

## Simulation: Organizational Policy Meetings

Deepfakes are hyper-realistic videos created using artificial intelligence and machine learning technologies. They can make people appear to say or do things they never did, posing significant challenges to truth and trust in digital media.

*In a small community, a local news website publishes a video showing the mayor giving a controversial speech, filled with provocative remarks. Upon finding out about the controversy, the mayor denies ever making such a speech, asserting the video is a fake. Subsequent investigation reveals the video to be a deepfake, leading to public debate and confusion over the authenticity of digital content and the integrity of both the mayor and the media.*

### General Instructions

You will be discussing the issue of deepfake videos within a particular organization's policy meeting. Each group will use their discussion time to develop a strategic approach based on their roles and perspectives. Consider the ethical, legal, and societal implications of your decisions. Your aim is to collaboratively form a comprehensive response to the deepfake scenario presented.

The organizations are listed on the back of this page. If your teacher decides to use individual roles, those are explained as well.

### Questions to help guide your discussion

**Ethical:** What standards of truth and authenticity should exist in digital media? What ethical responsibilities do your organization, and the other organizations, have in preventing the spread of false material? How much should right/wrong guide the response to this incident?

**Legal:** Who is responsible for the false content? Should anyone be held liable in court? How might existing laws apply to deepfakes?

**Societal:** How do deepfakes affect public trust in media, government, and technology? What are the potential long-term impacts of deepfakes? How can society adapt to challenges posed by deepfakes? What will help the public be better informed?