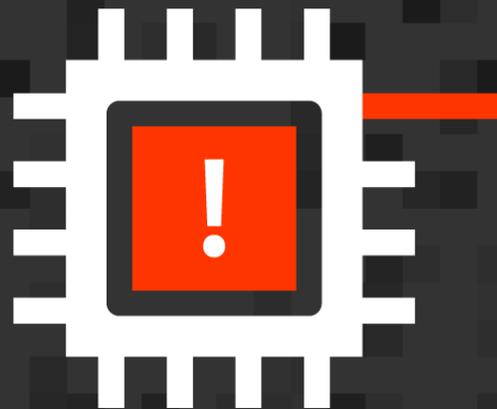




“Deepfake news: Artificial intelligence
and Disinformation as a multilateral
policy challenge”

Kyle Matthews



Trained for Deception

How Artificial Intelligence
Fuels Online Disinformation

- ▶ “According to a new report from [Blackbird.AI](#), a wide range of actors are leveraging confusion around the coronavirus to dupe people into amplifying false and misleading information. With COVID-19’s almost unprecedented impact around the globe, virtually every type of player in the disinformation wars, from nations to private actors, is rushing into the breach.”

The Good, the Bad and the Ugly

- ▶ AI's dual use. Like all technologies, AI systems can be used for both positive and negative purposes.
- ▶ Algorithms can flag disinformation, but it can also create information silos that can spread conspiracy theories, radicalize individuals and contribute to a distrust in media and government.
- ▶ COVID pandemic has resulted in tech companies increasing the use of automated content management.
- ▶ Calls from civil society to push for public audits of algorithms/more transparency
- ▶ Targeted attacks against individuals in attempt to silence them or make it appear the views or ideas expressed are false.

Ghosts in the machine: Malicious bots spread COVID UNTRUTHS

- ▶ Malicious bots, or automated software that simulates human activity on social media platforms, are the primary drivers of COVID-19 misinformation, spreading myths and seeding public health distrust exponentially faster than human users could, suggests a study published in JAMA Internal Medicine.
- ▶ Led by University of California at San Diego (UCSD) researchers, a team analyzed a sample of roughly 300,000 posts on heavily bot-influenced public Facebook groups to measure how quickly the posts' links were shared.
- ▶ <https://www.cidrap.umn.edu/news-perspective/2021/06/ghosts-machine-malicious-bots-spread-covid-untruths>



The use of AI to counter disinformation while safeguarding freedom of expression remains a serious challenge, with experts expressing the need to take holistic approach that places great importance on tech companies being transparent and ensuring policies are well thought out and revised if needed.

Need for effective multilateral responses

Global and transnational problem

Regulation and legislative measures needed

Engaging key actors and the tech sector

Establishing global norms and rules

Ensure all measures are grounded in human rights and that free expression be an important benchmark.