



2026 | TEENS IN THE AI ERA

# Pornography and Sexual Content

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# Introduction

In 2023, Common Sense Media published a comprehensive look at how teens in the United States encounter and are affected by online pornography. That report found that 73% of teens had seen online pornography, that most first encountered it when they were 13 or younger, and that the majority of those exposures were unintentional (Robb & Mann, 2023). It raised urgent questions about the role of parents, schools, and platforms in preparing young people for an internet environment saturated with sexual content.

Three years later, the landscape has changed in ways that would have been difficult to anticipate. The rapid proliferation of accessible artificial intelligence tools has introduced a new and distinct category of concern: AI-generated sexual content, including realistic fake nude images and videos, so-called "deepfakes," and content created by "undressing" apps and similar "nudification" tools that can create nude or semi-nude images and videos.<sup>1</sup> This content can be made in minutes, requires little technical skill, and can feature anyone, including real adults or children, fictional characters, classmates, or the teens themselves. And while some young people are turning to tools and apps built primarily for this purpose, others are turning to more general-use models that can be drivers of content creation and manipulation (Steel, 2026).

Existing research on conventional online pornography suggests that frequent exposure to it may be related to distorted attitudes about sex, consent, and gender roles, along with unrealistic expectations of intimacy and body image (see Wright, Paul & Herbenick, 2021; Wright et al., 2021). Additionally, existing research indicates differences in pornography use among adolescents of different genders (see Böthe et al., 2019), suggesting a need for nuanced examinations of this content and the impact on young people. But AI-generated sexual content, and nudification and deepfake tools in particular, introduce new and significant harms. Unlike traditional pornography, these

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<sup>1</sup> It is important to note that AI-generated sexual content of youth under 18 is considered felony-level child sexual abuse material (CSAM).



tools allow anyone to fabricate sexually explicit imagery of a real person without their knowledge or consent, and the content can be entirely tailored to the user experience, potentially carrying social, ethical, and legal consequences for the victim and the creator (see Lapointe et al., 2025).

In October 2023, male students at Westfield High School in New Jersey used a nudification app to generate explicit fake images of more than 30 female classmates, sourcing their faces from real social media photos (Jargon, 2023). Girls described feeling humiliated while having to continue attending classes with the boys who created these images. While only one of the boys in this case was temporarily suspended, it has spurred conversation among policymakers, school administrators, and families (Singer, 2024). Similar incidents have been documented in dozens of schools across the country, including in California, Florida, Pennsylvania, and Texas (see Mithani, 2025).

This content can have serious implications in the school setting and may be linked to increases in cyberbullying and conflict among young people. A Louisiana middle school expelled a victim of AI-generated nude images for starting a fight with a boy she accused of creating these images of herself and her friends (Hollingsworth, 2026). According to the Center for Democracy and Technology, 12% of high school students have heard of deepfake nonconsensual sexual images being shared that depict someone associated with their school (Laird et al., 2025). In a 2024 study by Thorn, 1 in 10 minors age 9 to 17 reported personally knowing someone who had used AI tools to generate nude images of other children (Thorn, 2024), and a 2025 report found that 13% personally knew someone who had been the target of deepfake nudes, while 6% reported being a direct victim of this technology (Thorn, 2025).

As this technology becomes increasingly accessible, both the frequency of harm and the number of people affected will grow rapidly. Victims of nonconsensual AI-generated imagery report serious health impacts including anxiety, depression, PTSD, and even suicidal ideation (see Children's Commissioner for England report, 2025).

What emerges from this research is information about an emerging problem that has outpaced the capacity of the institutions that must address it. Many teens are encountering AI-generated sexual content regularly, largely without warning and without a framework for understanding what they are seeing. Many are worried. Some have already been significantly harmed (see American Academy of Pediatrics, 2025). And the adults and systems they might turn to for help may not be prepared to support them, which demonstrates an urgent





## Current Report

This report draws on a nationally representative survey of 1,314 teens age 13 to 17, conducted in the fall of 2025. The survey was informed by 20 in-depth interviews conducted in an earlier phase. Additionally, two focus groups of teens reviewed and shared their thoughts on the quantitative findings to provide context for the survey data. Together, these methods offer a statistical view while grounding the data in the lived experiences of young people.

This report focuses on AI-generated sexual content, with distinctions made for general pornographic material and general AI-generated content.

**Online pornography** is defined in this report as:

any videos or photos viewed on websites, social media, or anywhere else on the internet that shows nudity and/or sexual acts intended to entertain and sexually arouse the viewer. Pornography often contains explicit pictures of body parts (such as the genitals) and sexual acts (including oral sex, masturbation, anal sex, etc.). Online pornography is viewed on digital devices such as computers, smartphones, and tablets.

**AI-generated content** is defined as any type of content, such as text, image, video, or audio, that is created by artificial intelligence (AI) models.

For the purposes of this report, **AI-generated sexual content** refers to any sexually explicit or nude imagery or video created, modified, or synthesized using artificial intelligence tools. This includes:

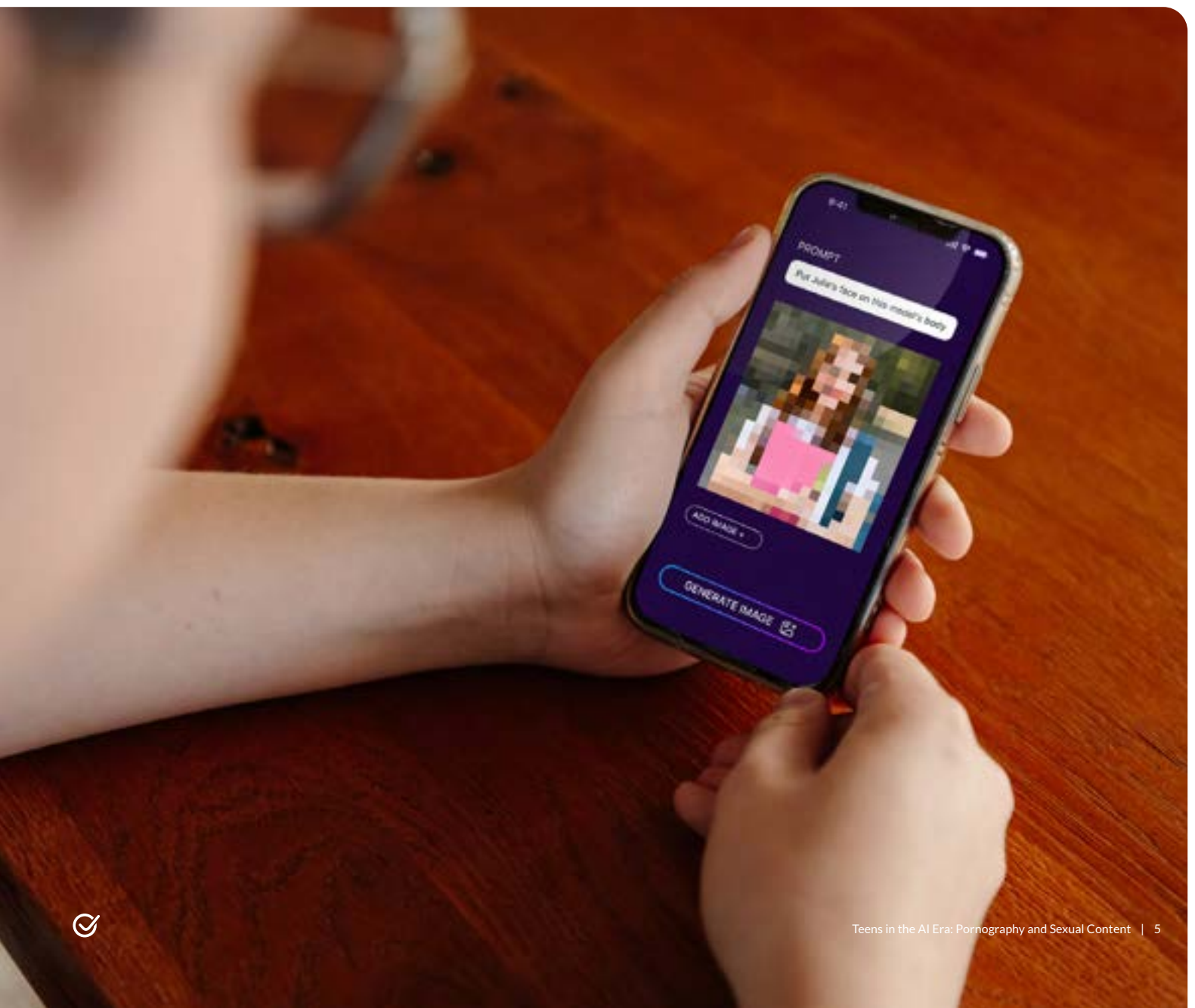
- deepfake technology
- undressing or nudification apps
- AI-generated nudes or other sexual content



Additionally, this can encompass a range of content types including:

- fake nude or pornographic images/videos
- images or videos showing people in revealing or suggestive clothing
- images or videos that show people posing or behaving in sexual ways
- any other sexual content made by AI

When any of these cases applies to a person under 18, the recommended term is child sexual abuse material (CSAM), but for the purposes of defining these terms for participants, the term CSAM was not used (see U.S. Department of Justice, Criminal Division, 2023).



# Key Findings

## 1. Online pornography exposure remains high among U.S. teens, with 74% of teens reporting having ever seen online pornography, and most reporting exposure by age 12.

Seventy-four percent of teens report having seen online pornography. More than half (52%) first encountered it by age 12, including 12% by age 10 or younger.

FIGURE A:  
Age of first exposure to online pornography



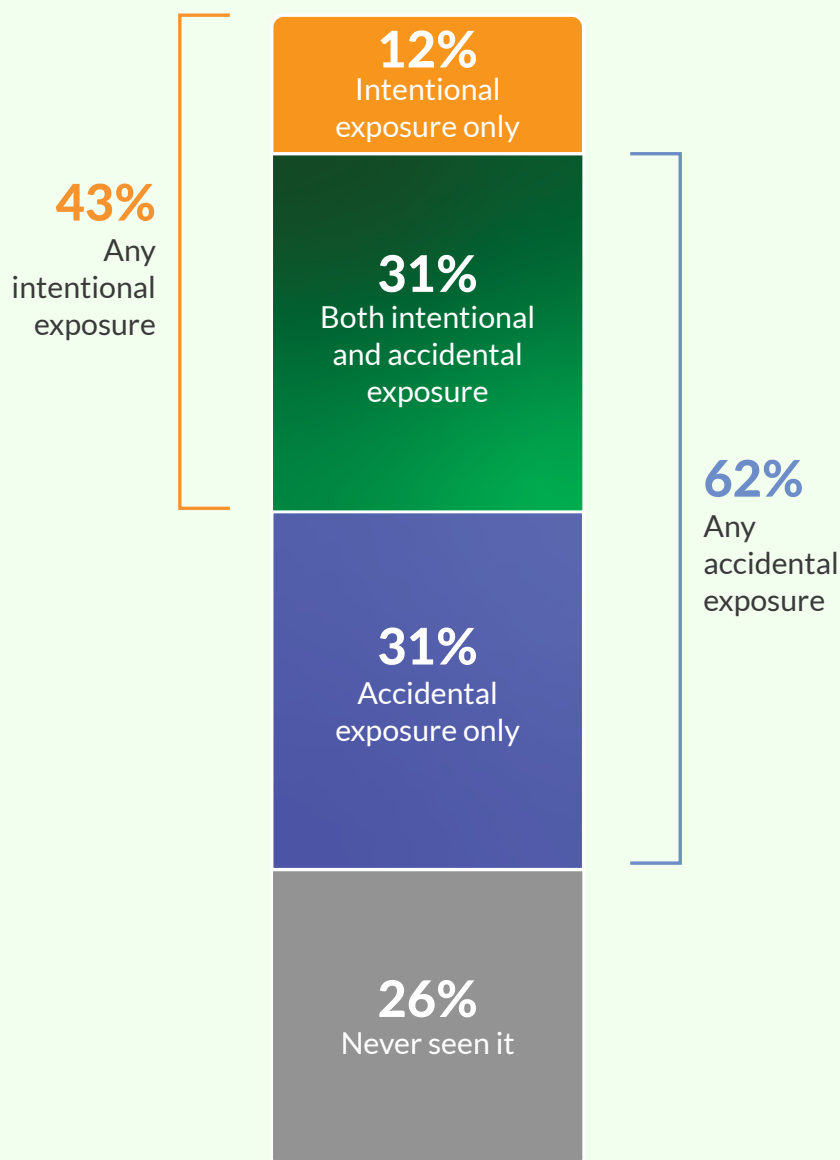
Q: How old were you the first time you viewed online porn, either accidentally or on purpose?  
Base: Asked among those who have ever seen online pornography (n=993).



Just under half of teens (43%) reported viewing pornography intentionally, and more than half (62%) indicated they had encountered pornography accidentally. Nearly a third (31%) of teens said they have seen pornography both intentionally and accidentally, while the same percentage (31%) said they have seen pornography accidentally only.

**FIGURE B:**

**Intentional vs. accidental exposure to online pornography**



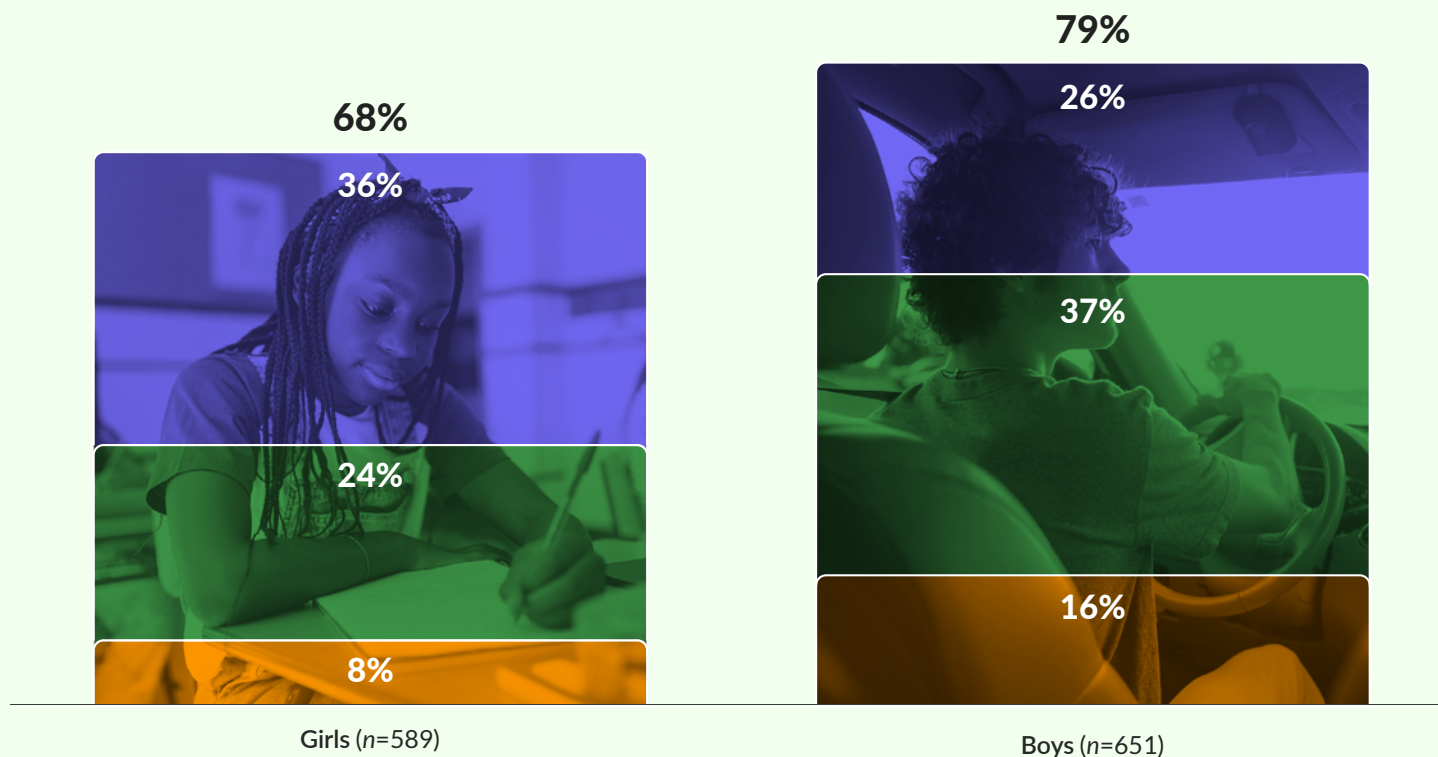
Base: Asked among all respondents (N=1,314).



Boys were more likely to indicate that they have seen pornography on purpose than girls (53% vs. 32%), but overall exposure remains high for both groups, with 68% of girls and 79% of boys reporting that they have ever seen online pornography.

**FIGURE C:**

**Exposure to online pornography, by gender**



● % ACCIDENTALLY ONLY

● % BOTH ON PURPOSE AND ACCIDENTALLY

● % ON PURPOSE ONLY

**TOTAL YES %**

Q: Have you ever seen online porn, whether accidentally or on purpose?

Note: Differences between demographic groups (gender) are significant ( $p < .05$ ).

## 2.

## Almost half of teens (44%) have seen sexual content they believe was AI-generated, and for most of them, the exposure was accidental.

Forty-four percent of teens report having seen sexual content, including sexually explicit or nude imagery or video, that they believe was AI-generated. The content shows up across platforms that teens use every day, including TikTok (33%), Instagram (27%), and X/Twitter (25%), among others.

