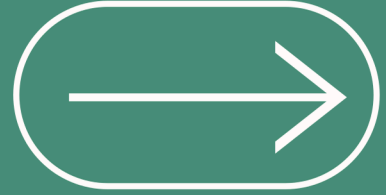


# DEEPPFAKES



Prepared by The Carly Ryan Foundation ©

## What is a deepfake?

A deepfake is a type of synthetic media where artificial intelligence (AI) is used to manipulate or generate audio, video, or images to make it appear that someone is saying or doing something they never actually said or did

### Spotting Deepfakes

- Unnatural blinking, strange lighting, blurred edges
- Audio mismatches or odd voice inflections
- Inconsistencies between facial expressions and body movement

## How do deepfakes work?

Deepfakes use deep learning - specifically, a type of neural network called a generative adversarial network (GAN). Here's how it works:

- One part of the AI (the generator) creates fake content
- Another part (the discriminator) evaluates it against real content
- Over time, the generator gets better at creating convincing fakes

## Concerns

Deepfakes pose serious risks to children and teenagers under 18. These risks affect their privacy, mental health, safety, and reputation, and they can be both immediate and long-term

### Key concerns;

Cyberbullying & Harassment  
Sexual Exploitation & non-consensual Pornography  
Loss of Privacy  
Misinformation & Manipulation  
Reputation Damage  
Mental Health Effects  
Criminal Framing or Identity Theft  
Legal consequences - the penalties for creating and distributing deepfakes (particularly sexually explicit ones) are extremely serious

## Types of deepfakes

**Video** - where someone's face or entire body is manipulated to look like someone else

**Audio deepfakes** - AI generated voice clones that mimic someone's voice

**Image deepfakes** - Still images that are manipulated to show things are not real or never existed

**Text** - AI generated text impersonating individuals

## School Policy

School policies are essential tools for creating a safe, fair, and effective learning environment. They provide clear expectations, protect the wellbeing of students and staff, and help schools respond consistently to emerging challenges, especially in the digital age

For an example deepfake school policy please email [info@carlyryanfoundation.com](mailto:info@carlyryanfoundation.com)

## Reporting & Support

**Australians** can report inappropriate, harmful, or abusive use of deepfakes to the eSafety Commissioner at <https://www.esafety.gov.au/report>

**US Citizens** can report child sexual abuse imagery and nude or exploitative images of a child including inappropriate, harmful, or abusive use of deepfakes to NCMEC at <https://report.cybertip.org/>

Australia has enacted significant legislation to combat the creation and distribution of non-consensual deepfake sexual material, particularly targeting minors and women - Criminal Code Amendment (Deepfake Sexual Material) Act 2024

The United States has been actively addressing the challenges posed by deepfakes through both Federal and State legislation - e.g. Take It Down Act 2025

