

“Violation of my body:”
**Perceptions of AI-generated non-
consensual (intimate) imagery**

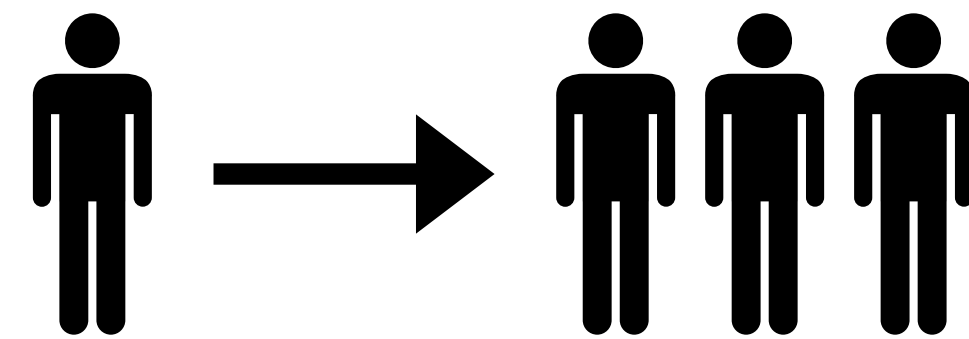
**Natalie Grace Brigham*, Miranda Wei*,
Tadayoshi Kohno*, Elissa M Redmiles†**

**University of Washington, †Georgetown University*

Content warning: this talk discusses forms of image-based sexual abuse

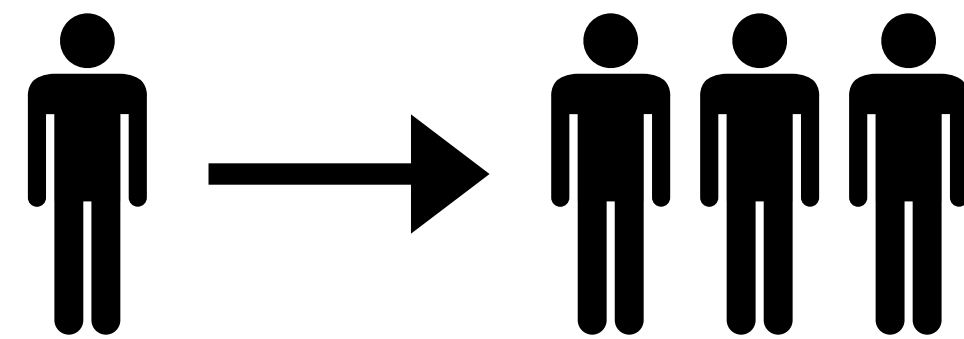
SOUPS 2024 | Philadelphia, PA

A friend uses AI to create a synthetic video of you dancing and sends it a group chat with you in it

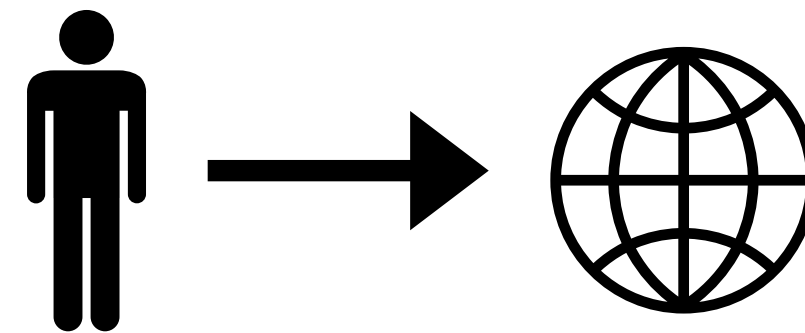


Do you find this acceptable?

