

Deepfakes/ AI Nudes

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What is a “deepfake” or AI nude?

Deepfakes, or AI nudes, are digitally altered or generated images or videos created using artificial intelligence (AI) to make it appear that a real person is naked or engaged in sexual activity when they are not.

These are often called “deepfakes”, but calling them “fake” can minimize their impact and harm. The person depicted experiences real violations of privacy, dignity, and bodily autonomy, and the images can spread online in ways that are impossible to control. Manipulating someone’s image without consent is about exerting power and control over their body and identity. Creating or sharing AI nudes is against the law, and if it includes minors, it is considered child sexual abuse material.

Who is targeted?

- The victims are much more likely to be [girls and women](#)
- Female celebrities and [politicians](#) were some of the first targeted by these apps, which have now expanded to target everyday women and girls
- The creators and distributors are much more likely to be [boys and men](#)
- Many apps offer more features, or focus exclusively, on [women’s bodies](#) rather than men’s bodies, so the technology companies are helping create and reinforce this gender imbalance

Why do people create AI nudes?

AI nude generators are often marketed in ways that make them appear harmless, humorous, and easy to use. Many boys and young men are encountering this technology [without seeking it out](#).

[Motivations](#) for creating AI nudes can include:

- Peer pressure and social currency
- Coping with romantic rejection
- Perceived permissibility
- Sexual curiosity
- Spreading rumors or explicit harassment



How prevalent are AI nudes amongst youth?



1 in 8 young people (ages 13-20) indicate they personally knew someone who had been the target of AI nudes (13%)



1 in 8 indicate they personally knew someone who had created or redistribute AI nudes of minors (12%)



Nearly 1 in 10 young people do not believe AI nudes harm the person depicted, with the most common reason being that they are not “real”

If you are concerned about immediate harm to a youth’s physical or mental wellbeing, please reach out to a professional using [these resources](#)!

Examples of Deepfake Content

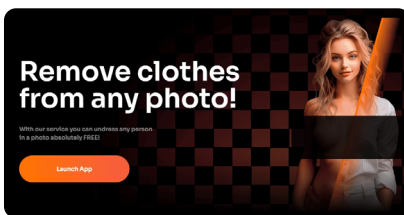
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How is AI content generated?



General AI image generators

Users of general AI tools can create images, placing a real person's face or likeness into fabricated scenarios. This can include realistic but fake scenes, making it difficult to distinguish between real and manipulated content. Grok, the AI chatbot from Elon Musk's company, launched an image editing feature that led to widespread creation of sexual images, including many of children.



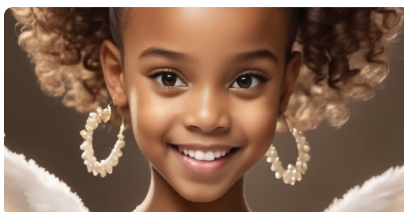
Undressing apps

Users can upload photos of real people, and the app creates a fake image that combines the person's appearance with other images to make it look like their clothing has been removed.



Face swap apps

Users can upload images of anyone and replace the subject's face with a new one, be it celebrity or someone they know.



Lack of age restrictions on images

Many apps have weak or nonexistent safeguards on how images are created, which can enable the creation of content involving minors that is considered Child Sexual Abuse Material.



Mentoring Tipsheet

1

Initiate conversations about consent, dignity, and agency

Discuss digital boundaries:

- Remind them: consent applies to photos, always ask before posting photos of others, and expect others to ask you.
- Model consent with photos: “Can I take a picture of you?” “Can I post this picture of us?”
- Use media (TV, movies, and online content) as conversation starters: “How does this character respect privacy and boundaries online?”

Build empathy and recognize harm:

- “How would you feel if this happened to you or someone you love?”
- “How can you tell if someone is being harmed by an image or video online?”
- Explain why AI nudes are a violation of consent and bodily autonomy, and are a form of sexual violence.

Here is more information on how to speak with youth about [consent](#).

2

Help youth recognize digital harm as serious

- Explain that online images can spread quickly and are hard to remove.
- Warn that AI nudes lead to cyberbullying, blackmail, abuse, and [lasting emotional harm](#).
- Talk about feelings victims experience, like ongoing shame, fear, anger, and loss of safety, especially if peers, family, or their community see the image.
- Inform that creating or sharing AI nudes can have legal consequences, including criminal charges under the [Take It Down Act](#).
- Discuss that schools can also discipline students, including suspension or expulsion.

3

Encourage youth to be active bystanders

If a young person encounters an AI nude, here are some steps they can take:

- Don't share it, as forwarding AI nudes causes further harm and may carry legal consequences.
- If a friend shows them an AI nude, they can say that it's not cool, just like the boy does in the AMAZE video.
- If they come across it on a platform, they can report the content on the platform.
- Check in privately with someone affected, remind them they're not alone, and listen without judgment.
- Tell a trusted adult, such as you, so they do not need to handle it alone.



Organizations supporting victims of deepfakes:

- [Deepfake Victim Guide](#) by EndTab
- [Cyber Civil Rights Initiative](#)
- [Take It Down](#) by the National Center for Missing and Exploited Children
- [Stop Non-Consensual Intimate Imagery](#)

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Questions to Spark Reflection and Dialogue with Youth



To watch the video, click the thumbnail or head to:

amaze.org/video/deepfakes-ai-nudes-are-not-fake-here-is-why/

1. Why do you think the boy in the video and other boys use undressing apps to generate AI nudes?
2. Why do you think the boy didn't think it was a big deal to create an AI nude of a classmate?
3. How might the girl feel if she found out about the image? And why might these feelings follow her long after the creation of the image?
4. In the AMAZE video, his friend spoke up when he saw the AI nude. Do you think that was hard or easy for him? Why?
5. How can you call out disrespectful behavior without losing a friendship?
6. What can be done to stop the spread of disrespectful and violating AI-generated images?

Wrap Up Points

- 1 Using anyone's image without their consent is a violation of their dignity and **using their image to create an AI generated nude is a form of sexual violence.**
- 2 **Just because an AI nude is “Fake” or fabricated, that does not make it harmless.** AI nudes have a long-lasting impact on the person the image was created of leading to feelings of shame, fear, anger, and hopelessness.
- 3 **Standing up** when you see your friends using this kind of technology may be scary, but it is really a form of kindness as it prevents your friend from doing something that they may not have realized is hurtful.
- 4 While stopping the spread of images is our responsibility, it is also the responsibility of companies and elected officials to **regulate and prevent the use of this technology.**

