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Awareness of responsible use of Artificial Intelligence: production of a video and a strategy communication

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Dedication

To
My Mother, Nicole KPODOHOUN
My father, Georges GBAGUIDI

Thanks

We would like to thank :

- GOD, the Almighty Father, for giving us health, strength, inspiration, and perseverance throughout this work;
- The administration of IFRI, its director Prof. Eugène C. EZIN, the deputy director Prof. Gaston EDAH, and all the teachers who contributed to our training during these three years;
- Mr. Ratheil HOUNDJL, for his availability, his humility, his contributions, and his valuable advice;
- To all those who contributed to the successful completion of our work

Résumé

L'intelligence artificielle est désormais l'une des technologies les plus répandues de notre époque. Elle s'est imposée comme un outil indispensable dans de nombreux secteurs. Correctement utilisée, elle peut devenir un atout majeur dans nos vies et notre quotidien. Cependant, une mauvaise utilisation peut entraîner de nombreux dommages. Dans notre travail , nous avons réalisé une vidéo de sensibilisation sur l'utilisation responsable de l'Intelligence Artificielle et mis en place une stratégie de communication basée sur cette vidéo. Pour la réalisation de ce travail nous avons utilisé des outils comme Adobe Illustrator , Adobe After Effects ou Adobe Première Pro. L'utilisation de ces différents outils nous a permis de mener à bien ce projet, dont les résultats sont satisfaisants.

Mots clés : Intelligence Artificielle , Technologie , Stratégie de communication

Abstract

Artificial Intelligence has become one of the most widely used technologies nowadays. It has become an indispensable tool in several sectors. Properly used, it can be a major asset in our lives and daily routines. However, misused, it can create several damages. In our work, we have created an awareness video on the responsible use of Artificial Intelligence and implemented a communication strategy based on this video. To accomplish this task, we utilized tools such as Adobe Illustrator, Adobe After Effects, and Adobe Premiere Pro. The use of these different tools allowed us to complete the project, yielding satisfactory results.

Key words: Artificial Intelligence, Technology, Communication Strategy

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List of acronyms

AGI :

Artificial General Intelligence [viii, 4](#)

AI :

Artificial Intelligence [viii, 3](#)

ANI :

Artificial Narrow Intelligence [3](#)

ASI :

Artificial Super Intelligence [viii, 4](#)

HDMI :

High Definition Multimedia Interface [viii, 6](#)

MPEG :

Moving Picture Experts Group Interface [viii, 6](#)

RAM :

Random Access Memory Interface [viii, 18](#)

General Introduction

Artificial intelligence (AI) has become an essential component of our daily lives, influencing various aspects such as work, health, education, and leisure. However, its use raises crucial questions regarding ethics, transparency, and accountability. In this context, this project aims to raise public awareness of the importance of the responsible use of AI through the creation of a video and a relevant communication strategy.

1- Problematic

The current context of digital transformation in Africa provides fertile ground for the integration of AI in various sectors such as health, education, agriculture, and many others. However, this rapid expansion raises crucial questions about the ethical and social responsibility of using AI. It is, therefore, important to ask ourselves how we can raise awareness and engage parties in the responsible use of this technology.

2- Context and Justification

The exponential development of AI offers unprecedented opportunities to improve our lives, but it is also crucial to recognize the risks associated with its uncontrolled use. Incidents such as algorithmic bias in recruitment systems or ethical abuses in mass surveillance highlight the need for increased awareness of these issues. By providing appropriate education and resources, we can encourage the adoption of a thoughtful and ethical approach to AI, ensuring its use for the good of society.

3- Objectives

The main objective of this project is to raise public awareness about the responsible use of AI by providing clear and accessible information on its ethical, social, and economic implications. More specifically, we aim to:

- Inform the public about the key concepts of AI and the ethical challenges associated with its use.
- Encourage critical reflection on the impact of AI on society and the individual.
- Provide practical guidance for the ethical use of AI in various fields.

- Foster dialogue and stakeholder engagement on AI-related issues.

4- Document Organization

This present dissertation is structured around three main chapters. The first chapter presents a literature review of the concepts and the state of existing achievements related to the project. The second chapter describes the work and the technical choices in carrying out the project. The third chapter presents the results obtained and a critical analysis of them.

Literature review

Introduction

In this chapter, it will be a question of making a conceptual clarification of the theme and presenting some existing projects going in the same direction.

