



Experiences with AI-Generated Pornography: A Quantitative Content Analysis of Reddit Posts

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Abstract

With the rise of generative artificial intelligence (AI), a new form of pornography has emerged: AI-generated pornography (AI pornography, AI adult content, synthetic pornography). This phenomenon encompasses both entirely fictional content and deepfake pornography, which involves non-consensual depictions of celebrities and private individuals. While non-consensual deepfake pornography has sparked widespread concern, the broader range of experiences associated with AI pornography remains under-researched. This study aimed to address this gap by examining the spectrum of AI pornography experiences as shared on Reddit, adopting a communication process perspective. Specifically, it explored the following research questions (RQ): How do Reddit users address the production (RQ1), content (RQ2), use (RQ3), effects (RQ4), and ethical–legal implications (RQ5) of AI pornography in their posts? A total of 390 English-language public Reddit posts related to AI pornography were collected in August 2024 and analyzed using a manual quantitative content analysis guided by a reliability-tested codebook (mean Cohen’s kappa = 0.88). The analysis revealed that the production (RQ1: 59.5%) and content (RQ2: 60.8%) of AI pornography were the most frequently discussed topics, while use experiences (RQ3: 12.8%) were the least represented. Effects (RQ4: 37.2%) and ethical–legal implications (RQ5: 35.1%) were addressed in approximately one-third of posts. The AI pornography experiences addressed in Reddit posts ranged from outrage and concern regarding its actual and potential harms to curiosity, enjoyment, and economic benefits, underscoring the need for a nuanced response from policymakers, technology developers, educators, and mental health professionals.

Keywords Generative artificial intelligence · AI pornography · Synthetic pornography · Reddit · Quantitative content analysis

Introduction

The rise of generative artificial intelligence (AI) has enabled a new form of pornography: AI-generated pornography (also: AI-generated adult content; AI-generated NSFW [Not Safe for Work] content; AI pornography; synthetic pornography; Döring et al., 2025). AI pornography entails both purely fictional content without any attempt to represent existing individuals, including depictions of non-existing human beings (e.g., AI-generated “dream partners”) and fantasy creatures, as well as so-called deepfake pornography of celebrities and

private persons. This content may be text-, audio-, or image-based, or a combination of these (Jacobsen & Simpson, 2024; Karasavva & Noorbhai, 2021; Lapointe et al., 2025; Mania, 2024). A recent literature review examined scholarly publications from 2020 to 2024 on the intersection of artificial intelligence and human sexuality, including the field of AI pornography (Döring et al., 2025). Of the 36 publications reporting on 41 AI pornography studies, nearly all concentrated exclusively on non-consensual deepfake pornography, highlighting a gap in research on other forms of AI-generated sexual content.

Against this backdrop, the current study aims to empirically examine a broad spectrum of consensual and non-consensual experiences with AI pornography. To gather organic accounts of such experiences, we selected Reddit, the largest English language forum platform (Rocha-Silva et al., 2024)—which is increasingly used to share experiences related to both sexuality (Stang et al., 2025) and generative

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AI technology (Mentzer et al., 2024), including their intersections. Across numerous Reddit forums, we identified several hundred posts detailing AI pornography experiences and opinions of several hundred Reddit users. This article highlights key characteristics of these reported experiences.

Our analysis is guided by a generic communication process model originating in communication research (Lasswell, 1948; Sapienza et al., 2015) that traces the flow of media engagement from the media production process (1), to the characteristics of the produced media content (2), to the use of said media content (3), ultimately to the effects of the media content (4) and their ethical–legal implications (5). Our rationale for applying the communication process model (CPM) to AI pornography as a specific media content is two-fold. First, the CPM offers a flexible yet systematic framework that is well-suited for the initial exploration of emerging media phenomena, such as AI-generated pornography, particularly in areas where empirical research remains scarce. It allows us to organize Reddit users' experiences with AI pornography along this communicative trajectory. Second, we deliberately chose a generic model for this exploratory study to remain open to the broad range of topics spontaneously addressed in Redditors' reports of their personal experiences. We view this as a necessary first step toward developing a more comprehensive research agenda.

In future studies, this generic framework could be productively combined with domain-specific theoretical perspectives—for example, theories of deviance or sexual pleasure to explore motivations and production contexts; feminist and queer theory to interrogate issues of sexism, consent, and heteronormativity in content; audience and reception theories to examine usage patterns and user types; and media effects theories or legal–ethical frameworks to assess potential individual and societal consequences. However, given the exploratory nature of our study and the organically generated Reddit data, it was neither feasible nor methodologically appropriate to preselect and apply a wide range of specific theories. Instead, the CPM served as a pragmatic, theory-informed scaffolding for organizing publicly shared experiences with AI pornography.

AI-Generated Pornography

The rapid advancement of generative AI has opened up new possibilities for digital content creation, including the production of pornographic content (Kardos, 2025). Many publicly accessible AI models for generating text, audio, and images—such as ChatGPT (OpenAI, 2025a), Gemini (Google, 2025), DeepSeek (DeepSeek, 2025), DALL-E (OpenAI, 2025b), and Midjourney (Midjourney, 2025)—have implemented strict content moderation systems to prevent the creation of sexually explicit material. These safeguards are motivated by ethical considerations, legal obligations, and corporate

interests in creating positive public opinion about AI models and the companies creating them.

However, a separate market for so-called unmoderated or uncensored generative AI tools has emerged, offering user-friendly platforms for producing sexually explicit content through web and app interfaces. So-called unmoderated generative AI tools allow (or do not explicitly prohibit) the creation of AI pornography in various formats, including pornographic stories (e.g., Dreampress.ai, MySpicyVanilla.com), chatbots designed for sexually explicit text and audio interactions (e.g., Kindroid.ai), and pornographic images or videos (e.g., PornPen.ai, Pornderful.ai, Unstability.ai). AI platforms marketed as uncensored or unmoderated that allow the generation of AI pornography may still be subject to moderation rules (e.g., prohibiting child sexual exploitation material). Additionally, individuals with advanced technical skills and access to robust computational resources can operate local AI models, bypassing public interfaces and their content moderation.

