ARTIFICIAL INTELLIGENCE, MEDIA AND POLITICAL INFLUENCE

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Introduction

- In this twenty-first century, artificial intelligence AI is changing the world and its impact on international life is unlimited. AI is influencing all actors and sectors.

- Nowadays, it offers new opportunities for media, and it reinforces its role within local, national and global governance.

- With media and AI, access to the information is free and easy and this reinforces individual contribution to the democratic process.

- It creates new challenges for the states. This invites all actors, researchers, policymakers, and media to rethink their functions influenced by AI but more by the malicious use of artificial intelligence MUAI.

- The key questions that could guide us are:
- What are the positive and negative impacts of AI on the media?
- Considering the impact of AI on Media how can media influence politic?
- What are the risks imposed by the malicious use of artificial intelligence to the media?

- We try to answer this question throughout:

- The implications of AI on media;

- How the media are influencing politics in the age of artificial intelligence?

I. Impact of artificial intelligence on media:

- AI is a new "weapons" used by States and other international actors to influence global issues by creating targeted propaganda, analyzing mass-collected data or by manipulating videos.

- The most important impacts of AI are:
- The creation of the content,
- Consumers have easy and free access to information.
- The impact on the process between the creation of the content and consumers.
- This influence can be positive or negative and made by the government as a control of the content or by another State or no State actors.

- AI offers new tools to increase freedom of speech which is a cornerstone for democracy and the enemy for corruption, therefore, in reality, it increases the control of media by government or by other parties.
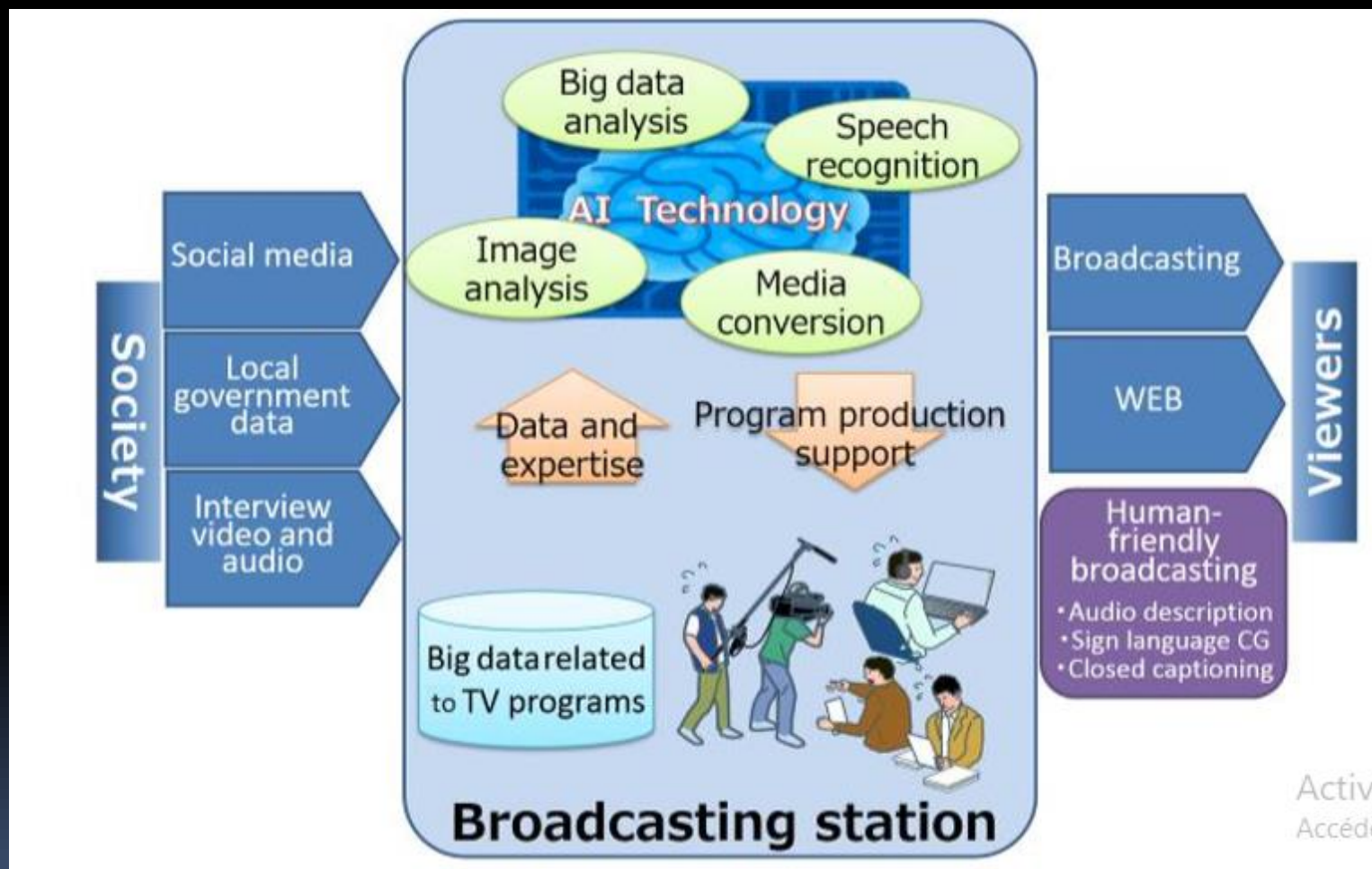
- ITU explained in its report that AI facilitates the principal function of media which is the creation of a bridge between individuals and government.

