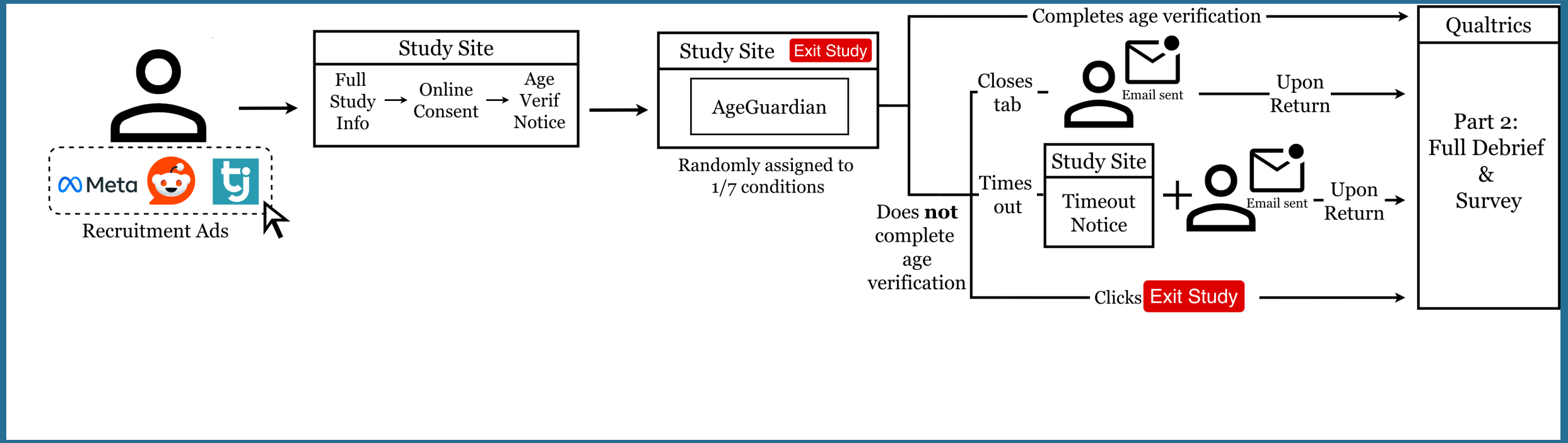
Our team at Carnegie Mellon University ran a study that measured how many users would complete different forms of age assurance – and why.

For details, see our tech report at **cs.cmu.edu/~sscheffl/AgeVerifFTC**

sscheffl@cmu.edu

Experiment measured what fraction of people would complete different forms of age assurance