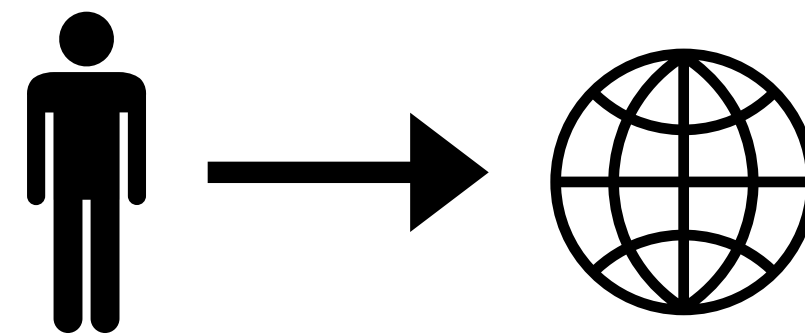
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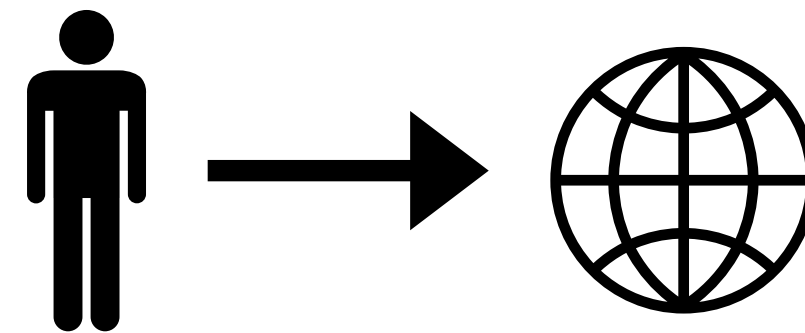
A friend uses AI to create
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dancing and **posts it**
publicly



A **stranger** uses AI to create a synthetic video of you dancing and posts it publicly

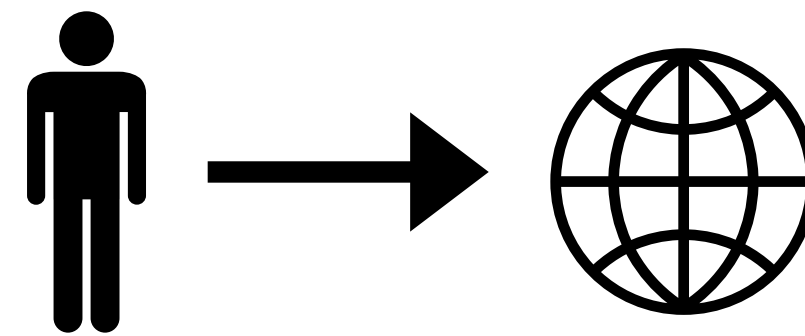


A stranger uses AI to create a synthetic video of you **performing a sexual act** and posts it publicly

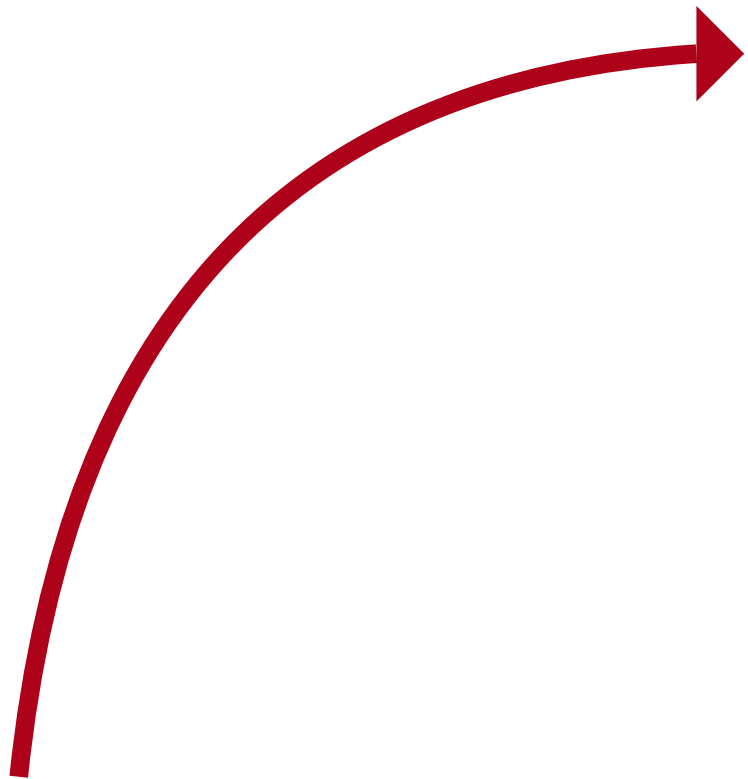
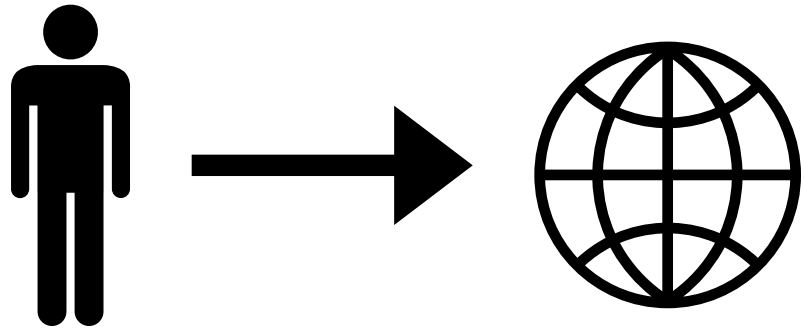


