

When Familiar Voices Lie

A Verification Protocol for Deepfakes, Voice Clones, and AI
Scams

Ngo Trung Kien

Contents

Copyright and publication notice	1
Introduction: the promise and the boundary	3
Visual frontispiece	4
0.1 Who this book is for	4
0.2 Thesis and falsification condition	4
1 Why Eyes and Ears Are No Longer Enough	7
1.1 In plain terms	7
1.1.1 Chapter contract	7
1.2 The decision at stake	7
1.3 Working model	8
1.3.1 See the chapter in practice	8
1.3.2 Chapter-specific operating protocol	9
1.3.3 Operating workflow	12
1.3.4 Evidence and control graph	13
1.4 Worked composite case file — illustrative, not empirical evidence	14
1.4.1 Scenario trace	15
1.4.2 Artifact handoff	16
1.4.3 Evidence application	16
1.4.4 Transfer test	16
1.5 Measurement and recovery decision	16
1.6 Practice lab	17
1.7 Limits and judgment	17
1.8 Takeaways	18
1.9 Reflection	18
2 Learn the Impersonation Chain	19
2.1 In plain terms	19
2.1.1 Chapter contract	19
2.2 The decision at stake	19
2.3 Working model	20
2.3.1 See the chapter in practice	20
2.3.2 Chapter-specific operating protocol	22
2.3.3 Operating workflow	24
2.3.4 Evidence and control graph	25
2.4 Worked composite case file — illustrative, not empirical evidence	26
2.4.1 Scenario trace	27
2.4.2 Artifact handoff	28
2.4.3 Evidence application	28
2.4.4 Transfer test	28

2.5	Measurement and recovery decision	28
2.6	Practice lab	29
2.7	Limits and judgment	29
2.8	Takeaways	30
2.9	Reflection	30
3	Create a Family Verification Pact	31
3.1	In plain terms	31
3.1.1	Chapter contract	31
3.2	The decision at stake	31
3.3	Working model	32
3.3.1	See the chapter in practice	32
3.3.2	Chapter-specific operating protocol	34
3.3.3	Operating workflow	36
3.3.4	Evidence and control graph	37
3.4	Worked composite case file — illustrative, not empirical evidence	38
3.4.1	Scenario trace	39
3.4.2	Artifact handoff	40
3.4.3	Evidence application	40
3.4.4	Transfer test	40
3.5	Measurement and recovery decision	41
3.6	Practice lab	41
3.7	Limits and judgment	42
3.8	Takeaways	42
3.9	Reflection	42
4	Secure Business Payment Changes	43
4.1	In plain terms	43
4.1.1	Chapter contract	43
4.2	The decision at stake	43
4.3	Working model	44
4.3.1	See the chapter in practice	44
4.3.2	Chapter-specific operating protocol	46
4.3.3	Operating workflow	48
4.3.4	Evidence and control graph	49
4.4	Worked composite case file — illustrative, not empirical evidence	50
4.4.1	Scenario trace	51
4.4.2	Artifact handoff	52
4.4.3	Evidence application	52
4.4.4	Transfer test	52
4.5	Measurement and recovery decision	53
4.6	Practice lab	53
4.7	Limits and judgment	54
4.8	Takeaways	54
4.9	Reflection	54

5	Defend Account Recovery	55
5.1	In plain terms	55
5.1.1	Chapter contract	55
5.2	The decision at stake	55
5.3	Working model	56
5.3.1	See the chapter in practice	56
5.3.2	Chapter-specific operating protocol	58
5.3.3	Operating workflow	60
5.3.4	Evidence and control graph	61
5.4	Worked composite case file — illustrative, not empirical evidence	62
5.4.1	Scenario trace	63
5.4.2	Artifact handoff	64
5.4.3	Evidence application	64
5.4.4	Transfer test	64
5.5	Measurement and recovery decision	65
5.6	Practice lab	65
5.7	Limits and judgment	66
5.8	Takeaways	66
5.9	Reflection	66
6	Read Messages for Pressure, Not Grammar	67
6.1	In plain terms	67
6.1.1	Chapter contract	67
6.2	The decision at stake	67
6.3	Working model	68
6.3.1	See the chapter in practice	68
6.3.2	Chapter-specific operating protocol	70
6.3.3	Operating workflow	72
6.3.4	Evidence and control graph	73
6.4	Worked composite case file — illustrative, not empirical evidence	74
6.4.1	Scenario trace	75
6.4.2	Artifact handoff	76
6.4.3	Evidence application	76
6.4.4	Transfer test	76
6.5	Measurement and recovery decision	77
6.6	Practice lab	77
6.7	Limits and judgment	78
6.8	Takeaways	78
6.9	Reflection	78
	Midpoint visual synthesis	79
7	Treat Live Calls as Claims	81
7.1	In plain terms	81
7.1.1	Chapter contract	81
7.2	The decision at stake	81
7.3	Working model	82