- ITU « shows an outline of an example AI-driven program production system as it could be used for content generation within the program and production pathway...... ».

Figure 1 : Configuration of AI-Driven Programme production

Source : ITU, 2019

- The key question is how we can determine the level of trust in the media?

- If media create the contents based on social media and government data as it was confirmed by the ITU in Figure 1, then media can be manipulated by governments, advertisers, or other third parties.

II-Media in the age of Artificial intelligence, powerful tool for political changes:

- Fake news, fake speeches, deep voices and other malicious uses of AI were invested to create political changes in Arab countries in 2011.

- Youth activists were thinking that they were protesting for democracy, social justice, and human rights, not used by a third-party to change the political system in Egypt, Libya, Syria, and Tunisia.

- The photo of Aylan's drowned body, face-down on the beach, which is a powerful image for its impact on psychological security and its output in the political crisis in Syria. It raises awareness of intersecting geopolitical issues.

- The dissemination of Aylan's photograph on Twitter can be thought of as a kind of psychological warfare tool. It was a new kind of power that combines the influence of the image and media to increase hate speech against the Syrian regime.

- Malicious use of AI can influence media as defense, diplomacy, cybersecurity, the economic and financial sector.

- According to the 2017 official annual Cybercrime report, cybercrime cost $3 trillion in 2015 and it's estimated that cybercrime will cost $6 trillion annually by 2021.

CYBER CRIME TO COST

$6 TRILLION BY 2021

In the 2017 **Official Annual Cybercrime Report**, it's estimated that cyber crime will cost $6 trillion annually by 2021. In 2015, that figure was $3 trillion. Cyber crime is now becoming more profitable than the global trade of illegal drugs!

Source: Collective awareness platform for privacy concerns and expectations CaPrice

- According to Symantec's 2019 Internet Threat Report, the number of groups using destructive malware increased by 25 percent in 2018.

- Notable attacks and destructive malware that was exposed in 2018 compromising a satellite communications operator and then looking for and infecting computers running software that monitor and control satellites such as MapXtreme, Garmin, and Google Earth Serve.

Conclusion

- There is no question that AI has profound impacts on media and it's functions and there is no doubt that media in the age of artificial intelligence will influence more than before political regimes.

- Media in the age of artificial intelligence can be used for and against democracy. MUAI are considered us new weapons cheaper than traditional weapons. It's used against states to achieve other state's interests.

With maliciouse ise of artificial intelligence, medai are used against the country as a tool of intervention in interior affairs which is a violation of international law.

- This means it's important to rethink international law and also national laws concerning media as it's necessary to think of new charter for etic in media in the age of artificial intelligence.

- The complement of the public and private investment in the creation of new technologies which can ensure the technical protection of media and predict malicious use of artificial intelligence.

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- *Thank you*