SYNTHETIC MEDIA, GENERATIVE AI AND DEEPFAKES

BROADER AREAS OF INTERVENTION TO STRENGTHEN THE INFORMATION ECOSYSTEM

1 Promote ethical standards on usage of AI-generated images, video and audio in political, human rights and civil society campaigning.

2 Support further research into how to communicate transparently and effectively to the public 'invisible-to-the-eye' image and video synthesis and manipulation, as well as how to standardize, regulate, research and implement these approaches.

3 Empower, connect, train and resource a diverse and global range of key frontline actors, like local media, community leaders and civil liberties groups, to better understand and prepare for the threats and opportunities in generative AI.

4 Identify suitable and accessible ways for civil society, media, and technology platforms to work together and coordinate around the negative and positive uses of synthetic media.

5 Support national and transnational efforts to address online gender-based violence and harassment, such as technical and legislative responses to counter the use of non-consensual sexual deepfakes.

Building upon years of WITNESS' foundational research and global advocacy on synthetic media, our **Technology Threats and Opportunities Team** has been preparing for the impact of AI on our ability to discern the truth.

In consultation with human rights defenders, journalists, and technologists on four continents, we've identified the most pressing concerns and recommendations on what we must do now.

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