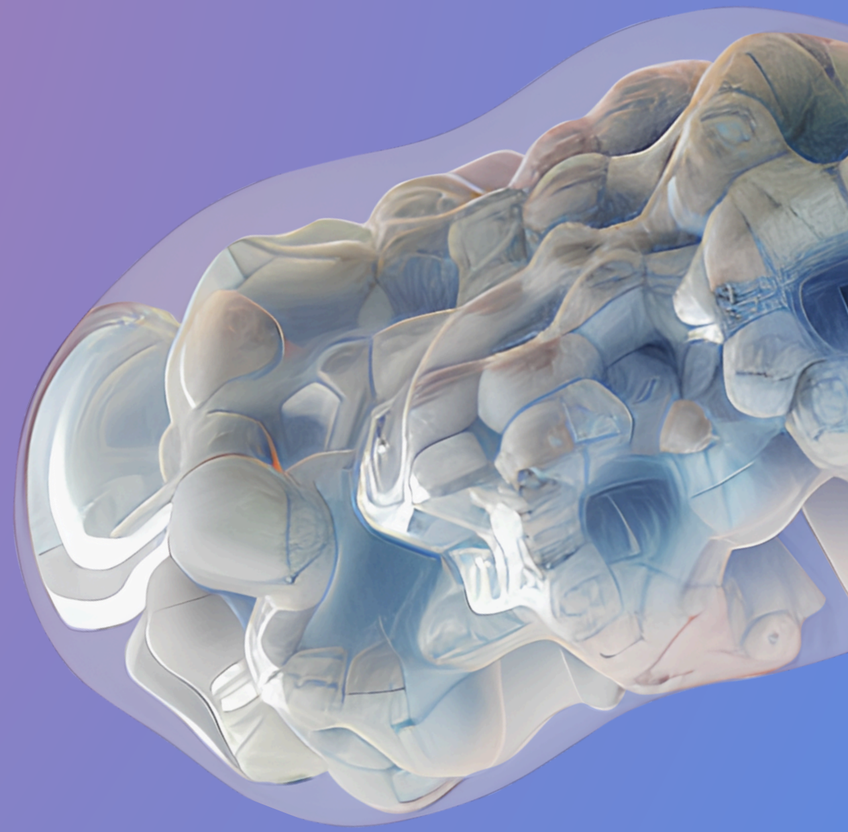
Curriculum

Artificial Intelligence Curriculum Materials for Elementary and Secondary Education – Digital Competence Development

Synthetic Reality

deepfakes

Social Studies V



45 min lesson



Video about AI influencers



Caryn Marjorie

Accounts: Snapchat | X (Twitter)

Caryn is a living influencer with a following of approx. 2.7 million followers. She trained her AI doppelganger (Caryn AI) on a total of 2,000 hours of her content, which talks to people for $1 per minute. The customers are, of course, mainly men. See her post on social network X →



Lil Miquela

Accounts: Instagram | YouTube

Miquela is a synthetic influencer, originally created as a 3D model. She has been active on Instagram since 2016, before the era of generative artificial intelligence. She has collaborated with brands such as Prada and Calvin Klein. Her creators earn about $10 million a year. She composes and produces music.



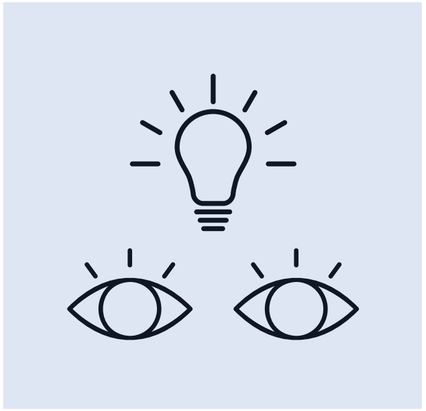
Aitana Lopez

Accounts: Instagram | X (Twitter)

Aitana is an AI influencer, completely generated by AI. She has over 300k followers on Instagram. You can chat with her on Telegram, she offers a 50% discount. 🥳



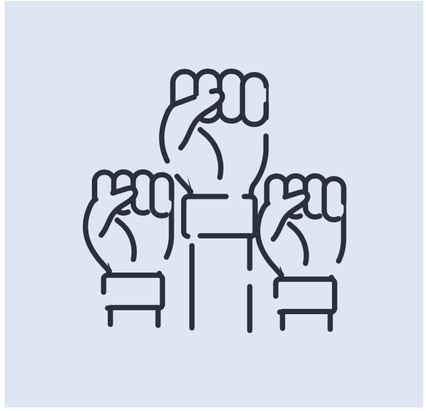
bee_nfluencer
Accounts: Instagram
Bee_nfluencer was created in 2019 by the Foundation de France to raise funds to save bees.
He has almost 300,000 followers on Instagram.