AI pornography refers to pornographic material—i.e., content that depicts or describes nude bodies and sexual activities in detail with the intent to sexually arouse the audience—created or modified (fully or partially) through AI-driven generative processes (Lang & Yermal, 2024). This technology offers consumers extensive options for personalizing and customizing such content. Historically, consumers have long had two primary avenues for producing pornographic material: (1) creating new material, such as writing erotic fan fiction stories (Döring, 2021) or recording personal sex videos (i.e., self-pornography or amateur pornography; e.g., Byron et al., 2024) and (2) modifying existing material, such as altering pornographic photos through cropping or digital image editing. Generative AI, however, has significantly enhanced the ease, speed, and convenience of both creating and modifying pornographic content. AI pornography platforms now integrate multiple converging technologies—including image and video generation, artificial agent generation, content alteration, and interactive customization tools such as prompting and feature selection—allowing users to craft deeply personalized, multimodal, and immersive sexual experiences (Lapointe et al., 2025). This development enables unprecedented levels of customization, fundamentally reshaping the landscape of pornographic content production and personalization (Lang & Yermal, 2024).

Two types of AI pornography are differentiated based on whether the likeness of a real person is being depicted: (1) fictional content which depicts entirely nonexistent human figures or fantasy creatures and (2) deepfake content which uses the likeness of real individuals, including celebrities or private persons (Jacobsen & Simpson, 2024; Karasavva & Noorbhai, 2021; Mania, 2024). Deepfake pornography, often in the form of still images or video, can be easily created using specialized AI tools (e.g., so-called deepfake,

faceswap, or nudify websites and apps). These tools require only a few facial photos or video snippets to superimpose the selected person's likeness (typically their face and facial expressions, voice and speech style, body movements and gestures) onto pre-existing pornographic material. This is done through a type of machine learning called deep learning (hence deepfake), creating the appearance (hence deepfake) that the targeted individual participated in the depicted sexual act(s). Research on non-pornographic deepfakes indicates that the general public has difficulty distinguishing deepfakes from authentic footage (Köbis et al., 2021; Somoray & Miller, 2023).

Most deepfake pornography is created and disseminated without the consent of the affected individuals, falling under the category of non-consensual deepfake pornography (Ajder et al., 2019; Karasavva & Noorbhai, 2021). However, it is also possible to produce consensual deepfake pornography when two conditions are met: (1) the individuals being deepfaked have given informed consent, and (2) the pornography performers whose likenesses are being replaced have consented and authorized the use of their original material (Döring et al., 2025).

State of Research

Previous research on AI-generated pornography has predominantly focused on non-consensual deepfake pornography, as indicated by systematic (Döring et al., 2025) and nonsystematic (Deckker & Sumanasekara, 2025) literature reviews. Theoretical studies explore ethical issues stemming from non-consensual deepfake pornography (e.g., Öhman, 2020; Story & Jenkins, 2023) and examine existing and prospective legal frameworks to this new form of AI-enabled image-based sexual abuse (AI-IBSA) across various jurisdictions (e.g., Karasavva & Noorbhai, 2021; Mania, 2024; Witt et al., 2024). Comparative ethical–legal studies, for example, focus on the different sites of efficient regulation (e.g., individual creators and/or users of non-consensual deepfake pornography; AI platforms that enable its creation; social media platforms that enable its dissemination and publication; Zheng et al., 2025).

Empirical studies on deepfake pornography have investigated platforms and their users as well as deepfake victims. A content analysis of 36 websites for the generation of AI pornography found that most enable the generation of still images (80.6%), and many enable the generation of videos (41.7%) and AI agents (44.4%) through feature selection and/or prompting (Lapointe et al., 2025). Surveys have shown prevalence rates of deepfake pornography victimization (2%) and perpetration (2%) across different countries (Umbach et al., 2024). Other studies have examined the prevalence of the broader phenomenon of digitally altered image-based sexual abuse (which would include, but is not limited to,

deepfake pornography) victimization (14%) and perpetration (8%; Flynn et al., 2022). They have also investigated public opinion on deepfake pornography, finding that the majority of people in various countries condemn the practice, with attitudes influenced by factors such as gender and the celebrity status of victims (Fido et al., 2022; Kugler & Pace, 2021; Wang & Kim, 2022). Some empirical studies and literature reviews have explored the motives, attitudes, and digital practices of deepfake pornography creators—which include entertainment, sexual gratification, technical experimentation, expressions of misogyny, and a desire for online status or community approval (Gamage et al., 2022; Han et al., 2024; Popova, 2020; Timmerman et al., 2023; Winter & Salter, 2020) as well as the deleterious effects that deepfake pornography can have on victims, such as reputational damage, job loss, and emotional distress (Flynn et al., 2022; Laffier & Rehman, 2023; Maddocks, 2020). Some media commentators (e.g., Saner, 2024) and researchers (Henry & Beard, 2024; Jacobsen & Simpson, 2024) have emphasized the importance of contextualizing the harms of deepfake pornography on women under the broader framework of image-based sexual abuse (IBSA; e.g., so-called revenge pornography) which is now evolving into AI-IBSA. These voices argue for understanding non-consensual deepfake pornography through the lens of misogyny and sexual violence, instead of treating it as a purely technological problem.

A distinct sub-field of AI research focuses on the implications of AI tools in the context of child sexual exploitation material (CSEM), often referred to as “child pornography.” AI tools are employed both for the creation of such material—including fictional and deepfake CSEM—and for its detection and elimination as well as for the prosecution of those responsible (Steel, 2024; Wolbers et al., 2025). In 2023, the National Center for Missing and Exploited Children (NCMEC) in the USA received over 4,700 reports involving AI-generated CSEM (NCMEC, 2024). Their report highlights the types of prompts entered into generative AI models to create AI-CSEM. Additionally, a recent analysis found that LAION-5B—the largest publicly available dataset used to train major AI image generators like Stable Diffusion—contains a substantial number of images suspected to be CSEM (Thiel, 2023).

