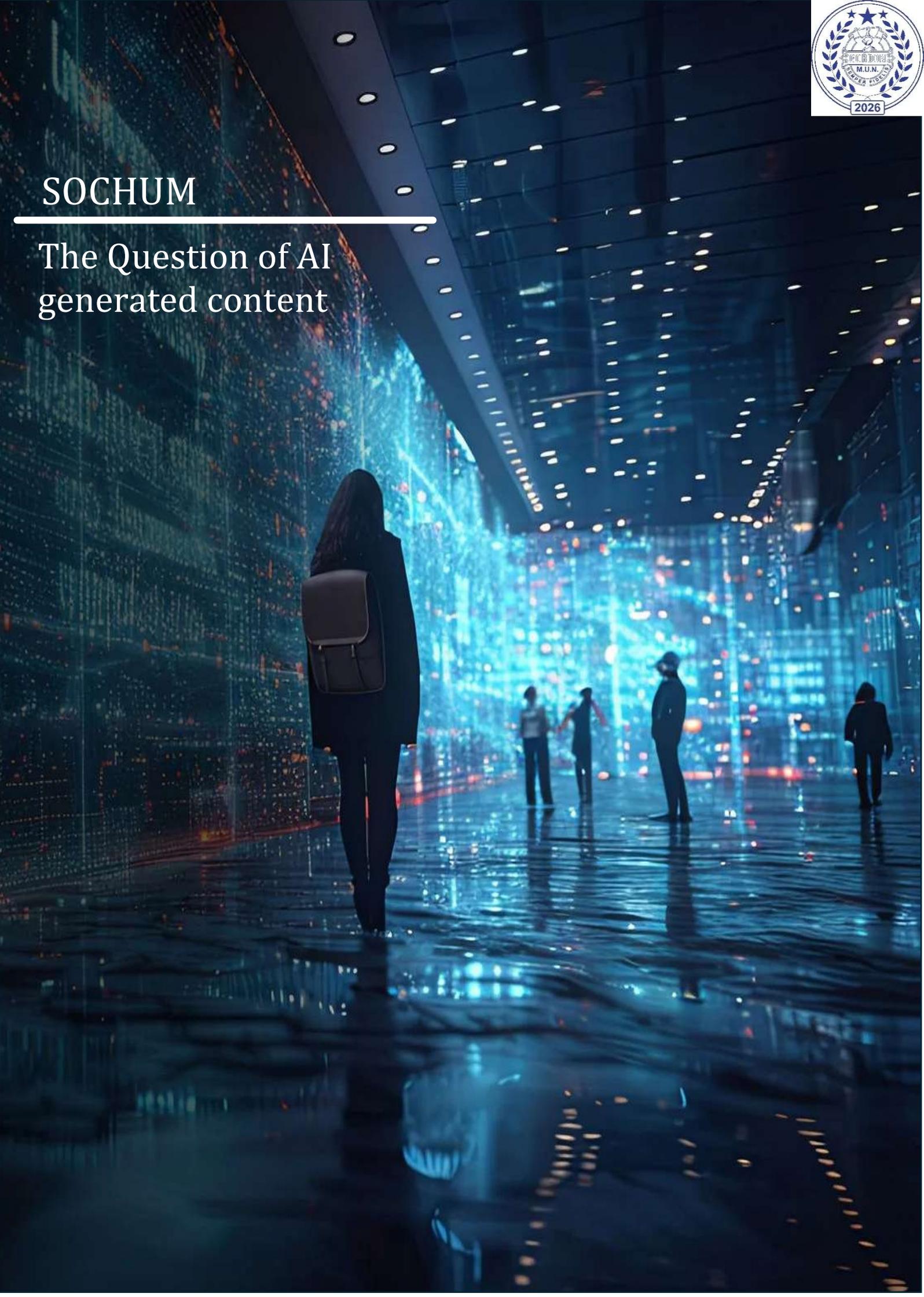




SOCHUM

The Question of AI generated content





Committee: SOCHHUM

Topic: The Question of AI generated content

Chair: Rutvi Lakkoju and Him Liu

Summary

AI generated content refers to text, images, audio, or video that is created by Artificial Intelligence systems rather than directly by humans. These systems are often powered by Large Language learning models and are trained on large amounts of data to output content that can be used to replace or aid human work. This has caused AI to become almost un-avoidable in the recent years, from search engines to photo generation to friendship and personal therapy.

While the use of AI in everyday life offers many benefits including increased efficiency, accessibility and innovation, it raises new challenges for human rights and governance. However useful it may be, the rapid spread of AI-generated content creates significant problems and can impact freedom of expression and access to accurate information.

