# Mother with tech expertise teaches daughter to critically assess AI content on social media



A technology professional and mother with two decades of experience in the tech industry is teaching her college-age daughter how to critically assess artificial intelligence (AI) content encountered on social media platforms. Observing that her daughter frequently uses TikTok and YouTube, the mother is concerned about the increasing prevalence of AI-generated content and its potential to distort perceptions of reality.

Her central worry is not about traditional concerns such as screen time or online safety from strangers, but rather about distinguishing factual information from content created to engage viewers through clicks, subscriptions, or purchases. To address this, she has developed a set of guiding principles for her daughter to navigate the digital landscape more discerningly.

One of the key lessons involves fact-checking any questionable content encountered. She advises her daughter to seek verification from reputable news sources, particularly Google News, to confirm the legitimacy of online claims. She cautions against relying on unverified websites or certain YouTube channels for accurate information.

Understanding the role of content algorithms is another area of focus. The mother discusses how platforms like YouTube, TikTok, and Instagram personalise content based on a user's online behaviour, explaining that these platforms have commercial objectives. Her daughter is encouraged to recognise patterns in the types of content being recommended and to question why certain topics or viewpoints dominate her feed.

The mother also warns about "AI-fluencers"—influencers and content creators who may not operate solely for entertainment but are motivated by financial gain. These creators might utilise AI tools to enhance or manipulate content, potentially misrepresenting information or even being entirely artificial personas managed behind the scenes for advertising revenue.

To help her daughter identify AI-generated videos specifically, she points out several tell-tale signs such as irregular facial movements, unnatural blinking, asynchronous lip movements, awkward transitions, unusual hair or lighting effects, strange backgrounds, and absence of emotional expression. She gave an example of an AI-produced video featuring a doctor who lacked emotional inflection while discussing a serious medical case, signalling inauthenticity.

The mother further emphasises that AI is not inherently negative and can be a force for good, as evidenced by its applications in her professional environment. However, she acknowledges that the technology remains imperfect and stresses the need for diverse voices, including women and parents, in AI development to establish appropriate safeguards for families.

In sum, she is preparing her daughter not only to be sceptical of digital content but also to question everything she encounters online, an approach she believes is necessary in the evolving landscape shaped by AI technologies. This perspective and approach were shared in an exclusive report by Business Insider.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.statista.com/topics/12387/ai-generated-online-content-aigc/> - This URL supports the claim about AI-generated content being increasingly prevalent and accessible on various online platforms. It highlights how AI quickly brings ideas to life without requiring extensive expertise.
2. <https://www.statista.com/topics/12686/social-media-and-artificial-intelligence/> - This URL provides statistics on the use of generative AI for social media content, corroborating the concern about the rising influence of AI on digital content.
3. <https://misinforeview.hks.harvard.edu/article/the-spread-of-synthetic-media-on-x/> - This study supports the idea that AI-generated media, including videos and images, is becoming more common on social media platforms, which can lead to misinformation and distortion of reality.
4. <https://artsmart.ai/blog/ai-generated-content-statistics-2024/> - This article highlights consumer preferences and engagement with AI-generated content, underscoring the mother's concern about distinguishing real from artificially created information online.
5. <https://www.businesswire.com/news/home/20240715761320/en/Nearly-Half-of-All-Social-Media-Content-Created-by-Businesses-Will-Be-AI-Generated-by-2026> - This press release emphasizes the rapid increase in AI-generated content on social media for business purposes, supporting the mother's concerns about the prevalence and potential misuses of AI content.
6. <https://developers.google.com/news/overview> - This URL supports the advice given to verify information using reputable sources like Google News, highlighting the importance of reliable platforms in fact-checking efforts.
7. <https://news.google.com/rss/articles/CBMikgFBVV95cUxObzBXaXZwbTFuMWlXVlJLc2ZfaGVhckxjZDl6VDNiMExiQ0F4dnRGTGhjcVYwUi03Y1NZOFYtWlpFUFNLRTJYa2otRVptVmVWSzhyRWRzZi1NeGpYUnNZV1NGMzlJR2U4a0JIcVZxOHZUNW14U3lYNnpRWlFUZ2hQQ0ZfVzRnVFBzenVseFljQzN3UQ?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data