

Who is making a deepfake?

Name: _____

All scenarios use the same concept (John McCrae reciting *In Flanders Fields*) to help you consider how the creator and target audience might change the ethical judgments. For each, choose a position and justify your decision.

Deepfake scenario A - John McCrae recites <i>In Flanders Fields</i>		
I am a student making a class presentation about John McCrae. Expected audience: 30 students + teacher		
Unacceptable	Somewhat acceptable	Totally acceptable
Justification:		
Deepfake scenario C - John McCrae recites <i>In Flanders Fields</i>		
I am a relative of John McCrae and would like to show my family what the famous poem might have sounded like being recited by my great-great uncle. Expected audience: 10 family members		
Unacceptable	Somewhat acceptable	Totally acceptable
Justification:		

Deepfake scenario B - John McCrae recites <i>In Flanders Fields</i>		
I am a volunteer at my local military museum preparing an exhibit about John McCrae Expected audience: 300 members of the general public		
Unacceptable	Somewhat acceptable	Totally acceptable
Justification:		
Deepfake scenario D - John McCrae recites <i>In Flanders Fields</i>		
I am a government employee working on a national campaign about John McCrae to be broadcast on TV and in social media. Expected audience: 300,000 Canadians of all ages		
Unacceptable	Somewhat acceptable	Totally acceptable
Justification:		

Do creators with larger audiences (like museums or governments) have greater ethical responsibilities than individuals? Why or why not?