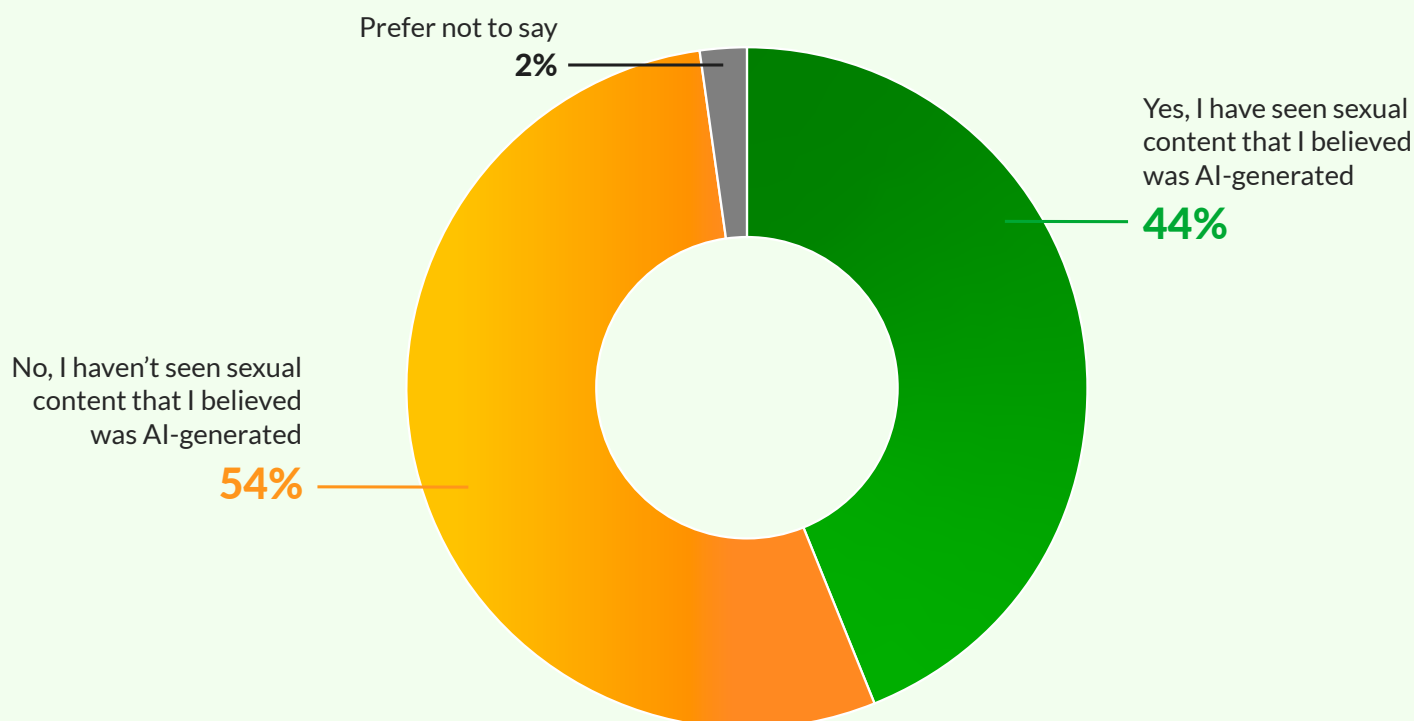
Among those who have encountered this content, 79% say their exposure was accidental, with the most common ways of accidentally encountering this content being through social media feeds (58%), mixed in with other website content (52%), and playing mobile games (37%).

*"Sometimes when I'm scrolling through TikTok or Instagram, I see a lot of it, and it confuses me on what is real and what is not."*

*Girl, age 15*

**FIGURE D:**

### Exposure to AI-generated sexual content

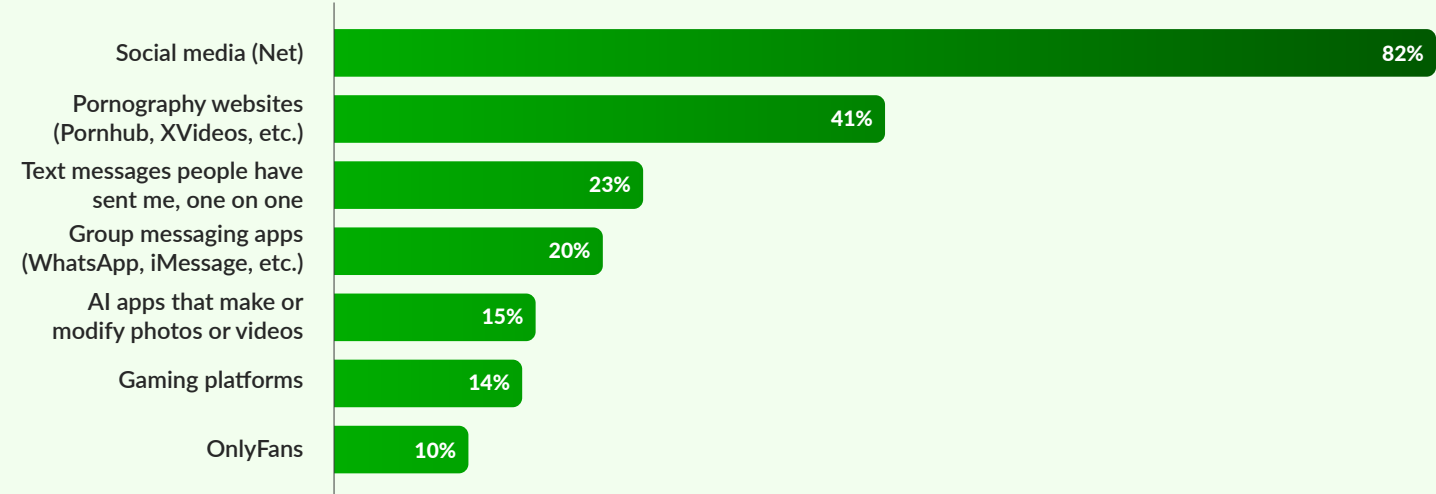


Q: Have you ever seen sexual content that you believed was AI-generated?

Base: Asked among all respondents (N=1,314).



**FIGURE E:**  
**Exposure to AI-generated sexual content across platforms**



Q: On which platforms have you ever encountered AI-generated nudes or sexual content? (select all)  
Base: Asked among those who have ever seen AI-generated sexual content (n=586).  
Note: "Social media" includes Facebook/Facebook Messenger, YouTube, TikTok, Instagram, Snapchat, Discord, X/Twitter, and Reddit.



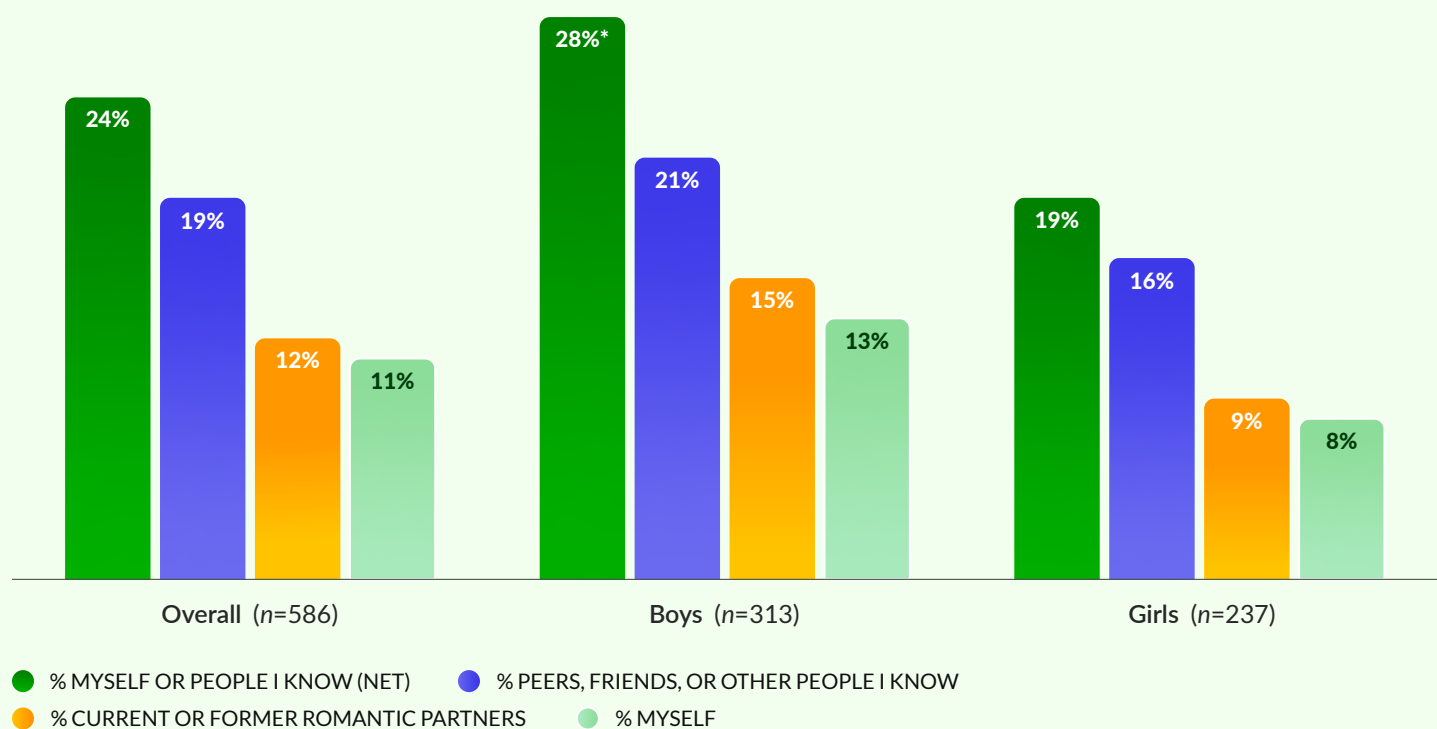
## 3.

### Among teens who have ever seen AI-generated sexual content, 24% report having seen content of themselves or someone else they know personally.

Among those who have ever seen AI-generated sexual content, almost two-thirds (64%) have seen it featuring celebrities, and nearly one quarter (24%) have seen it featuring themselves or people they know personally. Boys are more likely than girls to indicate they have seen this content featuring themselves or their peers (28% vs. 19%).

FIGURE F:

Exposure to AI-generated sexual content featuring the following groups, by gender



Q: Have you ever seen AI-generated sexual content featuring any of the following people?

Base: Asked among those who have ever seen AI-generated sexual content.

\* indicates a significant difference ( $p < .05$ ) between the two demographic groups (gender).



4.

## Nearly 1 in 5 teens (18%) have created AI-generated sexual content themselves or know someone who has, and over half say it targeted people they know.

Eight percent of teens report having personally created AI-generated sexual content, and 13% know someone who has created this content. Boys were more likely than girls to indicate that they have created this content themselves (11% of boys vs. 4% of girls). Among those who have created or know someone who has, 63% say the content depicted themselves or people they know personally, like peers, friends, or current and former romantic partners.

*"With no hurdles or anything you have to jump over, you can just do it right there."*

*Boy, age 17*

FIGURE G:

### Personal creating of AI-generated sexual content



Q: Have you or someone you know ever created AI-generated nudes or sexual content?

Base: Asked among all respondents (N=1,314).

5.

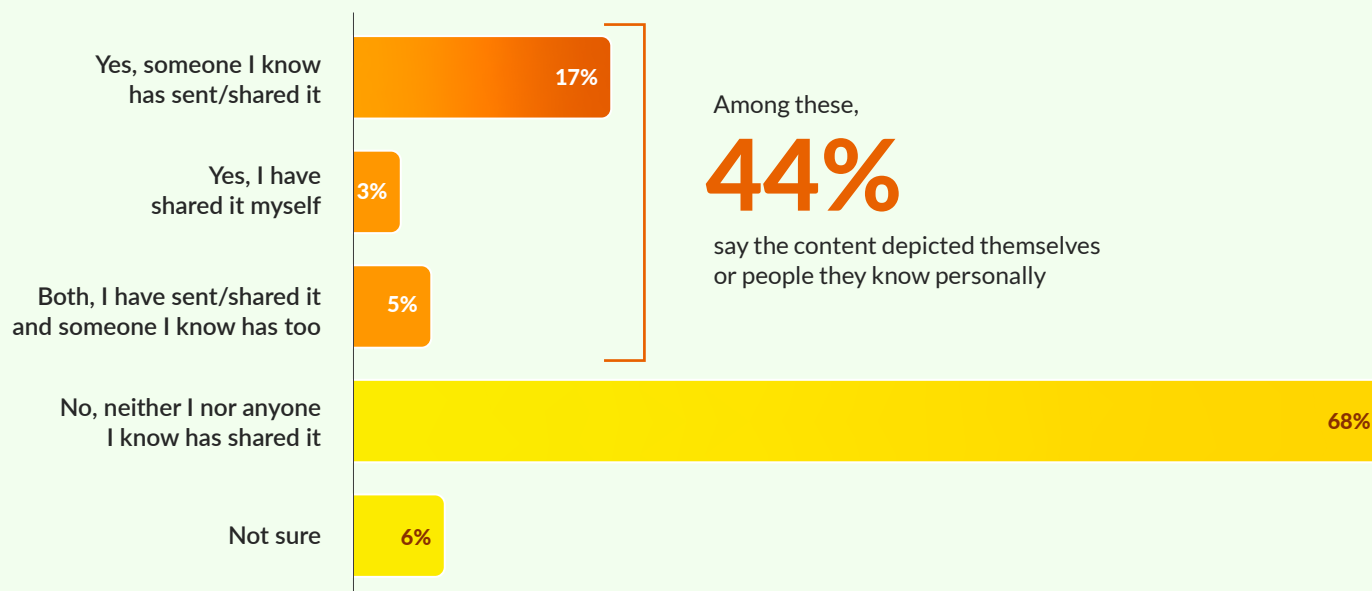


## One-quarter (25%) of teens have either sent or shared AI-generated sexual content themselves or know someone who has sent this content, often on common channels like social media, group chats, and DMs.

Nine percent of teens report having personally shared AI-generated sexual content, and 22% know someone who has shared this content. Among those who have shared or know someone who has, nearly half (44%) say the content depicted themselves or people they know, with the most common way of sharing this content being social media posts that disappear (e.g., on platforms like Snapchat and Instagram) (55%), private group chats (48%), and one-on-one direct messages (45%).

**FIGURE H:**

### Personal sharing of AI-generated sexual content



Q: Have you or someone you know ever sent or shared AI-generated nudes or sexual content?

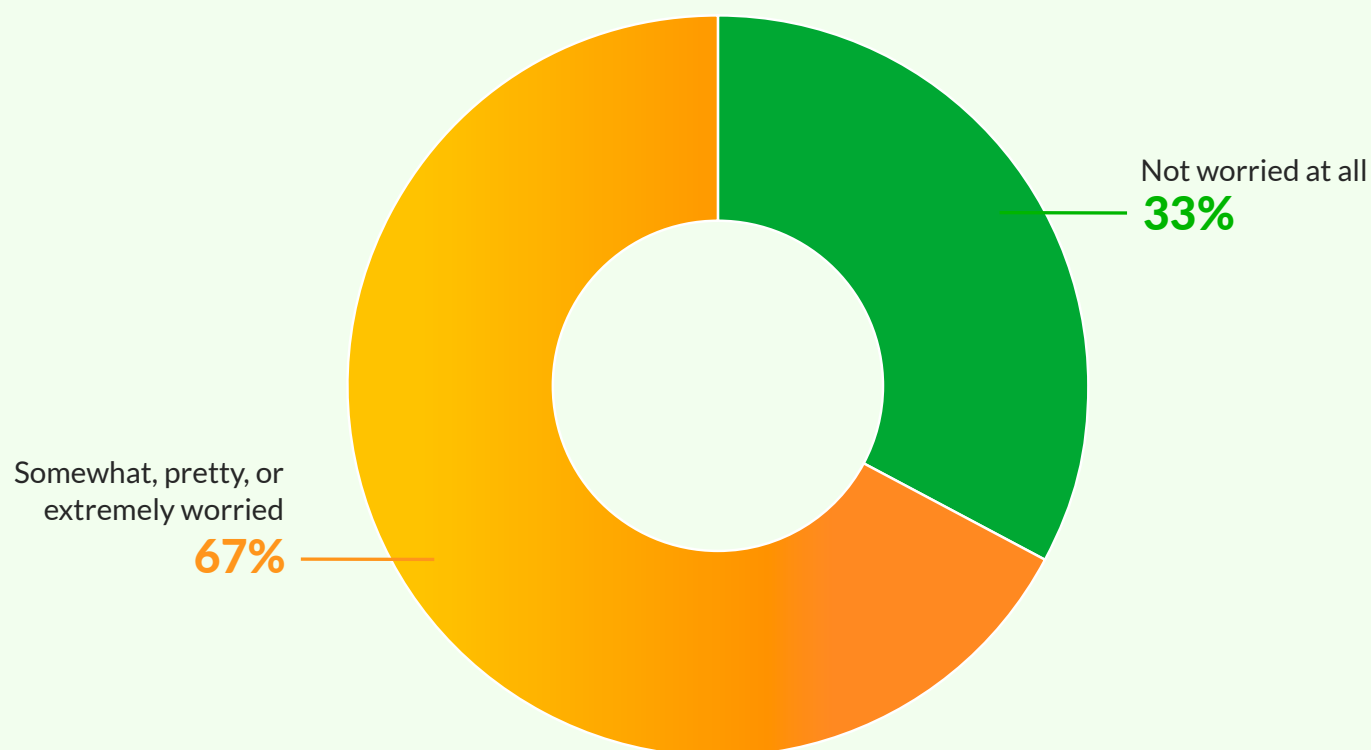
Base: Asked among all respondents (N=1,314).

## Two-thirds of teens (67%) are worried about being depicted in deepfakes without their consent, and many are changing their online behaviors to protect themselves.

Sixty-seven percent of teens are at least somewhat worried about being depicted in AI-generated sexual content without their consent. Among those who are at least somewhat worried about being depicted in deepfakes, 38% say they are now more careful about what they post, 30% have made their social media accounts private, 23% post pictures and videos of themselves less often, and 9% have deleted social media accounts entirely.

FIGURE I:

Percent who are worried about being depicted in deepfakes without their consent



Q: Thinking about your personal feelings towards AI-generated sexual content, how worried or not worried are you about being depicted in deepfakes without your consent?

Base: Asked among all respondents (N=1,314).