Beyond non-consensual deepfakery and other unethical uses of AI pornography, some empirical studies have explored consumer preferences and perceptions of erotic AI images versus authentic erotic photographs—finding an anti-AI bias reflected in a preference for authentic erotic imagery (Marini et al., 2024). A survey on attitudes toward fictional synthetic pornography among people with diverse sexual orientations showed more optimistic views among queer individuals who believe that AI pornography could provide more visual diversity in pornography (Kim & Banks, 2024). However, research on fictional synthetic pornography and

on ethical uses of AI pornography remains limited (Döring et al., 2025).

Current Study

Against this backdrop, the current study aims to explore a broad spectrum of experiences with and opinions about AI pornography. Rather than employing reactive research methods such as interviews or surveys, in which researchers actively elicit participants' answers, this study uses a non-reactive approach by analyzing experiences with AI pornography as shared organically in public Reddit posts.

Reddit, launched in 2005, was selected for this study due to its status as the largest English language forum platform, hosting 3.5 million forums (called *subreddits*) and 430 million active users (called *Redditors*), its diverse user base and tradition of open dialog on sensitive topics, including sexuality and pornography (Rocha-Silva et al., 2024). Consequently, researchers have frequently used Reddit to investigate a wide range of sexuality-related experiences, including low libido (Belcher et al., 2023), sex work (Makbul, 2024), erotic role-play with AI chatbots (Hanson & Bolthouse, 2024), problematic pornography use (Chasioti & Binnie, 2021), and deepfakes including pornographic ones (Gamage et al., 2022).

Reddit has a significant historical connection to the topic of AI pornography (for an overview see Miller et al., 2025): In 2017 and 2018, notorious yet unknown Redditors named “deepfakes” and “deepfaceapp” published the first deepfake pornography content and the first deepfake tool on the platform, respectively. During this time, the subreddit *r/deepfakes* also emerged, but was later banned by Reddit in 2018 for ethical and legal reasons (Reddit, n.d.). This ban prompted the deepfake community to migrate to other forum platforms (e.g., GitHub) and establish dedicated websites such as MrDeepfakes.com (Han et al., 2024; Timmerman et al., 2023). Despite the ban of *r/deepfakes*, both unethical and ethical activities related to AI pornography have continued to be prominent topics of discussion on Reddit.

Experiences with AI pornography are complex and multifaceted, encompassing technological, economic, criminological, psychological, sociological, educational, and sexological aspects (Döring et al., 2025). In this study, we adopted a communication process model that traces the flow of media engagement—from the production process (1), to the characteristics of the produced content (2), to its use (3), ultimately to its effects (4), and ethical–legal implications (5) (Lasswell, 1948; Sapienza et al., 2015). This model provides a framework for structuring experiences and engagement with AI pornography as a specific type of media content across the five model dimensions, leading to five research questions (RQ): How do Redditors describe their experiences related to the production (RQ1), content (RQ2), use (RQ3),

effects (RQ4), and ethical–legal implications (RQ5) of AI pornography?

Method

The current study utilized a manual quantitative content analysis (Krippendorff, 2018; Neudendorf, 2016) to examine Reddit posts describing experiences with AI pornography.

Research Ethics

Within the expanding field of Reddit research, which primarily relies on manual or automated analyses of Reddit content, two distinct approaches to research ethics have emerged. These can be understood as the public domain approach versus the user-centered approach (Hintz & Betts, 2022; Proferes et al., 2021; Rocha-Silva et al., 2024).

The public domain approach explicitly or implicitly argues that Reddit content can be treated as public domain material, freely useable by researchers without the need for review or approval by ethics bodies. The rationale behind this approach is twofold: (1) Redditors have actively published their content on the platform, which is interpreted as implicit consent for public assessment, including scientific analysis and (2) Redditors commonly employ pseudonymous usernames which is seen as a safeguard against personal accountability and potential harm from scientific analysis. A research review found that, among the $k = 727$ Reddit studies published between 2010 and 2020, the vast majority (86.1%) did not report any ethics body approval; furthermore, over a quarter (28.5%) included direct quotes from Reddit material, and 9.4% even mentioned actual Reddit usernames without having obtained user consent (Proferes et al., 2021, p. 8).

The user-centered approach critiques the public domain position, cautioning that Reddit research can draw unwanted attention to certain Reddit content and its creators, potentially leading to negative consequences such as harassment, public shaming, de-anonymization, and even legal prosecution. To mitigate these risks, the user-centered approach advocates for additional protective measures, particularly when analyzing sensitive Reddit content. According to this approach, researchers should avoid mentioning Reddit usernames or including verbatim quotes (that could be easily searched). Instead, only paraphrased or modified quotes should be used, ensuring that the original Reddit content and related users cannot be traced (at least not as easily). The approach argues that explicit, informed consent from Redditors in question should be obtained before using Reddit usernames or verbatim quotes in research. The review of the $k = 727$ previous Reddit studies showed that this user-centered approach is primarily implemented by avoiding direct quotes from Reddit

material (69.1%); rarely did researchers use paraphrased/modified quotes (2.5%; Proferes et al., 2021, p. 9).

In the current study, we adhere to a user-centered ethical approach: We obtained approval from the Ethical Committee of Technische Universität Ilmenau. To protect Redditors' privacy, we do not mention Reddit usernames or provide verbatim quotes from Reddit posts. Instead, we report only modified quotes that preserve the original meaning and sentiment while preventing traceability. Quotes were adjusted solely for reporting purposes; data analysis was conducted using the original text material. The original quotes were modified with the help of ChatGPT-4 (prompt "rephrase: [quote]") and subsequently edited by the first author, who also verified non-traceability. To further protect Redditors' privacy, we sampled Reddit posts from a wide range of subreddits, mitigating the ethical concerns about exposing specific subreddits or their members (Proferes et al., 2021, p. 11).

