Background Guide

UNESCO: Combatting AI Misinformation

BunnyMUN VI

L.B. Poly - October 25, 2025

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Head Chair Letter

Hi Delegates!

My name is Kieran, and I'm beyond thrilled to be one of your co-chairs for Bunny MUN IV's UNESCO committee! I'm a sophomore here at Long Beach Poly and this is my second year doing Model UN. Over the course of that time, I've been so fortunate as to find my voice, expand my worldview, and meet a lot of really cool people!

The first conference I ever attended was none other than Bunny MUN, so I can tell you firsthand how great of a time you'll have, despite any fears. I know some of you may feel intimidated (I certainly was!), but the best advice I could ever give to you is to just put yourself out there! It may be nerve-wracking, but getting up, giving your speech, and vocalizing yourself throughout the day will have you hooked on Model UN. It absolutely did for me. I truly look forward to hearing your enriching discussions and nuanced solutions on the topic of AI Misinformation, which is so deeply entrenched in our lives today (and a source of concern for the future).

Outside of MUN, I play on our Varsity Boys Lacrosse Team and am a Pickleball Club co-president, as well as a co-founder of Poly's DECA chapter! In my spare time, I love to write poetry, read, travel, hike, and when in season, snowboard!

Please do not hesitate for a second to reach out with any questions, comments, or concerns you have. I look forward to meeting you all and hope you have a blast at Bunny MUN!

Sincerely,

Kieran Lundy

UNESCO | Co-Head Chair | kslundy09@gmail.com

HEAD CHAIR LETTER

Dear Delegates,

My name is Giselle Millsap, and I am thrilled to be co-chairing at Bunny MUN IV! I am a sophomore in the PACE program, and although I have attended multiple MUN conferences, this is my first time being a chair. Outside of MUN, I'm part of the girls' volleyball team and in the spring play on the varsity beach volleyball. I am the other Co-President of Poly Pickleball Club and on the cabinet of Spikeball Club. In my free time, I love to hike, go to the beach, and play guitar.

I am honored to be chairing this room and can't wait for the incredible conversation and debate. Model United Nations has been a place I've used to build my own diplomatic skills while also challenging my perspective on many global issues. As Bunny MUN IV approaches, I encourage you to step out of your comfort zone and collaborate with your peers and fellow delegates. I am so excited to see the solutions and conversations that will be held this year.

Good luck as you prepare, and if you have any questions, please feel free to reach out.

Sincerely,

Giselle Millsap

UNESCO | Co-Head Chair | giselle.millsap@gmail.com

Vice Chair Letter

Dear Delegates,

My name is Alaina Castillo and I will be serving as your vice chair for this committee! I am beyond excited to be part of BunnyMUN this year and to work with this incredibly talented dais team. I am committed to making this experience the best it can be for delegates and hope this background guide is clear and informative.

A bit about me, outside of Model United Nations I am Poly's commissioner of Inclusion, president of the Equity, Inclusion, & Change club, vice president of Poly's Best Buddies chapter, and am on the varsity cheer team. I am passionate about politics, social justice, community, and learning, these passions have helped foster my love for Model UN. I have been involved with Poly's Model UN program since my seventh grade year and even attended BunnyMUN and JackrabbitMUN. I have grown to love the learning, challenges, and community that come with MUN. Before this committee, I served as a vice chair and shadow on other daisies for JackrabbitMUN.

This topic is a pressing global issue that I feel is becoming more normalized. Finding potential solutions requires involvement from all countries and blocs, which I know we will achieve in session. I cannot wait to hear all the innovative solutions and perspectives I know you will all bring. I am eager to partake in this amazing event and meet you all. Please do not hesitate to reach out with any questions, we are here to support you!

Sincerely,

Alaina Castillo

UNESCO | Vice Chair | Lainyrcastillo@gmail.com

How to Mun

So, you're probably wondering: How do I prepare for debate? Well, here are some starting points to begin your country research!

