

Fake Porn is Not Real Porn: Student Perceptions of the Legality and Morality of Deep Fake Pornography

Darek Perez¹, Taylor Bell¹, Alexa Garcia², Amanda Goodson, Ph.D.³, and Melissa N. Baker, Ph.D.⁴

University of Texas at El Paso

¹Department of Psychology, ²Department of Counseling and Special Education, ³Department of Criminal Justice and Security Studies, ⁴Department of Political Science and Public Administration

Background

Deep fake revenge pornography created by artificial intelligence (AI) has emerged as one of the most common forms of deep fake content and is now considered a serious form of technology facilitated sexual abuse.

Rate of occurrence of deep fake pornography presently is relatively low. However, the public perceives deep fake pornography as generally harmful.

United States Congress recently acknowledged the serious and malicious nature of deep fake pornography and passed the Take It Down Act and DEFIANCE Act, both of which attempt to combat this type of content.

We aim to better understand perceived harm of deep fake revenge pornography to inform the rapidly developing policy landscape in this area.

Research Questions and Hypotheses

RQ1: How do students view AI-generated deep fake revenge pornography?

H1: Deep fake revenge pornography is less likely to be categorized as illegal (vs. traditional revenge pornography)

RQ2: Do students view the morality of AI-generated pornography vs. traditional revenge pornography differently?

H2: Deep fake revenge pornography is less likely to be categorized as immoral (vs. traditional revenge pornography)

References

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Contact

Student lead: Darek Perez (dspez1@miners.utep.edu)

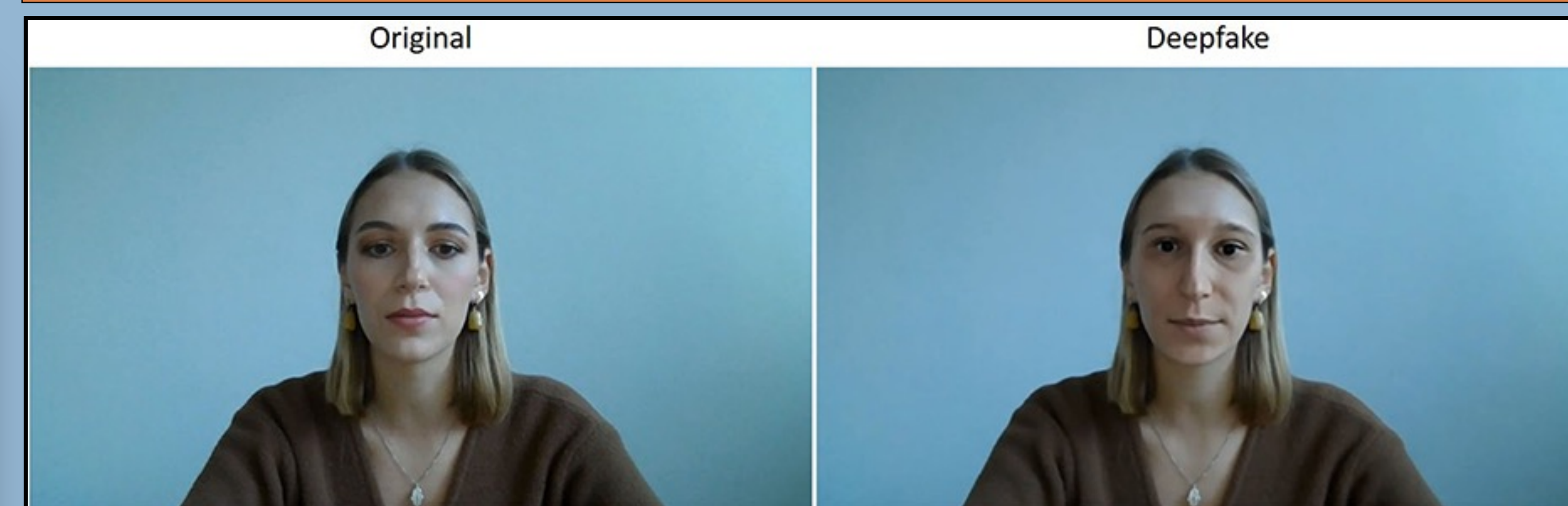
Student collaborator: Taylor Bell (tbell2@miners.utep.edu)

Student collaborator: Alexa Garcia (avgarcia12@miners.utep.edu)

Faculty mentor: Melissa Baker (mnbaker@utep.edu)

