



## **Background Paper**

**Committee:** Committee on Artificial Intelligence

**Topic B:** Regulation of AI in the Creation of Fake News and Political Manipulation

**Chairs:** Valeria lechuga lópez and Santiago Gomez Galarza

In this age of rapid technological growth, the integration of artificial intelligence (AI) and other digital tools into media and politics has fundamentally changed the way we create, share, and consume information. These technologies hold great potential to improve communication and engagement across societies. Yet, they also bring significant challenges, especially in producing and spreading fake news and manipulating political conversations. The influence of these technologies on public opinion demand that their use is managed. Information integrity is vital for societies. However, the widespread use of AI tools capable of creating and spreading false information compromises this integrity. Misinformation can quickly sway public opinion, impact election results, and provoke social unrest. Therefore, controlling the impact of these technologies is critical for maintaining trust and transparency in the relationship between the people and their governments.

Historically, misinformation has been used to manipulate public opinion, but digital technologies, especially AI, have changed how subtly and widely misinformation can be spread. The 2016 U.S. presidential election is a prime example, where the extensive use of digital platforms for political manipulation exposed the vulnerabilities of digital communication systems. This event sparked worldwide calls for tighter regulations on the technological tools used in political contexts.

The unchecked use of AI in media and politics can threaten people's basic rights to information. Without proper regulatory oversight, these technologies might be used to deepen

divisive narratives or limit free speech, posing severe risks to societal stability. Technologies like AI are increasingly used to create synthetic media that appears indistinguishable from real content. These tools are particularly good at adjusting content to tap into individual biases, significantly boosting the effectiveness of political campaigns. Additionally, AI algorithms automate the creation of news stories and social media posts, optimizing them for maximum engagement and spread. This ability not only extends the reach of misinformation but also speeds up its impact on public opinion.

Efforts to tackle these challenges are underway globally. For instance, the European Union has introduced measures like the Digital Services Act to fight digital misinformation. Technological advancements, such as AI systems designed to detect and flag synthetic media, are also developing. However, these efforts are still in the early stages and need more refinement and international collaboration to be truly effective.

The debate should focus on creating comprehensive international frameworks to regulate the use of AI and similar technologies in media and political fields. Important areas of focus should include setting strict standards for transparency in digital content, promoting international cooperation in regulation, and improving public education on media literacy to help people resist misinformation. Moreover, supporting technological innovations that help identify and counteract fake content is crucial. The discussion should aim to strike a balance that safeguards freedom of expression and promotes technological innovation while ensuring the ethical use of technology to preserve the integrity of public discourse.

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