Survey asked about comfort, perceived effectiveness, convenience, and more



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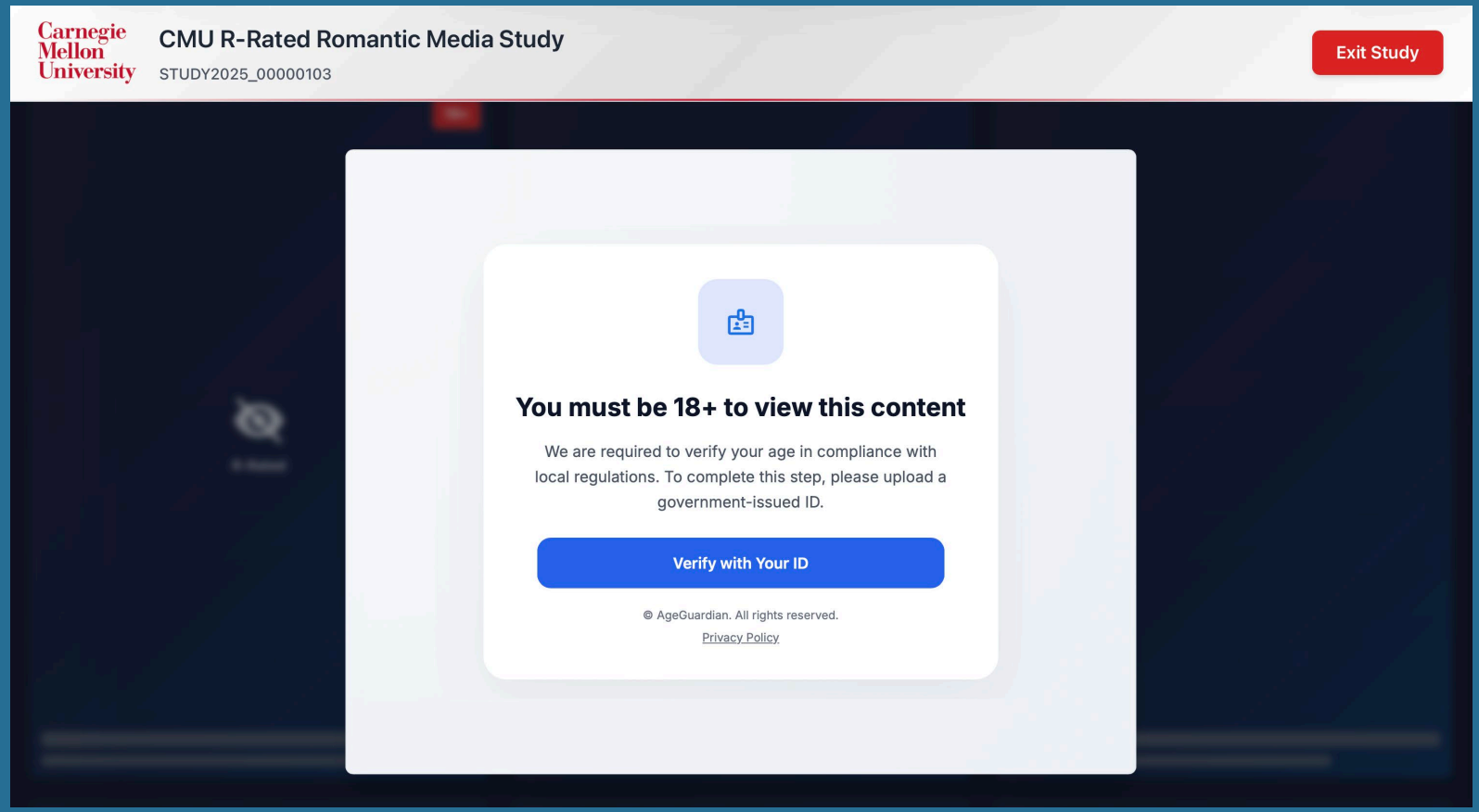

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AgeGuardian

You must be 18+ to view this content

We are required to verify your age in compliance with local regulations. To complete this step, please upload a government-issued ID.

Verify with Your ID

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Take a Photo of Your ID

Choose how you'd like to capture your ID for age verification.
Accepted documents include: U.S. driver's license, passport, state ID, or permanent resident card.

Use Computer Camera

Use Phone (QR Code)

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Scan Your ID

Make sure your ID is centered, well-lit, and clearly shows your date of birth.

Capture Photo

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Age Assurance Methods Tested:

- **Checkbox**
- **Government ID Upload**
    - No reassurance
    - Purpose reassurance:
      "Your data will only be used for age verification"
    - Purpose + Deletion reassurance:
      "We will delete your identifying information after access has been granted."
- **Government ID + Liveness check** (video "selfie")
- **AI Facial Age Estimation**
- **Email Age Estimation**

  "Our verification process analyzes the email's registration source, associated employer information, and linked financial activities such as mortgages, credit cards, educational records, and consumer behavior patterns"

