near real-time deepfake detection. This tool assists journalists and OSINT researchers in quickly verifying the authenticity of visual content, enabling immediate identification of deepfakes within their browsers. By integrating DeepfakeProof, media professionals can enhance the reliability of their reporting and safeguard against the dissemination of manipulated information.
3. <https://gijn.org/stories/spotting-deepfakes-election-year/> - The Global Investigative Journalism Network discusses the challenges of detecting deepfakes, especially during election periods. As AI-generated media becomes more sophisticated, distinguishing between authentic and manipulated content is increasingly difficult. The article highlights the importance of AI detection tools, their limitations, and the necessity for informed interpretation to prevent misinformation from spreading.
4. <https://360info.org/real-journalists-can-lead-the-war-against-deepfakes/> - 360info explores the role of journalists in combating deepfakes. The article emphasizes that real journalists, equipped with the right tools and knowledge, can effectively identify and counteract deepfakes, thereby maintaining the integrity of news reporting. It underscores the importance of media literacy and the need for journalists to stay informed about emerging technologies that threaten information authenticity.
5. <https://www.thebroadcastbridge.com/content/entry/15842/protecting-newsrooms-and-viewers-from-fake-videos> - The Broadcast Bridge examines the impact of deepfake videos on newsrooms and viewers. The article discusses the evolution of deepfake technology and its potential to deceive audiences, highlighting the necessity for news organizations to implement robust verification processes. It also addresses the challenges in detecting manipulated content and the importance of technological solutions to safeguard journalistic integrity.
6. <https://aicompetence.org/deepfake-journalism-can-we-trust-visual-news/> - AI Competence delves into the challenges posed by deepfake technology to visual news. The article provides an overview of various deepfake detection and verification tools, such as Microsoft's Video Authenticator and Reality Defender, and discusses their applications in journalism. It also highlights the importance of fact-checking and the role of media organizations in combating misinformation.
7. <https://www.gov.uk/government/publications/cdei-publishes-its-first-series-of-three-snapshot-papers-ethical-issues-in-ai/snapshot-paper-deepfakes-and-audiovisual-disinformation> - The UK Government's Department for Digital, Culture, Media & Sport (DCMS) publishes a snapshot paper on deepfakes and audiovisual disinformation. The document examines the ethical implications of deepfake technology, its potential threats to individuals and society, and the challenges it poses to information authenticity. It also discusses the need for regulatory frameworks and public awareness to address these issues.