Session Outcome Document

Living with the genie: Responsible use of generative AI in content creation

ITU

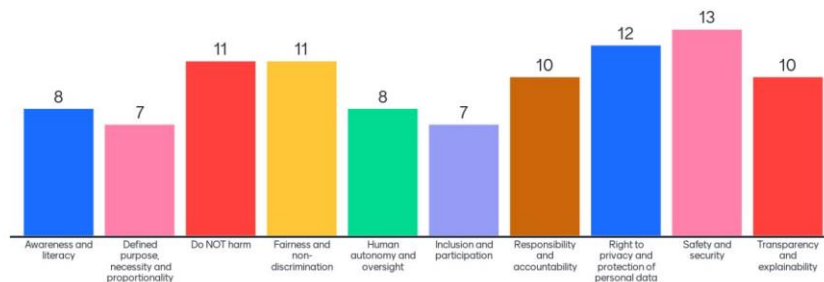**31 May, 11:00 to 12:00**

Key Issues discussed (5- 8 bullet points)

Artificial intelligence (AI) has the potential to advance global prosperity by tackling critical issues that align with the United Nations Sustainable Development Goals (SDGs). Novel AI systems are continuously introduced to enhance creativity, innovation and efficiency of content creation and to elevate the overall performance of communications. Generative AI (genAI) is a field in AI that focuses on creating new content such as text, images, sound and video. genAI systems also bring a spectrum of risks and challenges specific to content creation. These include the potential for malevolent use of genAI in manipulating or distorting information and images, challenges in safeguarding privacy and protecting personal data and ensuring the integrity of the information disseminated. If not properly managed, these risks could harm the communicator/communicating organization, users and society. This session discussed some of the guardrails that should be put in place and to be observed by communicators for maximum benefit and minimum harm:

- Defined purpose, necessity and proportionality
- Do not harm
- Fairness and non-discrimination
- Human autonomy and oversight
- Inclusion and participation
- Responsibility and accountability
- Right to privacy and protection of personal data
- Safety and security
- Transparency and explainability

Towards WSIS+20 and WSIS beyond 2025, please share your views on the emerging trends, challenges, achievements, and opportunities in the implementation of the WSIS Action Lines to date (5-8 bullets)

As "a publisher" on social media, what does responsible use of generative AI in content creation mean to you?

Tangible outcomes (such as key achievements, announcements, launches, agreements, commitments, figures, and success stories (3-5 bullet points))

The discussions will inform the drafting of an ethical compass for the responsible use of generative AI in content creation by communicators (for ITU staff to begin with).

Actionable plan and key recommendations (2-5 points)

Awareness and Literacy. GenAI change some things, but the core method of content creation is the same. There are just more tools now in fields like research and illustration. AI has inherent biases; as such, it is necessary for it to be used as a springboard rather than the finished product. People need to supervise it. It can speed up writing and analysis, but we have to stay "AI literate" and be able to parse what is created by people and what isn't.

Defined Purpose, Necessity, and Proportionality and Human Oversight: Principled innovation is important. Ensure that there is a real – justified - need, and understand that while failure is permissible, failure at the expense of others is not. Humans, their oversight, must be involved at every stage.

Do Not Harm: The risks of AI are more important than the benefits. Generative AI can produce creative content, but this is as of yet an unregulated tool. Liability is increasingly becoming an issue, such as with the issue of deep fakes. It is necessary to make the perpetrators liable for the harm that they enact. However, it is next to impossible to use traditional methods of liability to do this. Should the producer, user, seller, or machine be held liable? The EU is attempting to address the issue.

Fairness and Non-discrimination: Mitigating bias is important. On the input side, use training data that is diverse and representative via broad data collection from different populations. Data quality

must also be very high, and it must be annotated and evaluated by, for example, medical professionals for health applications, to attempt to address bias. On the output side, evaluation is also critical, and governance and ethical standards are very helpful in curtailing the negative excesses of the output of large language models. Bias mitigation is an ongoing process that must itself be evaluated and updated over time as technology changes. The way to make algorithms less biased is to focus on reducing the bias of human input. The algorithm accurately reflects the way that the world is, which is why it is biased: it has no capacity to envision a better world.

Inclusion and Participation: There are AI institutes that focus on addressing this issue in Vietnam, amongst other projects, such as "Made in Vietnam". Inclusion must be a part of high-level political discourse. As such, Vietnam is working on a national standard that focuses on evaluating and governing AI. Inclusiveness is an important criterion. Doing this protects minority groups from discrimination and promotes innovation.

Responsibility and Accountability: Copyright law is different country by country. Some are using case law, some are using ethical principles. Fundamentally, it is difficult to prove providence when it comes to art, and this plausible deniability makes it very tricky to apply copyright law to AI.

Right to Privacy and Protection of Personal Data: Things that happen online have serious effects in the real world. Large language models are commercial services that are controlled by private interests that want to exploit the data of consumers. As such, consumers can unwittingly concede data when they use these services.

Suggestions for thematic aspects that might be included in the WSIS Forum 2025 (one paragraph)

Beyond the aspects already listed, what additional elements do you associate with responsible AI content creation? Type Answer

32 responses