

Instructional Scenario

AI in Entertainment: The Deepfake Dilemma



Course/Duty Area: Artificial Intelligence Fundamentals/Defining Legal and Ethical Aspects of AI Use

Scenario: Welcome to the near future! You've joined the Digital Ethics Task Force, a team of innovative problem-solvers addressing AI chaos in the entertainment industry. A viral AI tool, DeepWave, generates hyper-realistic deepfake videos and music using celebrities' likenesses and high school students without consent, including students from your school. In some instances, these deepfakes, created solely for viral attention and monetization, factitiously depict students engaging in inappropriate behaviors. Families are outraged, artists are suing, students are being bullied based on this fake content, and viewers can't tell real from fake. Your mission is to investigate DeepWave's legal and ethical violations, propose solutions to protect creators and audiences, and ensure AI innovation doesn't trample rights.

Big Question: How can we embrace AI's creative potential while safeguarding intellectual property and human dignity?

Focused Questions:

- What is the difference between legal issues and ethical?
- How do biased training datasets lead to misrepresentation?
- Which laws apply—international (Berne Convention), federal (Digital Millennium Copyright Act), or Virginia's right-to-publicity laws?
- How do DeepWave's actions affect digital privacy, security, and school communities in Virginia?
- How can DeepWave collect data legally and ethically?

Student Project or Outcome: Students will create an Ethical AI Showcase to present to Congress, including at least one of the following:

- A comparison chart of DeepWave's legal and ethical violations
- A podcast episode interviewing stakeholders (artists, lawyers, AI developers)
- A campaign poster advocating fair AI use in entertainment, citing Virginia case studies
- A mock legal settlement outlining solutions: bias audits, compensation for artists, and transparency in AI training data

Project-Based Assessment: Students will present their Ethical AI Showcase to the class, demonstrating their understanding of the legal and ethical issues surrounding AI-generated deepfakes.

Note: This instructional scenario was created with the help of AI.