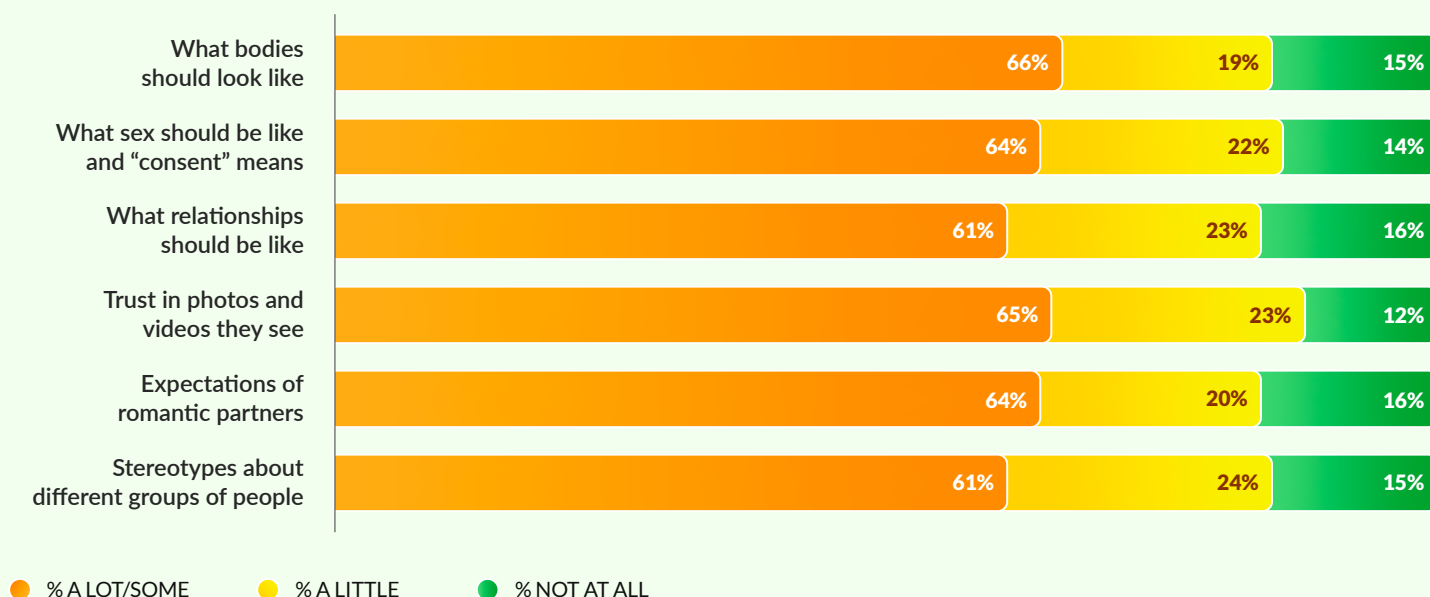
## 7.

## Nearly two-thirds of teens think AI-generated sexual content is distorting how peers see bodies, relationships, and intimacy.

Roughly two-thirds of all teens believe AI-generated sexual content shapes how their peers think about what bodies should look like (66%), their trust in media (65%), and their expectations of romantic partners (64%). Sixty percent of teens who have seen this content agree that it makes it harder to know what real bodies look like.

FIGURE J:

How much AI-generated sexual content impacts what teens think about the following...

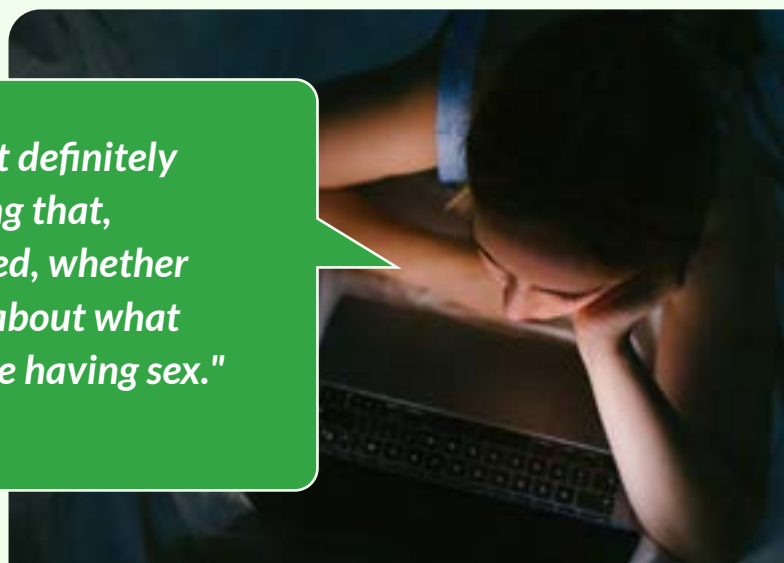


Q: How much do you think seeing AI-generated nudes and sexual content affects how teens your age think about the following?

Base: Asked among all respondents (N=1,314).

*"It puts a lot of pressure on the other person. It definitely alters your brain a little bit because just seeing that, especially before your frontal lobe is developed, whether you're 13 or 19, it's going to make you think about what bodies should look like and how you should be having sex."*

Girl, age 17





## 8. Only 20% of teens have discussed AI-generated sexual content with a trusted adult, and a third want to but don't know how to start.

Only 1 in 5 (20%) of all teens have ever discussed AI-generated sexual content with a trusted adult. When asked who they would be comfortable talking to about disturbing AI-generated content, 42% reported they would be comfortable talking to their parents or guardian, but only 13% reported that they would be comfortable talking to their school counselors or teachers.

Over one-quarter of teens (28%) say parents or family members have taught them "nothing" about identifying fake or AI-generated content, and more than 4 in 10 (44%) say the same about school or teachers.

More than one-third of all teens (34%) agree that they would like to talk to an adult about AI-generated nudes or sexual content but don't know how to start the conversation.

*"We grew as AI grew. We grew up together. Adults don't have the same life experience that we do. They don't understand how advanced and how intense AI is."*

*Girl, age 17*



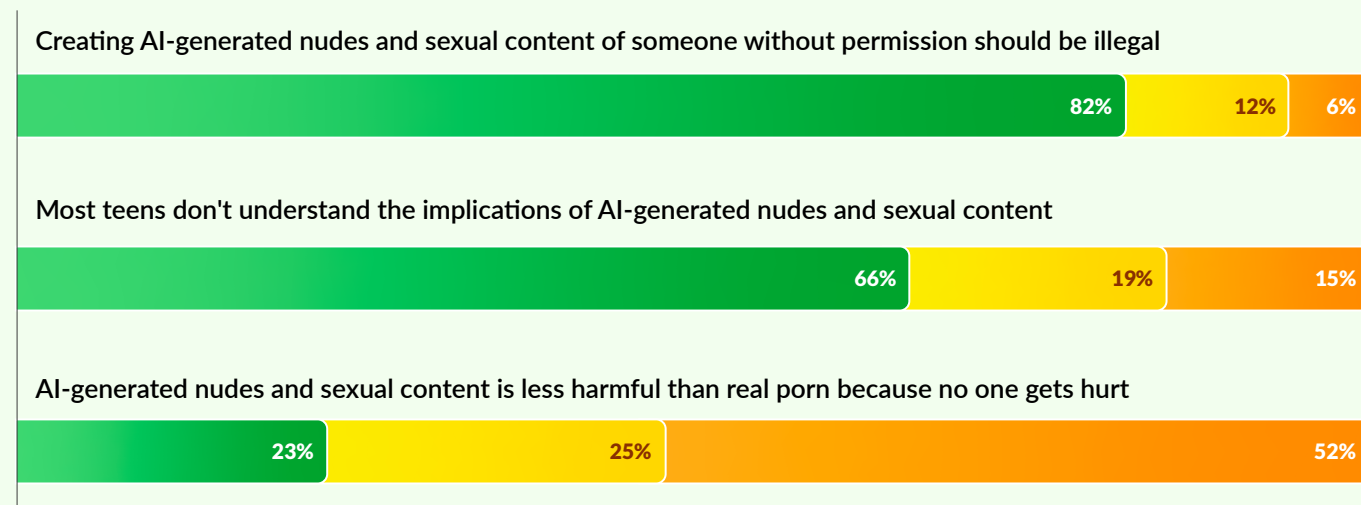
9.

## Most teens believe creating AI-generated sexual content of someone without their permission should be illegal, but nearly a quarter of teens believe this content is less harmful because no one gets hurt.

Among teens who have ever seen AI-generated sexual content, 66% agree that teens don't understand the implications of AI-generated nudes and sexual content, and 82% agree that creating this content without the subject's permission should be illegal. Nearly one-quarter of these teens (23%) believe that AI-generated nudes and sexual content are less harmful than real pornography because "no one gets hurt," despite the fact that it is a felony-level offense when involving a child or teen.

**FIGURE K:**

Do you agree or disagree with the following statements?



● % AGREE    ● % NEITHER AGREE NOR DISAGREE    ● % DISAGREE

Base: Asked among those who have ever seen AI-generated sexual content (n=586).



## 10.

**Nearly 1 in 5 teens (19%) indicate that they would not feel comfortable talking to anyone about disturbing AI-generated sexual content; 10% of teens would feel comfortable turning to an AI chatbot platform to discuss disturbing AI-generated sexual content, and 20% would feel comfortable talking to online friends or communities.**

Almost half of teens said they would feel comfortable talking to their close friends about disturbing AI-generated sexual content (48%), while just over 4 in 10 would be comfortable talking to their parents or guardians (42%). The younger teens (age 13 to 14) were more likely to report feeling comfortable talking to parents or guardians (57% vs. 33% of 15- to 17-year-olds), but were also more likely to report feeling comfortable talking to an AI chatbot platform (14% vs. 7% of 15- to 17-year-olds). Nearly 1 in 4 of the older teens (age 15 to 17) indicated they would not feel comfortable talking to anyone and would handle the content alone.

**TABLE A:**

**Percentage who feel comfortable talking to the following groups about disturbing AI-generated sexual content**

|                               | 13- to 14-year-olds<br>(n=160) <sup>a</sup> | 15- to 17-year-olds<br>(n=426) <sup>b</sup> | Total |
|-------------------------------|---------------------------------------------|---------------------------------------------|-------|
| Close friends                 | 51%                                         | 47%                                         | 48%   |
| Parents or guardians          | 57% <sup>b</sup>                            | 33%                                         | 42%   |
| Online friends or communities | 21%                                         | 19%                                         | 20%   |
| No one - I handle it alone    | 11%                                         | 24% <sup>a</sup>                            | 19%   |
| Other family members          | 19%                                         | 17%                                         | 18%   |
| Mental health professionals   | 12%                                         | 15%                                         | 14%   |
| School counselors or teachers | 16% <sup>b</sup>                            | 11%                                         | 13%   |
| AI chatbot platforms          | 14% <sup>b</sup>                            | 7%                                          | 10%   |
| Someone else                  | 1%                                          | 0%                                          | 1%    |

Q: Is there anyone you feel comfortable talking to about disturbing AI-generated sexual content you've seen? (select all)

Note: Columns tested a/b. Items with different superscripts differ significantly ( $p < .05$ ). Significance should be read within rows and within demographic group (age).

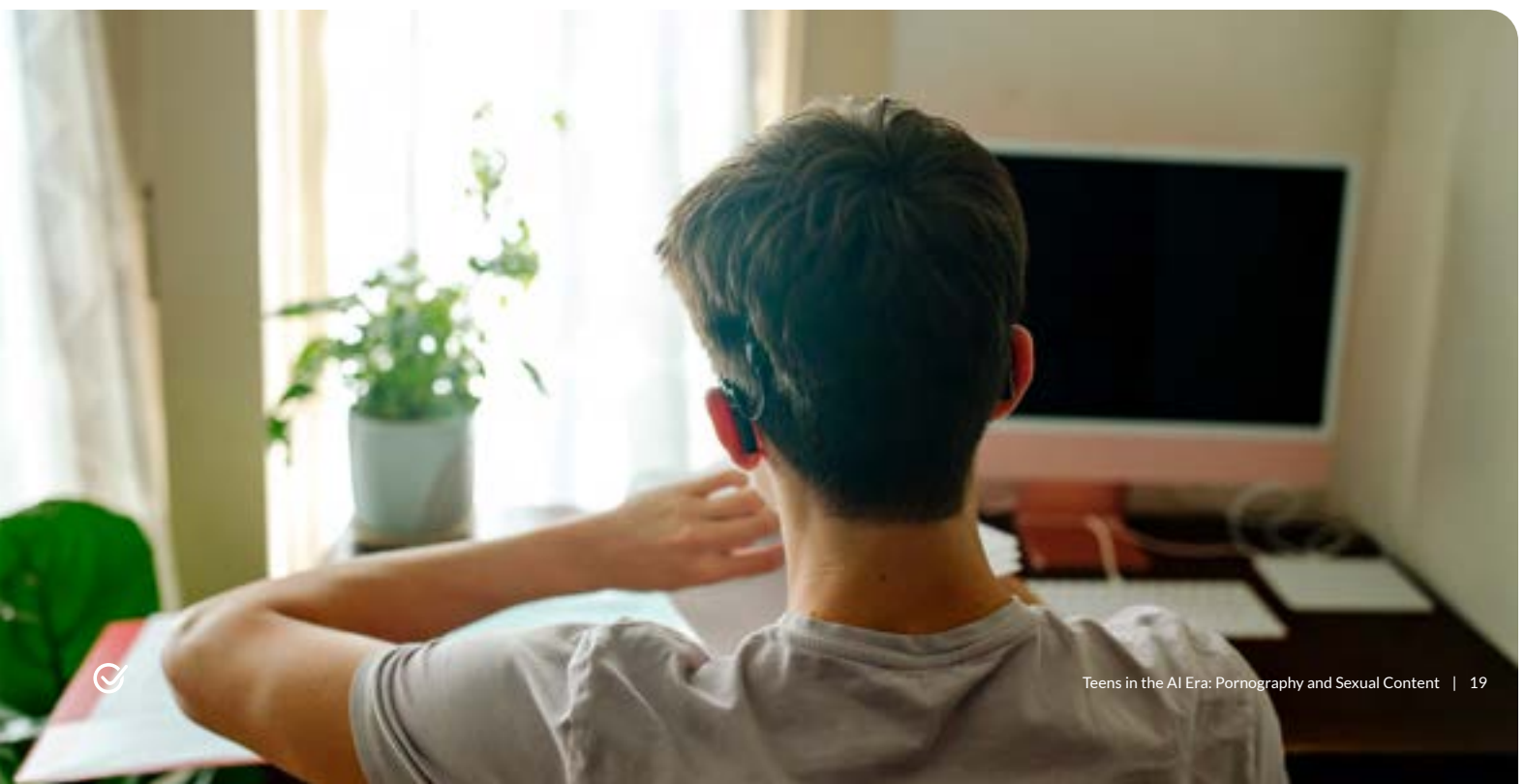


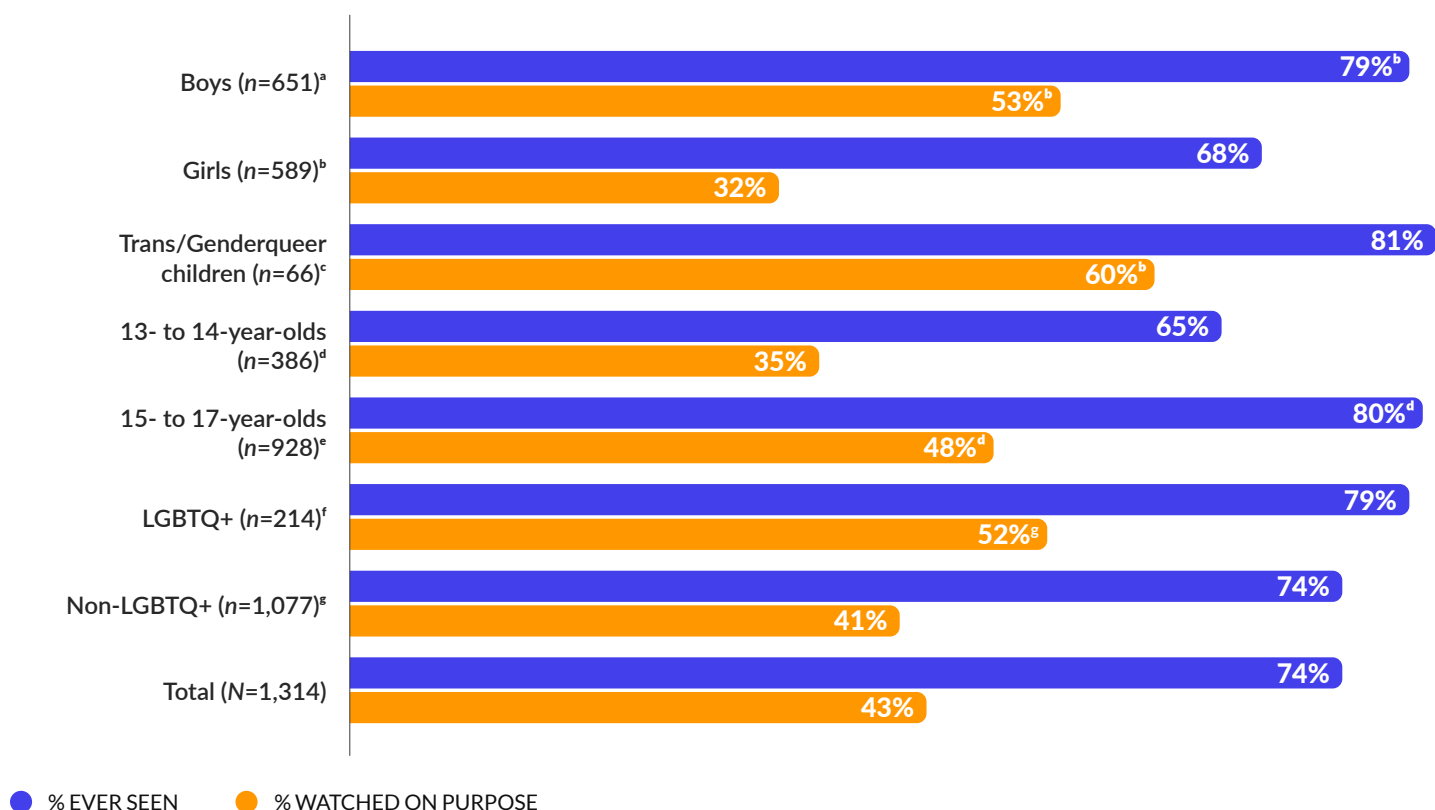
# Main Report

## Section 1: General Pornography Exposure

In our evolving digital landscape, the internet serves as a place to learn and explore, especially when it comes to sex and other sensitive topics. This research affirms findings from our 2023 report, which examined general online pornography usage by adolescents (see Robb & Mann, 2023), and extends those findings into the new area of AI-generated sexual content.