7.3.1	See the chapter in practice	82
7.3.2	Chapter-specific operating protocol	84
7.3.3	Operating workflow	86
7.3.4	Evidence and control graph	87
7.4	Worked composite case file — illustrative, not empirical evidence	88
7.4.1	Scenario trace	89
7.4.2	Artifact handoff	90
7.4.3	Evidence application	90
7.4.4	Transfer test	90
7.5	Measurement and recovery decision	90
7.6	Practice lab	91
7.7	Limits and judgment	91
7.8	Takeaways	92
7.9	Reflection	92
8	Verify Documents and Links	93
8.1	In plain terms	93
8.1.1	Chapter contract	93
8.2	The decision at stake	93
8.3	Working model	94
8.3.1	See the chapter in practice	94
8.3.2	Chapter-specific operating protocol	96
8.3.3	Operating workflow	98
8.3.4	Evidence and control graph	99
8.4	Worked composite case file — illustrative, not empirical evidence	100
8.4.1	Scenario trace	101
8.4.2	Artifact handoff	102
8.4.3	Evidence application	102
8.4.4	Transfer test	102
8.5	Measurement and recovery decision	103
8.6	Practice lab	103
8.7	Limits and judgment	104
8.8	Takeaways	104
8.9	Reflection	104
9	Design an Executive Impersonation Drill	105
9.1	In plain terms	105
9.1.1	Chapter contract	105
9.2	The decision at stake	105
9.3	Working model	106
9.3.1	See the chapter in practice	106
9.3.2	Chapter-specific operating protocol	108
9.3.3	Operating workflow	110
9.3.4	Evidence and control graph	111
9.4	Worked composite case file — illustrative, not empirical evidence	112
9.4.1	Scenario trace	113

9.4.2	Artifact handoff	114
9.4.3	Evidence application	114
9.4.4	Transfer test	114
9.5	Measurement and recovery decision	115
9.6	Practice lab	115
9.7	Limits and judgment	116
9.8	Takeaways	116
9.9	Reflection	116
10	Respond After Money or Access Is Lost	117
10.1	In plain terms	117
10.1.1	Chapter contract	117
10.2	The decision at stake	117
10.3	Working model	118
10.3.1	See the chapter in practice	118
10.4	First-hour response timeline	120
10.4.1	Chapter-specific operating protocol	120
10.4.2	Operating workflow	123
10.4.3	Evidence and control graph	124
10.5	Worked composite case file — illustrative, not empirical evidence	125
10.5.1	Scenario trace	126
10.5.2	Artifact handoff	127
10.5.3	Evidence application	127
10.5.4	Transfer test	127
10.6	Measurement and recovery decision	128
10.7	Practice lab	128
10.8	Limits and judgment	129
10.9	Takeaways	129
10.10	Reflection	129
11	Build a Community of Verification	131
11.1	In plain terms	131
11.1.1	Chapter contract	131
11.2	The decision at stake	131
11.3	Working model	132
11.3.1	See the chapter in practice	132
11.3.2	Chapter-specific operating protocol	134
11.3.3	Operating workflow	136
11.3.4	Evidence and control graph	137
11.4	Worked composite case file — illustrative, not empirical evidence	138
11.4.1	Scenario trace	139
11.4.2	Artifact handoff	140
11.4.3	Evidence application	140
11.4.4	Transfer test	140
11.5	Measurement and recovery decision	141
11.6	Practice lab	141