1. Read through this background guide
    a. find your country in Bloc Positions (pg. TKTK) and read that paragraph
2. Look for information on your country in the CIA World Factbook and BBC Country Profiles, linked here:
    a. https://www.cia.gov/the-world-factbook/countries/
    b. http://news.bbc.co.uk/1/hi/world/europe/country_profiles/default.stm
3. Look at the Questions to Consider (pg. TKTK) and try to answer them (do some research on the internet!)
4. Do more research on the internet for:
    a. previous country actions
    b. previous NGO and United Nations actions
    c. possible solutions

During the committee, all delegates will present an "opening statement." This is a short introductory speech and will only last about 30 seconds to 1 minute—nothing too bad! You can practice and time your speech using a timer.
These opening statements are written beforehand. They don't have to be memorized, either. You can print or write your speech, then read off the paper.

Your opening statement should include:

1. Your country's position on the issue at hand
2. What your country has done in the past
3. Possible solutions that align with your country's position
    a. This is what you will discuss in the main part of the committee! Including this in your opening statement is a great way to let other delegates know where you stand.

Committee Description

UNESCO—otherwise known as the United Nations Educational, Scientific and Cultural Organization—has worked since its inception in 1945 to promote peace and cooperation through its titular fields. Today, the committee boasts 194 member states, making it one of the largest UN bodies, and its influence has stretched from Yosemite Park in the United States to Shirakawa-go in Japan.

Seeking to promote international collaboration and understanding through the shared human experience, UNESCO works to improve education, increase scientific dialogue, and protect important parts of the world's culture. As the world evolves, naturally the conversations featured in UNESCO do as well, and as such the topic generating some of the most discussion is AI. With specific concern over the ethics of AI, UNESCO is watchful as artificial intelligence continues to evolve.

Ultimately, the goal of UNESCO is to safeguard the human experience, emphasizing the importance of truth and reliability even when it proves to be a challenge. Humanity will continue to advance, and UNESCO will work alongside it to help solve any problems that arise alongside it.

Topic Synopsis

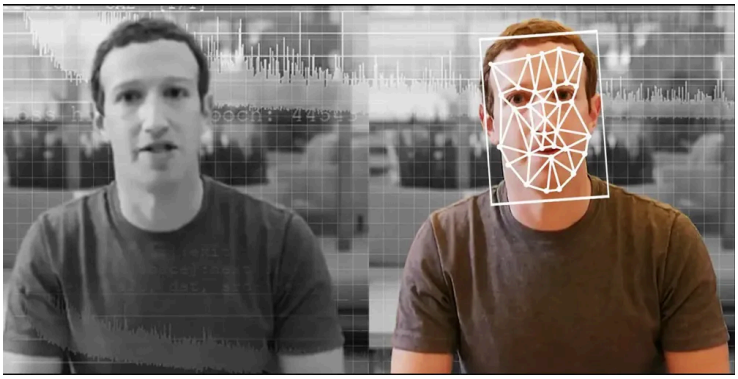
With the exponential rise of AI development, the misinformation it causes has made a rapid and prominent spread. Platforms such as ChatGPT, Meta AI, Google Gemini, and Microsoft Copilot have made AI use convenient for almost anyone with internet access. However, this accessibility comes with the price of the truth. AI misinformation such as deepfakes, propaganda, fake news stories, and false statistics make up a significant amount of the content consumed online daily. The danger of this misinformation is the lack of distinction between real and counterfeit. False information threatens to debase education, science, and human culture as we know it. For example, recent research shows that over 80% of students use AI for their studies. Many AI systems often produce incorrect information by mistake, through citing unreliable sources and misinterpreting available information. With AI misinformation trickling its way into everyday life, and contributing to many social and political conflicts, communities are at a loss for how to combat generative systems. The delegates of this UNESCO committee must address AI concerns and develop actionable solutions to combat the internationally recognized dangers of AI misinformation.

Background

Dangers of Misinformation

Currently, the largest concerns regarding AI are the dangers of misinformation. In 2024, AI-generated deepfakes and images spread across social media affected elections all over the world. AI misinformation and disinformation has been used to disrupt democratic processes and create polarizing propaganda.

