

# What Tech Leaders Should Consider About The Ethical Use Of AI In The Metaverse



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Forbes Technology Council  
COUNCIL POST | Membership (Fee-Based)



Aug 3, 2022, 09:15am EDT

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The widespread discussion of artificial intelligence (AI) in nearly every industry did not happen overnight. It has been a long time coming as tangible use cases have validated the importance of the technology for both commercial enterprises and government organizations.

As adoption continues to rise, questions surrounding the ethical boundaries of the technology will only increase. With the advent of the metaverse, which utilizes AI-based technology such as synthetic media to drive immersive engagements in digital, decentralized worlds, ethical use will become an important point of concern for both brands and users.

### Protecting Consumers And Content Owners

Currently, the metaverse is a bit like the Wild West. Right now, it's heavily reliant on self-regulation. This means users are individually deciding what levels of transparency, IP verification and security are acceptable. Some, of course, will care about this more than others and will prefer enterprise or third-party verification and authenticity like the blue check implemented by Twitter and Instagram.

Much like advertising regulations of the past, an official regulatory practice will surely come along, such as the FCC regulations in the Web 2.0 era that ushered in new disclosures and terms users agree to when using an internet platform such as YouTube or Google. But with the advent of Web3, the next iteration of consumer protections will have to be developed. Given how nearly anyone can be a content creator, protections should extend to IP owners as well.

Rather than reinventing the wheel entirely, the easiest approach is simply extending and evolving current verification processes to the metaverse. For YouTube content creators, for instance, there are requirements that must be fulfilled to verify an account as well as acquire a verification badge. Similar processes could establish a way for users to know what content is legitimate (including verified synthetic media) versus fake.

We've already seen the abuse of AI technology with deepfake videos as well as phone call scammers using synthetic voices to imitate people of authority. That's why lawmakers and consumer rights advocates are concerned. With the immersive experience of the metaverse, many are concerned that this will act as another channel to perpetuate misinformation or fraudulent synthetically created content.

As such, we should ask: How can leaders in the AI space help protect the consumer and content owners alike?

### Advocating For The Ethical Use Of AI

We can do our part by joining governing bodies and industry working groups, such as the Open Voice Network, the Interactive Advertising Bureau, the Center for the Governance of AI, the Entertainment Technology Center or other groups.

Also, as champions of the good that AI can bring to society, it's important for us to continue to do everything we need to go beyond protecting the IP and integrity of the content groups that we represent. We also must protect against the misappropriation of their marks and the unauthorized use of their digital likenesses, such as with avatars and synthetic voices.

When creating content with AI technology, a disclaimer should always be used so that the audience has full transparency when interacting. In addition, consent should always be part of the process when replicating a talent's likeness. Limiting access to only approved users for the technology can help ensure that bad actors do not use it for malicious purposes.

Increased verification is a starting point to help push us towards a safer experience for everyone in the metaverse, where AI will thrive. While there will always be bad actors, the platforms that will grow the fastest will maintain some semblance of order to proactively reduce the misuse of protected content.

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