11.7 Limits and judgment	142
11.8 Takeaways	142
11.9 Reflection	142
12 Keep the Protocol Current	143
12.1 In plain terms	143
12.1.1 Chapter contract	143
12.2 The decision at stake	143
12.3 Working model	144
12.3.1 See the chapter in practice	144
12.3.2 Chapter-specific operating protocol	146
12.3.3 Operating workflow	148
12.3.4 Evidence and control graph	149
12.4 Worked composite case file — illustrative, not empirical evidence	150
12.4.1 Scenario trace	151
12.4.2 Artifact handoff	152
12.4.3 Evidence application	152
12.4.4 Transfer test	152
12.5 Measurement and recovery decision	153
12.6 Practice lab	153
12.7 Limits and judgment	154
12.8 Takeaways	154
12.9 Reflection	154
Closing: keep the evidence visible	155
A compact implementation workbook	157
Decision register	158
Evidence scorecard	159
Exception log	160
Ninety-day plan	161
Control and test matrix	162
Workflow map	163
13 References	165

Why Eyes and Ears Are No Longer Enough

In plain terms

Perceptual realism is not identity proof, especially when urgency suppresses reflection. In an active impersonation or payment-verification event, the practical question is **What changed when convincing media became cheap to produce?** For families, freelancers, and small organizations exposed to impersonation and payment fraud, the answer counts only when **Separate what a message looks like from how the claimed person can be verified** produces reviewable evidence for **requests verified independently** without normalizing **arguing about whether a clip looks fake**.

Chapter contract

DECIDE

What changed when convincing media became cheap to produce?

BUILD

Separate what a message looks like from how the claimed person can be verified.

MEASURE

requests verified independently

STOP OR REDESIGN WHEN

arguing about whether a clip looks fake

The decision at stake

For **Why Eyes and Ears Are No Longer Enough**, the verified account holder or incident lead must decide **what changed when convincing media became cheap to produce?** before the requested action crosses from discussion into consequence for the targeted person, family, and account holders. The minimum decision record is the artifact **Separate what a message looks like from how the claimed person can be verified**, the observable **requests verified independently**, and the explicit hold condition **arguing about whether a clip looks fake**. If any Chapter 1 field is missing, the safe default is to pause contact, send no money or credentials, and verify through an independent channel.

The bounded **Why Eyes and Ears Are No Longer Enough** decision advances the book's promise to replace unreliable gut checks with simple verification habits that still work when media looks and sounds convincing. It does not endorse a product or predetermine the Chapter 1 answer; it creates a record that another person can challenge at 5, 15, and 60 minutes, then again when recovery closes.

Working model

Read the **Why Eyes and Ears Are No Longer Enough** model as four linked fields. **Outcome:** Perceptual realism is not identity proof, especially when urgency suppresses reflection. **Boundary:** the design must make **arguing about whether a clip looks fake** visible rather than convenient. **Evidence:** interpret **requests verified independently** together with review effort and excluded cases. **Authority:** the verified account holder or incident lead may continue, narrow, escalate, or stop the requested action. For **Why Eyes and Ears Are No Longer Enough**, Reference [3] from National Institute of Standards and Technology, *Cybersecurity Framework resources for small business*, informs a Chapter 1 boundary; it is not evidence that the local method or illustrative target will work.

See the chapter in practice

The **why eyes and ears are no longer enough in practice** maps *When Familiar Voices Lie* Chapter 1 into a field scene before its abstract models begin. In one frame, it holds the question **What changed when convincing media became cheap to produce?**, the artifact **Separate what a message looks like from how the claimed person can be verified.**, the proof signal **requests verified independently**, and the warning **arguing about whether a clip looks fake**.

