Recognising the Dangers of Artificial Intelligence (AI) Debate Briefing

'Deepfakes' are violence against women and girls

AI technology is **exacerbating intimate image abuse** through the proliferation of deepfakes [1]. This is a growing form of violence against women and girls (VAWG).

Deepfakes are digitally altered or synthesized media, typically videos or images, created using artificial intelligence to simulate a person's likeness or voice [1]. These manipulations can make it appear as though someone is saying or doing something they never actually did, often with high levels of realism. For example, taking a woman's image and making her appear nude.

> Non-consensual **intimate images constitute 96% of all deepfake videos** found online, with **99.9% depicting women** [2] [3].

AI tools allow men and boys to create sexually explicit images and videos of women and girls without their consent.

- Nude deepfakes cause extensive harm to victims [4]. Consequences can be felt across victim's lives, resulting in isolation, and mental and psychological distress [4].

- The vast majority of victims are women and girls [2] [5].

- One major deepfake sexual abuse website receives **14 million** monthly visits [4].

- Vulnerable children are disproportionately affected by nude deepfakes [5].

- Deepfakes are also a threat to democracy, with deepfakes being used to intimidate women politicians [4].

The solution? Tackle the root cause

The use of AI, including creating deepfakes, to exploit and harm women and girls is not an isolated problem. It is a form of VAWG that stems from a wider culture of misogyny and gender inequality. When discussing AI's dangers - including deepfakes - we must emphasise that the issue stems from misogynistic cultures that drive men and boys to misuse the technology to exploit and harm women and girls, not the technology itself.

AI is a tool which reflects wider cultures.

We can create a Scotland where everyone is safe, equal, and respected. MSPs have a key role in creating a culture where all forms of VAWG are unacceptable and AI is used to make our lives more productive and efficient.

Zero Tolerance is calling on MSPs to:

1. **Ensure investment in primary prevention: work which tackles the root cause of VAWG - gender inequality.**
2. **Consult with gender and online violence against women and girls experts on any work related to AI and its impacts.**
3. **Make it compulsory and statutory to provide comprehensive, gender-equal, culturally sensitive education in relationships, sexual health, and parenthood (RSHP),** so that young people do not have to resort to searching for information online.
4. **Collaborate with the UK and international partners to regulate online platforms,** reducing the amount of harmful content and preventing algorithms from promoting it.

References

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