# Article information:

5 tools to help you give the gift of GIFs  
<https://webflow.com/blog/5-tools-to-help-you-give-the-gift-of-gifs>

# Article summary:

1. Gifs have become a staple of internet culture and are now used beyond memes and entertainment purposes, with brands using them in marketing and web design.

2. The five best sites to find gifs include GIPHY, Tenor, Imgur, Imgflip, and Gfycat.

3. Three useful tools for creating gifs include Make A gif, Recordit, and VEED.IO.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "5 tools to help you give the gift of GIFs" provides a comprehensive overview of the history, benefits, and uses of GIFs. However, there are some potential biases and missing points of consideration that need to be addressed.

Firstly, the article presents GIFs as a universally beloved and harmless form of communication. While they are undoubtedly popular and useful in many contexts, it is important to note that GIFs can also be used inappropriately or offensively. For example, some GIFs may contain racist or sexist content that could harm certain groups of people. Additionally, as noted briefly in the article, GIFs can pose accessibility issues for individuals with photosensitivity or epilepsy. These risks should be acknowledged and addressed when using or promoting the use of GIFs.

Secondly, the article focuses primarily on the benefits and uses of GIFs without exploring potential drawbacks or limitations. For example, while GIFs can be a great way to convey emotions or demonstrate processes quickly, they may not always be the most effective form of communication for complex ideas or nuanced discussions. Additionally, while the article notes that brands use GIFs in marketing campaigns with positive results, it does not address any potential ethical concerns around using these animations for commercial purposes.

Finally, while the article provides a helpful list of sites and tools for finding and creating GIFs, it does not explore any potential biases or limitations within these resources. For example, GIPHY has faced criticism in the past for allowing racist or offensive content on its platform [source: https://www.theverge.com/2020/6/11/21288117/giphy-removed-facebook-racist-gif]. It would be helpful for readers to have more information about how these sites and tools operate and what measures they take to ensure responsible use.

Overall, while "5 tools to help you give the gift of GIFs" provides a useful introduction to this popular form of communication, it could benefit from a more critical and nuanced approach that acknowledges potential risks and limitations.

# Topics for further research:

* Risks and limitations of using GIFs in communication
* Ethical concerns around using GIFs for commercial purposes
* Accessibility issues with GIFs for individuals with photosensitivity or epilepsy
* Biases and limitations within GIF search engines and creation tools
* Offensive or inappropriate content in GIFs and how to avoid it
* Alternatives to using GIFs for complex or nuanced discussions

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