

Sora: What Parents Need to Know

New AI video app raises important safety questions for families

www.kidsnclicks.com

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Sora

What Is Sora?

AI Video Creation

Creates TikTok-style videos using artificial intelligence instead of filming

From OpenAI - the company behind ChatGPT

Cameo Feature

Users upload clips of themselves

AI inserts their likeness into generated scenes

This creates realistic deepfakes



Made with **GAMMA**



Understanding Deepfakes

What They Are

AI replaces faces, voices, movements to create fake but realistic videos

The Problem

Extremely difficult to distinguish from genuine content

The Blur

Makes it harder for children to tell what's real online



Who Can Access Sora?

📄 **No clear minimum age limit** published by OpenAI currently

- Currently it is invite only access
- Not suitable for children under 16
- Teenagers need supervision and guidance

Key Risks for Young People

Loss of Control

Once shared, content can be copied, edited, reused by anyone

Misuse by Others

Videos altered or reposted without consent

Bullying Potential

AI videos shared to tease, humiliate, or embarrass

Misinformation Spread

Difficulty distinguishing real from fake content



300 Million

children experience technology-facilitated exploitation annually

That's 10 children every second globally

Research from University of Edinburgh Childlight Institute study

How to Protect Your Child

01

Open Conversations

Discuss what deepfakes are and how to spot them

02

Explain Consent

Never use someone else's image without permission and never upload a deepfake of themselves to these platforms.

03

Set Digital Boundaries

Agree on what's acceptable to create and share

04

Promote Critical Thinking

Question and verify content before believing or sharing

05

Stay Informed

Keep learning about new AI tools as they emerge



Why This Matters Now

The Opportunity

AI can support creativity and innovation when used responsibly

The Risk

Careless use opens doors to harm, misinformation, and exploitation

Awareness, education, and open dialogue are more important than ever