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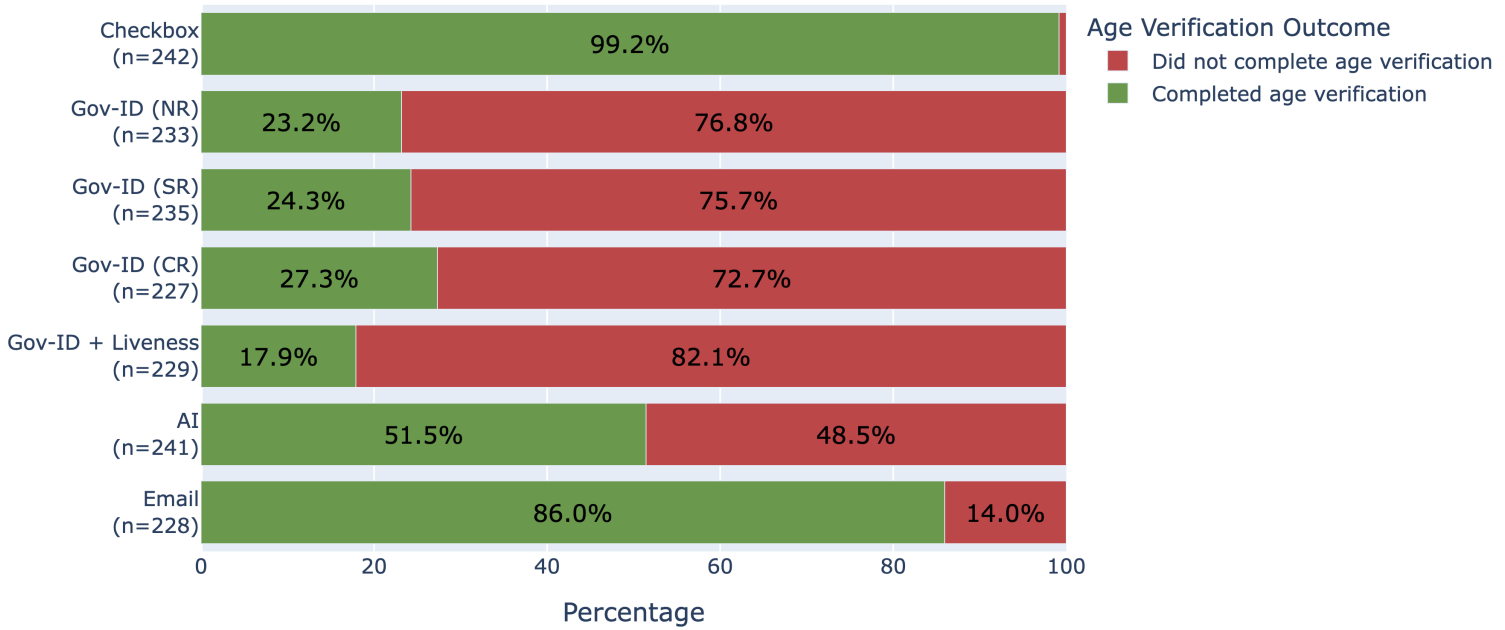
Completion rates by age verification method



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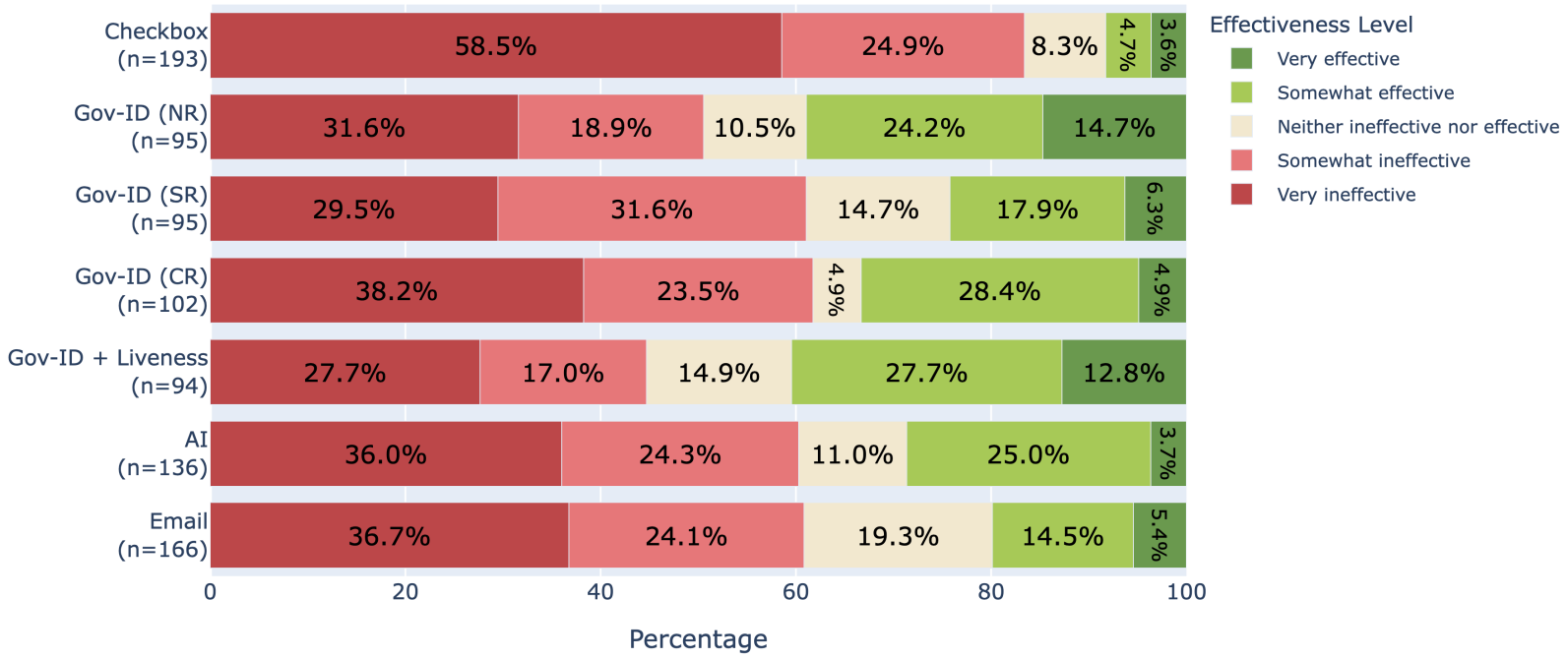
Perceived **effectiveness** by age verification method