To further protect user privacy, we have not publicly shared our data file containing links to the analyzed Reddit posts. Access to the data is granted only upon reasonable request from fellow researchers and under strict conditions of confidentiality. While the need to protect Redditors prevents us from adopting an open data and open analysis approach for this study, we adhere to an open materials approach and have publicly shared our codebook below.

In the evolving field of Reddit research and ethics, the importance of giving back to the community is emphasized (Proferes et al., 2021, p. 11). Researchers extracting data from Reddit forums are encouraged to share their findings with the respective communities, where feasible. However, as we extracted posts from over 150 different subreddits, sharing results with all these forums would constitute spamming. Instead, we have published this article open-access, explicitly mentioning Reddit in the paper title to ensure that Redditors interested in Reddit-related research can easily access our findings.

Sample

Our aim was to sample all publicly accessible Reddit posts describing experiences with AI-generated pornography as of August 2024. Typically, a Reddit post (also *initial post*) introduces a topic and invites other Redditors to comment. The initial post, along with its *comments*, forms a *Reddit thread* that examines the topic from various perspectives. We focused exclusively on initial Reddit posts to prioritize users' primary, self-initiated perspectives without the influence of ongoing dialog or group dynamics. Initial posts often reflect a user's core message or concern and offer a consistent unit of analysis across threads. However, we acknowledge that Reddit's interactive nature means comments within threads may offer important dialogic dynamics—especially in understanding community responses and evolving discourse. These aspects were beyond the scope of the current study, though.

We manually extracted relevant posts from Reddit using the platform's search function. To identify these posts, we applied 13 different pretested search terms and three filters, along with three inclusion and five exclusion criteria. Details on the sampling process are provided in Table 1.

The final sample consisted of $N = 390$ public Reddit posts describing experiences with and opinions about AI-generated pornography (see Table 2). These posts were published between 2016 and 2024 across 169 different subreddits, dedicated to various topics such as technology, pornography, sexuality, dating, fandom, life advice, legal advice, and gender relations. Subreddit names are not specified here to ensure data protection, as explained earlier. The sampled posts received an average of $M = 85.1$ comments and originated from several hundred different Reddit user accounts. Only very infrequently were posts authored by the same user accounts. However, exact numbers are not available, as Reddit usernames were not recorded to maintain data protection standards, as noted above.

Table 1 Sampling procedure: Reddit posts on AI-generated pornography

Dimensions of Sampling	Parameters
Search terms	13 search terms (developed deductively from the literature and inductively from Reddit posts): "AI-generated porn," "AI Porn," "AI NSFW," "AI Nudes," "AI Pornography," "AI Undress," "AI-created pornography," "Deepfakes Nudes," "Deepfake Porn," "Deepfake Pornography," "Face-swap Porn," "Fake Porn," and "Synthetic Porn"
Filters	3 filters: "Relevance," "All time," and "Safe Search Off"
Inclusion criteria	(1) Posts describing the production, content, use, effects, and ethical-legal implications of AI-generated pornography (2) Posts with textual content (3) Posts in English language
Exclusion criteria	(1) Posts not relevant to the topic (e.g., survey invitations) (2) Posts without textual content (e.g., posts containing only links, photos, videos) (3) Posts in Non-English languages (4) Duplicate posts (5) Deleted posts

The sampling was conducted between 19 and 25 August 2024

Table 2 Sample description: 390 Reddit posts on AI-generated pornography

Sample characteristics	Values
Sample size	390 Reddit posts describing experiences with and opinions about AI pornography
Publication years	2016–2024
Number of subreddits	169 subreddits
Number of comments	$N = 33,182$ comments $M = 85.1$ (SD = 145.5) per individual Reddit post

The study's sampling and the coding of formal categories were conducted between 19 and 25 August 2024

Codebook

To address the five research questions, we deductively and inductively developed a standardized codebook (Krippendorff, 2018; Neuendorf, 2016). The main structure of the codebook was deduced from the communication process model and its five dimensions explained in the introduction (Lasswell, 1948; Sapienza et al., 2015): Production refers to individuals' involvement in creating or modifying AI-generated pornographic content, including, for example, the tools used (1); Content addresses the characteristics of the AI-generated material, such as the subjects depicted (2); Use focuses on how individuals consume AI pornography (3); Effects capture reported consequences of AI pornography engagement (4); and Ethical–legal implications encompass moral and legal aspects of AI pornography engagement (5). For the subdimensions, we first drew on the literature to create deductive subcategories (e.g., Han et al., 2024; Timmerman et al., 2023). We then inspected the Reddit posts to identify relevant additional subdimensions not yet mentioned in previous literature but apparent in the material; these led to the addition of inductive subdimensions. The whole process resulted in a codebook with 24 categories encompassing the five dimensions of AI pornography experiences and their related subdimensions, as displayed in Table 3. Key subdimensions of the production dimension concern the Redditor's own involvement in production: We differentiate between posts by Redditors who are themselves producers of AI pornography, who are observers of AI pornography production by third parties, and who are not only observers but also victims of non-consensual deepfake pornography production by third parties, because each of these roles offers a distinct perspective for understanding experiences related to AI pornography.

Apart from the 24 categories linked to the research questions, the codebook also included six formal categories for sample description and data management: (1) hyperlink of Reddit post, (2) title of post, (3) text of post, (4) publication date of post, (5) subreddit, and (6) number of comments.

The codebook underwent a face validity check by two experts from the field (communication researchers), resulting in minor adjustments. The reliability of the codebook

was assessed using two trained coders (the second author and a graduate student, who provided informed consent to participate in the coding). They independently coded 60 posts randomly selected from the sample. The reliability test results indicated that all categories in the codebook exhibited substantial to almost perfect reliability (Landis & Koch, 1977, p. 165). Cohen's kappa coefficients ranged from 0.63 to 1.00, with a mean reliability coefficient of 0.88 (see Table 3).