What about a *situation* shapes people's attitudes towards synthetic media?

A **stranger** uses AI to create a synthetic video of you **performing a sexual act** and **posts it publicly**



A stranger uses AI to create a synthetic video of **you** performing a sexual act and posts it publicly



What about a person shapes their attitudes towards synthetic media?

AI-generated non-consensual intimate imagery



AIG

-

NCII

Research questions

How do attitudes towards non-consensual synthetic imagery differ depending on:

RQ1 **what is depicted:** sexual vs. non-sexual acts?

RQ2 **who** is creating the media and for what **purpose**?

RQ3 attitudes towards **sexual** (a) **consent** and (b) **non-synthetic content**?

RQ4 **gender**?

Survey

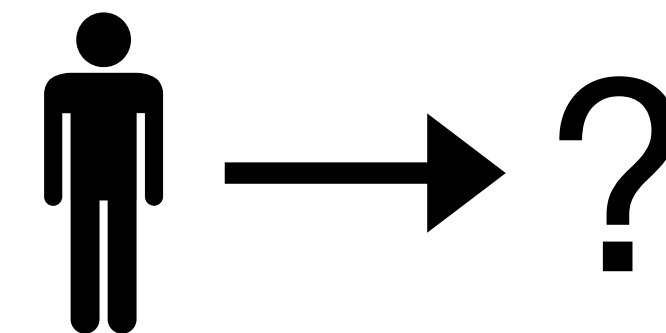
In December 2023 of 315 people in the US

Survey

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- Vignettes

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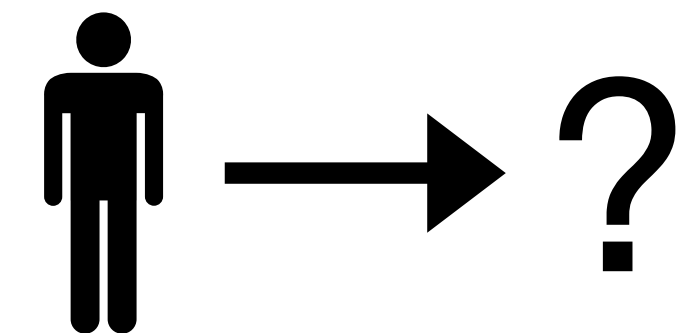


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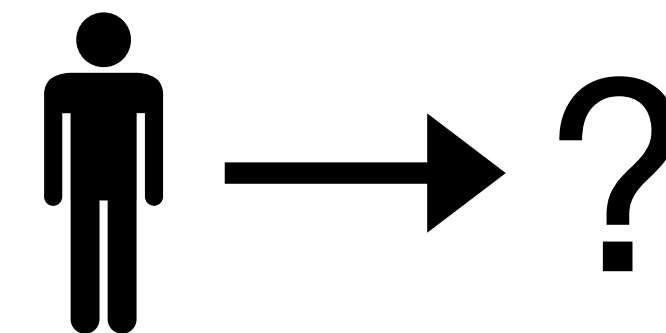