With the advancement of generative AI, near-realistic deepfakes and voice spoofs have scammed families and harmed communities, disproportionately affecting vulnerable groups such as children and the elderly, who may not be able to recognize content that is AI-generated and may be unable to decipher signs of misinformation, which results in increased risk. For example, in July of 2025, a mother from Florida was scammed out of thousands of dollars when a scammer used AI to mimic her daughter's voice, claiming to be in serious need of money. Another group often targeted by AI misinformation is voters. Political propaganda is a reality that can impact nations' democratic processes, as was seen in Indonesia in 2024 when a deepfake video of longtime deceased dictator Suharto was created by the Golkar party stating that Golkar's candidates will "continue his dream of Indonesia's progress." Following this video, Suharto's son-in-law was elected president. While it cannot be explicitly said that this election was decided by one video,



the rate at which political deepfakes like this spread across the internet and corrode the integrity of fair elections have implications for the future of reliable information.

Those suffering from illness also become vulnerable to AI misinformation on the internet as AI responses are not always filtered for accuracy, potentially leading to incorrect and biased medical advice. Even if AI usage is not intended to be malicious, bias can be embedded into AI models, often leading to untrustworthy search results. If not trained carefully, biases can occur both intentionally and unintentionally within AI models.

Overall, the dangers created by AI information are vast, and the contributions to the current state of extreme social discourse cannot be understated. With an overflow of false information, people worldwide can develop a lack of trust for the news, their leaders, and for their peers. Additionally, AI misinformation contributes to the polarization of world politics, which have created a social lack of understanding on various issues, with false and biased information.

Environmental Impacts

The negative impacts of AI reach beyond misinformation and social or cultural issues, having increasingly negative effects on the environment. Generative AI systems are created and run in data centers: temperature-controlled buildings that store servers and data drives. The two primary issues that come from these data centers are their vast energy consumption and water usage.

While data centers have long been used by tech companies to run software (for example, Amazon and Google each have over 100 across the globe) the increasing demand for AI software has largely increased the demand for these data centers. The data centers used for training generative AI systems require energy rates that are about 7 or 8 times the average usage of other data centers, and with the frequency at

which new AI systems are being improved and trained, the rate of energy use increases with them. After they are trained, generative AI systems continue to require more power than traditional search engines. The energy required to make one search using programs such as ChatGPT is about 10 times more than it would be for an equivalent Google search. Additionally, the amount of energy required to run AI software often fluctuates, this inconsistency putting even more strain on electrical grids. In order to compensate for this, power plants are forced to rely on fossil fuels (often diesel), which holds massive implications for the future carbon emissions and not meeting the 2030 benchmark for Sustainable Development Goal 13.

Furthermore, In order to properly run the CPUs and GPUs necessary for data

centers, the buildings must be kept at a consistently cooled temperature. In order to do this, centers will run high quantities of water through their system, putting a strain on local water supply. As with energy consumption, the proliferation of data centers globally will impact the water supplies of the areas in which they are built, having drastic tolls on local communities and ecosystems. As AI systems evolve, the demand for data centers will continue to increase, having immense consequences on the environmental sustainability goals of countries worldwide.

Social and Cultural Impacts

The spread of AI and, as a result, AI misinformation, leads further than scams and political fraud. Large Language Models (LLMs) such as Gemini and ChatGPT are often trained off of public information and forums on the Internet, rather than many

specific sources. This leads to inherent bias in search results because they are drawn from biases already found across the Internet. Thus the voices that are already being elevated rise even more, enforcing established power structures and bulldozing over the voices of minorities. Discrimination is often a side effect of how generative AI produces information.

Additionally, the use of AI has increased rapidly, with estimates reaching well into the hundreds of millions of people who use AI daily, a figure that is only predicted to increase. As AI use becomes more common, reliance on it increases as well, which could have severe consequences. Several recent studies have found that AI may erode mental cognition, reducing brain activity and memory retention. How this will affect society is currently unknown as AI is still in its infancy, but these early findings are concerning.