Overall exposure to online pornography remains high among teens, with 74% reporting having ever seen online pornography, compared to 73% in 2023 (see Robb & Mann, 2023). Boys were more likely than girls to have ever seen online pornography (79% vs. 68%), and this gap is particularly pronounced for intentional viewing: 53% of boys report seeking out pornography on purpose, compared to just 32% of girls. Older teens show higher exposure rates overall, with 80% of 15- to 17-year-olds having seen online pornography compared to 65% of 13- to 14-year-olds. While LGBTQ+ teens report similar rates of exposure to pornography as non-LGBTQ+ peers (79% and 74%, respectively), LGBTQ+ teens were more likely to indicate that they had sought this content out intentionally (52% vs. 41% for non-LGBTQ+ teens).



**FIGURE 1:****Teens who have ever seen online pornography**

Q: Have you ever seen online porn, whether accidentally or on purpose?

Note: Rows tested a/b/c - d/e - f/g. Items with different superscripts differ significantly ( $p < .05$ ). Significance should be read within demographic groups (gender, age, LGBTQ+ status).

**TABLE 1:****Teens who have ever seen online pornography**

|                                                | Ever seen        | Watched on purpose |
|------------------------------------------------|------------------|--------------------|
| Boys (n=651) <sup>a</sup>                      | 79% <sup>b</sup> | 53% <sup>b</sup>   |
| Girls (n=589) <sup>b</sup>                     | 68%              | 32%                |
| Trans/genderqueer children (n=66) <sup>c</sup> | 81%              | 60% <sup>b</sup>   |
| 13- to 14-year-olds (n=386) <sup>d</sup>       | 65%              | 35%                |
| 15- to 17-year-olds (n=928) <sup>e</sup>       | 80% <sup>d</sup> | 48% <sup>d</sup>   |
| LGBTQ+ (n=214) <sup>f</sup>                    | 79%              | 52% <sup>e</sup>   |
| Non-LGBTQ+ (n=1,077) <sup>g</sup>              | 74%              | 41%                |
| Total (N=1,314)                                | 74%              | 43%                |

Q: Have you ever seen online porn, whether accidentally or on purpose?

Note: Rows tested a/b/c - d/e - f/g. Items with different superscripts differ significantly ( $p < .05$ ). Significance should be read within columns and within demographic groups (gender, age, LGBTQ+ status).



## Section 2: AI-Generated Sexual Content

Almost half of teens (44%) report having ever seen AI-generated sexual content, with similar exposure for both older and younger teens (45% and 43%, respectively). While exposure to this content is largely unintentional (79% of viewers report accidentally coming across the content), 15% of viewers report that they actively looked for it or made it themselves. Just over one-third of teens (34%) report coming across this content because a friend or someone they know shared or sent it to them. This type of exposure is more commonly experienced by younger teens in our sample (43% of 13- to 14-year-olds vs. 29% of 15- to 17-year-olds).

**TABLE 2:**

### Teens who have ever seen AI-generated sexual content

|                                                | Yes              | No               |
|------------------------------------------------|------------------|------------------|
| Boys (n=651) <sup>a</sup>                      | 48% <sup>b</sup> | 50%              |
| Girls (n=589) <sup>b</sup>                     | 40%              | 58% <sup>a</sup> |
| Trans/genderqueer children (n=66) <sup>c</sup> | 48%              | 52%              |
| 13- to 14-year-olds (n=386) <sup>d</sup>       | 43%              | 55%              |
| 15- to 17-year-olds (n=928) <sup>e</sup>       | 45%              | 53%              |
| LGBTQ+ (n=214) <sup>f</sup>                    | 46%              | 52%              |
| Non-LGBTQ+ (n=1,077) <sup>g</sup>              | 44%              | 55%              |
| Total (N=1,314)                                | 44%              | 54%              |

Q: Have you ever seen sexual content that you believed was AI-generated?

Note: Rows tested a/b/c - d/e - f/g. Items with different superscripts differ significantly ( $p < .05$ ). Significance should be read within columns and within demographic groups (gender, age, LGBTQ+ status).

Of those who have viewed this content, most reported seeing this content in the last three months (70%), with 3 in 10 (30%) viewing in the week prior. Despite most teens reporting unintentional exposure to AI-generated sexual content, teens who are intentionally seeking out this content and those who have accidentally viewed it report seeing it at nearly the same frequency, with over half of respondents in each group (56% of those with intentional exposure and 53% of those with accidental exposure) indicating that they have seen this content once a week or more.



Boys are slightly more likely than girls to report having seen AI-generated sexual content (48% vs. 40%) and are more likely to have actively sought it out or made it themselves (19% vs. 10% of girls).

**TABLE 3:****How teens encountered AI-generated sexual content**

|                                                            | Male<br>(n= 313) <sup>a</sup> | Female<br>(n= 237) <sup>b</sup> | 13- to 14-<br>year-olds<br>(n=160) <sup>c</sup> | 15- to 17-<br>year-olds<br>(n=426) <sup>d</sup> | LGBTQ+<br>(n=107) <sup>e</sup> | non-<br>LGBTQ+<br>(n=470) <sup>f</sup> | Total<br>(n=586) |
|------------------------------------------------------------|-------------------------------|---------------------------------|-------------------------------------------------|-------------------------------------------------|--------------------------------|----------------------------------------|------------------|
| Actively looked for it                                     | 16% <sup>b</sup>              | 9%                              | 16%                                             | 11%                                             | 14%                            | 13%                                    | 13%              |
| Accidentally came across it                                | 74%                           | 83% <sup>a</sup>                | 75%                                             | 81%                                             | 87% <sup>f</sup>               | 77%                                    | 79%              |
| A friend or someone I know personally shared/sent it to me | 37%                           | 32%                             | 43% <sup>d</sup>                                | 29%                                             | 22%                            | 37% <sup>e</sup>                       | 34%              |
| I made it myself                                           | 5%                            | 1%                              | 3%                                              | 4%                                              | 2%                             | 4%                                     | 3%               |
| Prefer not to say                                          | 2%                            | 1%                              | 0%                                              | 2%                                              | 2%                             | 1%                                     | 1%               |
| <b>Actively looked/Made it myself (Net)</b>                | <b>19%<sup>b</sup></b>        | <b>10%</b>                      | <b>18%</b>                                      | <b>13%</b>                                      | <b>15%</b>                     | <b>15%</b>                             | <b>15%</b>       |

Q: Have you ever seen sexual content that you believed was AI-generated?

Note: Rows tested a/b - c/d - e/f. Items with different superscripts differ significantly ( $p < .05$ ). Significance should be read within columns and within demographic groups (gender, age, LGBTQ+ status).

However, boys and girls seem to be encountering this content at fairly similar rates, with almost one-third of both boys and girls who have ever seen AI-generated sexual content reporting seeing this content in the past week (29% of boys and 33% of girls).

**TABLE 4:****Most recent exposure to AI-generated sexual content**

|                                     | Male<br>(n= 313) <sup>a</sup> | Female<br>(n= 237) <sup>b</sup> | 13- to 14-<br>year-olds<br>(n=160) <sup>c</sup> | 15- to 17-<br>year-olds<br>(n=426) <sup>d</sup> | LGBTQ+<br>(n=107) <sup>e</sup> | non-<br>LGBTQ+<br>(n=470) <sup>f</sup> | Total<br>(n=586) |
|-------------------------------------|-------------------------------|---------------------------------|-------------------------------------------------|-------------------------------------------------|--------------------------------|----------------------------------------|------------------|
| Within the past week                | 29%                           | 33%                             | 38% <sup>d</sup>                                | 26%                                             | 35%                            | 30%                                    | 30%              |
| Within the past month               | 30% <sup>b</sup>              | 21%                             | 26%                                             | 27%                                             | 22%                            | 28%                                    | 26%              |
| Within the past 3 months            | 13%                           | 14%                             | 10%                                             | 15%                                             | 14%                            | 13%                                    | 13%              |
| Within the past 6 months            | 5%                            | 8%                              | 7%                                              | 6%                                              | 5%                             | 7%                                     | 7%               |
| Within the past year                | 13%                           | 11%                             | 11%                                             | 12%                                             | 8%                             | 12%                                    | 12%              |
| Over a year ago                     | 6%                            | 5%                              | 2%                                              | 7% <sup>c</sup>                                 | 9%                             | 5%                                     | 5%               |
| Not sure/Don't remember             | 5%                            | 8%                              | 6%                                              | 7%                                              | 7%                             | 5%                                     | 6%               |
| <b>Past 3 months (Net)</b>          | <b>72%</b>                    | <b>68%</b>                      | <b>74%</b>                                      | <b>67%</b>                                      | <b>70%</b>                     | <b>70%</b>                             | <b>70%</b>       |
| <b>More than 3 months ago (Net)</b> | <b>23%</b>                    | <b>25%</b>                      | <b>21%</b>                                      | <b>25%</b>                                      | <b>22%</b>                     | <b>24%</b>                             | <b>24%</b>       |

Q: Among those who have ever seen AI-generated sexual content, the last time they encountered this content (whether intentionally or accidentally)

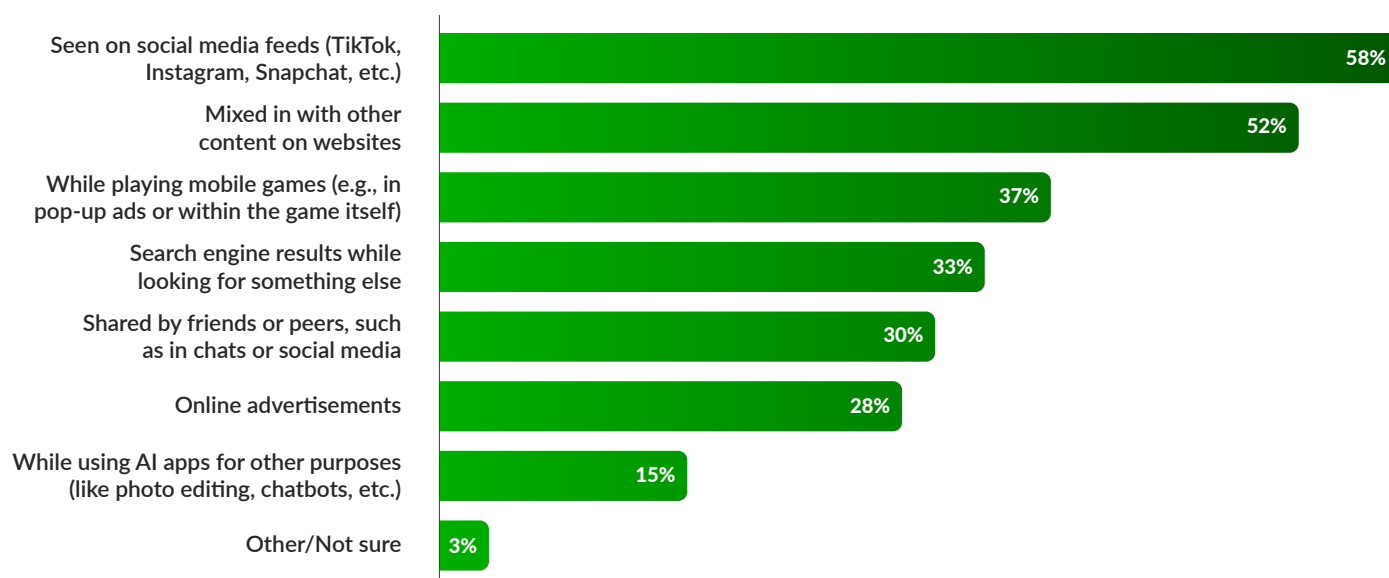
Note: Columns tested a/b - c/e - e/f. Items with different superscripts differ significantly ( $p < .05$ ). Significance should be read within rows and within demographic groups (gender, age, LGBTQ+ status).



When it comes to accidental exposure to AI-generated sexual content, teens report being exposed to this content in a variety of ways. About half indicated that they came across this content on their social media feeds (58%) or mixed in with other content on websites (52%). About one-third indicated they had seen this content while playing mobile games (e.g., in pop-up ads or within the game itself) (37%), in search engine results while looking for something else (33%), or that it was shared by friends in chats or social media (30%).

**FIGURE 2:**

**Percentage who report accidental encounters with AI-generated sexual content on the following platforms**



Q: In which of the following ways have you ever accidentally encountered AI-generated sexual content? (select all)

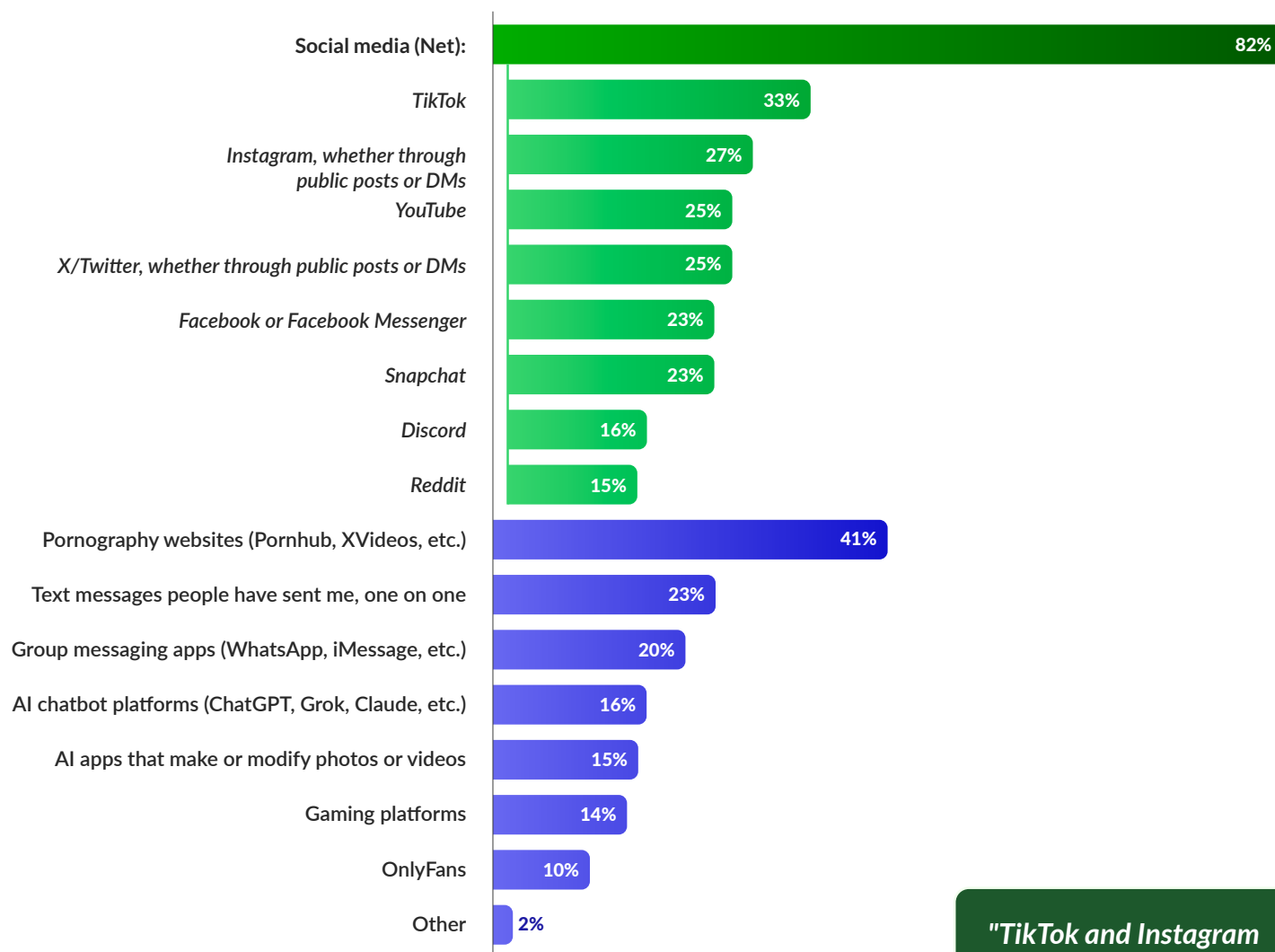
Base: Asked among those who have accidentally seen AI-generated sexual content (n=466).

When it comes to specific platforms, pornography websites (like Pornhub or XVideos) were the most cited places where young people have encountered AI-generated sexual content (41%), followed by TikTok (33%), Instagram (27%), and X/Twitter (25%), among others. Girls were slightly more likely than boys to indicate that they have ever encountered AI-generated nudes or sexual content on social media (86% vs. 80% of boys), but boys were more likely to indicate that they have encountered this content on pornography websites (49% vs 32% of girls). And accidental exposure is a common occurrence for both boys and girls who have ever been exposed to this content.



FIGURE 3:

## Percentage who have encountered AI-generated sexual content on the following platforms



Q: On which platforms have you ever encountered AI-generated nudes or sexual content? (select all)

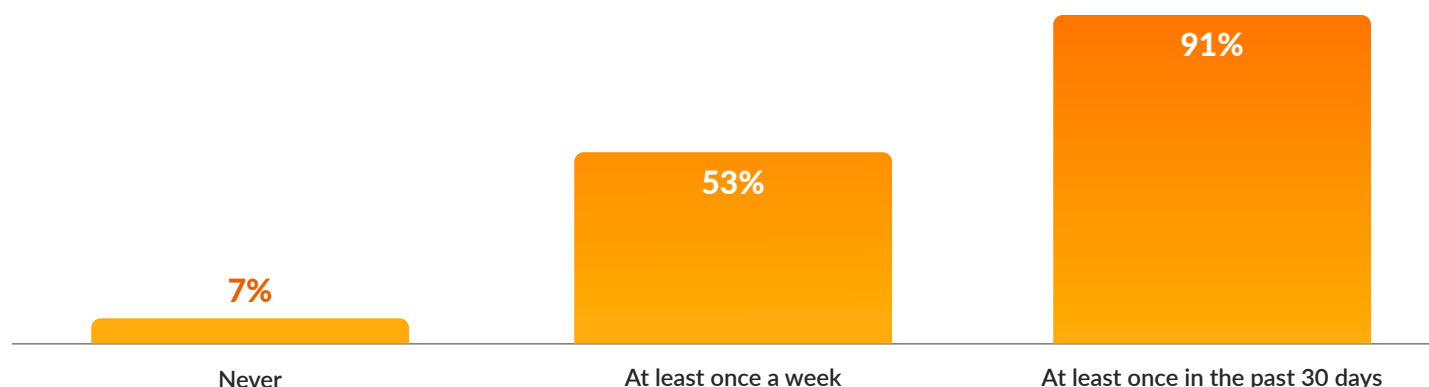
Base: Asked among those who have ever seen AI-generated sexual content (n=586).