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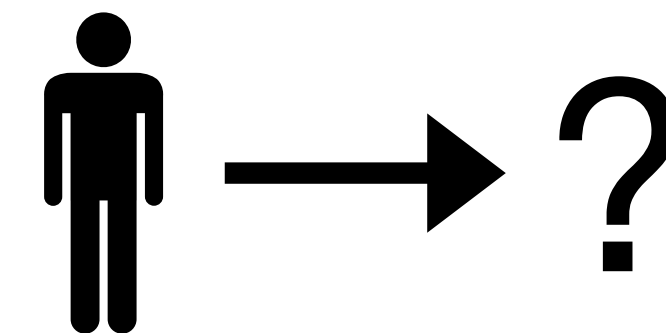


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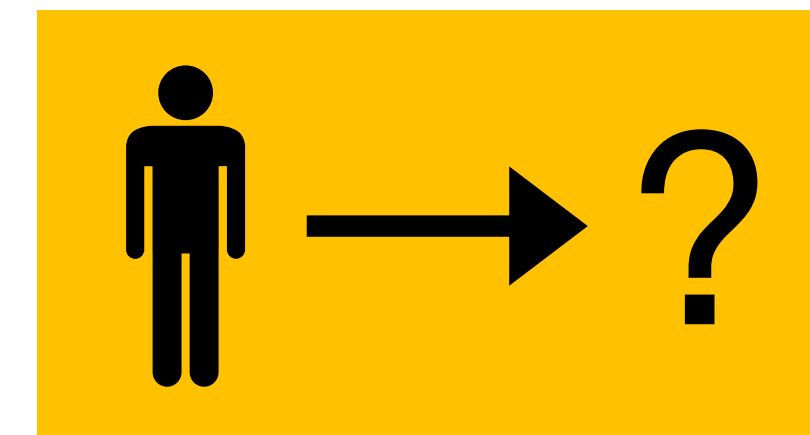


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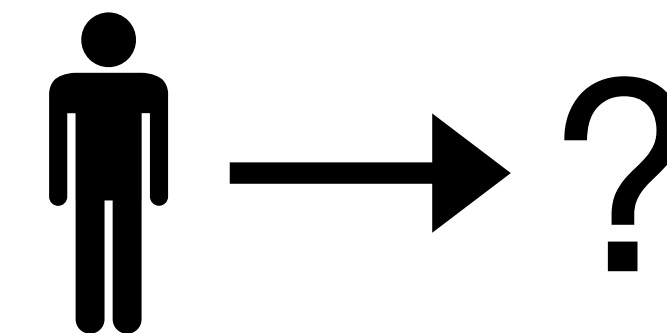


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- Vignettes
- Sexual Consent Scale - Revised

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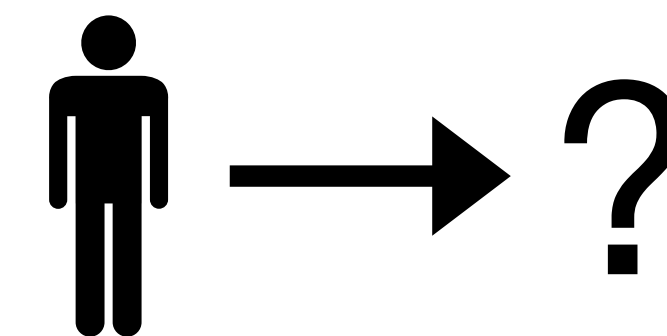


Survey

In December 2023 of 315 people in the US

- Vignettes
- Sexual Consent Scale - Revised
- Attitudes towards non-synthetic intimate imagery

A [creator] uses AI to create a synthetic video of you [action] for the purpose of [purpose]



Ethical considerations

- Survey *did not* involve any actual synthetic media
- IRB deemed study exempt
- Mitigated potential harm from hypothetical victimization scenarios
 - Consulted subject-area experts
 - Informed consent about what survey included
 - Provided the option to opt out of specific questions