Opportunity seekers



Lawyers



Sociologists



Educational designers

Opportunity seekers

Imagine a specific AI influencer and describe what they could be used for.



_____ Influencer name

_____ Social platform/platforms

_____ Number of human followers

_____ Target group

Describe what good cause the AI influencer could serve. For example, consider:
How could he/she help socially disadvantaged groups?
Could an AI influencer contribute to raising awareness or solving global problems? How?
What new business opportunities can it bring? What interesting products could it promote?



Lawyers

Imagine a specific AI influencer and describe what legal/ethical/moral dilemmas the AI influencer could bring.



_____ Influencer name

_____ Social platform/platforms

_____ Number of human followers

_____ Target group

Describe what legal/ethical/moral dilemmas an AI influencer might pose. For example, consider:
Can an AI influencer be used for propaganda or manipulation of public opinion?
AI influencers can pretend to have experiences or feelings. Is this morally okay?
Who will be held responsible if an AI influencer causes any harm?



Sociologists

Imagine a specific AI influencer and describe how the AI influencer phenomenon could transform a company or an individual.



_____ Influencer name

_____ Social platform/platforms

_____ Number of human followers

_____ Target group

Describe how the AI influencer phenomenon could transform a company or individual. For example, consider:
Is it okay for people to form emotional attachments to AI influencers?
What standards of beauty and success should influencers promote? Why?
How could the development of AI influencers affect your relationships with friends or family?

Educational designers

Imagine a specific AI influencer and describe how he/she (or the phenomenon of AI influencers) could transform the world of education.



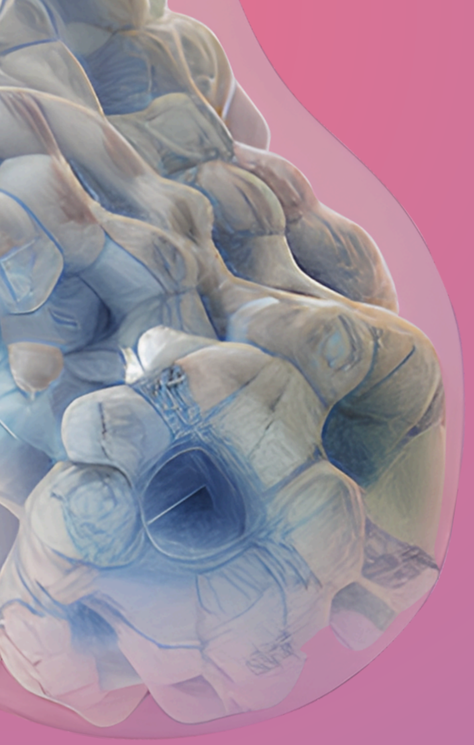
_____ Influencer name

_____ Social platform/platforms

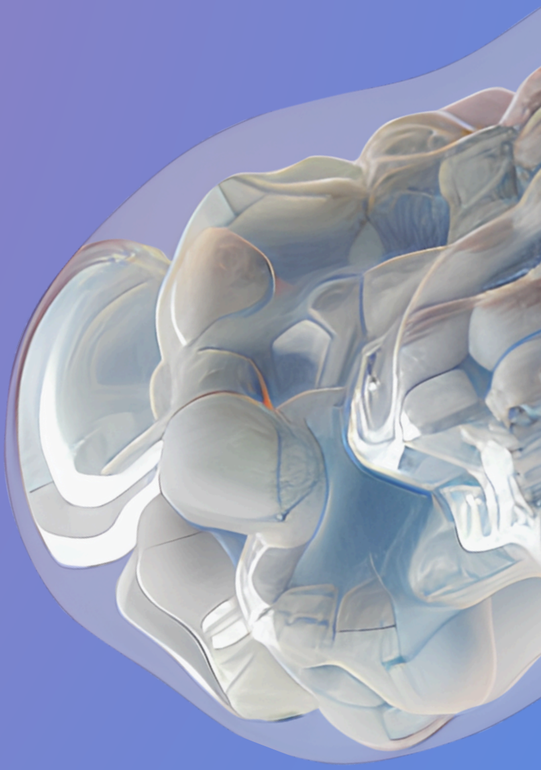
_____ Number of human followers

_____ Target group

Describe how he/she (or the AI influencer phenomenon) could transform the world of education. For example, consider:
How could an AI influencer help you personally learn better?
What new skills or subjects would you like to learn if they were available through AI influencers?
What would you like your ideal school of the future to look like using AI influencers?



Bye in the follow-up lesson on machine analysis of political campaign visuals!



AI for Children's Artificial Intelligence Curriculum Methodological Material for Elementary and Secondary Schools - the Development of Digital Competence

aikurikulum.cz/en