Faculty collaborator: Amanda Goodson (ajgoodson@utep.edu)

Example of Deep Fake Content



Eberl, A., Kühn, J., & Wolbring, T. (2022). Using deepfakes for experiments in the social sciences – A pilot study. *Frontiers in Sociology*, 7, Article 907199. <https://doi.org/10.3389/fsoc.2022.907199>

Methods

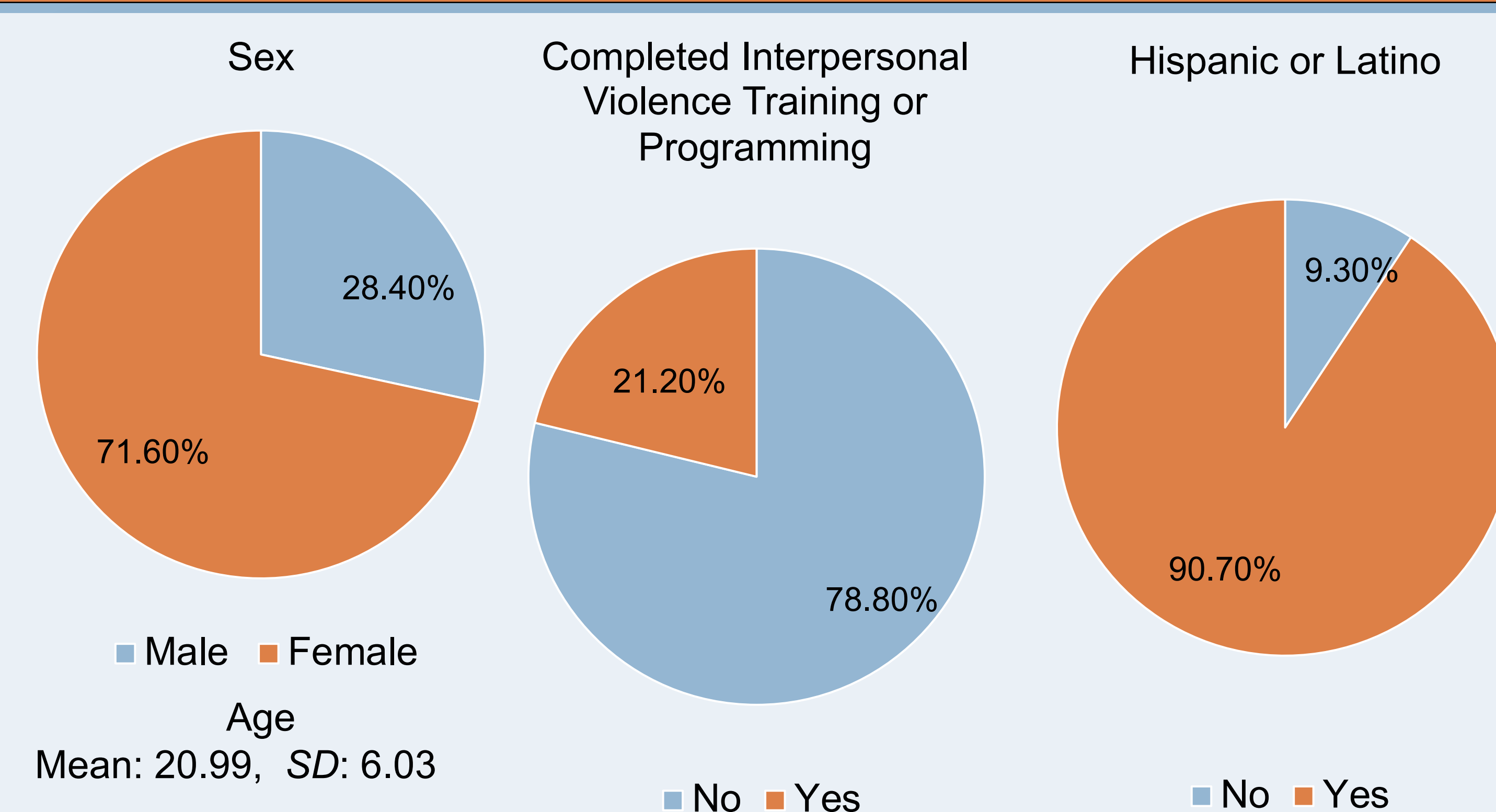
Data Collection:

- College student sample
- Survey experiment
- Manipulations
 - AI-generated content or traditional content
 - Victim and perpetrator gender
- $N = 270$
- Completed $n = 236$