Development and Financing of AI

Another one of the largest issues surrounding the use of AI internationally is the equitable development of systems without increasing wealth disparities. Technological advancement increasingly makes access to the internet and internet services a prerequisite for a country's economic development, and as time goes on, spending on AI is increasing drastically, with global AI corporate investment reaching $252.3 billion in 2024, and private investment up 44.5%. Increased efforts to expand AI usage is also

evident in the 18.7% increase in private investment in Generative AI between 2023 and 2024. This amounted to a total of $33.9 billion globally.

As substantial as these figures seem, however, there are significant disparities between countries in their investment in and widespread use of AI. In fact, the United States alone received $109.1 billion in private AI investment in 2024. The US government also allocated $1.8 billion solely to AI research and development in 2022. Comparatively, only 12% of LDCs, which the UN designates as "low-income countries confronting severe structural impediments to sustainable development," had created national AI strategies by 2023– which 66% of developed nations had at the time. The European Union, which has committed €1 billion per year to AI investment through Horizon Europe and Digital Europe and China, has also continued to develop AI technology. This outline commits tens of billions of dollars to AI, with the goal of global leadership by 2030. If the one-sided development of AI continues in its current trajectory without change, the economic divide between countries may continue to widen as well.

Economic Effects of AI

AI has quickly begun to shape the global economy, offering many advantages and disadvantages for global economics and businesses. It continues to increase productivity by decreasing processing time, lowering operational costs, and driving economic growth by quickly producing new innovations and facilitating trade.

The rise of AI also presents serious challenges, as it puts jobs with high amounts of public information available at risk. This includes jobs such as software development and customer service, as AI is often trained off of public information that includes code or information used in customer service jobs. While this reliance on AI can have benefits, it may put employment rates in danger in some fields.

The implementation of AI into jobs can also have benefits, however. Research has found that around 20% of tasks in the United States labor market can be completed with AI, with 5% of these able to be completed profitably. While estimations for future GDP growth as a result of AI widely vary, the UN's International Monetary Fund reports that 40% of jobs will be affected by AI.

As AI begins to evolve globally, we must evolve and learn to balance its benefits with the high potential economic and societal risks.

UN Involvement

The issue of combatting AI misinformation is not one that has gone without notice. As of September 2025, the United Nations General Assembly (UNGA) adopted a resolution to establish a global forum and scientific panel to guide international AI governance. Furthermore, the UN Secretary-General, Antonio Guterres, recently established a high-level advisory body on AI to coordinate global use, provide analysis, and allow for sharing of recommendations. One recent report from this group, "Governing AI for Humanity," puts a major emphasis on international cooperation and regulatory frameworks, which should both be considered when writing your resolutions. Continuing with the theme of establishing global standards, the UNESCO Recommendation on the Ethics of AI provides just that, sharing principles and policy action areas for implementing safe, morally and socially-just AI. The Global Principles for Information Integrity, which were also launched by the Secretary-General, offers a path forward for creating more safe and secure information spaces online, too. Following up on these many efforts, the UN continues to submit reports based on shared information and the best practices to describe the challenges of misinformation. The thread tying all of these measures together is international cooperation, which we must foster alongside multi-stakeholder engagement (governments, tech companies, researchers, the public relations industry, etc.) to solve this monumental, modern problem.

Bloc Positions

Africa Bloc

Many countries in Africa see AI usage as a way to boost productivity, and as a tool that can help to close the economic divide between countries. According to Stanfird's 2024 AI index report, 27% of Kenyans use ChatGPT daily, and an additional 42% use it weekly. The African Union's "High-Level Policy Dialogue on the Development and Regulation of AI in Africa" addressed the economic benefits AI development can hold, given the improvement of digital infrastructure. At the same time, however, many countries have left the issue of AI misinformation so far unaddressed, or are still in the process of developing strategies to counter it. While not specifically targeting AI misinformation, legislation such as Ethiopia's "Hate Speech and Disinformation Prevention and Suppression Proclamation" do work to combat misinformation. Independent fact checking organizations, such as PesaCheck or Africa Check, work to mitigate the effects of AI disinformation.