Among boys and girls, more than half (54% of boys and 53% of girls) indicated that they have accidentally come across AI-generated nudes or sexual content at least once a week, with the majority indicating they have come across this content at least once in the past 30 days (93% of boys and 89% of girls). This suggests that accidental exposure is a common occurrence for both boys and girls.

*"TikTok and Instagram sometimes have more features to where it won't show as explicit stuff. But for Twitter and pornography websites, you're more likely to probably see something like that unless you have settings on."*

*Girl, age 17*



**FIGURE 4:****Frequency of accidental exposure to AI-generated sexual content in the past 30 days**

Q: In the past 30 days, how often did you come across AI-generated nudes or sexual content accidentally? This includes content shared by friends, found on social media, or encountered while using AI apps for other purposes.

Note: Asked among those who have accidentally seen AI-generated sexual content and saw AI-generated sexual content intentionally or accidentally within the last three months ( $n=319$ ).

For those who have seen this content, it often features recognizable people. Seventy-six percent have seen it featuring fictional characters, 71% have seen it featuring strangers, 64% have seen it featuring celebrities, and 24% have seen it featuring themselves or people they know personally, including more than 1 in 10 who have seen AI-generated sexual content of themselves (11%). Boys are more likely than girls to indicate that they have seen AI-generated sexual content of themselves or someone they know personally compared to girls (28% vs. 19% of girls).

*"I have seen deepfakes on TikTok, and mostly it's people saying that they can make a lot of money with those deepfakes because it's sexual content and people really like that, apparently."*

Girl, age 17

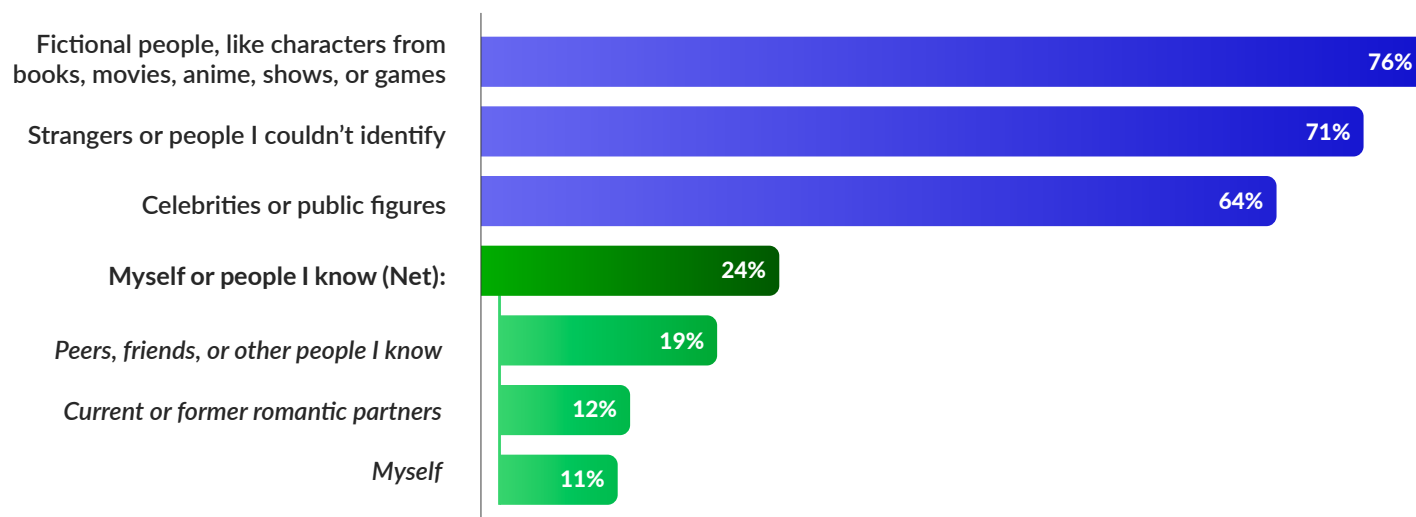
*"I've seen it on TikTok, and I've seen it on Twitter. I have settings on [my Twitter] so that I don't see any sexual content or gore or things like that. And there'll be times where I still see it, and it's just like, 'Boom! Hello, surprise! Huge shock.' I see it a lot on TikTok and Twitter."*

Girl, age 17



FIGURE 5:

## Percentage who have encountered AI-generated sexual content featuring the following



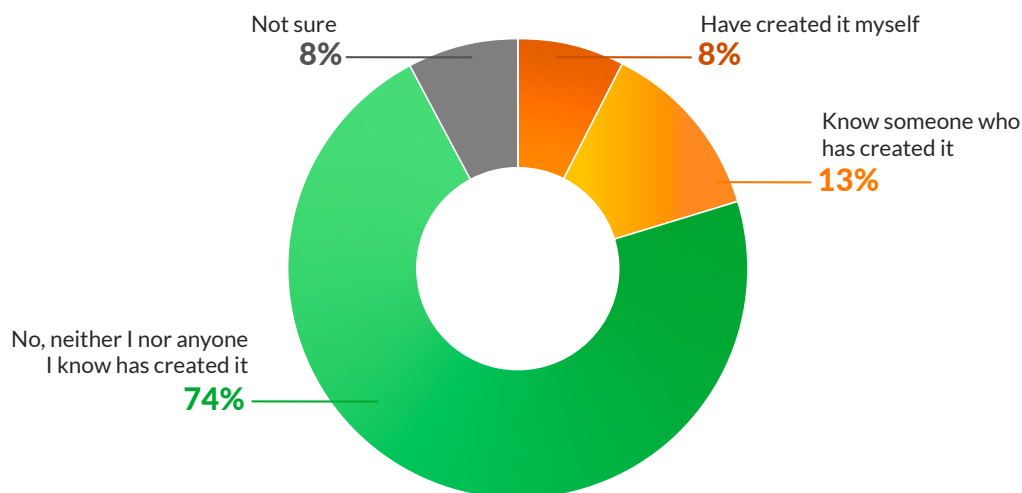
Q: Have you ever seen AI-generated sexual content featuring any of the following people?

Note: Asked among those who have ever seen AI-generated sexual content (n=586).

Almost 1 in 10 teens (8%) report having ever created AI-generated sexual content, and 13% know someone who has created this content. Boys were more likely than girls to indicate that they have created this content themselves (11% of boys vs. 4% of girls).

FIGURE 6:

## Personal creation of AI-generated sexual content



Q: Have you or someone you know ever created AI-generated nudes or sexual content?

Base: Asked among all respondents (N=1,314).

Note: Percentages may not sum to 100% due to multiple response options.

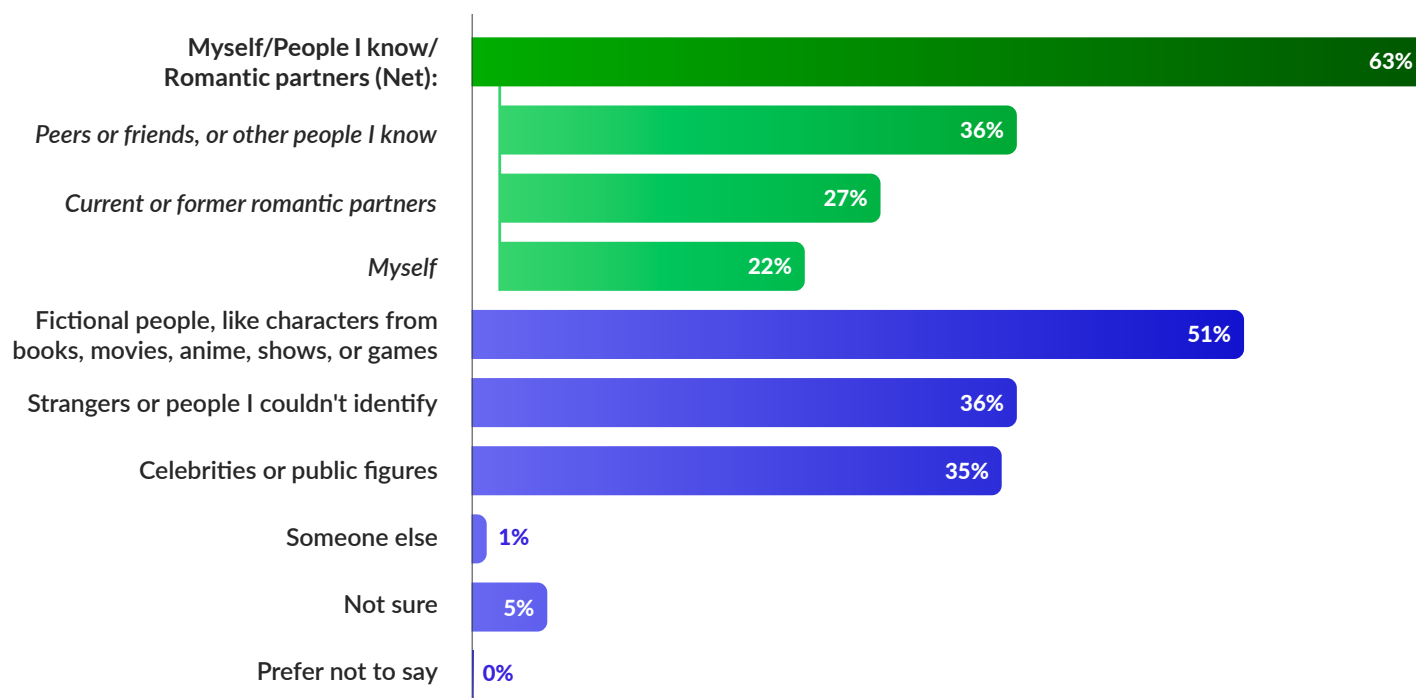


In focus groups in which these results were shared, many young people noted that the barrier to creating this content is very low: "Websites want you to verify your identity, so my assumption is that maybe being able to make this AI-generated content, you don't need to verify anything. It's just something easy to do." (Boy, age 16)

And for those who have created or know someone who has created AI-generated sexual content, more than half reported having ever created content of themselves or people they know (63%). Half reported creating content of fictional people like characters from books or movies (51%), and over a third reported creating content of strangers or people they couldn't identify (36%) or celebrities/public figures (35%).

**FIGURE 7:**

### Subject of AI-generated sexual content



Q: What did you or others create AI-generated nudes or sexual content of? (select all)

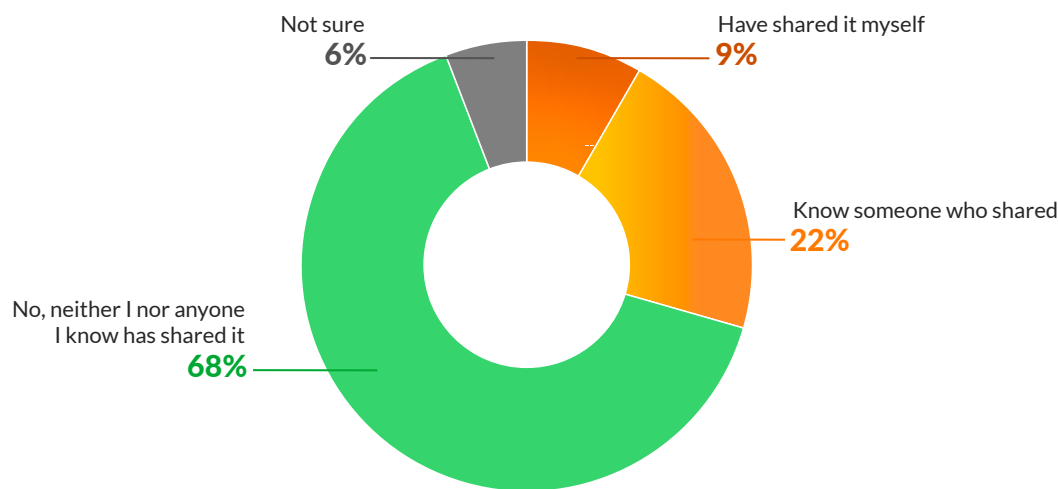
Base: Asked among those who have created or those who know someone who has created AI-generated sexual content (n=231).



There are significant gender differences in the creation and sharing of AI-generated sexual content. Boys are more than twice as likely as girls to report having personally created this content (11% vs. 4% of girls), are more likely to have personally shared this content than girls (11% vs. 6%), and are also more likely to know someone who has shared it (27% vs. 18%). Among those who have created AI-generated sexual content, boys are more likely than girls to have created content of themselves (24% vs. 17% of girls). LGBTQ+ kids were as likely as their non-LGBTQ+ peers to have created AI-generated sexual content themselves (6% vs. 8% of non-LGBTQ+ kids) or know someone who has created this content (12% vs. 13% of non-LGBTQ+ kids). But LGBTQ+ youth were less likely to indicate that they have shared this content themselves (5% vs. 9% of non-LGBTQ+ kids) or know someone who has shared this content (13% vs. 24% of non-LGBTQ+ kids).

**FIGURE 8:**

#### Personal sharing of AI-generated sexual content



Q: Have you or someone you know ever sent or shared AI-generated nudes or sexual content?

Base: Asked among all respondents (N=1,314).

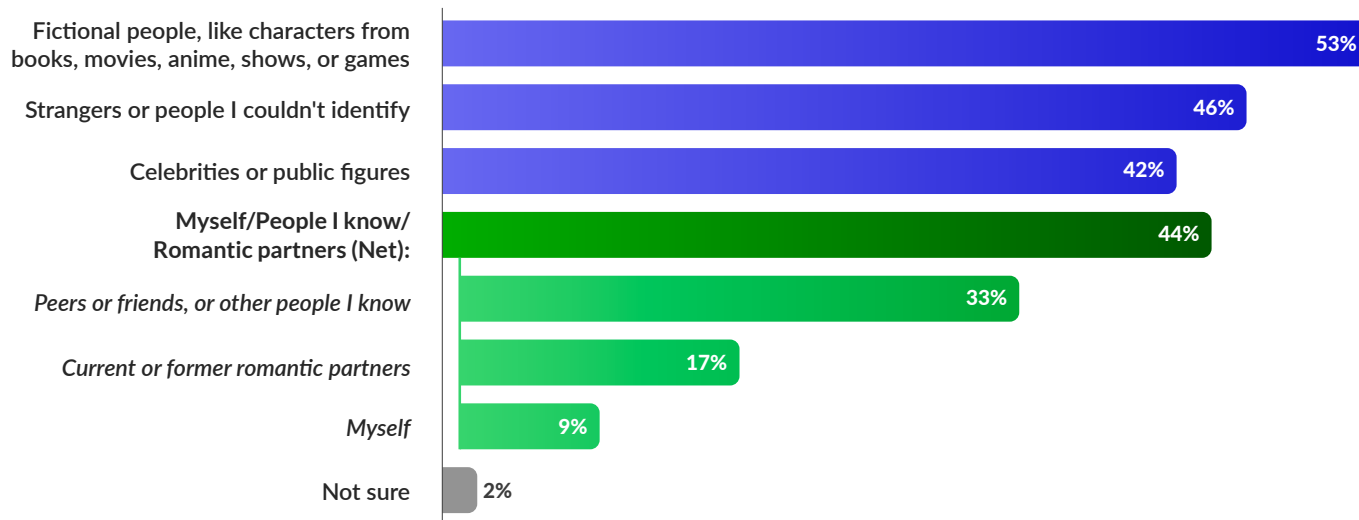
Note: Percentages may not sum to 100% due to multiple response options.

Among those who have shared or know someone who has shared AI-generated nudes or sexual content, nearly half (44%) say the content depicted themselves or people they know, with similar percentages indicating that the content included strangers (46%) or celebrities (42%). More than half of respondents indicated that the AI-generated nudes or sexual content shared included fictional people, such as characters from books (53%).



FIGURE 9:

## Subject of shared AI-generated sexual content



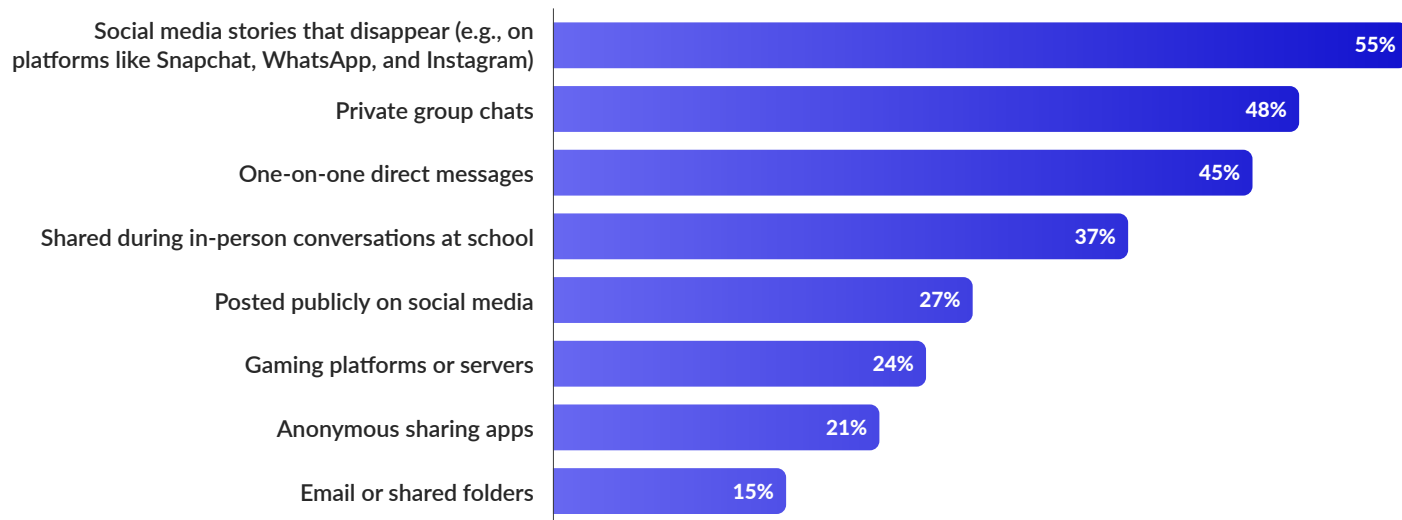
Q: What did you or others share AI-generated nudes or sexual content of? (select all)

Base: Asked among those who have shared or who know someone who has shared AI-generated sexual content (n=341).