Data analysis

Quantitative

Cumulative link
mixed regression models
for acceptability ratings

Qualitative

Coded rationales for
(un)acceptability

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Key findings

V11 - stranger/sexual act/harm

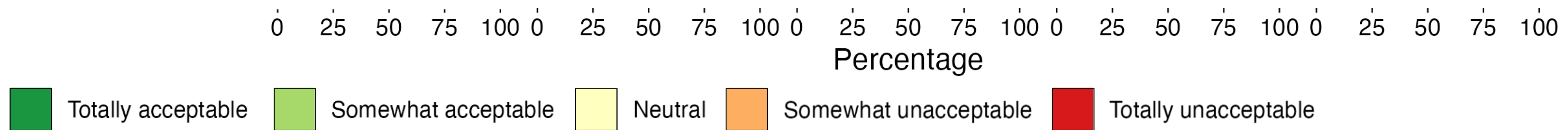
V2 - intimate partner/sexual act/harm

V12 - stranger/sexual act/sexual pleasure

V10 - stranger/sexual act/entertainment

V1 - intimate partner/sexual act/entertainment

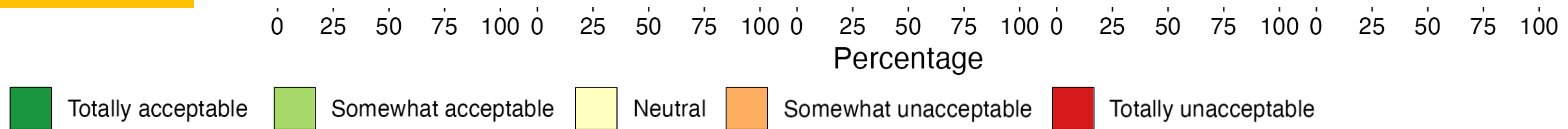
V3 - intimate partner/sexual act/sexual pleasure



Respondents' perceptions of acceptability across vignettes involving AIG-NCII; each vignette is defined by the creator / action / intent.