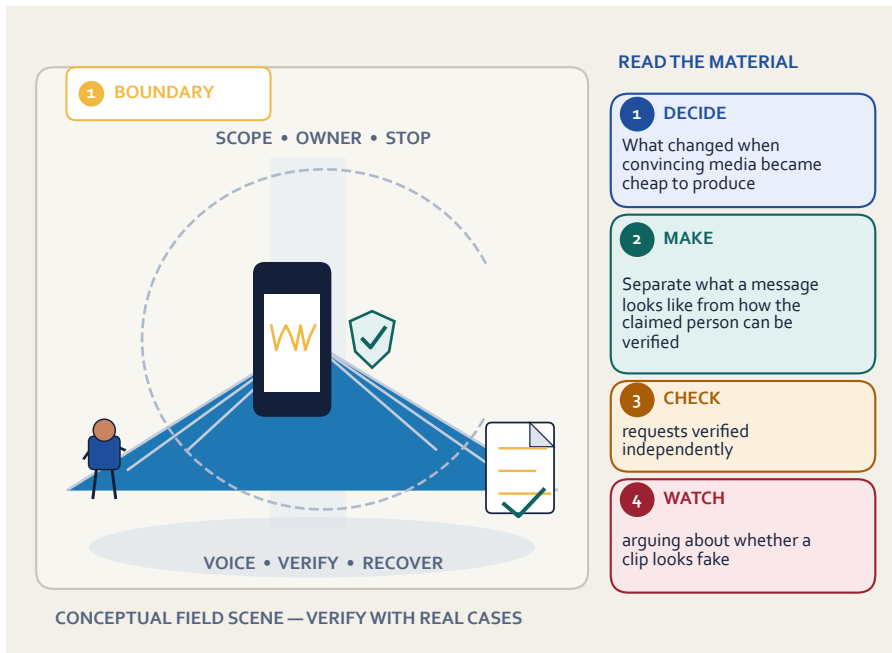


Figure 1.1: Chapter 1 field scene for Why Eyes and Ears Are No Longer Enough: a boundary view in the book’s voice trust setting.

Read the scene: For When Familiar Voices Lie, Chapter 1, begin with the central voice trust scene and scan DECIDE, MAKE, CHECK, and WATCH. Treat the Why Eyes and Ears Are No Longer Enough scene as conceptual, then use its cases and evidence records to test whether requests verified independently actually improves. For **Why Eyes and Ears Are No Longer Enough**, this explanatory plate is a reasoning prompt—not observed evidence or a universal operating prescription.

Visual field note — Why Eyes and Ears Are No Longer Enough:

- 1. Locate the tension.** In this composite situation, A grandparent receives a distressed call that sounds like a grandchild.
- 2. Name the choice.** Answer the chapter question: **What changed when convincing media became cheap to produce?**
- 3. Produce the record.** Use **Separate what a message looks like from how the claimed person can be verified.**, then retain the verification lead, assumptions, and case evidence needed to review it.
- 4. Test and return.** Track **requests verified independently.** If **arguing about whether a clip looks fake**, return to DECIDE and revise the trust boundary instead of explaining the warning away.

Chapter-specific operating protocol

Phase	Reader action	Evidence retained	Hold condition
1. Define	Write the exact decision behind What changed when convincing media became cheap to produce?	Chapter 1 owner, input, output, exception, and timestamp.	Hold Why Eyes and Ears Are No Longer Enough if its record cannot be reconstructed.
2. Contrast	Apply Separate what a message looks like from how the claimed person can be verified to one ordinary case.	Chapter 1 owner, input, output, exception, and timestamp.	Hold Why Eyes and Ears Are No Longer Enough if its record cannot be reconstructed.
3. Exclude	Run the same artifact against a countercase shaped by arguing about whether a clip looks fake .	Chapter 1 owner, input, output, exception, and timestamp.	Hold Why Eyes and Ears Are No Longer Enough if its record cannot be reconstructed.
4. Assign	Name the verified account holder or incident lead as the person who may continue, narrow, or stop.	Chapter 1 owner, input, output, exception, and timestamp.	Hold Why Eyes and Ears Are No Longer Enough if its record cannot be reconstructed.
5. Challenge	Record requests verified independently and the review effort for the same case.	Chapter 1 owner, input, output, exception, and timestamp.	Hold Why Eyes and Ears Are No Longer Enough if its record cannot be reconstructed.

Phase	Reader action	Evidence retained	Hold condition
6. Publish	Release the Why Eyes and Ears Are No Longer Enough artifact only when its evidence answers this chapter’s question.	Chapter 1 owner, input, output, exception, and timestamp.	Hold Why Eyes and Ears Are No Longer Enough if its record cannot be reconstructed.

This sequence is specific to **Why Eyes and Ears Are No Longer Enough**. For that Chapter 1 decision, it is not permission to automate; it is a way for families, freelancers, and small organizations exposed to impersonation and payment fraud to make the reasoning inspectable at 5, 15, and 60 minutes, then again when recovery closes.