For those who have shared or know someone who has shared, more than half indicated that this type of content has been shared on social media stories that disappear, such as on platforms like Snapchat and Instagram (55%). Nearly half indicated that this content has been shared via messaging, whether in private group chats (48%) or one-on-one direct messages (45%).

FIGURE 10:

## How AI-generated sexual content is shared



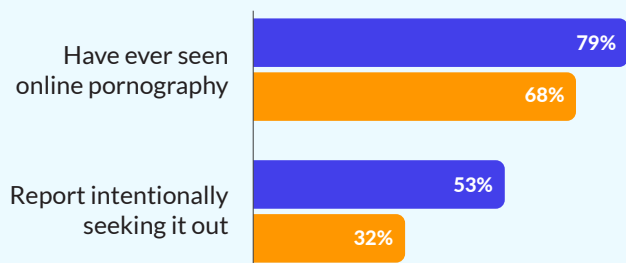
Q: How has this type of content been shared among teens you know? (select all)

Base: Asked among those who have shared or those who know someone who has shared AI-generated sexual content (n=341).



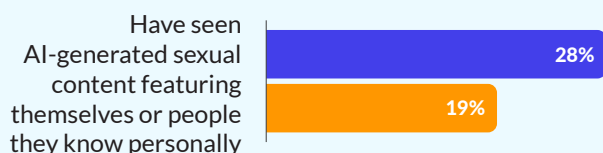
### Exposure to online pornography

**Boys** are more likely to have seen pornography and are much more likely to seek it out intentionally.



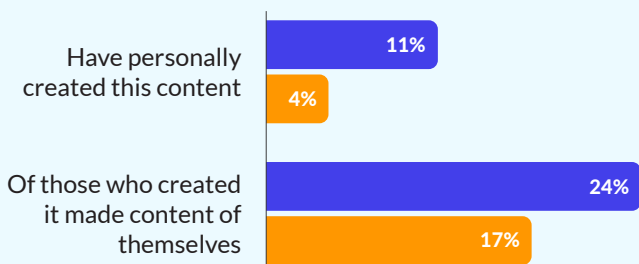
### Exposure featuring known people

**Boys** are more likely to have seen this content featuring themselves or people they know personally.



### Creation of AI-generated sexual content

**Boys** are more than twice as likely as girls to have personally created this content.



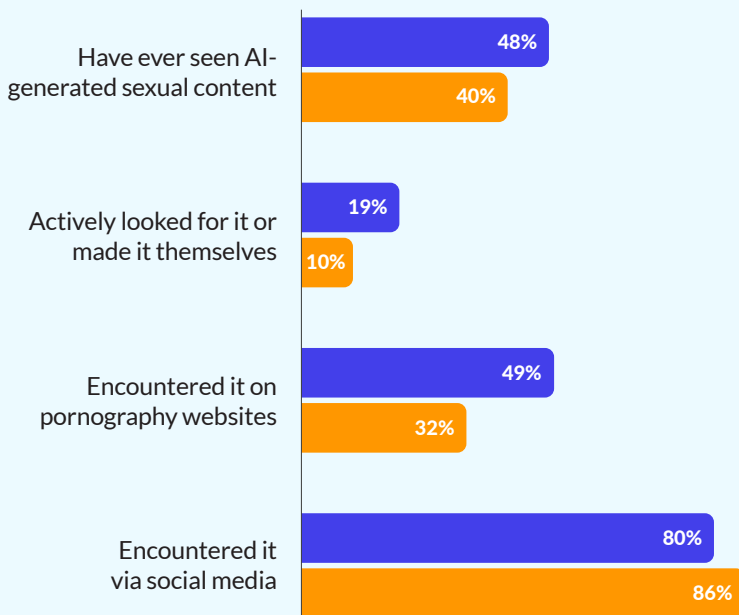
### Worry about being depicted without consent

**Girls** are more likely to worry about being depicted in deepfakes without their consent.



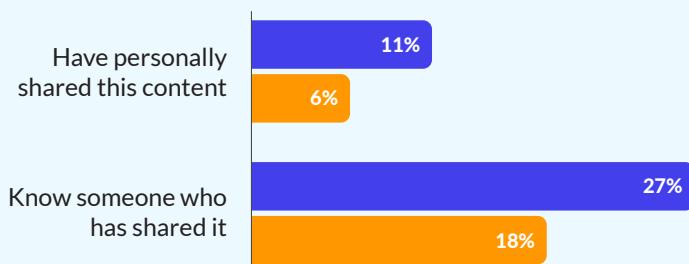
### Exposure to AI-generated sexual content

**Boys** are more likely to be exposed overall and more likely to have sought it out; girls encounter it more via social media, boys more via pornography websites.



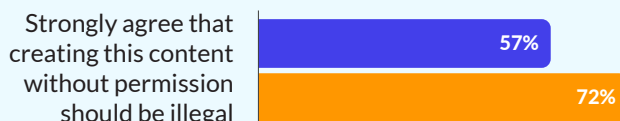
### Sharing of AI-generated sexual content

**Boys** are more likely than girls to have personally shared this content and to know someone who has.



### Views on legality

**Girls** are more likely to strongly agree that creating this content without permission should be illegal.



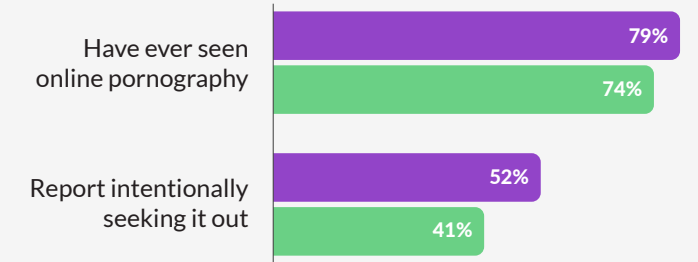
● % BOYS ● % GIRLS

Note: Findings for transgender and genderqueer teens (n=66) are not reported separately in this box due to the small sample size, which limits the reliability of subgroup comparisons.



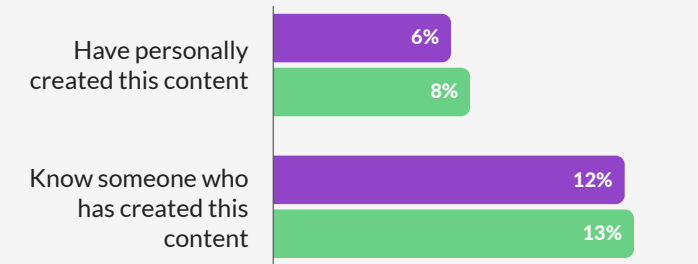
Exposure to online pornography

Overall exposure is similar, but **LGBTQ+ teens** are more likely to intentionally seek out pornography.



Creation of AI-generated sexual content

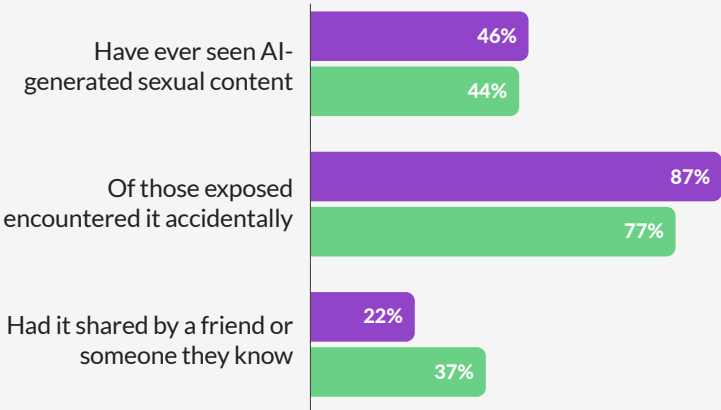
Creation rates are similar between **LGBTQ+** and **non-LGBTQ+ teens**.



● % LGBTQ+ TEENS    ● % NON-LGBTQ+ TEENS

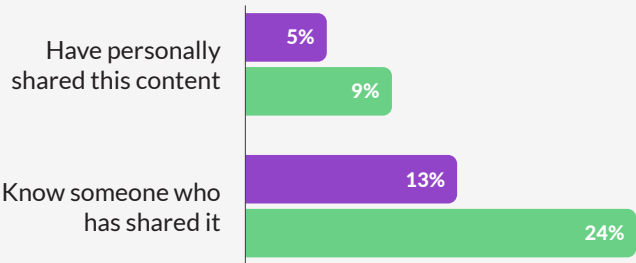
Exposure to AI-generated sexual content

Exposure rates are similar, but **LGBTQ+ teens** are more likely to encounter this content accidentally; **non-LGBTQ+** teens are more likely to have a friend share it with them.



Sharing of AI-generated sexual content

**Non-LGBTQ+ teens** are more likely to have shared this content or know someone who has.



## Section 3: Impact on Teens' Sense of Self, Relationships, and Reality

AI-generated sexual content affects how young people think about themselves, their bodies, and other people. Roughly two-thirds of all teens believe AI-generated sexual content influences how peers think about what bodies should look like (66%), trust in photos and videos (65%), expectations of romantic partners (64%), and what relationships should be like.

*"It sets a standard that isn't realistic. Seeing an AI-generated photo of a perfect body—there is no perfect body. So I feel like it could damage how teenagers look at themselves."*

*Girl, age 17*

**TABLE 5:**

**Impact of AI-generated sexual content on ...**

|                                              | A lot/Some | A little | Not at all |
|----------------------------------------------|------------|----------|------------|
| What bodies should look like                 | 66%        | 19%      | 15%        |
| What sex should be like and "consent" means  | 64%        | 22%      | 14%        |
| What relationships should be like            | 61%        | 23%      | 16%        |
| Trust in photos and videos they see          | 65%        | 23%      | 12%        |
| Expectations of romantic partners            | 64%        | 20%      | 16%        |
| Stereotypes about different groups of people | 61%        | 24%      | 15%        |

Q: How much do you think seeing AI-generated nudes and sexual content affects how teens your age think about the following?

Base: Asked among all respondents (N=1,314).

Focus group participants largely confirmed these findings. Body image concerns are real and immediate. Teens described how AI-generated imagery sets impossible physical standards at a developmentally sensitive time.

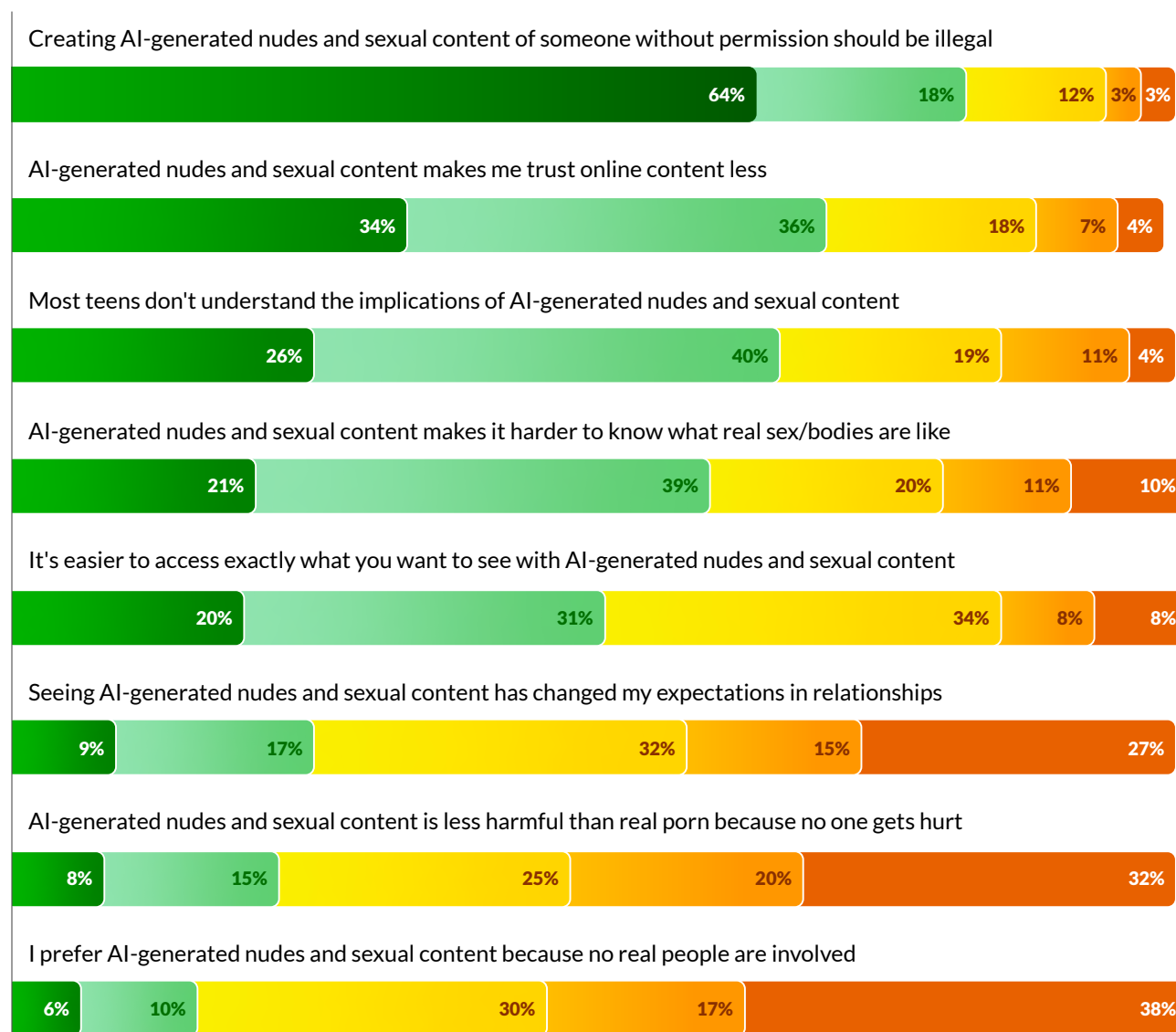
While concerns about the influence of AI-generated sexual content are broadly shared by teens, there are some gender differences in how they perceive the impact. Among teens who have ever seen this content, girls are more likely to strongly agree that creating such content without permission should be illegal (72% vs. 57% of boys). But by and large, both boys and girls report that this content affects body image perceptions (65% and 66%, respectively) and makes it hard to know what real bodies look like (57% and 62%). About a quarter of boys and girls (26% of each group) report that it has changed their expectations in relationships.

*"When more teenagers are looking at AI pornography, the AI pornography makes the body look—I don't want to say perfect, but perfect in a way that makes people enjoy it. And it kind of puts down people who don't look like that."*

*Boy, age 17*



For teens who have encountered AI-generated sexual content, many report that most teens don't understand the implications of AI-generated nudes and sexual content (66%) and that it makes them trust online content less (70%). Most believe creating this content of someone without permission should be illegal (82%). While there is limited research on the impacts of AI-generated sexual content, the results suggest there is a need to develop resources and safety guidance to help young people navigate this new space.

**FIGURE 11:****Teens who agree or disagree with the following statements**

● % STRONGLY AGREE    ● % SOMEWHAT AGREE    ● % NEITHER AGREE NOR DISAGREE  
 ● % SOMEWHAT DISAGREE    ● % STRONGLY DISAGREE

Base: Asked among those who have ever seen AI-generated sexual content (n=586).



## Section 4: Deepfake Fears and Behavioral Change

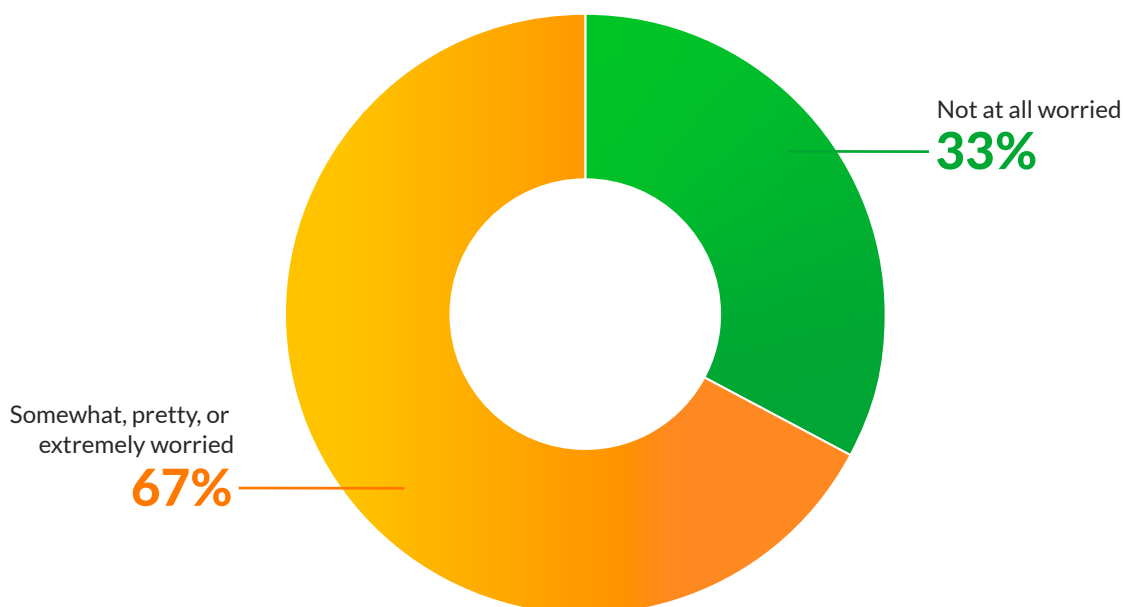
Roughly two-third of teens (67%) report they are at least somewhat worried about being depicted in deepfakes without their consent, with 71% of girls indicating they are at least somewhat worried compared to 62% of boys.

*"We live in an age where it is an anomaly to meet a person who doesn't have a cellphone with all the apps. To some degree you go down a rabbit hole and people are like, 'Oh, but it's not really the person, so it's OK. It's not really objectifying them. It's just putting their face on a body.' So I think it's naive to assume that pretty much everyone hasn't been exposed to something like this. Everyone should have at least a small degree of worry because it's so easy [to make it], so accessible, and it also feels pushed."*

*Girl, age 17*

**FIGURE 12:**

Percent who are worried about being depicted in deepfakes without their consent



Q: Thinking about your personal feelings towards AI-generated sexual content, how worried or not worried are you about being depicted in deepfakes without your consent?

Base: Asked among all respondents (N=1,314).