Data Collection and Analysis

For data collection, the sampled Reddit posts were coded by a trained coder (the second author) using the standardized and pretested codebook. Data analysis was conducted in R and focused on descriptive statistics (absolute and relative frequencies).

Results

Results are presented separately for each of the five research questions.

Production of AI Pornography

When Redditors shared experiences with AI-generated pornography in their initial posts, the dimension of production (RQ1) was among the two most prevalent of the five dimensions (59.5%, see Table 4). Within the dimension of production, producer, observer, and victim perspectives were present. However, we did not find any posts by professional pornography performers who were victimized through the production of non-consensual deepfake pornography using their content. Redditors addressed the production of specific AI-generated pornographic material (28.5%) and of AI pornography in general (15.9%) and focused on different AI tools (23.8%). The design of AI prompts (2.3%) for the generation of pornographic material was an infrequently discussed topic.

A typical example of a production-related Reddit post from the producer perspective reads:

Table 3 Codebook: Experiences with AI-generated pornography described in Reddit posts

Categories	Explanations and codes	Example quotes from Reddit posts ^a	Reliability ^b
(1) Production of AI pornography	Production of AI pornography mentioned in Reddit post: 1 = yes, 2 = no. Note: This umbrella category covers all production-related subdimensions	If you want me to produce customized AI pornography for you, just let me know	0.88
– General production	Production of AI pornography in general is mentioned in Reddit post: 1 = yes, 2 = no	I'm wondering how to get started with making my own AI porn	0.86
– Specific production	Production of specific AI pornographic material/content is mentioned in Reddit post: 1 = yes, 2 = no	My husband made a deepfake nude of his ex-crush and keeps it on his laptop	0.93
– AI tools	AI tools for AI pornography production are mentioned in Reddit post: 1 = yes, 2 = no	Which cost-free AI tools and apps to create NSFW material can you recommend from your own experience?	0.87
– AI prompts	AI prompts for AI pornography are mentioned in Reddit post: 1 = yes, 2 = no	When creating AI porn, I usually structure my prompts as follows: (1) image style, (2) image subject, (3) details about the subject, (4) image background	.86
– Producer perspective	Perspective of AI pornography producer present in Reddit post: 1 = yes, 2 = no	Yesterday, I tried to generate nude images with an AI website, but I ran into several problems	.97
– Observer perspective	Perspective of AI pornography observer present in Reddit post: 1 = yes, 2 = no Note: The observer has not produced the material (= producer) and is not superimposed in non-consensual deepfake pornography (= victim), but has observed a case of AI pornography production	I searched his computer and found out that my husband has been creating porn images of his female work colleagues	1.00
– Victim perspective	Perspective of non-consensual deepfake pornography victim is present in Reddit post: 1 = yes, 2 = no Note: The victim is superimposed in deepfake pornography without their consent	My boyfriend has used my Instagram photos and put my face on nudes of very curvy women	0.92
(2) Content of AI pornography	Content of AI pornography mentioned in Reddit post: 1 = yes, 2 = no. Note: This umbrella category covers all content-related subdimensions	What's not to like about synthetic porn? You get the face you want, the body type you want, and every kink and fetish you want	0.83
– Subject	Subject of AI pornography mentioned in Reddit post: 1 = yes, 2 = no	The vast majority of AI nudes circulating online depict women and girls	0.88
– Body and/or face	Body and/or face of subject(s) of AI pornography mentioned in Reddit post: 1 = yes, 2 = no	I just discovered that my boyfriend has hundreds of AI nudes of men on his phone that all have a completely different body type than I have	0.82
– Pose and/or sexual act	Pose and/or sexual act of subject(s) of AI pornography mentioned in Reddit post: 1 = yes, 2 = no	I used vacation pictures of my sister-in-law to create deepfakes. I like seeing her giving blowjobs	0.91
– Background and/or scene	Background and/or scene of AI pornography mentioned in Reddit post: 1 = yes, 2 = no	Some backgrounds are easy to create with AI tools (e.g., nude woman by the pool), others not (e.g., nude woman in a shopping mall)	0.70
– Deepfake content	Deepfake AI pornography content mentioned in Reddit post: 1 = yes, 2 = no	My boyfriend used Instagram photos of his ex to create AI nudes of her	0.97
(3) Use of AI pornography	Use of AI pornography mentioned in Reddit post: 1 = yes, 2 = no. Note: This umbrella category covers all use-related subdimensions	Watching deepfake pornography is not a new phenomenon. People have long been able to manipulate digital images through tools like Photoshop and use the results for masturbation	1.00
– Others' Use	Others' use of AI pornography mentioned: 1 = yes, 2 = no	I found out that my husband regularly consumes AI pornography	1.00

Table 3 (continued)

Categories	Explanations and codes	Example quotes from Reddit posts ^a	Reliability ^b
– Own use	Own use of AI pornography mentioned: 1 = yes, 2 = no	In comparison to traditional porn images or videos, I now much prefer erotic AI chatbots. Using them is so easy and engaging, almost like gaming	0.92
(4) Effects of AI pornography	Effects of AI pornography mentioned in Reddit post: 1 = yes, 2 = no. Note: This umbrella category covers all effects-related subdimensions	Deepfake porn harms so many women and it seems that men are completely indifferent	0.90
– Intrapersonal effects	Individual effects of AI pornography are mentioned in Reddit post: 1 = yes, 2 = no	I have produced a lot of deepfake porn of my female friends. But now I feel very bad and ashamed as a result	0.93
– Interpersonal effects	Interpersonal effects of AI pornography are mentioned in Reddit post: 1 = yes, 2 = no	I left my husband the day I found out that he had created deepfake porn of my mother	0.95
– Societal effects	Societal effects of AI pornography are mentioned in Reddit post: 1 = yes, 2 = no	I'm very concerned about how synthetic porn will change society and sexual norms	0.63
(5) Ethical–Legal Implications of AI pornography	Ethics of AI pornography mentioned in Reddit post: 1 = yes, 2 = no. Note: This umbrella category covers all ethics-related subdimensions	Is there an ethical difference between pornographic deepfake pictures of celebrities and pornographic fanfiction stories of celebrities?	0.86
– Moral attitudes	Moral attitudes towards AI pornography are mentioned in Reddit post: 1 = yes, 2 = no	Is masturbating to deepfake porn of Twitch streamers morally unacceptable? I don't feel guilty about it	0.78
– Legal regulations	Legal regulations of AI pornography are mentioned in Reddit post: 1 = yes, 2 = no	Is it legal to create deepfake pornography as long as I do not publish the images?	0.71

