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## Project Charter for Checking fake news and misinformation by AI

### Project Purpose:

Innovation of the technology has been considerable enhancing in the various sectors. One of them is media and communication sector. The purpose of the checking fake news and misinformation based on Artificial Intelligence for overcome misleading informations, images, video contents and etc.

The aim of the project is determining or checking fake news and misinformation below problems:

- Considerable impact to the public safety concerns
- Damage reputation of the individual
- Significant influence on international relations

### Objectives

Objective	Success Criteria
1. Developing advanced Artificial Intelligence algorithms eligible for determining visual representation and literary elements to mitigate the dissemination of disinformation.	<ul style="list-style-type: none"><li>- User review and revise: At least 80% of the user's positive feedback</li><li>- Number of verified cases that AI successfully determined</li><li>- Impact to the education is increased critical thinking between the users.</li></ul>
2. Institute collaborative agreements with digital platforms, media outlets, and governing authorities to promote a unified effort in combating misinformation.	

3. Improve public awareness of digital media literacy, equipping individuals with the skills to identify and report instances of misinformation.	- Success of the collaboration
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### Project Scope:

What is in scope?

- Model development of the AI that includes collecting of the data, testing and development of the algorithm
- Quality management testing for performance measures
- Supporting user and feedback
- Security of the Data
- Integration support

What is not in scope?

- Ethical and Legal framework that should be addressed by the regulatory bodies
- Marketing management

## High-Level Requirements

- a. Development of the Artificial Intelligence: Phase of the development of the algorithms includes researching, testing and using various Artificial Intelligence models for the detection.
- b. Technical Integration: Phase of the technical integration collaborates different social media accounts and digital or social online platforms that integrating the AI system for detection and they are collecting data includes articles, videos, images and etc.
- c. Cyber security Assessment for protecting the data, system security that can be target from the hackers.
- d. Transparency of the project should be maintained for building credibility and trust.
- e. International operations encompasses capacity for understanding diverse languages and dialects, belief, values and cross-cultural communication.
- f. Productive partnership with digital platforms and media organizations are essential to promote a collaborative strategy in the dealing against misinformation.
- g. Reliability and quality of the maintaining data information used for training and confirming the AI system is a core necessity for the project to thrive.

## Milestones

- Initiation of the Project:

- a. Approval of the Project Charter
- b. Formation of the team with the necessary skills
- c. Feasibility assessment including technical, economical, legal and other factors

- Necessity of the hardware technology:

- a. Procurement of the hardware
- b. Building servers, installing crucial Operating Systems (OS) and configuration of the network side
- c. Security of the firewalls, data encryption and other secure-based technology
- d. Backup Recovery for protecting the data

- Development Process of the AI:

- a. Designing and researching current(existing) AI models to observe their functionality, techniques and practicing them.
- b. Collecting data and preprocessing for making it training of the new AI model
- c. Validation and Testing to evaluate efficiency
- d. Monitoring and controlling the contexts

- Integration:

Integration of the data between online platforms

- User interface Design:
  - a. user interface design should be dynamic and user-friendly interface for reporting the possible inaccurate news.
  - b. interface should include dashboard and other tools.
  - c. user support and help center.
  
- Pilot (first-phase) deployment
  - a. Initial-scale development from the platforms and their initial feedback from users.
  
- Full-scale (Beta testing phase) deployment
  - a. Integrating with the widespread partners and using the program on multiple platforms.
  
- Closing Phase
  - a. Handover the AI system and educational materials to stakeholders.
  - b. Document project outcomes and lessons learned.

<b>Rough Order Magnitude (ROM) Budget and Schedule</b>
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- Total Time: 9 months – 12 months
- Total Budget: 100k \$ - 150k \$

## **Importance factors:**

Budget – 50%

Quality – 25%

Time – 25%

### **Project constraints:**

- a. Technology constraints have to be advanced existing technologies.
- b. Time constraints have to be immediately responding.
- c. Budget constraints for the limited budget to implement all of the technologies.

### **Project Assumptions:**

- a. Skilled Artificial Intelligence experts, data scientists, and advanced technical staff has to be assigned.
- b. Availability of the data that is assumed for the trainings of the AI
- c. Security of the system assumed protected for the user privacy, AI system and data

### **Project Risks**

- a. Challenge of the technological systems during the development of the Artificial Intelligence
- b. Emergent misinformation patterns for struggling new forms of the disinformation
- c. Relational risks challenges to its credibility about ethical concerns

## Project Team

#	Stakeholders	Role and Impact	Responsible
1	Project Sponsor	Funding and experts	OpenAI
2	Project Manager	Coordinator	Farid Mehdiyev
3	Project Owner	CEO	Farid Mehdiyev
4	Developers	Building AI	Samir Rustamov
5	Designers	Designing user interface	Jareed Spool
6	Data Provider	Integrating AI system for training and verification	News websites, Social Media platforms
7	International Partners	Addressing cross-border considerations	UNESCO
8	Society and Public	Reducing misinformation and getting more accurate information	MediaWise
9	Language Experts	Ensure cross-cultural adaptability	Dr. Sarah Thompson