

# PREVENTION AND SUPPORT

To prevent deepfakes and support affected teens:

- **Educate:** Teach them about deep fakes, how to identify them, and their potential consequences.
- **Promote digital literacy:** Encourage critical thinking about online content.
- **Strengthen privacy:** Help your teen secure their social media accounts and limit personal information online.
- **Advocate for legislation:** Support laws that criminalize the creation and distribution of malicious deepfakes.
- **Communicate:** Create an environment where your teen feels safe discussing online experiences.
- **Collaborate with schools:** Implement awareness programs and protocols for handling deepfake incidents.
- **Provide resources:** Ensure they have access to counseling and legal support if victimized.



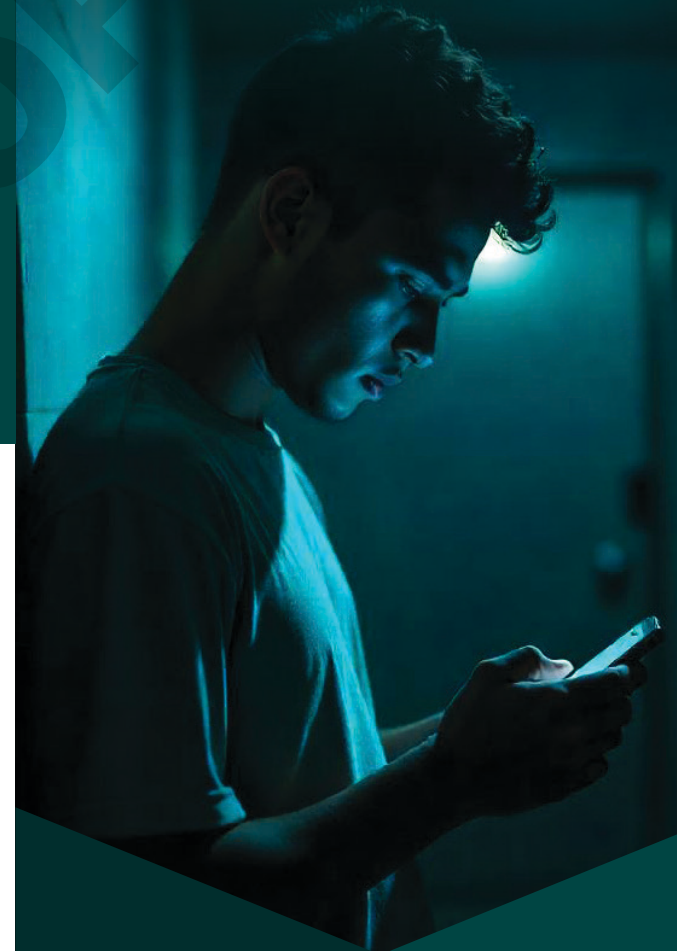
**96%** of deepfakes  
are sexually explicit

Seeing isn't always  
believing.

**BE THE REALITY  
CHECK IN A WORLD  
OF DEEPFAKES.**

# TEENS AND DEEPFAKES:

Navigating a New Digital Threat



# The Problem with Deepfakes

Deep fakes pose a significant threat to teens in the digital age. These artificial videos and images are created using advanced technology, like artificial intelligence, to make it appear as if someone is saying or doing something they never actually did. For teens, this can mean facing embarrassing or damaging content that seems to feature them but is entirely fabricated.



Deepfakes can be used for cyberbullying, revenge, or blackmail, potentially causing severe emotional distress and reputational damage. Technology's rapid advancement makes it increasingly difficult to distinguish between real and fake content, leaving teens vulnerable to manipulation and exploitation.

# How Big Is the Issue?

The problem of deepfakes is growing at an alarming rate, with teens being particularly vulnerable. Recent studies suggest that the number of deepfake videos online is doubling every six months, with hundreds of thousands now in circulation. Social media platforms, where teens spend a significant amount of time, have become breeding grounds for the spread of deepfakes.

A survey found that one in five teens reported either being a victim of a deepfake or knowing someone who has been affected. The psychological impact is profound, with victims often experiencing anxiety, depression, and social isolation. As technology becomes more accessible, the potential for misuse increases.