Deductively and inductively developed and reliability-tested standardized codebook. ^a Quotes from Reddit posts are modified for ethical reasons (see Research Ethics section). ^b Cohen's Kappa coefficients. Mean Kappa coefficient of all 24 categories Kappa = .88

Table 4 Results: Experiences with AI-generated pornography described in Reddit posts

Categories	n	%
(1) Production of AI pornography	232	59.5
– General production	62	15.9
– Specific production	111	28.5
– AI tools	93	23.8
– AI prompts	9	2.3
– Producer perspective	115	29.5
– Observer perspective	62	15.9
– Victim perspective	28	7.4
(2) Content of AI pornography	237	60.8
– Subject	195	50.0
– Body and/or face	48	12.3
– Pose and/or sexual act	12	3.1
– Background and/or scene	13	3.3
– Deepfake content	154	39.5
(3) Use of AI pornography	50	12.8
– Others' use	36	9.2
– Own use	14	3.6
(4) Effects of AI pornography	145	37.2
– Intrapersonal effects	97	24.9
– Interpersonal effects	36	9.2
– Societal effects	46	11.8
(5) Ethical–Legal Implications of AI pornography	137	35.1
– Moral attitudes	79	20.3
– Legal regulations	67	17.2

N = 390 Reddit posts were content analyzed. Since a single Reddit post can address multiple dimensions and subdimensions simultaneously, all categories were coded as binary variables. Consequently, the percentages for dimensions and subdimensions do not sum up to 100% in either case. Categories are displayed in the same order as in the codebook

I've been playing around with several AI tools trying to get photorealistic gay nudes. But the results are mostly disappointing. Can you guys point me to websites or apps that produce good results?

Several producers also mentioned that they create and sell AI pornography as commissioned work, most likely with the goal of advertising their services to get more customers.

When AI pornography production activities were addressed by observers or victims (mostly women), the Reddit posts typically mentioned deepfake pornography produced by men in their social circle (e.g., their partners, friends, family members). A typical example of a production-related post from the observer perspective reads:

I'm a 28-year-old woman, and I've been with my fiancé for three years. I recently discovered that he's been creating sexually explicit AI images of several women we

know, including his sister, my sister, our neighbor, and his ex-girlfriend. When I checked his computer's search history, I found several AI tools.

Content of AI Pornography

The content dimension (RQ2) was also among the two most prevalent dimension observed in initial posts about AI-generated pornography (60.8%, see Table 4).

Within the dimensions of content, AI pornography producers, observers, and victims addressed the subjects (typically humans) of AI pornography (50.0%), characterizing them by social role and gender such as fictional media figures (e.g., anime characters), celebrities (e.g., musicians, Twitch streamers), or private persons (e.g., ex-girlfriend, mother-in-law, work colleague). Other aspects of AI pornography content mentioned in Reddit posts included body and/or face characteristics (12.3%), poses and/or sexual acts (3.1%), and background and/or scene attributes (3.3%). The content of AI pornography described in the Reddit posts often involved real (instead of fictional) humans, hence falling in the category of deepfake pornography (39.5% of posts).

When observers or victims addressed AI pornography production activities of individuals in their social circles, they often also shared details about the content of the AI-generated images. For example, a female Redditor described the subjects of deepfake pornography produced by her boyfriend:

My boyfriend used an AI tool to generate nude images of his female friends and coworkers for his sexual gratification.

Sometimes victims of non-consensual deepfake pornography described details of the AI content such as body type:

My boyfriend has used my Instagram photos and put my face on nudes of very curvy women.

Similarly, when AI pornography creators shared their production experiences and related questions, they detailed the content of the AI-generated images they had created or intended to produce, as illustrated by the following quote:

I used vacation pictures of my sister-in-law to create deepfakes. I like seeing her giving blowjobs.

Use of AI Pornography

When Redditors addressed AI pornography, the use dimension (RQ3) was the least frequently addressed dimension (12.8%, see Table 4). Redditors' posts dealt more often with use by third parties or in society at large (9.2%) versus their personal usage experiences (3.6%). Redditors, who addressed their own use, often described the fascination and fun of AI

pornography. An example quote from a female Redditor on her use of auditory AI-generated pornographic content reads:

In comparison to traditional porn images or videos, I now much prefer erotic AI chatbots. Using them is so easy and engaging, almost like gaming. I have trained my chatbot to be my perfect lover, complete with a deep voice and naughty ideas. I dirty talk with my chatbot almost daily and have so much fun.

Some Redditors reported challenging aspects of their use of AI pornography, including experiences of excessive use, as detailed in the following example quote:

When I used porn videos, I often spent half an hour to find my ideal video, with exactly the girl, scenario and sexual acts I was interested in. Now, with AI porn, I can get to my preferred images within seconds. Same with AI chatbots. I find myself constantly turning to AI porn. Believe me, it is highly addictive and dangerous.

Apart from warnings against excessive AI pornography use, Redditors also expressed concern, outrage and disgust toward people (mostly men) who use AI pornography, be it non-consensual deepfake pornography or highly exaggerated fictional synthetic pornography:

AI porn is going to flood the internet with even more over-the-top images of perfect, doll-like women with completely exaggerated proportions, always ready to perform any sexual act, no matter how painful. It will be nearly impossible to find a man who hasn't consumed thousands of these images.