Separate what a message looks like from how the claimed person can be verified. This is the chapter’s core production artifact. The **Why Eyes and Ears Are No Longer Enough** artifact should fit on one page, use ordinary language, and be reviewed by someone who did not design it. A compact artifact exposes disagreements that a long narrative can conceal.

The chapter’s visual tool is the **chapter contract**. For **Why Eyes and Ears Are No Longer Enough**, it translates explanation into an inspectable decision aid: the reader can see the decision, artifact, evidence, and exact condition that pauses the requested action.

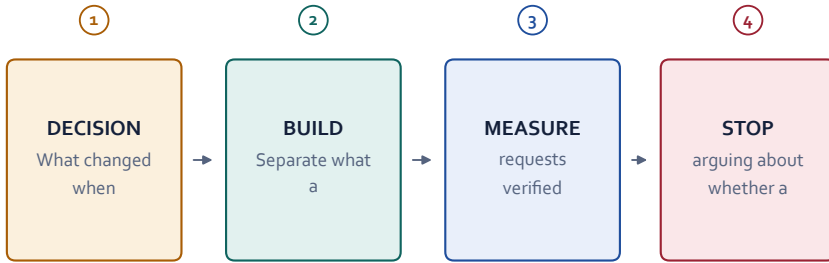


Figure 1.2: Chapter contract connecting the decision, artifact, measure, and stop condition for Why Eyes and Ears Are No Longer Enough.

How to use this page: Move across the four Why Eyes and Ears Are No Longer Enough cards; compare the decision with requests verified independently and stop before arguing about whether a clip looks fake. The chapter-specific measure is **requests verified independently**; the principal warning is **arguing about whether a clip looks fake**.

Operating workflow

The **why eyes and ears are no longer enough workflow** makes the chapter executable. For **Why Eyes and Ears Are No Longer Enough**, the five stages carry **Separate what a message looks like from how the claimed person can be verified.** from the question **What changed when convincing media became cheap to produce?** to a test against **requests verified independently**, with **arguing about whether a clip looks fake** as an explicit return or stop signal.

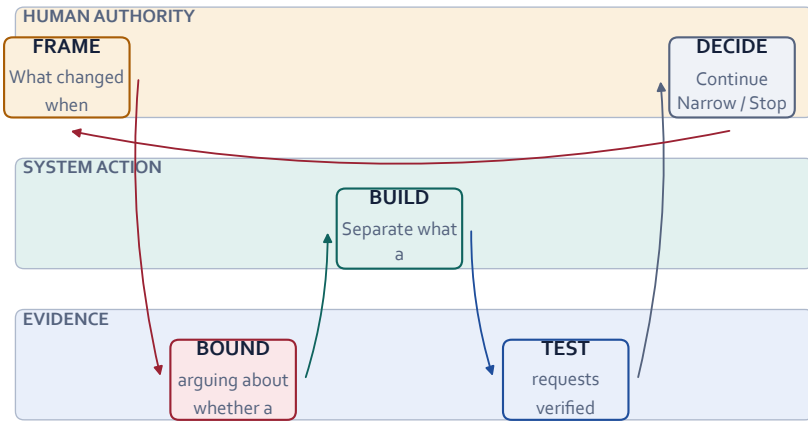


Figure 1.3: Five-stage workflow for chapter 1, *Why Eyes and Ears Are No Longer Enough*: frame the decision, set the trust boundary, build Separate what a message looks like from how the claimed person can be verified., test against requests verified independently, then continue, narrow, or stop before arguing about whether a clip looks fake.

Read the workflow: Move from FRAME to DECIDE for *Why Eyes and Ears Are No Longer Enough*. The lower return path is mandatory when evidence is missing or the stop signal—arguing about whether a clip looks fake—appears. For ***Why Eyes and Ears Are No Longer Enough***, record the verification lead and evidence at every handoff; an arrow is not evidence that the preceding stage passed.

Evidence and control graph

The **why eyes and ears are no longer enough — evidence network** shows the relationships that must remain inspectable when the workflow runs. In *When Familiar Voices Lie*, this qualitative graph asks the reader to record observed evidence for **requests verified independently** and route **arguing about whether a clip looks fake** to recovery instead of treating sample numbers as facts.

