FEDERAL TECHNOLOGY VISION 2022: THE UNREAL

VIDEO TRANSCRIPT

Trend 3: The Unreal unravels the paradox that synthetic data brings to the future of A.I.

We are increasingly faced with machine interactions that are passably human. This includes synthetic images, deepfakes, chat bots, and other AI-generated content that convincingly mimics reality.

As the underlying technologies becomes more and more mature and more commonly used, enterprises and agencies will face questions: what's real and what isn't? And under what circumstances are people willing to accept their use?

On the one hand, data is fueling and powering A.I. and synthetic data allows us to take A.I. even further. For example, synthetic data was used to replicate patient records safely and effectively, allowing researchers to discover new ways to combat COVID-19.

At the same time, synthetic data, images and videos are also being used to create deepfakes and other forms of disinformation. Already, just a third of consumers are confident that they can recognize a deep fake video. This number is likely to decrease with increasingly sophisticated models.

Synthetic realness is a powerful tool when used appropriately. We should focus on authenticity and ethical use cases to earn people's trust. Agencies can achieve this by committing to four primary tenets:

- **Provenance** - what is its history policy?
- **Policy** - What are its restrictions?
- **People** - who is responsible?
- And **purpose** - what is it trying to do?

Ultimately, a focus on authenticity will help unlock new attitudes towards A.I. – unleashing the full benefits of the unreal world.

Learn more in *Trend 3: The Unreal*.