Key findings

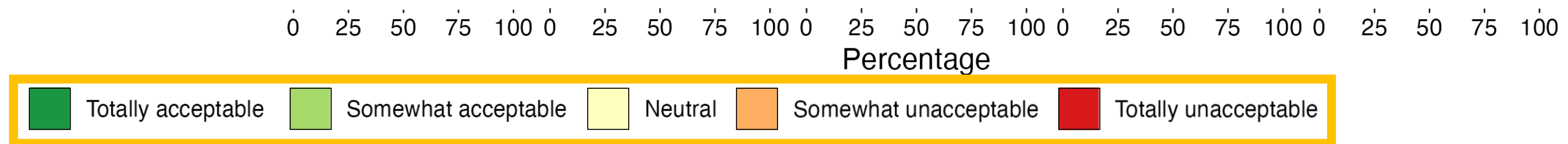
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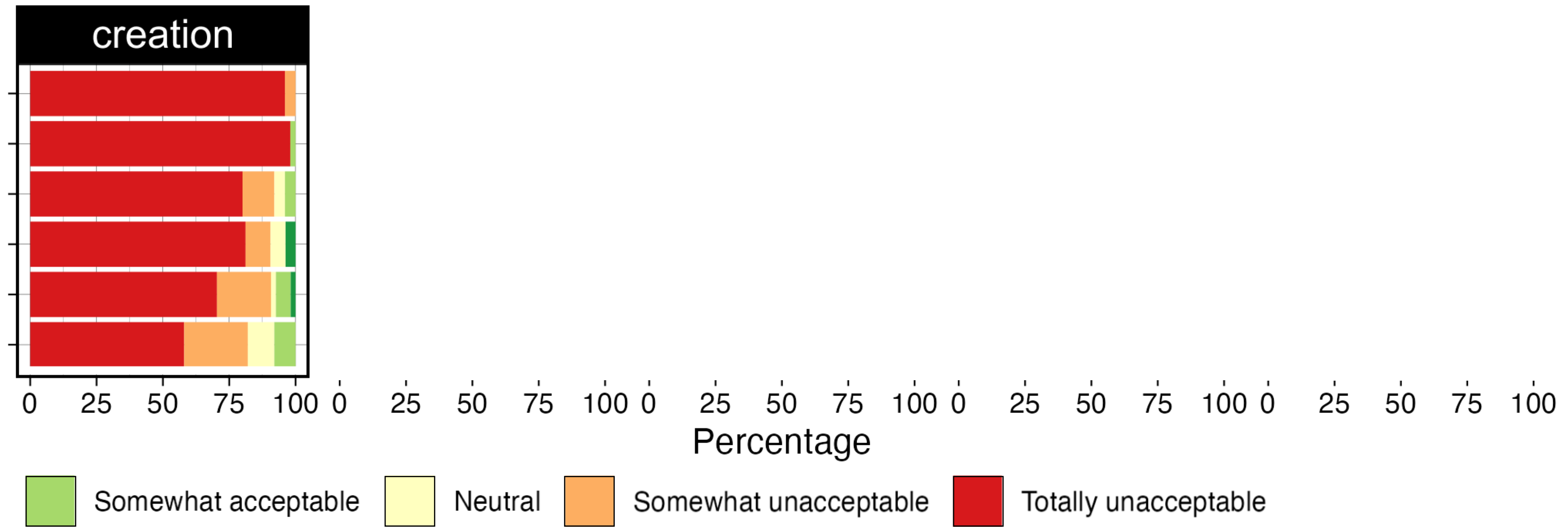
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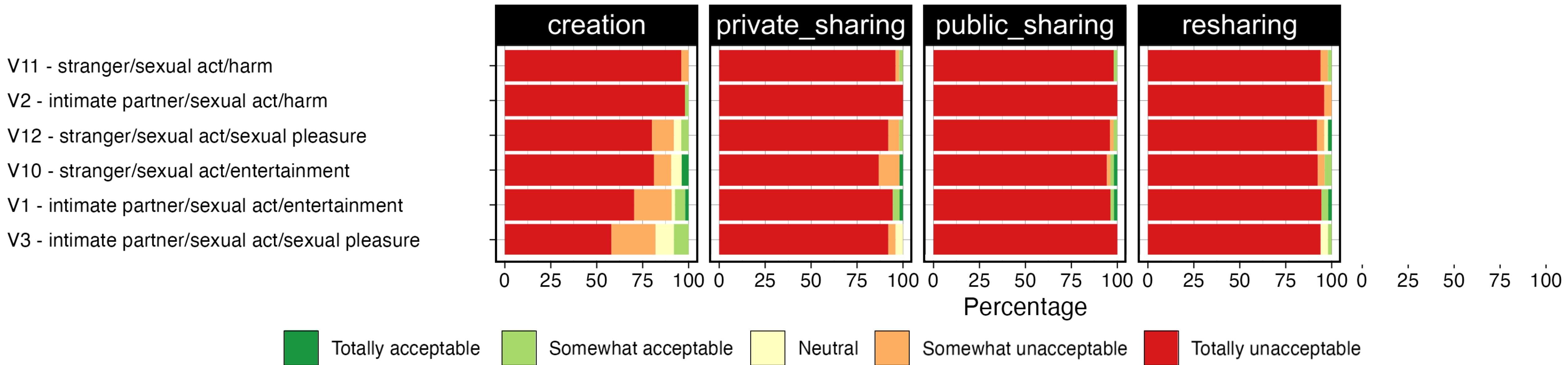
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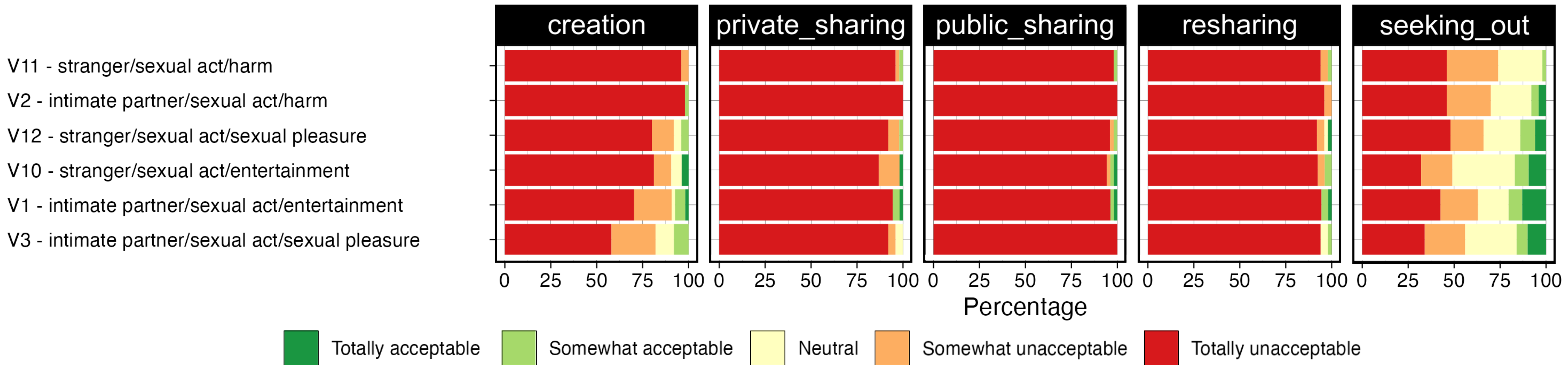
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Respondents' perceptions of acceptability across vignettes involving AIG-NCII; each vignette is defined by the creator / action / intent.