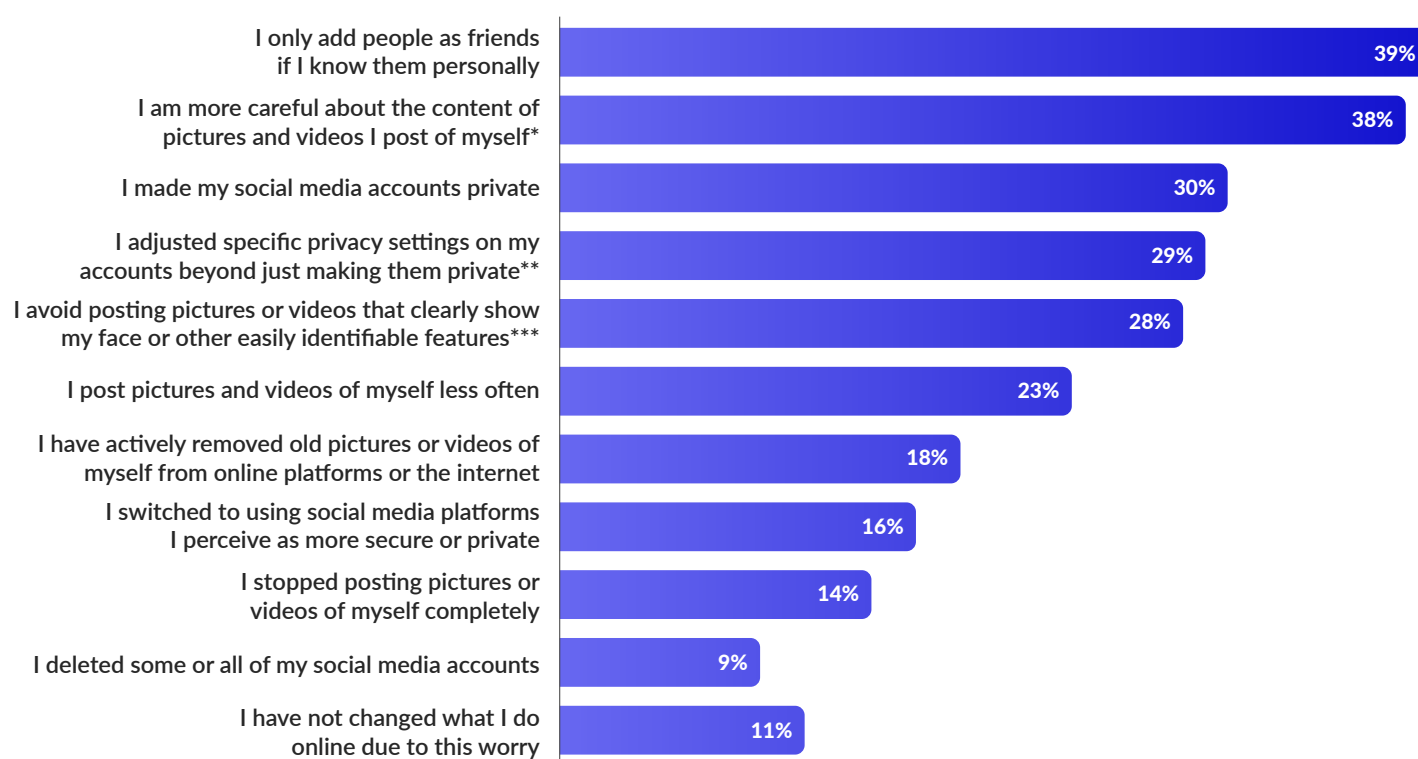


Focus group participants largely confirmed this feeling and suggested that the real number of young people worried about this content is likely even higher, given how accessible the technology has become.

Among teens who are at least somewhat worried, 38% are more careful about the content of photos and videos they post, 30% have made their social media accounts private, 23% post pictures and videos of themselves less often, 14% have stopped posting pictures or videos of themselves completely, and 9% have deleted social media accounts entirely.

**FIGURE 13:**

### Changes in online behavior because of worry about being depicted in AI-generated sexual content



\*e.g., poses, clothing, backgrounds; \*\*e.g., disabling facial recognition, restricting who can tag me, limiting data sharing with third parties; \*\*\*e.g., using avatars, blurring, or cropping.

Q: In which of the following ways has the worry about being depicted in AI-generated sexual content impacted what you do online?

Base: Asked among those who are at least somewhat worried about being depicted in deepfakes without their consent (n=882).

For teens who have ever seen AI-generated sexual content, the most common action they report taking after encountering this content is to "try to forget about it and move on" (48%), followed by blocking or unfollowing the person who sent it (42%), and reporting it to the platform (30%).



Many of the focus group participants echoed this sentiment and reported that they scroll past AI-generated sexual content because reporting it can be time-consuming or ineffective:

*"I understand there are tools to report stuff, but even if someone's channel gets banned on YouTube, they can create a new Google account and keep posting. At the end of the day it's just time-consuming to fill out the report thing. It interrupts your process, it wakes you up from your dopamine hit, and it's just an interruption."*

Boy, age 16

*"If you see it, you just see it, move on, scroll by. You don't really have to go back to it. I don't see a lot of people sitting there reporting it."*

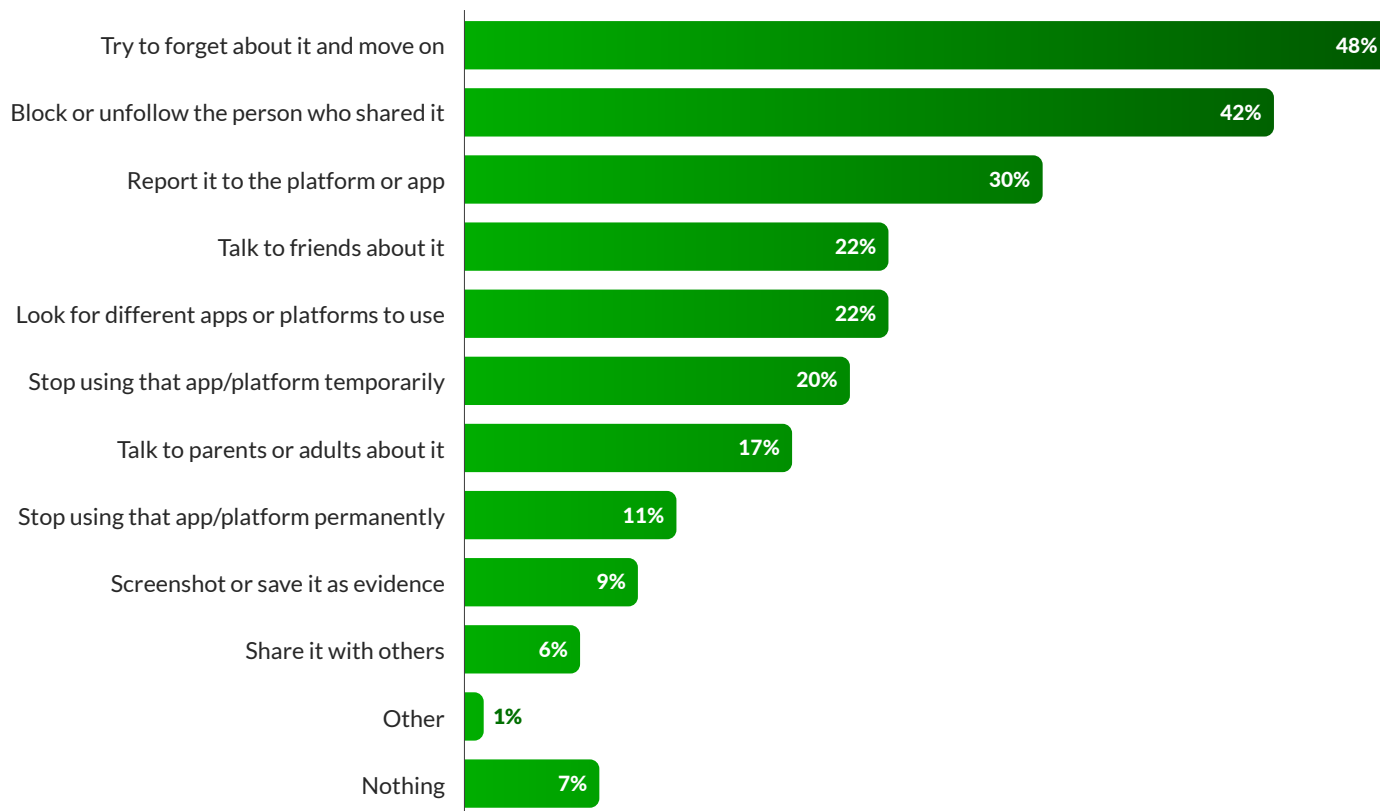
Boy, age 15

*"I feel like most people when they see something like that, they try to just ignore it and move on. Personally, that's what I try to do because I don't want to give it attention."*

Girl, age 17

**FIGURE 14:**

### What teens do after encountering AI-generated sexual content



Q: When you encounter AI-generated sexual content, what do you typically do?

Base: Asked among those who have ever seen AI-generated sexual content (n=586).



## Section 5: Parents, Schools, and What Teens Need

While most teens report having talked with a trusted adult about online safety and privacy (69%) and the risks of sharing personal photos (64%), only one in five teens have ever discussed AI-generated sexual content with a trusted adult.

**TABLE 6:**

**Percent of teens who indicate a trusted adult has talked to them about the following**

|                                                  |     |
|--------------------------------------------------|-----|
| AI-generated nudes, sexual content, or deepfakes | 20% |
| How to identify fake content online              | 27% |
| Consent around image sharing                     | 41% |
| The risks of sharing personal photos             | 64% |
| Online safety and privacy                        | 69% |

Base: Asked among all respondents (N=1,314).

Over one-third of teens (34%) indicated that they would like to talk to an adult about AI-generated sexual content but do not know how to start the conversation. The top factors that would make them more likely to do so include knowing that the adult would understand (59%) and knowing that they would not be blamed (53%).

*"I feel like they're nervous to tell their parents because of what they would say or think of them."*

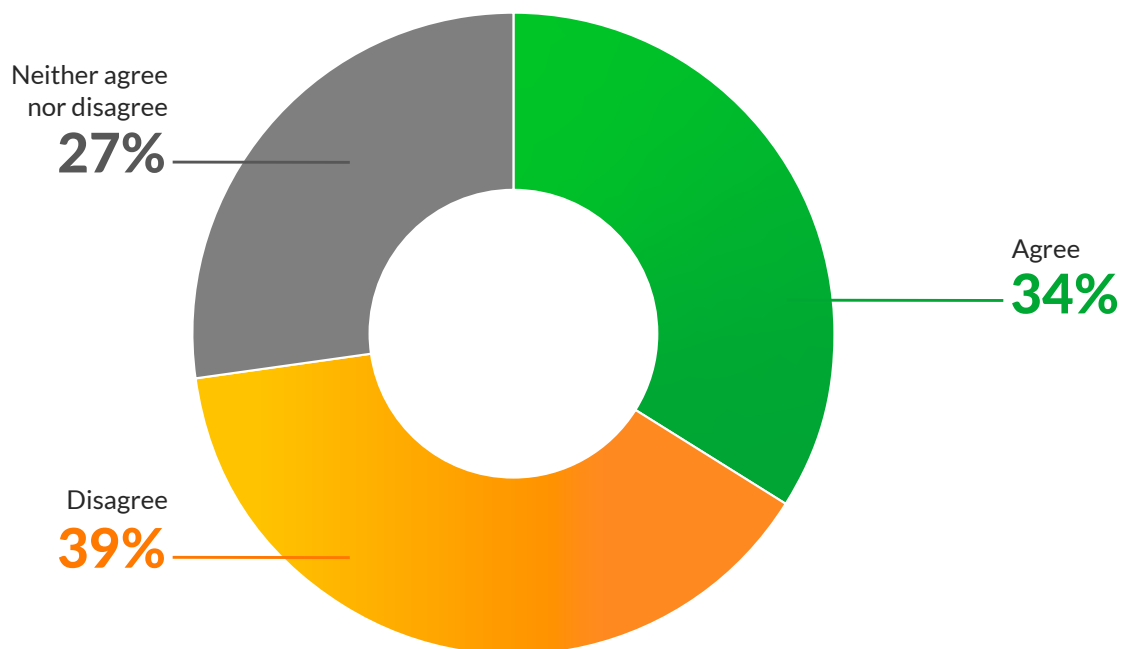
Girl, age 15

*"I feel like most teens who do want to say something to their parents just don't know where to start or how to start the conversation [and] how to get to a point where they don't think it's weird."*

Boy, age 17

**FIGURE 15:**

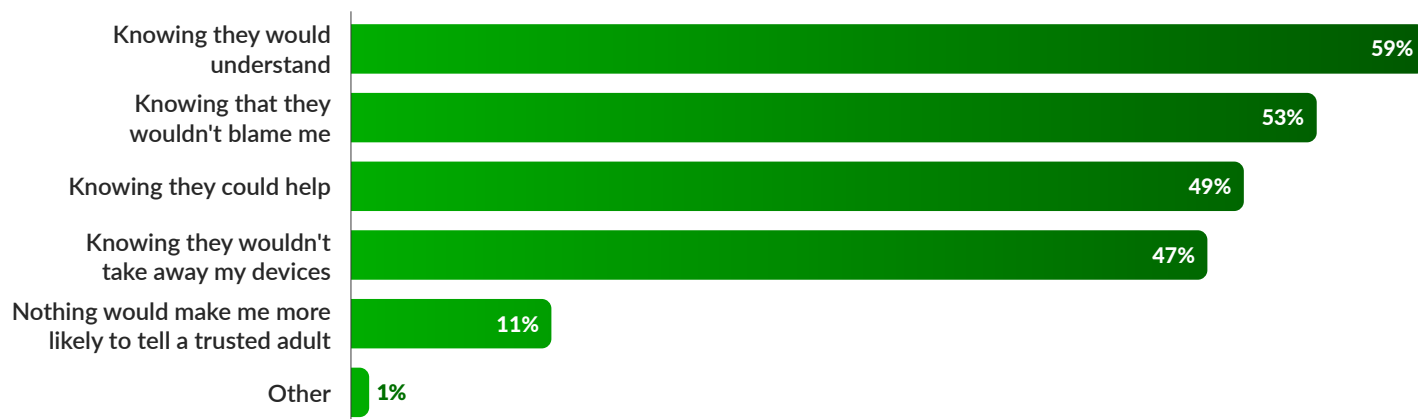
Teens who would like to talk with an adult about AI-generated nudes or sexual content, but don't know how to bring it up or who to talk to



Base: Asked among all respondents (N=1,314).

**FIGURE 16:**

What would make teens more likely to tell a trusted adult about AI-generated sexual content



Q: What would make you more likely to tell a trusted adult about AI-generated sexual content?

Base: Asked among all respondents (N=1,314).



For teens who have seen AI-generated sexual content, almost half say they feel comfortable talking to their close friends about disturbing AI-generated sexual content they come across (48%). Forty-two percent of teens feel comfortable talking to parents or guardians about this type of content, but only 13% would feel comfortable talking to a school counselor or teacher about it. More than one-third of teens (37%) who have sent or shared AI-generated nudes or sexual content, or know someone who has shared this content, indicate that this content has been shared during in-person conversations at school, highlighting the need for schools and educators to better address these issues.

Online communities play an important role in the lives of young people, and 20% of teens who have seen AI-generated sexual content say they feel comfortable talking to online friends or communities about disturbing AI-generated sexual content they have seen, notably more than the percentage of teens who would turn to mental health professionals (14%).

Perhaps most concerning, nearly 1 in 5 (19%) indicate that they would not feel comfortable talking to anyone and would handle the content alone, and 1 in 10 would feel comfortable turning to an AI chatbot platform to discuss this content.

When asked about involving parents or other adults when they are exposed to AI-generated sexual content, many young people expressed that they would rather resolve the issue themselves than "drag" adults into the conversation: **"If you're a teen and something's happening like that, you don't necessarily want to tell somebody. You don't want to drag them into that mess. You want to figure it out and get it resolved on your own because that's just going to create more drama."** (Boy, age 16)

**TABLE 7:**

**Groups teens feel comfortable talking to about disturbing AI-generated sexual content they've seen**

|                               |     |
|-------------------------------|-----|
| Close friends                 | 48% |
| Parents or guardians          | 42% |
| Online friends or communities | 20% |
| No one - I handle it alone    | 19% |
| Other family members          | 18% |
| Mental health professionals   | 14% |
| School counselors or teachers | 13% |
| AI chatbot platforms          | 10% |
| Someone else                  | 1%  |

Q: Is there anyone you feel comfortable talking to about disturbing AI-generated sexual content you've seen? (select all)

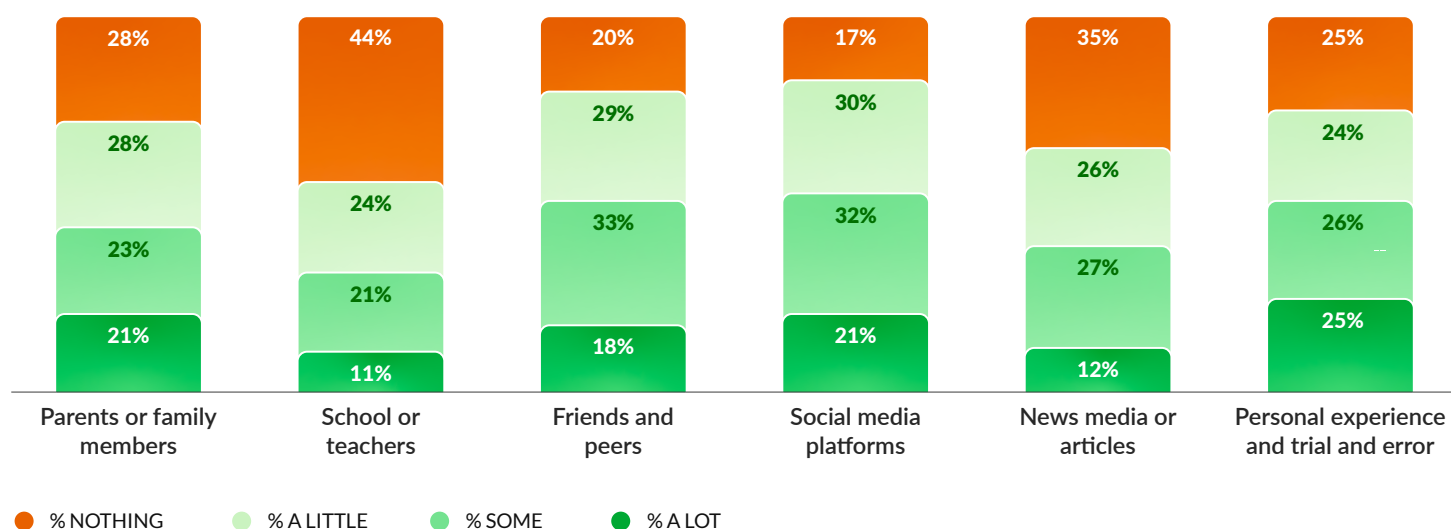
Base: Asked among those who have ever seen AI-generated sexual content (n=586).



