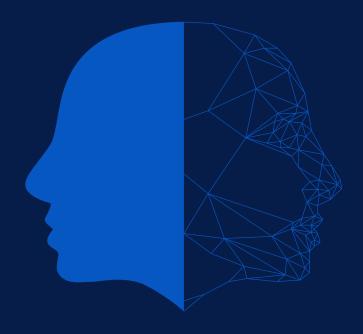# Responsible Practices for Synthetic Media Case Study

Template for Framework Supporter Organizations

① Organizational Background

A contextual introduction to the case study.

REQUIRED

- What is your organization's geographic scope of operations?
- How large is your organization?
- What kind of content does your organization focus on?
- An explanation of your organization's role in the case (developer, creator, and/or distributor, neither)
- What are your organization's objectives in addressing this challenge?

SUGGESTED

- Are there any internal or external tensions surrounding the synthetic media policy, practice, or product?

② Challenge

Elaborate on the challenge being addressed in the case study, i.e. the issue to which your organization is applying the Framework.

REQUIRED

- How did the challenge come up?
- When was it noticed?
- What was the potential for harm?
- Which of your teams were involved?
- Does this case contribute to the harms in Appendix B of the Framework? If not, should it be added? Why or why not?

SUGGESTED

- Was this case challenging to navigate or was it a gray area case? If so, why?
- What other policy instruments did you rely upon when navigating this case example?
- Did the Framework dovetail with any government regulation that affected your decision making? Was it consistent with those policies?

③ Objective

Describe what your organization is attempting to accomplish by addressing this challenge and/or furthering the opportunities.

REQUIRED

- What was the stated goal when your organization began addressing the challenge?
- Did the end goal change at all throughout the process?

SUGGESTED

- Did implementing the Framework help achieve tangential objectives?

4 Framework Scope and Application

Identify which Framework principle was used to help address the challenge/ opportunity, how it was chosen and implemented, and describe how it was applied.

Organizations should not feel they need to apply every Framework principle — disclosure, consent, transparency. Choose only what is applicable.

REQUIRED

- Were there any principles not in the Framework that were applied? If so, how were they chosen/ implemented?

Disclosure

- Which disclosure mechanisms (direct or indirect) are you leveraging for synthetic media?
- Is your organization able to measure the efficacy of those disclosure mechanisms? If so, how do you define efficacy?
- If your organization chose a method other than disclosure in addressing a challenge, how are you measuring the success of that mitigation strategy?

Consent

- What informed consent practices did you employ in your synthetic media use case?

Transparency

- How are you transparently communicating the capabilities and limitations of synthetic media through your product, policy, or practice?
- What challenges have you encountered in attempting to be transparent about these capabilities and limitations?
- Are there additional mitigations that address the same concerns? What made them promising/difficult to implement?

SUGGESTED

- Could Framework implementation have been improved by making changes to the principles - broadening or narrowing their description, for example?
- If there is a role for creators, distributors, and developers in your case, how do you understand the different levers of responsibility for those different categories re: consent, transparency, and/or disclosure?

5 Obstacles

Elaborate on any internal or external obstacles intrinsic to the Framework that were overcome.

REQUIRED

- Were any challenges not overcome? Why not?
- What, if anything, made the Framework difficult to implement?

SUGGESTED

- Has Framework implementation made any processes, procedures, or policies at your organization more challenging?

6 Benefits

Identify the opportunities created for your organization by utilizing the Framework to address the challenge.

REQUIRED

- Has putting the Framework into practice improved any processes, procedures, or policies at your organization?

SUGGESTED

- Were there any secondary effects/benefits of Framework implementation?

7 Conclusion/Key Takeaways

A description of how implementing the Framework ended for your organization, including any lessons learned.

REQUIRED

- What was the final outcome?
- Include any key lessons learned that could help inform addressing similar challenges in the future or if your organization identified any gaps in the Framework that would have been helpful
- What open questions remain after this process?

SUGGESTED

- Since launch, are there any areas that were not included that should be added during the first round of review?
- Are there any areas that would benefit from an update during the first round of review?
- From your perspective, where was the Framework most helpful? Least helpful?

8 Additional

Please use this section to add any helpful insights not covered in a previous section.