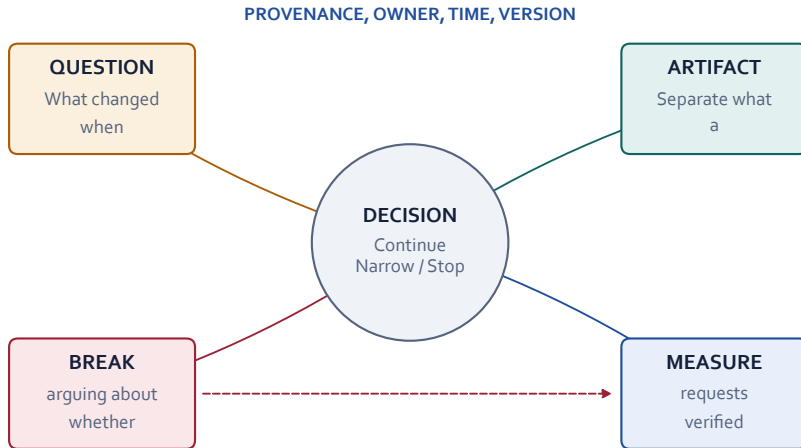


Figure 1.4: Qualitative evidence network for chapter 1, Why Eyes and Ears Are No Longer Enough, linking the question to Separate what a message looks like from how the claimed person can be verified., the measure requests verified independently, and the recovery condition arguing about whether a clip looks fake without invented empirical values.

Read the graph: Trace the evidence for Why Eyes and Ears Are No Longer Enough toward the decision. For Why Eyes and Ears Are No Longer Enough, empty or weak evidence does not count as zero risk; it routes the requested action to verification, escalation, or stop. Use this **Why Eyes and Ears Are No Longer Enough** graph beside **Separate what a message looks like from how the claimed person can be verified**, not as a substitute for recorded cases.

Worked composite case file — illustrative, not empirical evidence

This **Why Eyes and Ears Are No Longer Enough** record turns the scenario into an inspectable rehearsal in an active impersonation or payment-verification event. Its numbers are worksheet examples for Chapter 1, not observed results or a prediction of benefit.

Record field	Filled illustrative entry
Situation	A grandparent receives a distressed call that sounds like a grandchild.
People affected	the targeted person, family, and account holders
Decision	What changed when convincing media became cheap to produce?
Artifact excerpt	Separate what a message looks like from how the claimed person can be verified.
Accountable authority	The verified account holder or incident lead.
Measure and unit	requests verified independently — one dated observation for each eligible case.
Example baseline	7 observations in the baseline window.
Example target / decision rule	a documented improvement plus no severe unresolved exception; move only contextual; the verification lead must define better before collection.
Named exception	arguing about whether a clip looks fake.
Safe default	Pause contact, send no money or credentials, and verify through an independent channel.

Scenario trace

1. **Preserve the starting state.** For **Why Eyes and Ears Are No Longer Enough**, record the original request, governing rule, available evidence, and the last safe result before changing anything.
2. **Make the chapter decision.** Answer **What changed when convincing media became cheap to produce?** and record the Chapter 1 assumption that carries the most consequence for the targeted person, family, and account holders.
3. **Use the artifact.** Complete **Separate what a message looks like from how the claimed person can be verified** with a normal case and a counter case; in this chapter, do not infer missing facts merely to finish the form.
4. **Observe the decision rule.** Review **requests verified independently** at 5, 15, and 60 minutes, then again when recovery

closes; the **Why Eyes and Ears Are No Longer Enough** record reports exclusions and review effort beside the headline value.

5. **Contain and recover.** If **arguing about whether a clip looks fake**, pause contact, send no money or credentials, and verify through an independent channel. Preserve the Chapter 1 failed case, assign a deadline, and require the verified account holder or incident lead to authorize any restart.

Artifact handoff

Start **Why Eyes and Ears Are No Longer Enough** from the book-level thesis and boundary. Within *When Familiar Voices Lie*, attach the current artifact and exception record, then hand both to Chapter 2, **Learn the Impersonation Chain**, which asks: How does a scam move from public information to harmful action?. That recipient may revise the **Why Eyes and Ears Are No Longer Enough** assumption, but must preserve the evidence that made this book's earlier decision reasonable.