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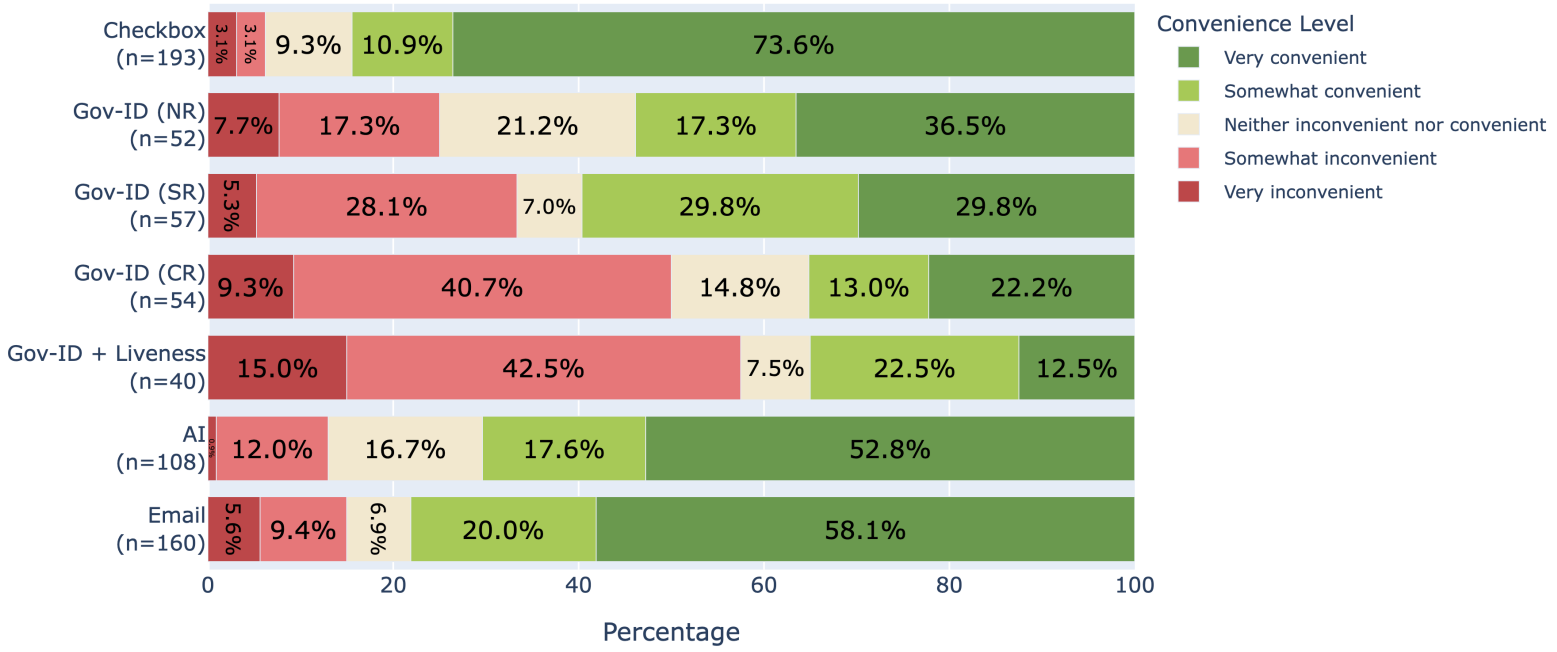
Convenience by age verification method (for those who completed age verification)