Effects of AI Pornography

In posts about AI pornography on Reddit, discussion around effects (RQ4) appeared in more than one-third of posts (37.2%; see Table 4). These effects were described and addressed by Redditors on different levels, including intrapersonal (24.9%), interpersonal (9.2%), and societal (11.8%).

Intrapersonal effects included both positive (e.g., pleasure, fun, extra income) and negative (e.g., guilt, shame, stress, perceived addiction) consequences associated with the production and use of AI pornography. Negative intrapersonal effects were reported in Reddit posts by both producers and users:

I have produced a lot of deepfake porn of my female friends. But now I feel very bad and ashamed as a result.

But predominantly, they were addressed by observers and victims of AI pornography, as illustrated by the following quote:

A guy I met online created AI nudes of me and sent them to me. I feel so violated and helpless.

Interpersonal effects addressed in posts primarily concerned social conflicts within partner relationships. Women in heterosexual relationships or marriages who discovered their male partners' production of AI pornography often viewed it as a betrayal, leading them to question the future of the relationship, as illustrated in the following quote:

I left my husband the day I found out that he had created deepfake porn of my mother.

Some Redditors commented on societal effects, including higher rates of AI pornography addiction among young people and increased victimization and violence against women due to their extreme and often non-consensual sexualization in AI pornography.

Ethical–Legal Implications of AI Pornography

When Redditors addressed AI pornography, more than one-third (35.1%) of their initial posts focused on ethical–legal implications (RQ5; see Table 4), including the sharing of moral attitudes (20.3%) and discussions on legal regulations (17.2%).

Reddit posts commenting on the morality of AI pornography revealed divided opinions. Some argued that producing deepfake pornography is inherently immoral as it violates a third party's privacy. Others contended that it is permissible, likening it to private sexual fantasies, provided it remains reserved for personal use and is neither published nor privately shared. Additionally, some Redditors believed that celebrities should expect and tolerate both sexual and non-sexual AI deepfakes of themselves. Another moral issue raised was the creation of fictional AI pornography. While some highlighted concerns about objectification and sexualization, others viewed synthetic pornography as a positive development, particularly if it could replace the exploitation of human performers in the pornography industry.

Redditors also brought up the question whether and how the production of AI pornography, particularly deepfake pornography, was and should be regulated. Some posts emphasized the importance of better protecting victims:

Sharing stories and raising awareness are key to empowering victims of deepfake porn and pushing for it to be recognized as harassment deserving legal action.

Others argued that any criminalization should extend to all types of deepfakes, not just sexual ones. Redditors also expressed uncertainty regarding the legality of AI pornography production:

My girlfriend and I (both 18+) created AI porn featuring ourselves using a Nudify app. Could this have legal consequences? How does the law differentiate between consensual and non-consensual AI porn?

Discussion

The discussion interprets the main results for all five research questions by relating key findings to existing literature and highlighting unexpected or novel aspects. Furthermore, the study's strengths and limitations are explained, and as a conclusion, an outlook for future research is offered.

Interpretation

This study analyzed $N=390$ Reddit posts on AI pornography based on a communication process model and found that *production* (RQ1: 59.5%) was one of the two most frequently addressed topics, with posts focusing primarily on the creation of specific content and various AI production tools. However, technological details, such as prompt design, played only a marginal role. The Reddit ban of the subreddit r/deepfakes in 2018 appears to have led to an exodus of advanced AI pornography producers to other platforms, such as MrDeepfakes.com and GitHub. As previous content analyses suggest (Han et al., 2024; Timmerman et al., 2023), users on these platforms now engage more deeply with the technological details of production, including prompt engineering, dataset exchanges, and the buying and selling of commissioned AI pornography. The Reddit posts in our sample covered not only producers' perspectives but also those of observers and victims of deepfake pornography. While pornography use has long been recognized as a potential source of conflict in relationships—especially in heterosexual partnerships and marriages (Carroll et al., 2016)—discovering that a male partner is producing AI pornography of friends and relatives seems to introduce a new level of conflict. Issues such as trust, sexual fidelity, moral integrity, and even criminal intent become central points of concern, complicating relationship dynamics.

The *content* dimension (RQ2: 60.8%) was discussed about as frequently as production in the analyzed Reddit posts. When specific content was mentioned, Redditors most often described the characteristics of the subjects depicted in AI-generated pornography. Deepfake content was frequently discussed in relation to AI-generated nudes of celebrities and private individuals, including work colleagues, friends, ex-partners, and even family members. It is well-established that many engage in sexual fantasies that cross social boundaries and violate social norms (Döring & Schmitt, 2024). Pornography often plays into such taboos (e.g., as evidenced by the popularity of “stepmom” or “stepsibling” content; Pornhub,

2024) with the transgressive nature of content being part of its appeal. Engagement with such transgressive content may be part of a healthy expression of sexuality. However, deepfake pornography involving real people from the producers' close social circles raises a new level of ethical concern and discomfort. Although previous research has highlighted AI pornography's potential to transcend conventional pornography tropes and offer creative, inclusive, and empowering content (Döring et al., 2025; Kim & Banks, 2024), such potential was very rarely reflected in the analyzed Reddit posts.

The *use* dimension (RQ3: 12.8%) was the least mentioned topic, with Redditors rarely reporting their own usage patterns. Additionally, there was little information shared about usage situations and habits. For instance, it remains unclear whether self-produced pornographic AI material is typically reused multiple times or if users tend to create new material for each session. Also, posts did not provide much information about solo- versus partnered-use of AI pornography—usage patterns that have been investigated with non-AI pornography (e.g., Kohut et al., 2024).