Evidence application

Reference [3], National Institute of Standards and Technology, *Cybersecurity Framework resources for small business*, provides a relevant boundary or design input for **Why Eyes and Ears Are No Longer Enough**. It does **not** prove that the Chapter 1 worked values, local method, or target will succeed. The **Why Eyes and Ears Are No Longer Enough** reviewer must link this book's exact claim to the exact source passage and leave unsupported synthesis marked UNVERIFIED.

Transfer test

- Re-run **Separate what a message looks like from how the claimed person can be verified** with one routine Chapter 1 case that should pass.
- Re-run the **Why Eyes and Ears Are No Longer Enough** artifact with missing evidence and keep the safe default active.
- Re-run it where **arguing about whether a clip looks fake** appears plausible but not certain.
- Ask a reviewer who did not design this chapter's method to decide whether the retained record supports continuing, narrowing, escalating, or stopping.

Measurement and recovery decision

For **Why Eyes and Ears Are No Longer Enough**, define **requests verified independently** as one dated observation for each eligible case.

In this **Why Eyes and Ears Are No Longer Enough** worksheet, the Chapter 1 worked baseline is 7 observations in the baseline window and the illustrative target is a documented improvement plus no severe unresolved exception; both must be replaced with evidence from an active impersonation or payment-verification event. Review the Chapter 1 result at 5, 15, and 60 minutes, then again when recovery closes, preserve excluded and high-consequence cases, and interpret movement as better only when it is contextual; the verification lead must define better before collection.

The named failure is **arguing about whether a clip looks fake**. Containment means: pause contact, send no money or credentials, and verify through an independent channel. Recovery is complete only after the verified account holder or incident lead can reconstruct the failed case, explain which assumption changed, and authorize a new test against **requests verified independently**.

Practice lab

Choose one live but reversible **Why Eyes and Ears Are No Longer Enough** example from an active impersonation or payment-verification event. Create the following:

- a one-sentence answer to **What changed when convincing media became cheap to produce?**;
- a completed first draft of **Separate what a message looks like from how the claimed person can be verified**;
- one routine case, one missing-evidence case, and one case shaped by **arguing about whether a clip looks fake**;
- a locally measured baseline for **requests verified independently** using the unit one dated observation for each eligible case;
- a stop threshold, the verified account holder or incident lead as owner, and the safe default pause contact, send no money or credentials, and verify through an independent channel;
- verification record that will be handed to the next chapter.

Ask a colleague to challenge **Separate what a message looks like from how the claimed person can be verified**. They should identify one ambiguous field, one person among the targeted person, family, and account holders whose interests are missing, and one reason **requests verified independently** could reward the wrong behavior. Preserve that challenge in the chapter handoff before revising.

Limits and judgment

Why Eyes and Ears Are No Longer Enough supplies a locally testable method, not proof of causal effectiveness or a universal rule. This Chapter 1 method remains inside the book boundary: This book is general educational

information, not individualized cybersecurity, legal, banking, or emergency advice. Readers applying **Why Eyes and Ears Are No Longer Enough** for the targeted person, family, and account holders must verify current law, contract, policy, safeguarding, accessibility, security, and professional duties before consequential use. A negative **requests verified independently** result may mean the question was framed badly, the review cost is too high, or pause contact, send no money or credentials, and verify through an independent channel is the responsible decision.

Takeaways

- Perceptual realism is not identity proof, especially when urgency suppresses reflection.
- The chapter artifact is: separate what a message looks like from how the claimed person can be verified.
- The primary measure is **requests verified independently**, paired with review cost and failure severity.
- Watch especially for **arguing about whether a clip looks fake**.
- In an active impersonation or payment-verification event, expand scope only after the verified account holder or incident lead can show the evidence and exercise the recovery path.

Reflection

What evidence would let a skeptical reviewer answer **What changed when convincing media became cheap to produce?** differently from the verified account holder or incident lead? Which case involving the targeted person, family, and account holders would **requests verified independently** miss, and would that omission require continuing, narrowing, escalating, or pause contact, send no money or credentials, and verify through an independent channel?