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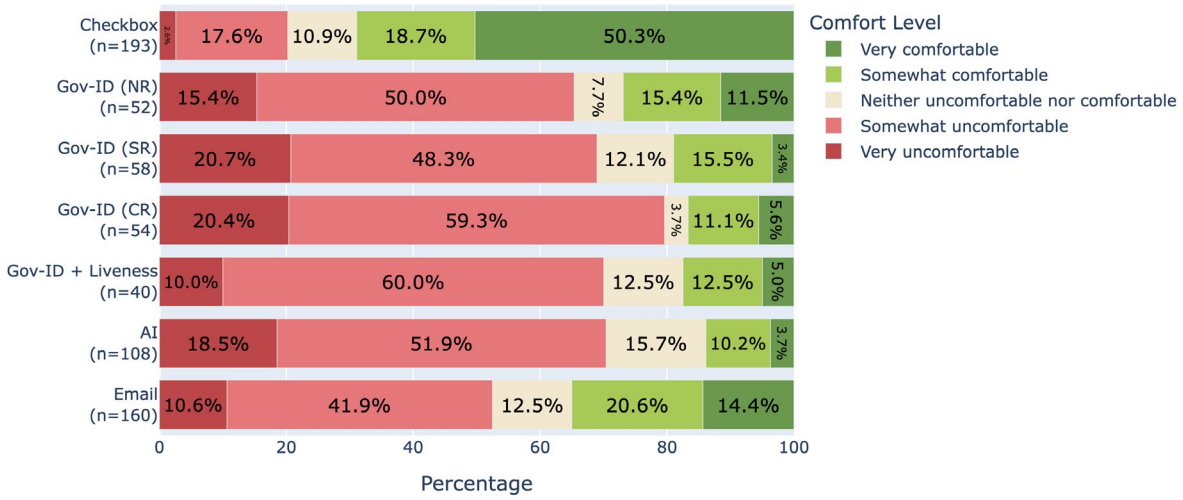
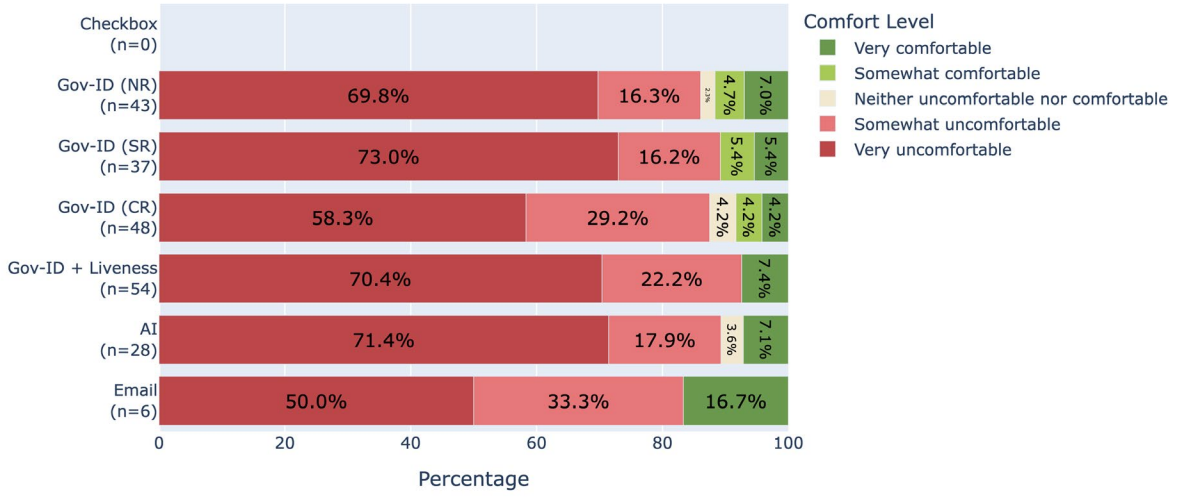
Comfort for those who **completed** age verification



Comfort for those who **did not complete** age verification



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