

# Deepfakes and Related AI Ethics Issues

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# Agenda

Goal: Introduce common narratives around ethics in AI generated content and provide some links to read more.

My (non-authoritative) definition: A **deepfake** is a piece of rich media like image, audio, or video that was created using artificial intelligence but appears to be a real recording of a particular real person.

We also have a bit of administrivia...

`https://github.com/capnion/random/blob/master/  
acm\_capnion\_22august2023\_stlgenai.pdf`

# Administrivia

We're growing faster than options for appropriate meeting space. There are probably a couple different “tracks” that different people might be interested in and we could try to specialize...

Some ideas for upcoming meetings:

- Build a prompt template tool (practical development)
- Creative writing workshop (content generation)
- Potential AI law and regulation (social consequences)
- Book club

## A couple examples from politics

It was reported that this fake image



and this fake audio recording were created using artificial intelligence.

# Challenges in Identifying AI

Identifying what may have been generated via artificial intelligence is a difficult and important problem.

- Watermarking - early self-regulation
- AI vs. AI
- Education

This list of tools for educators that hope to use AI to detect AI is a good conversation piece.

Generative AI is one more tool in an already powerful image editing toolbox. If you see an image of a celebrity on social media, are you sure you can tell if it is real?