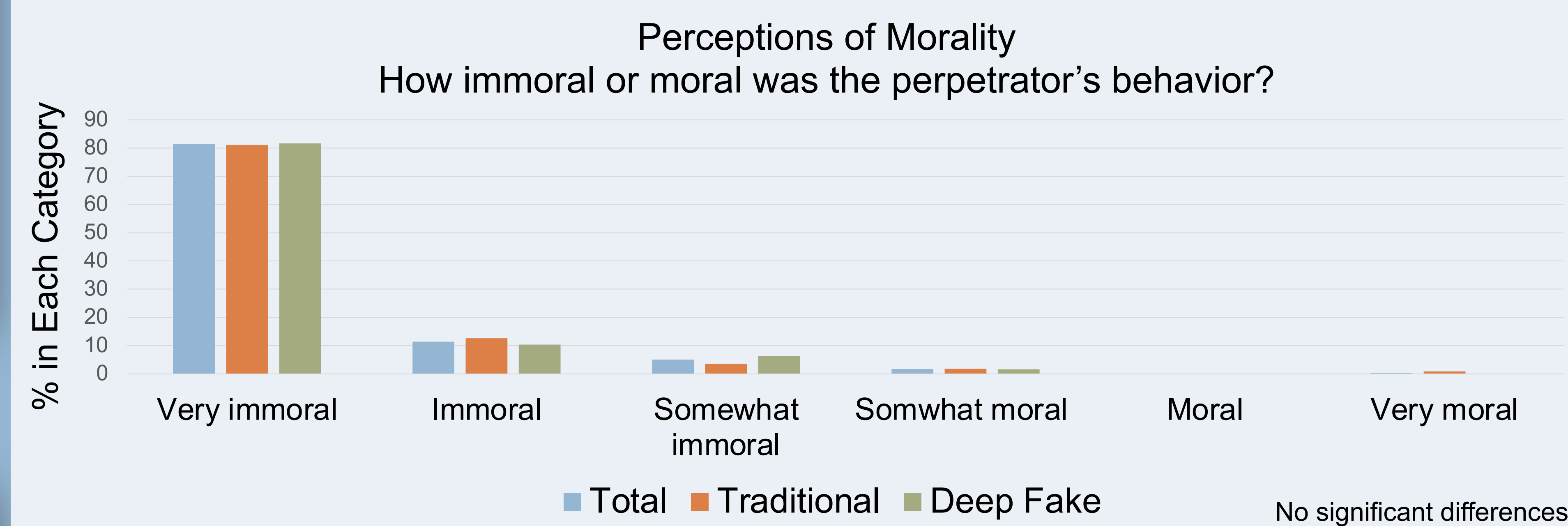
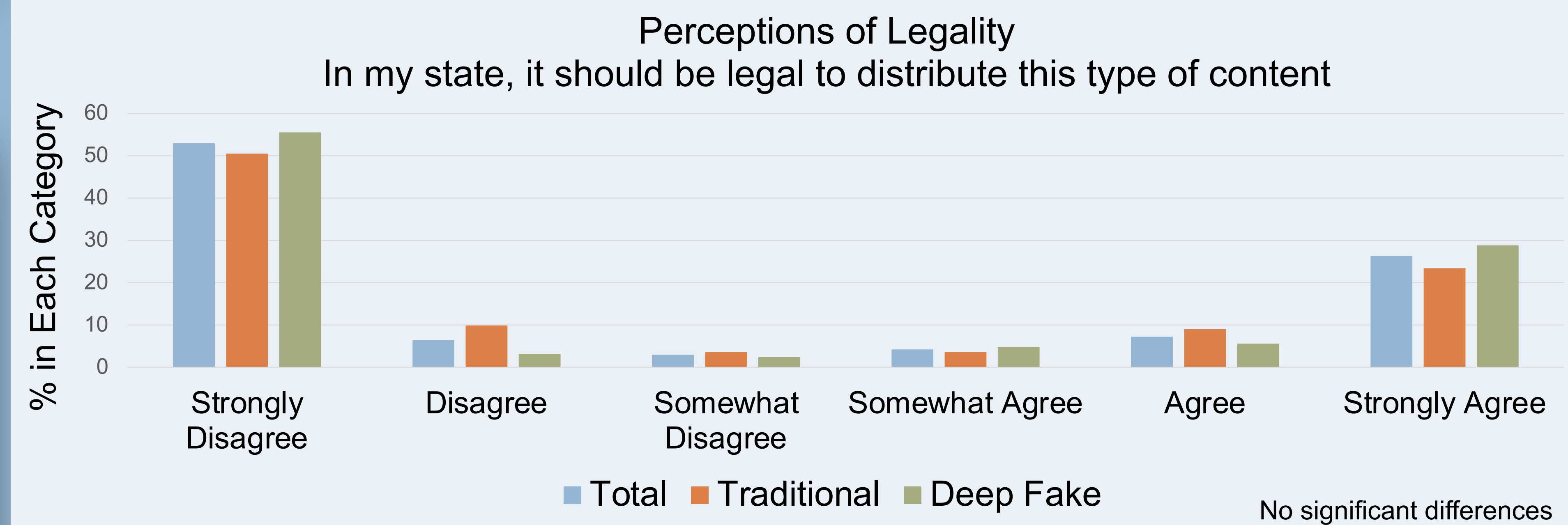
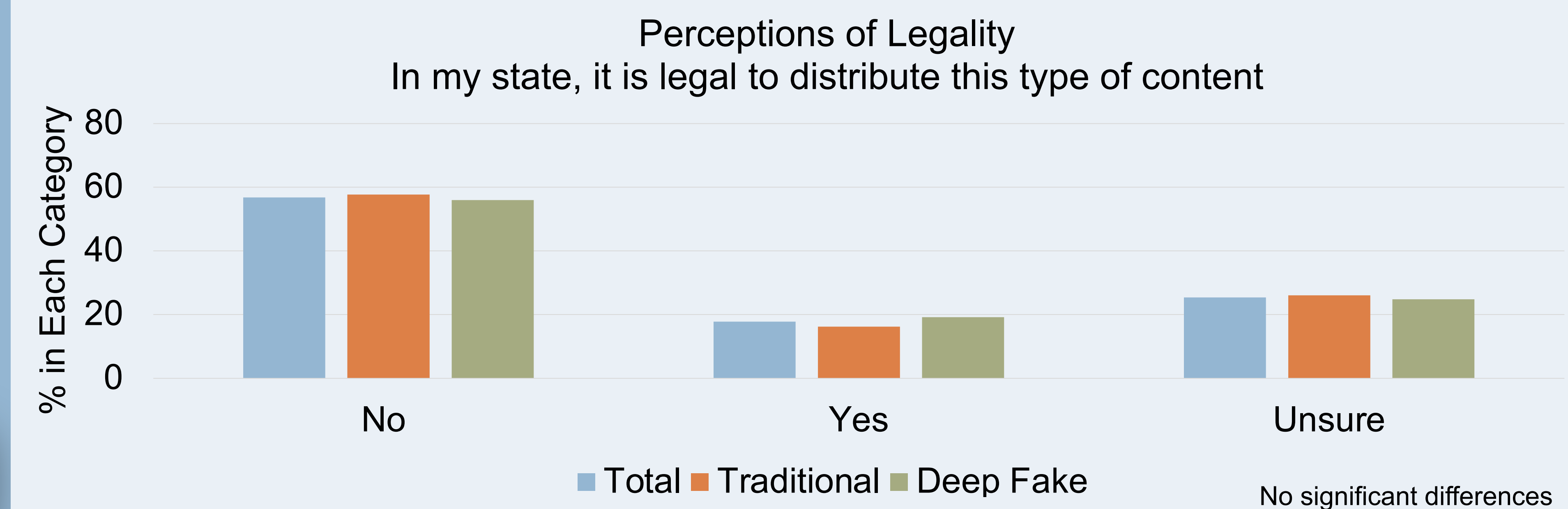
Variables:

- Perceptions of legality
 - In my state, it is legal to distribute this type of content
 - 0 = No, 1 = Yes, 2 = Unsure
 - This scenario describes illegal behavior
 - 1 = Strongly disagree to 6 = Strongly agree
- Perceptions of morality
 - How immoral or immoral was [perpetrator's name]'s behavior?
 - 1 = Very immoral to 6 = Very moral

Sample Characteristics



Results



Discussion

The majority of students viewed both types of revenge pornography as illegal and immoral. No significant differences emerged across the two groups (traditional vs. deepfake).

Given that traditional and deepfake revenge pornography is viewed as illegal and immoral, policies and programming should include AI-generated deep fake content.

Future studies should continue to explore this research endeavor because of the limited scholarship and the small and relatively homogenous sample in this study.