Key findings (cont.)

- **Non-sexual actions and intent to entertain** increased acceptability

$p < 0.005$

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- **Men** found creating and privately sharing synthetic imagery **more acceptable**

Creation: $p < 0.005$, **Private Sharing:** $p < 0.01$

Key findings (cont.)

- **Non-sexual actions** and **intent to entertain** increased acceptability
- **Men** found creating and privately sharing synthetic imagery **more acceptable**

“The content she generated **sounds cool** and indicates she’s **attracted to me**”

(P65, V6 - intimate partner/sport/sexual pleasure)

Key findings (cont.)

- **Non-sexual actions** and **intent to entertain** increased acceptability
- **Men** found creating and privately sharing synthetic imagery **more acceptable**
- Rationales for unacceptability were both **harm-** and **rights-** based

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“It’s **not harming me** or blackmailing me or anything. As long as it doesn’t get shared I think it’s ok”

(P163, V3 - intimate partner/sexual act/sexual pleasure)

Key findings (cont.)

- **Non-sexual actions** and **intent to entertain** increased acceptability
- **Men** found creating and privately sharing synthetic imagery **more acceptable**
- Rationales for unacceptability were both **harm- and rights- based**

“I feel it’s unacceptable to manipulate my image in such a way - **my body and how it looks belongs to me**”

(P195, V1 - intimate partner/sexual act/entertainment)

Distributed Responsibility

Ethical responsibility is spread across the network of online actors

Individual Deterrence

Technical and social interventions to break the sense of distributed responsibility

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Right to consent

“No content should be made in someone else’s likeness without their **consent.**”

(P19, V3 - intimate partner/sexual act/sexual pleasure)

More **positive attitudes** towards
establishing **sexual consent**
(SCS-R2)



Lower acceptability ratings
for creation and sharing*

**p < 0.005*

Connection between **online and offline consent norms**

Right to privacy

“This completely violates my sense of **privacy**”

(P10, V2 - intimate partner/sexual act/harm)

Future research

- Measuring **prevalence** of content online to better understand perpetration and victimization
- Mapping AIG-NCII creation **tools and sharing ecosystem**
- Monitoring **attitudes and acceptance** over time and across countries

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- Survey of 315 people measuring attitudes towards non-consensual synthetic media
- People found the seeking out of AIG-NCII more acceptable than the creation/sharing of it
- Rights to privacy and consent as well as potential harms were key factors in perceived (un)acceptability
- Future measuring and mitigating of AIG-NCII needed

Appendix

Vignette factors

Creator	Action	Intent	Media Status
Stranger Intimate partner	Performing a sexual act	To harm	Creation
	Saying something	To entertain	Public/private sharing
	Playing a sport	For sexual pleasure	Resharing Seeking out

CLMMs

[acceptability] ~ [creator] + [action] + [intent] + [SCS-R2] + [SCS-R4]
+ [non-synthetic acceptability] + [gender] + (1 | participant)

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