Turning to AI-generated content in general, teens report that the impact of schools and teachers is minimal on their understanding of fake or AI-generated content. Forty-four percent of all teens say school or teachers have taught them nothing about identifying fake or AI-generated content online. Nearly half of teens (45%) indicated that better education about identifying AI-generated sexual content would be helpful from adults.

**FIGURE 17:**

**How much have each of the following taught you about identifying fake or AI-generated content online?**



Q: How much have each of the following taught you about identifying fake or AI-generated content online?  
Base: Asked among all respondents (N=1,314).

In focus groups, teens acknowledged that the topic is awkward in a classroom setting, and that teachers may not be equipped to help, while also recognizing that school may be the only realistic venue for this kind of guidance. As one teen put it: **"I feel like it's important that teenagers learn about it, but for me it's 50/50. It is not a part of a school curriculum to be teaching that specific type of lesson, but where else are teens going to hear it?"** (Girl, age 17)

The barrier to communication with trusted adults is not just about access, it is a perceived generational divide. Focus group participants described adults as fundamentally ill-equipped to understand a problem they never lived through.

**"We grew as AI grew. We grew up together. Adults don't have the same life experience that we do. They don't understand how advanced and how intense AI is."**

Girl, age 17



## Conclusion

The findings in this report highlight the increased prevalence of generative AI tools in every facet of young people's lives. Our 2023 Teens and Pornography report documented an online environment in which sexual content was nearly impossible for teenagers to avoid. We found that exposure was happening in childhood, and even for teens who were not actively seeking out this content, they were being unintentionally exposed at high rates. These problems have been amplified by the use of AI tools to generate sexually explicit images.

AI has lowered the barrier for access and exposure to this content by streamlining the need for technical skills to create sexualized content of a real person, without needing to access the person or receiving consent. And while the majority of young people believe this should be illegal, there's a growing gap between that belief and the reality of how this content is easily created, manipulated, and shared. Technologies that can generate sexual content are too easily accessible to teens, and the social media platforms that allow the distribution of this content are not doing a good enough job of detecting, blocking, and taking it down.

This research reveals not only the scale of this exposure and the depth of the impact, but also the degree to which teens are navigating this largely alone. They are encountering content that makes them worry about being a target, they are watching peers get hurt by the manipulation of their image, and they are developing their own frameworks around consent, bodily ideals, and online harm—often without the guidance of a parent, caregiver, or teacher. Our research suggests this can lead to feelings of helplessness and a lack of agency in young people because they feel they can do nothing about their experiences.

Moving forward requires action on multiple fronts. Platforms need better tools for detection and reporting of this type of content. Lawmakers need to pass legislation with robust enforcement of penalties against the AI tools and platforms that allow such content to be generated and spread. Parents and caregivers need resources that help them start conversations. And schools need policies and curricula that reflect the digital environments of today's teens.



## Recommendations

### For Families:

People of all ages can feel uncomfortable talking about sexuality and pornography. Supporting teens through [open and nonjudgmental conversations about sex](#) is essential as they explore and learn about health, consent, and their sexual identity. Because kids can easily come across AI-generated sexual content, by accident or intentionally, parents and caregivers should be prepared to have potentially awkward discussions about pornography as well as AI literacy. Our results suggest that parents of boys in particular should discuss the fact that generating AI nudes of anyone underage is considered child sexual abuse material (CSAM) and is therefore a crime.

### Set healthy expectations and boundaries

Teens need to know that pornography doesn't necessarily reflect real-life interactions and that AI-generated images and videos are completely fake. Parents and caregivers can approach this nuanced topic through a series of mini-conversations over an extended period of time, rather than try to force too much into one talk. Discussions about setting and respecting personal boundaries, body image, bullying, and deepfakes give families an opportunity to communicate their values, express feelings of curiosity or concern, and help kids understand the potential consequences of creating or sharing AI-generated sexual content. The conversations may feel hard or one-sided, but teens have told us they want guidance from trusted adults. Creating a safe space to listen and learn—and even telling kids ahead of time that you are here for them no matter what—prepares kids and teens to handle situations when they come across, are victims of, or participate in AI-generated sexual content.

### Understand the landscape

With rapidly growing access to see and create AI-generated content online, parents and caregivers need to be aware of the tools and platforms that make it unacceptably easy for kids to encounter inappropriate content. However, it can feel impossible to keep up with all the apps and features that increasingly have AI embedded. While hands-on exploration is encouraged so parents



can become familiar with the tech that kids are using, being tech-savvy isn't a requirement for having conversations and imparting wisdom through life lessons. Families can use the following suggestions as a guide:

- Ask teens to walk you through the AI-enabled apps they use. Allow them to explain what they like about the tool and help them identify potential risks.
- Use [conversation starters and family activities](#) to encourage critical thinking about AI use. These engagements can begin early with young children as they're introduced to AI tools and continue as teens mature and have more independent tech use.
- Read Common Sense Media's [AI risk assessments](#) to make an informed decision before allowing teens to access apps and websites.
- Talk with your child's school about their AI policies, and whether any AI tools provided by the school or accessible through school-issued devices could be used to make deepfakes.
- Know what to do if your child becomes the target of image-based sexual abuse or their likeness has been used to generate sexually explicit content. Report platforms that fail to remove intimate photos or videos without consent ([Take it Down Act](#)) and report suspected cases of child sexual abuse material to [NCMEC](#).

## For Schools:

AI-generated nudes and sexual content are circulating among peers, including in school, and they're shaping how students understand relationships, consent, and what's real. This is core to digital literacy and well-being, and should be a central issue in any AI literacy curriculum. Schools are well positioned to address the spread of nonconsensual content, which can significantly disrupt a school's climate when it occurs.

### Help students understand what they're seeing

- Teach students how AI-generated sexual content spreads and who it can affect. Many teens encounter it without any framework for understanding what they're seeing or why it matters. Common Sense Media's [Deepfakes & Consent](#) lesson helps students think critically about altered images, digital consent, and the real-world impact of this content.
- Teach students why it's harmful, including that AI-generated content can violate consent and cause real harm, even when no one appears directly



involved. Common Sense Media's [Boundaries & Consent](#) lesson builds the foundational framework that students need.

### **Build the trust that makes it possible to ask for help**

- Recognize that students may be coming to this issue from very different places. Some need support as targets or bystanders; others need accountability and education as creators or sharers. Effective school response addresses both without collapsing them into one conversation.
- Talk about this topic before a crisis hits. Students are more likely to come forward when they've already experienced an educator engaging with it openly and without judgment.
- Make clear that students who encounter or are targeted by this content won't be judged for it. Fear of blame is one of the top barriers that teens identify to coming forward.
- Know your protocols and your referral network before you need them. When a student does come forward, responding with confidence and clarity is itself a trust-building act.

### **Ensure that school-issued AI tools are safe**

- When making procurement decisions, ensure that any AI tools used by schools are incapable of generating sexual or intimate images.
- Tighten school-issued device filters so that unauthorized AI apps and websites are not available to students.

## **For Policymakers:**

Policymakers should work directly with advocates, educators, and industry to understand how the technology used by or on children could lead to the creation of AI-generated sexual content. Stakeholders should explore the efficacy of existing protections and how to ensure safety with the use of AI technology. For example:

- Social media platforms are the top location where teens are seeing AI-generated sexual content. Laws and platform policies are needed that swiftly identify and remove this content, rather than only relying on users to report and block it once it has been recommended. Age assurance needs to be more robust so that sexual content is not recommended to minors overall.



- App stores should remove and refuse to host all nudification apps.
- Policymakers should consider the need for age assurance on AI tools or features that could be used for the creation of AI-generated sexual content.
- Since many deepfake images are sent through text or group chats, smartphone tools related to the filtering and blocking of intimate images should be updated to include AI-generated images.
- Existing privacy protections were not built for AI, and policymakers should consider updates to child online privacy protections to address AI harms.

### **Support redress for victims**

While the Take it Down Act criminalizes nonconsensual AI-generated intimate imagery, there remains a need for policymakers to improve victims' rights to civil relief from platforms. Support victims in bringing civil claims against perpetrators and the platforms that host and promote AI-generated CSAM.

### **Fund enforcement**

Without additional funding for law enforcement, the Federal Trade Commission and state attorneys general may not have the capacity to address the rising tide of harms from AI-generated sexual content. Federal and state legislatures need to expand funding for state and federal enforcement of existing laws to protect children (i.e., Take it Down Act, COPPA, and CSAM laws).



# Methodology

## Overview

Common Sense Media partnered with Burson to conduct this study among teens age 13 to 17 living in the United States in order to understand and measure their experiences with AI-generated sexual content. Burson recruited teens to participate in three iterative phases of research: in-depth interviews, an online survey, and co-interpretive sessions (focus groups). Data collection was conducted from September 22, 2025, to February 26, 2026.

The survey was conducted among  $N = 1,314$  respondents. The data was weighted to represent the target population of teens age 13 to 17. The margin of sampling error of the weighted data is  $\pm 2.7$  percentage points, and it is higher among subgroups.

Burson used WCG Clinical as an external vendor to oversee and manage institutional review board (IRB) approval for each phase of the research.

## Phase One: In-Depth Interviews

### Overview

Burson conducted 20 in-depth interviews online with teens age 13 to 17 from September 22 to October 21, 2025. The purpose was to get an initial read of teens' awareness of AI-generated content and deepfake nudes, the emotional and psychological impact of the content, and current support systems.

A woman moderated interviews among girls, and a man moderated interviews among boys. Common Sense Media and Burson collaborated on the consent form and an in-depth interview question guide, which was sent to the IRB for approval. All interviews were confidential. Parents or guardians were asked to allow participants to complete the interview by themselves to allow more honest responses.



## Recruitment

Parents or guardians needed to provide consent for their child to participate, and teens needed to provide their assent before they were scheduled for an interview. Parents or guardians also gave their electronic devices to their teen so they could complete a screener to determine their eligibility for the study.

Participants were screened to ensure they use the internet at least once per week and understand the definition of "AI pornography" after reading an explanation. This was designed to ensure that participants had a baseline level of digital literacy before they were asked to complete an interview about their online behavior and exposure to AI-generated sexual content.

Participants were recruited on a rolling basis from a range of backgrounds, ensuring that we reached minimums for LGBTQ+ teens, Black teens, and non-Black teens of color. Each interview lasted 30 to 45 minutes, and participants received an incentive of \$100 for their time.

## Sample Demographics

| Demographics |                            | Total |
|--------------|----------------------------|-------|
| Gender       | Cisgender Boys             | 10    |
|              | Cisgender Girls            | 9     |
|              | Transgender or Genderqueer | 1     |
| Age          | 13–14                      | 7     |
|              | 15–17                      | 13    |

## Phase Two: Survey

### Overview

Following the completion of the in-depth interviews, Burson conducted a 12-minute online survey of 1,314 teens age 13 to 17 in the United States to quantify prevalence, attitudes, and behaviors regarding AI-generated sexual content and understand its impact. Data collection was conducted from November 21, 2025, to December 9, 2025.



Parents or guardians needed to provide consent for their child to participate, and teens needed to provide their assent before they were scheduled for an interview. Parents or guardians also gave their electronic devices to their teen so they could complete a screener to determine their eligibility for the study before completing the survey.

The margin of sampling error of the weighted data is  $\pm 2.7$  percentage points, and it is higher among subgroups.

## Sample Design

Burson recruited participants using multiple online panels to reduce the likelihood of individual panel bias. The vendors recruited participants from an opt-in panel list. The invitation to the survey was sent to their parents or guardians, who read a consent form before giving their device to their teen to separately review it. In order to qualify for the survey, participants needed to be age 13 to 17, to live in the United States, and to meet quota requirements.

## Quotas

In order to ensure fair representation, Burson implemented quotas to ensure readable samples of key demographic groups:

- Minimum of 250 Black teens
- Minimum of 250 non-Black person of color teens
- Minimum of 200 LGBTQ+ teens

## Questionnaire Design

Burson and Common Sense Media employed findings from the in-depth interviews to develop the survey questionnaire. A final draft of the survey was submitted for IRB approval before survey programming and data collection began. Help and support resources were also provided to participants throughout the online survey, in the event that a participant was triggered, had questions, or needed help.

## Data Collection

### Screening

Common Sense Media and Burson collaborated on the consent form, which was sent to the IRB for approval. Panelists were initially screened to identify if they were a parent or guardian of a teen age 13 to 17. They needed to provide consent for their teen before handing their device to their teen for them to review the consent form. Teen respondents then gave their assent to participate. After this, teens were redirected to a screener to determine eligibility for the survey and, if eligible, were asked to complete it.

### Web Contact Procedures

Burson conducted a soft launch from November 21, 2025, to December 2, 2025, among a small number of participants. Burson reviewed soft launch data to ensure that participants understood the questions being asked and that the length of interview was within scope (12 minutes) before fully launching the survey.

Teens received an incentive of \$5 for their time.

## Programming and Data Processing

### Programming

Burson programmed the web-only survey and conducted thorough checks to ensure that the survey matched the questionnaire and would be straightforward for teen participants to complete. After completing these checks, Burson soft-launched the survey.

### Quality Control Checks

In order to ensure high-quality responses from real teens, Burson implemented the following data quality checks while fielding the survey:

- **In-survey attention checks:** Burson embedded "red herring" questions and speed traps to identify and remove "straight-liners" or teens who were not paying attention.



- **Advanced quality control (bot and fraud protection):**
  - **VPN and proxy detection:** Real-time anomaly detection to verify that respondents are in their stated locations and are not associated with known bot networks.
  - **Multi-session detection:** Eliminates professional survey takers by flagging and blocking fraudulent behavior, including detecting simultaneous survey attempts across multiple sessions.
  - **Panel quality API:** Maintains active communication between the sample and survey platforms while in field to detect and eliminate handoff vulnerabilities where a human might pass a survey to an automated agent or bot.
  - **Behavioral and linguistic analysis:** Monitoring pre-screener open-ended responses to detect shifts in language patterns or repetitive response behaviors that signal automated or disingenuous activity.

## Weighting

After fielding was completed, the final data set was weighted to age, gender, race/ethnicity, urbanicity, and geography based on U.S. Census data to ensure a representative sample nationwide.

## Sample Disposition and Response Rate

| Completion rate/Response rate                                        | Total |
|----------------------------------------------------------------------|-------|
| Total sample (clicked into the survey)                               | 6,666 |
| Screen-outs                                                          | 4,232 |
| Terminated during in-survey attention checks                         | 136   |
| Incompletes                                                          | 356   |
| Quota full                                                           | 213   |
| Incidence/eligibility rate                                           | 26%   |
| Survey completion rate<br>(completions/total invited to participate) | 20%   |



## Sample Demographics

| Demographics                           |                                                | Unweighted<br>Percent of<br>Sample | Weighted<br>Percent of<br>Sample |
|----------------------------------------|------------------------------------------------|------------------------------------|----------------------------------|
| Gender                                 | Cisgender Boys                                 | 50                                 | 48                               |
|                                        | Cisgender Girls                                | 45                                 | 49                               |
|                                        | Transgender/Genderqueer/Prefer not to disclose | 5                                  | 3                                |
| Age                                    | 13–14                                          | 29                                 | 40                               |
|                                        | 15–17                                          | 71                                 | 60                               |
| Race/Ethnicity                         | White Only                                     | 57                                 | 49                               |
|                                        | Black                                          | 21                                 | 18                               |
|                                        | Non-Black POC                                  | 23                                 | 35                               |
| Sexual orientation and Gender identity | LGBTQ+                                         | 16                                 | 15                               |
|                                        | Non-LGBTQ+                                     | 82                                 | 84                               |
|                                        | Prefer not to say                              | 2                                  | 2                                |
| Census region                          | Northeast                                      | 17                                 | 16                               |
|                                        | Midwest                                        | 19                                 | 21                               |
|                                        | South                                          | 42                                 | 39                               |
|                                        | West                                           | 22                                 | 24                               |

Note: Due to rounding, displayed percentages may not always add up to 100%. The race/ethnicity question was multiselect. Participants were coded as White if they did not select other races/ethnicities as well.

## Phase Three: Co-Interpretive Sessions

### Overview

Burson conducted two co-interpretive sessions (focus groups) online with teens age 15 to 17 from February 25 to 26, 2026. The purpose was to provide additional context for the survey findings, validating that takeaways resonate with teens' experiences.

Burson conducted one focus group of five girls and one of five boys. A woman moderated the focus group among girls, and a man moderated the focus group among boys. Common Sense Media and Burson collaborated on the consent form and a co-interpretive session question guide, which was sent to the IRB for approval. All interviews were confidential. Parents or guardians were asked to allow participants to complete the interview by themselves to allow more honest responses.



Moderators displayed data visualizations of survey findings, and participants were asked questions about their reactions to the data and how much, if at all, they related to it.

## Recruitment

Parents or guardians needed to provide consent for their child to participate, and teens needed to provide their assent before they were scheduled for an interview. Parents or guardians also gave their electronic devices to their teen so they could complete a screener to determine their eligibility for the study.

Participants were screened to ensure that they use the internet at least once a week and understand the definition of "AI pornography" after reading an explanation. This was designed to ensure that participants had a baseline level of digital literacy before they were asked to complete an interview about their online behavior and exposure to AI-generated sexual content.

Participants were recruited on a rolling basis from a range of backgrounds, ensuring that we reached minimums for LGBTQ+ teens, Black teens, and non-Black teens of color. Each interview lasted 30 to 45 minutes, and participants received an incentive of \$100 for their time.

## Sample Demographics

| Demographics |                            | Total |
|--------------|----------------------------|-------|
| Gender       | Cisgender Boys             | 5     |
|              | Cisgender Girls            | 5     |
|              | Transgender or Genderqueer | 0     |
| Age          | 13–14                      | 0     |
|              | 15                         | 4     |
|              | 16                         | 1     |
|              | 17                         | 5     |



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