Asia Pacific Bloc

Across the Asia-Pacific, nations have taken significant steps to deal with the threat of AI misinformation. Singapore has been a leader, unveiling public campaigns to warn citizens of the dangers of AI-generated disinformation and enacting the Protection from Online Falsehoods and Manipulation Act (POFMA) to hold individuals accountable for spreading misinformation. China has also been confronted with AI-driven economic and internet market problems caused by fast-paced AI evolution, and thus it has joined hands with national cyber authorities to curb misinformation and safeguard investor confidence. Countries in this region also continue to harness developing technologies, as seen in Samoa, where a National Science, Technology and

Innovation Policy focused on the use of digital technologies in education and infrastructure.

Middle Eastern Bloc

Over time, the Middle Eastern bloc has not only increased in its recognition of the vast power of AI, but also its detriment to nations by way of misinformation. As such, nations within the bloc have begun to initiate both regulatory and developmental measures. The United Arab Emirates has been a first-mover in the region and field, looking to build sovereign AI capabilities and integrate AI into government services. In the UAE, the government is a key player, investing through entities like G42 and MGX, appointing a minister of AI in 2017, and enacting the National Strategy for Artificial Intelligence 2031. However, they've also balanced this great expansion of AI usage with a strict, regulatory approach. In fact, its Media Council completely banned the use of AI to depict national symbols or public figures without prior approval (classifying such actions as media offenses that can result in fines) and signed an agreement in May 2025 with an AI firm, Presight, to develop a regulatory platform that uses AI to analyze and validate media content in real-time. Saudi Arabia is also a major player in the area, with their own initiatives including Vision 2030 Framework, NSDAI, and SDAIA. Their government looks to AI as a way and path to take to diversify the largely oil-based economy, and thus, prioritizes sustainable and reliable use. The primary challenge these efforts fight to overcome is the great deal of conflict throughout the region, which only exacerbates the prevalence of AI disinformation.

Western Bloc

The Western bloc has various stances on AI misinformation. The USA ranked #1 in AI research, development, economy, and infrastructure, namely with Silicon Valley being home to some of the biggest tech companies like OpenAI, Google, and Nvidia.

With this, the US government has taken a stance on AI stating that they would like to continue their leadership in the AI space and wish to "accelerate AI innovation for the benefit of the American people" (American AI initiatives and orders 2019 and 2020). Europe does not have the same level of AI infrastructure as the US but are leading significantly in AI regulation. The European Union (EU) passed the AI Act and the AI Continent Action Plan, which both aim to help countries safely navigate and regulate the issues that come with AI. The EU wishes to safely and responsibly develop AI and become a global AI leader in that regard.

Latin American/Caribbean Bloc

Understanding the importance of the AI industry moving forward, the Digital Agenda for Latin America and the Caribbean (eLAC) has put AI at the center of the region's digital development. The eLAC2026 Action Plan even aims to develop shared tech capacity and ethical standards for mitigating the damage of misinformation. Another program, the Latin American AI Index (ILIA), is backed by development banks and UNESCO, and tracks AI investments and policies. Another key concept in the Caribbean's stance on this topic can be taken from the Barbadian Prime Minister's urging of the Caribbean Community to create its own verification mechanism to validate information ("CARICOM blue tick") in July of 2025. Finally, the Association for Computing Machinery and Media Institute of the Caribbean have studied AI-fueled misinformation in the region and have called for collaboration to develop AI-driven verification tools.

Questions To Consider

1. How much should governments limit the use of AI? Consider the rights of private companies in your country
2. In what fields should AI be used, if any?
3. Is there an appropriate usage for AI?
4. How can governments regulate AI and create a secure digital landscape while continuing to reap the full benefits of it?
5. How can the international community "level the playing field" when it comes to AI investment? Could this equality help prevent pushes for excessive (and thus dangerous) amounts of AI usage in countries that are seemingly behind?

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