One major issue that AI has raised is the spread of misinformation and disinformation. As AI tools have evolved over the past few years, they can now rapidly produce convincing, but false, content like Deepfake technology, synthetic identity generation and phishing systems. Initiatives led by INTERPOL and the Financial Action Task Force (FATF) have taken key steps in encouraging positive collaboration and solutions to this ever-growing issue, but international laws remain slow in comparison to the rapid innovation of these AI systems.

Another major issue is the ethical concern surrounding AI is the quantity of water used by the systems, particularly large-scale AI models, because of their environmental and human rights implications. The main reason AI uses water is cooling, as Data centers generate large amounts of heat when training and running AI models. From a human rights perspective, high water use by AI infrastructure can limit access to clean water for vulnerable communities, especially when technological demands are prioritized over basic human needs, increasing inequality and environmental injustice.

As AI continues to develop, the question facing the international community is how to balance innovation with accountability by considering the questions of: Should international guidelines on AI-generated content be legally binding? How can Member States prevent misuse while protecting freedom of expression? What role should the UN play in monitoring AI-generated misinformation?



Origins

The first concepts of AI mainly originated from the United Kingdom and the United States in the mid-20th century. From there it developed into where it is now through a combination of mathematics, philosophy, and early computer science.

The foundations of early AI can be traced back to Alan Turing, a British mathematician in the 1940s-1950s who published a seminal paper called "Computing Machinery and Intelligence" to introduce his concept of the Turing test to the general public; a method to determine whether a machine can imitate human intelligence, leading with the famous question "Can machines think?".

A conference led by John McCarthy in the United States in 1956 is widely believed to be the creation of the name 'Artificial intelligence'.

Why the topic is important

AI generated content is important because it helps people realise that there are consequences that emerge from the rapidly evolving transformative technology that impacts almost every aspect of an average human life, society and the economy. AI technologies influence how people receive information and live their day to day lives. As the systems become increasingly intertwined with society, existing inequalities between and within countries may be reinforced due to the areas where the access of technology is unequal. Ultimately, engaging in a broad, interdisciplinary conversation about AI ensures that its development is guided by democratic principles and human values, rather than being left solely to a small group of technologists and companies.

Who the topic effects

- **Individuals and communities** - AI influences access to information, services, and opportunities.
- **Vulnerable and marginalized groups** - These groups face greater risks from bias, misinformation, and unequal impacts.
- **Governments and Member Nations** - States must regulate AI while protecting human rights and public interests.
- **Students and educational institutions** - AI raises concerns about fairness, integrity, and equal access in education.
- **Private technology companies** - Companies shape AI development, resource use, and ethical practices.



Previous attempts to fix the problem

Content labelling and transparency measures - Efforts have been made to require or encourage labelling of AI-generated content so users can distinguish it from human-created material.

Academic and educational policies - Schools and universities have updated academic integrity rules to address AI use, setting guidelines for acceptable and unacceptable use.

UNESCO Recommendation on the Ethics of Artificial Intelligence (2021)

In 2021, UNESCO adopted the first global, non-binding framework on the ethical use of AI, agreed upon by all UNESCO Member States. The recommendation calls for transparency in AI-generated content, protection of human rights, safeguards against misinformation, and responsible use of AI technologies.

Definition of Key Terms:

Deepfake technology - The use of artificial intelligence to create or alter images, videos, or audio so that they appear real, often making people seem to say or do things they never did.

Synthetic Identity Generation - The creation of a fake identity using a combination of real and fabricated personal information, often used for fraud, misinformation, or deception.

INTERPOL - An international organization that supports cooperation between national law enforcement agencies to combat transnational crime, including cybercrime and identity fraud.

Financial Action Task Force (FATF) - Intergovernmental body that develops international standards to combat money laundering, terrorist financing, and related financial crimes.

Interdisciplinary - An approach that involves combining knowledge, methods, or perspectives from multiple academic or professional fields.

Turing test - The Turing test is a method proposed by Alan Turing to assess whether a machine can exhibit intelligent behavior indistinguishable from that of a human.



Major Countries / Organisations Involved

United States - A global leader in AI development and home to many major technology companies, influencing how AI-generated content is created and used worldwide.

China - A significant investor in AI technology and has introduced strict regulations on AI-generated and synthetic content, particularly online.

European Union Member States - The EU plays a major role through regional regulation, such as setting standards for transparency, accountability, and data protection in AI use.

United Kingdom - Actively involved in AI governance discussions, focusing on balancing innovation with ethical and human rights considerations.

India – Has a rapidly growing technology sector and large user base make India an important stakeholder in managing the social impacts of AI-generated content.