

Group 3

Problem: AI Generated Content

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Structure:

Executive Summary: A concise overview of the issue, analysis, and recommendations

Background: Context about the current policy or problem

Analysis: Evaluation of why the policy is not working or why alternatives are needed

Policy Options: Presentation of alternative solutions and their implications

Recommendations: Specific, evidence-based proposals for action

Conclusion: Summary of findings and recommendations

Executive Summary

Generative AI has revolutionized content creation but also presents challenges such as misinformation, copyright violations, and deepfakes. In the Western Balkans, a lack of media literacy programs leaves young people particularly vulnerable to AI generated content. Current policies fail to address these risks due to the rapid pace of AI development and insufficient regulation. To mitigate these issues, we propose integrating media literacy education into school curriculums or securing international funding for extracurricular programs. Additionally, implementing AI content disclosure requirements, such as watermarks and metadata tracking, would enhance transparency and accountability. A multilateral agreement among WB6 countries is crucial to establishing clear regulations and ensuring responsible AI usage.

Background

The arrival of generative AI models like ChatGPT and DeepSeek has really changed how

content is made in areas like journalism, marketing, entertainment, and education. These tools help with efficiency and access, but they also help increase deepfakes, copyright issues, and untrue stories.

A big worry in the Western Balkans is that there aren't enough media literacy programs, mostly for those under 18, in schools or after school activities. Because of this, many young people don't have what they need to judge and spot AI made content. This lack of media skills makes them more open to wrong information and confusion, which could lead to wrong opinions and actions.

AI is developing so quickly that regulations can't keep up, leaving a big hole in oversight. If we don't fight this with education and after-school programs to teach young people how to spot AI content, it makes one wonder how viable any regulation will be.

Analysis

Current policy frameworks struggle to keep pace with the rapid evolution of AI technology. People can generate malicious content using AI and not face consequences. This is most obvious in the expansion of deepfake video dissemination. Among many other issues, we included:

- The lack of mandated distinctive features that would clearly suggest that the disseminated content is AI generated. AI content is progressing at a rapid pace and it will become increasingly difficult to distinguish between reality from fiction without a distinct AI signature for such content.
- Limited amount of media literacy and education regarding AI generated content. Currently most education regarding this topic is relegated to extracurricular activities like seminars and workshops and are not included in school curriculums.
- Lack of regulations regarding cyberspace in the Western Balkans as well as a clear lack of ambience in regards to safe digital culture.

Policy Options

There are few policy options that are at our disposal:

1. Strengthening transparency requirements. This would include mandating disclosure

when content is AI generated and requiring watermarking or metadata tracking for AI created materials.

2. Implementing legal accountability frameworks. This policy would include defining liability for AI generated misinformation and harmful content.
3. Communicating to the governments the need to include media literacy programmes in the curriculum of educational institutions such as elementary schools and high schools.
4. Communicating to organisations such as the EU or UNDP to increase the amount of funds for extracurricular media literacy seminars that will create capacities for young people to recognize and combat the increase in AI generated content.

Recommendations

In regards to our recommendations, we understand that not all of the policy options presented are viable in the short term to combat these problems, therefore we decided that narrowing down the recommended course of action would be in the best interest of achieving the desired results.

We strongly recommend that all efforts be made to pass legislation that mandates media literacy education pertaining to AI generated content either within the educational system or through increased funding for such extracurricular programmes. We understand that implementation on the level of mandatory education might be difficult to achieve, so we do not mind advocating for a less maximalist goal such as creating a fund for media literacy that would be financed by international organizations. This fund could be used to hire experts in the field of media literacy and AI models that would educate young people in the WB 6 on an annual basis.

We take a strong stance in advocating for a mandate on adopting a multilateral agreement in the WB 6 on AI content disclosure. This may be done through the requirement of watermarks on content that is AI generated, or implementing metadata tracking that will point out such content. This multilateral agreement would strongly empower the WB 6 countries to adopt legislation that would sanction these kinds of infringements.

Conclusion

Generative AI brings opportunities but also fuels misinformation and deepfakes. In the Western Balkans, weak media literacy leaves young people vulnerable. Without action, AI's risks will

grow unchecked. Mandating watermarks, metadata tracking, and regional cooperation can boost transparency. International funding for media education would help tackle misinformation. A mix of regulation, education, and collaboration is key to responsible AI use.

References

[MIT group releases white papers on governance of AI | MIT News | Massachusetts Institute of Technology](#)

<https://publications.jrc.ec.europa.eu/repository/handle/JRC137136>