“This is the AI men actually use”: Meta ads pushed apps nudifying real teens

Meta took days to remove ads containing AI-generated child sexual abuse material (CSAM) on Facebook and Instagram. Some ads featured photos of real kids, including a press photo of a young member of a European royal family and images swiped from a popular Instagram profile of a preteen girl deemed an influencer.

In an investigation published Tuesday, the Tech Transparency Project (TTP) reported that Meta failed to detect 332 ads containing CSAM this year. The “vast majority” of ads promoted AI apps made in China, while many ads promoted so-called “nudify” apps that make it easy for bad actors to use AI and digitally alter images of children.

TTP matched “multiple CSAM ads to photos of real children that appeared online.” These ads seem to violate federal child pornography laws, since the Justice Department has clarified that AI CSAM is just as harmful as CSAM. The young royal’s image was “animated into a video of her performing a graphic sex act,” TTP found. Other ads animated a photo of a 14-year-old Instagram influencer “showing off her new sports club uniform” into “a video of her performing oral sex.” A third “preteen” victim “posing in a pink athletic outfit with pigtails” in a series of stock photos was morphed into a video where she looks frightened as she’s molested by an adult male, TTP reported.

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