About one-third of the analyzed Reddit posts addressed the *effects* dimension (RQ4: 37.2%), with a primary focus on intrapersonal effects, which were more often negative than positive. Victims and observers of deepfake pornography production reported experiencing strong negative effects such as feelings of violation, disgust and despair. Additionally, users and producers mentioned adverse consequences, including self-perceived addiction and moral conflicts. Positive effects, such as enjoyment, sexual pleasure, and fascination with AI technology, were also described but less frequently. Future studies could systematically compare the range of positive and negative effects of non-AI pornography (e.g., Hald & Malamuth, 2008; Litsou et al., 2021; McKee, 2007) with AI pornography.

The ethical–legal implications dimension was present in about one-third of the analyzed posts (RQ5: 35.1%). Redditors expressed divergent opinions on the moral and legal aspects of AI pornography. Many also raised questions, indicating uncertainty or a lack of awareness regarding current regulations in their jurisdiction. This is not surprising as AI regulation in general—and AI deepfake and pornography regulation in particular—remains subjects of on-going debates among policymakers and legal experts (e.g., Karasavva & Noorbhai, 2021; Mania, 2024; Witt et al., 2024).

Strengths and Limitations

The strengths of the present study lie in its ability to provide non-reactive insights into experiences with AI pornography, as shared by hundreds of Reddit users. By analyzing personal accounts from the largest online forum platform, the study captures a wide range of perspectives across different forms of AI pornography that are often underrepresented in existing research.

At the same time, the study is subject to certain limitations. Experiences with AI pornography from individuals who do not speak English and do not publicly share their experiences on Reddit could not be captured. Self-reported experiences in Reddit posts may also diverge from actual behaviors or events, as they can be shaped by perceptual biases, memory distortions, interpretive framing, writing skills, and strategic self-presentation. Additionally, posts rejected by content moderation would not be discoverable in searches and are therefore absent from the dataset. Our analysis focuses on the initial posts and does not address the ensuing discussions within threads. To account for the dialogical nature of these threads, future manual studies might prioritize discourse or conversation analyses over content analysis of selected threads. To examine the full corpus of over 30,000 comments on the analyzed initial posts (see Table 2), automated text analyses would be necessary. In addition, a larger and temporally stratified sample of comments could support a longitudinal analysis of how publicly shared experiences with AI pornography have evolved over time. Given the subject matter, it would also be appropriate to investigate any AI-generated visual material (such as fictional synthetic erotica and pornography) posted alongside the post text the current study concentrated on. Such visual content analysis would require corresponding methodological and ethical considerations.

Conclusion

Reddit discussions about AI-generated pornography experiences ranged from concern and outrage over the potential harms of such material through to descriptions of curiosity, enjoyment, and economic benefits. This diversity of perspectives highlights the need for a nuanced response from policymakers, technology developers, educators, and mental health professionals. Such a response should include clear regulatory measures to prevent non-consensual and exploitative uses of AI-generated pornography—while also supporting frameworks for ethical and consensual use. For example, policymakers can mandate transparency and consent mechanisms in digital platforms that create and disseminate AI pornography; technology developers can create opt-in digital identity protection tools that proactively block the unauthorized use of real individuals' likenesses in sexual content; educators can integrate AI literacy and consent education into media education curricula; and mental health professionals can offer guidance for individuals navigating AI-mediated sexual experiences, including support for those harmed by AI-generated sexual abuse material or struggling with compulsive use.

The analyzed Reddit posts reflect the strong public and academic focus on the dangers of non-consensual deepfake pornography, with a significant portion of posts specifically

addressing this issue. Both direct victims and observers—such as those witnessing the production of non-consensual AI pornography—shared their experiences. Particularly striking are accounts of women discovering that their male partners had created or consumed deepfake pornography of individuals from their close social network, sometimes even relatives, leading to profound conflict and relationship disruption. These findings underscore the need for both preventive and supportive interventions, including education on digital consent and relational ethics, mechanisms for reporting and removing non-consensual content, and tailored counseling services, not only for individuals depicted in non-consensual deepfakes but also for partners of those who create or consume such material.

The creative potential of ethical synthetic pornography was rarely visible in the analyzed Reddit posts. One of the few examples included women enjoying sexually explicit dialogs with their customized AI conversational chatbots. This raises the question for future research as to where, and in what social spaces, people can cultivate and develop AI pornography that is not only ethical, but also oriented toward pleasure, well-being, and inclusive sexual expression.

Declaration of Generative AI in scientific writing Note: We included this AI declaration in response to the Guest Editors' request for the special section on "AI and Sexuality."

The first author wrote the initial draft of the paper, with all ideas originating from her and informed by prior research on AI-generated pornography and Reddit content. She consecutively submitted each section of the draft to ChatGPT-4 for suggestions on English language corrections (using the prompt: "proofread: [text]") and improvements in readability (using the prompts: "improve readability: [text]" or "simplify: [text]" or "rephrase: [text]"). The first author manually incorporated the AI-generated editing suggestions where appropriate. The revised manuscript was then shared with the second and third authors, who provided additional corrections and contributions. The final version of the paper was approved by all three authors without any further use of ChatGPT-4.

Author contributions N.D. conceived and designed the research, coordinated the project, contributed to the instrument development, and prepared the first draft of the manuscript. T.D.L. contributed to the study design and instrument development, collected the data, and performed the statistical analyses. N.D., T.D.L., and D.J.M. have read, contributed to, and approved of the final version of the paper.

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Data availability Access to the data file and analysis script used in this study is restricted for ethical reasons. Data may be shared with researchers upon reasonable request and provided that an agreement is reached to ensure compliance with ethical standards and data use policies.

Declarations

Conflict of interest N.D. is one of the Guest Editors of the *Archives of Sexual Behavior* special section on "Artificial Intelligence and Sexuality". T.D.L. and D.J.M. declare no competing interests.

Ethical Approval The study received ethical approval from the Ethical Committee of Technische Universität Ilmenau.

Informed Consent This study did not involve human participants, only Reddit posts. To protect the privacy of Redditors, we do not disclose Reddit usernames or include verbatim quotes from Reddit posts. Details about our user-centered ethical approach are provided in the Research Ethics section.

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