Principles: Privacy, Human oversight and determination, Transparency and explainability, Awareness and literacy
Values: Living in harmony and peace
Stakeholders: Civil society, Public sector, Technical community

The rise of post-truth deep faked politicians

A video has been circulating on the web of an American politician speaking at a conference in a drunken and garbled fashion.

The clip was viewed millions of times on Facebook, broadcast on a prominent news station and was even re-tweeted by the President among other politicians.

Social media sites were subsequently pressured to respond to the immense wave of misinformation.

YouTube removed the video citing that the clip violated its standards, while Facebook asserted that a third-party fact-checker had rated the video to be "false", and was working on limiting the proliferation of the clip on its site. Although Twitter had not been successful in removing the video and it remains circulating on its site. In the meantime, Microsoft and Facebook have partnered on a software that can be used to detect doctored videos and images to combat disinformation.

In a post-truth political environment, deep fakes can have particularly profound negative consequences to democracies; they can erode trust in political institutions and deepen the division among social groups.

- Private sector entities including content distribution platforms such as Facebook, Twitter, and Youtube can limit the proliferation of deep fakes by continuing to foster the development of deep fake detection technologies.

- The public sector and government actors such as educators can play an important role in promoting youth agency and critical media literacy to discern deep fakes.

- Civil society actors can be active agents in their own critical media literacy and limit posting selfies and videos on their public profiles.

Awareness & literacy, human oversight & determination, Privacy, Transparency.

Know more about this case:

- "Distorted Videos of Nancy Pelosi Spread on Facebook and Twitter, Helped by Trump", The New York Times, https://www.nytimes.com/2019/05/24/us/politics/pelosi-doctored-video.html

- "Deepfake detection tool unveiled by Microsoft", BBC, https://www.bbc.com/news/technology-53984114

- "Deepfakes: Informed digital citizens are the best defence against online manipulation", The Conversation, https://theconversation.com/deepfakes-informed-digital-citizens-are-the-best-defence-against-online-manipulation-129164

- "The Solution to Deepfakes May Not Be As Technological As You Think", Adobe, https://xd.adobe.com/ideas/perspectives/social-impact/solution-deepfakes-not-technical/

Related work:

- Sassy justice, South Park Episode, https://www.youtube.com/watch?v=9WfZuNceFDM