Minerva Consulting

Team Member Name	**Year**	**Major**
Zongchan Chen	2020	Psychology
Axel Jensen	2020	Philosophy
Mattie Lagan	2020	English
Ada Lukic	2020	Psychology

Advisor: Dr. Marc Bobro
Topic: Fakebook: Time to Face the Truth
Audience: Facebook Board of Directors

Sustainable Development Goal

SDG #16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

Executive Summary

Video is often considered the gold standard of truth when it comes to verifying information; the public relies on video to provide testimony in the era plagued by fake news. However, with the progress of artificial intelligence, "deepfake'' as an emerging technology challenges our conventional notion of "seeing is believing." No longer scenes from a science fiction novel, deepfakes, shallowfakes, and other manipulated media, are starting to undermine our belief system, individual and institutional credibility, and even the integrity of elections. Yet, they also have the power to educate and inform, bring to life those we have lost, and create unique media that brings people together.

As the world's most famous and ubiquitous social media platform, Facebook is dedicated to giving people the power to build community and connect individuals across the globe. However, Facebook is not exempt from the harm of fake news. Misinformation has become a pernicious threat to the inclusive platform and digital world built by Facebook and its billions of users. Facebook's current policies on fake videos are based on an arbitrary distinction between artificial intelligence and human manipulated media, instead of the actual damage caused by such videos. Balancing their commitment to freedom of speech with comprehensive content policies is not an easy task, but Facebook has the capacity to improve and provide a more reliable and trustworthy platform for its users. With upgraded policies addressing manipulated content, Facebook has the opportunity to be at the forefront of setting a precedent for managing the new deepfake technology. Creating a more thorough policy can both make Facebook a more sustainable and habitable platform as well as allow its users to continue their full range of expression.