DEEPFAKES

PARENT/TRUSTED ADULT INFORMATION

According to a recent Common Sense Media study, nearly 9 in 10 children ages 9-17 have used or interacted with artificial intelligence (AI), and about 1 in 4 use it daily. Most often, young people say they use AI for entertainment or schoolwork, but there is an important risk that parents should be aware of: deepfakes.

What are deepfakes?
A deepfake is an image, video, or audio recording created with AI that makes it appear as though a real person said or did something that never actually happened. Deepfakes are often created without a person's permission and can sometimes be harmful or inappropriate in nature.

The same Common Sense Media study found that:

- About 1 in 5 tweens and teens reported creating AI-generated sexual content.
- Nearly 1 in 4 reported sharing this content or knowing someone who had.

Several free tools and apps can be used to create deepfakes. Although producing convincing deepfakes still requires some skill and effort, AI technology is improving quickly, making this an increasing concern for families.

How can you spot a deepfake?

Deepfakes can be difficult to identify, but some warning signs include:

- Unnatural skin tones or facial discoloration
- Lighting that appears inconsistent or unrealistic
- Audio and video that do not match perfectly
- Blurriness or distortion around the face, hairline, or neck
- Unusual facial movement or expressions

As AI tools continue to improve, these signs may become harder to spot.

How can you help protect your family?

To reduce the risk of becoming a victim of a deepfake.

- Be thoughtful about the personal information you share online.
- Limit the posting of high-quality photos and videos.
- Review and use privacy settings on social media accounts and websites.
- Be cautious when answering calls from unknown numbers. Scammers can use short audio recordings to create AI-generated voice clones.

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Talk with your child about deepfakes:

Open conversations can help children become more informed and responsible digital citizens.

Consider discussing questions such as:

- Have you noticed edited or manipulated videos on social media? What clues helped you recognize they were altered?
- Why do you think deepfake videos become popular online?
- What are the possible consequences for the person who creates a deepfake, the person featured in it, and those who share it?
- What responsibilities do people have when creating, viewing, or sharing content online?

Encourage your child to think critically about what they see online and to ask questions when something doesn't seem right. As AI tools become more common, digital literacy and responsible technology use are increasingly important skills for young people.

What if your child has fallen victim to a deepfake?

Here are a few steps you can take if you find that your child has become a victim of a non-consensual, intimate deepfake:

- Take screenshots or document usernames, account handles, URLs, timestamps, message logs, and the platform where the content appeared.
- Immediately use the platform's reporting tools to request the removal of the images.
- File a report through Take It Down via the National Center for Missing and Exploited Children (NCMEC). This service can help remove online nude, partially nude, or sexually explicit photos and videos for minors under 18. https://takeitdown.ncmec.org/

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