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A PARENT GUIDE TO AI DEEPFAKES



What Parents Need to Know About Artificial Intelligence and Realistic Fake Content.

WHAT ARE AI DEEPFAKES?

AI deepfakes are realistic fake images, videos, or audio created using artificial intelligence. They can make it look like someone said or did something they never did.

- Can make fake photos, videos, or audio.
- Often look very real.
- Can be used to create harmful, misleading, or embarrassing content.
- Can target anyone, including teens.
- Can be created quickly and shared widely online.

POSITIVE USES OF AI

AI can be helpful and creative when used responsibly:

- Used in movies, education, and entertainment.
- Helps create special effects and animation.
- Supports accessibility tools (e.g., voice cloning for people with disabilities).
- Can be used for learning, art, and career opportunities.
- Helps develop new technology and innovation.

WHY AI DEEPFAKES ARE A CONCERN

Deepfakes can be used to:

- Create fake and inappropriate images.
- Spread false information or rumors.
- Harass, embarrass, or threaten someone.
- Damage a person's reputation.
- Be used for financial scams or identity theft.
- Be very difficult to detect.
- Spread quickly on social media, messaging apps, and other platforms.

COMMON TYPES OF AI DEEPFAKES

Deepfakes can include:



Fake Photos



Fake Videos



Fake Audio



Fake Messages



Face Swaps



AI-Generated People

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HOW PARENTS CAN HELP NAVIGATE AI DEEPFAKES



Practical steps to help your child stay informed, think critically, and stay safe in an AI-driven world.

TALK ABOUT AI AND DEEPFAKES

Keep the conversation going.

- Explain what AI deepfakes are and how they work.
- Discuss why people create deepfakes.
- Talk about the potential risks and real-world examples.
- Encourage your child to tell you if they see or receive something that seems fake, inappropriate, or threatening.
- Listen without judgment.

TEACH CRITICAL THINKING SKILLS

Help your child question what they see online.

- Consider if the content seems too good or too shocking to be true.
- Look for signs that an image or video may be altered.
- Check multiple sources before believing or sharing.
- Be cautious with viral content.
- Ask: "Is this real? How do I know?"
- Understand that even real-looking content can be fake.

USE PRIVACY AND SAFETY SETTINGS

Reduce the risk of your child becoming a target.

- Limit what personal photos and videos are shared online.
- Review privacy settings on social media and apps.
- Be cautious with friend requests and messages from people they don't know.
- Remind them that anything they share can be saved, altered, and shared without their permission.

WATCH FOR WARNING SIGNS

Your child may be experiencing a problem if they:

- Seem anxious, upset, or withdrawn.
- Are reluctant to use devices or social media.
- Receive threatening or inappropriate content.
- Are concerned about fake images or videos of themselves or others.
- Show changes in mood, sleep, or behavior.

TAKE ACTION IF IT HAPPENS

If your child is targeted by an AI deepfake:

- Stay calm and support your child.
- Save evidence (screenshots, links, messages).
- Report it to the platform immediately.
- Contact law enforcement if it is a crime.
- Speak with a school counselor or trusted adult.
- Remind them it is not their fault.

KEY TAKEAWAYS FOR PARENTS

- AI deepfakes can happen to anyone.
- Not everything online is real.
- Open conversations, awareness, and education are key.
- Use privacy settings and think before sharing.
- Support their mental and emotional well-being.
- Work together to make smart, safe choices.

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