1.1 Conceptual Clarification

1.1.1 Artificial intelligence

Artificial intelligence ([AI](#)) is a process aimed at imitating human intelligence using algorithms applied in a dynamic computing environment. Its goal is to enable computers to think and act in ways similar to human beings. McCarthy defines AI as follows: "It is the science and engineering of making intelligent machines, especially intelligent computer programs. It is related to the similar task of using computers to understand human intelligence, but AI should not be limited to biologically observable methods. » It is also defined by one of its creators, Marvin Lee Minsky, as "the construction of computer programs that perform tasks that are, for the moment, accomplished more satisfactorily by human beings because they require high-level mental processes such as perceptual learning, memory organization, and critical reasoning. There are three types of AI: [\[10\]](#)

- Narrow AI

Weak artificial intelligence (Narrow AI) focuses on a specific problem, in this sense, it is therefore single-tasking. Weak AI aims to reproduce specific cognitive faculties, such as natural language processing or image recognition. We can also say that it simulates human behavior or faculty but without consciousness. This is a particularly powerful tool in the sense that it is capable of automating tasks. It draws on machine learning algorithms (machine learning or automated learning). [ANI](#) is the easiest type of AI to identify, already used by most individuals. Here are some examples of ANIs that you will probably recognize: [\[1\]](#)

- Voice-controlled devices: From Siri to Alexa, most consumers own and use an ANI interface

through smart devices daily.

- Email filters: All, if not most, inboxes offer users the ability to sort spam and flag special messages.



Figure 1.1: Facial recognition



Figure 1.2: Voice assistant Alexa, Google, Siri

- General AI

Artificial general intelligence ([AGI](#)), also called strong AI or deep AI, is the concept of a machine with general intelligence that mimics human intelligence and/or behaviors, with the ability to learn and 'apply one's intelligence to solve any problem. AI can think, understand, and act in a way indistinguishable from that of a human being in a given situation. Sometimes, we extend the concept of general artificial intelligence to systems endowed with consciousness and even feelings (which is close to strong AI). However, this remains to be defined more precisely and is the subject of debate in the scientific community. It is important to emphasize the fact that no artificial general intelligence system exists today. As with strong AI, general AI remains a speculative subject.

- Artificial superintelligence

Artificial superintelligence ([ASI](#)) is the hypothetical AI that does more than just imitate or understand human intelligence and behavior; ASI is where machines become self-aware and exceed the capacity of human intelligence and ability.

1.1.2 Responsible use of AI

Responsible artificial intelligence (RAI) is an approach to AI that emphasizes ethical principles, transparency, security, privacy, and accountability. Responsible AI systems are designed to minimize the risks associated with the use of artificial intelligence by ensuring that decisions made by the systems are fair and equitable. Unaccountable AI systems can replicate human biases, lead to unfair decisions, and negatively impact users and the environment.

1.1.2.1 Best practices for more responsible use of AI

To develop and use AI responsibly, companies and AI developers can adopt best practices, such as:

- Establish enterprise AI governance: establish policies, standards, and practices to ensure responsible use of AI.
- Ensure transparency and explainability: make AI systems understandable to users by providing clear explanations of how decisions are made.
- Protect user privacy: respect user privacy by ensuring that data is processed responsibly and in compliance with applicable regulations.
- Adopt ethical practices: Commit to high ethical standards in the development and use of AI.
- Ensuring AI Reliability: Regularly evaluate AI algorithms to ensure they work reliably and do not produce bias or errors.
- Promote diversity and inclusion: AI algorithms can be biased if they are operated on unrepresentative data or if they are developed by non-diverse teams. Companies should therefore strive to include a diversity of perspectives when developing AI. [13]

On the user side :

- Education and Awareness: Research AI ethical principles and best practices for using AI. Be aware of potential AI risks, such as algorithmic bias, and know how to mitigate them.
- Responsible use: Use AI responsibly and ethically, avoiding harmful or discriminatory behavior. Users need to realize the impact of their interactions with AI systems on themselves and society as a whole.
- Reporting issues: Report instances of misuse or unethical use of AI, such as discrimination or privacy violations. Users can help raise awareness and encourage businesses to adopt more responsible practices.

1.1.2.2 Non-responsible use case for AI: deepfake

An example of misuse of artificial intelligence is deepfake, which is an artificial intelligence-based media synthesis technique. It can be used to overlay existing video or audio files on top of other video (e.g. changing a person's face in a video) or audio (e.g. playing a person's voice to make them say invented things). However, it is important to note that deepfake itself is not inherently bad. It is how it is used that determines its ethical and social impact. It is when deepfake is misused for

malicious purposes, such as the dissemination of false information, political manipulation, or online harassment, that it becomes problematic.



Figure 1.3: Example of deepfake

1.1.2.3 Non-responsible AI use case: privacy violation

Another example of non-responsible use of AI is the violation of individuals' privacy. When personal data is collected and used in abusive or unauthorized ways by AI systems, it can have serious consequences for the privacy and security of individuals. AI algorithms can be used to mass-collect and analyze sensitive data, such as medical information, internet browsing habits, or financial data, without the consent of the individuals concerned.

1.1.3 Video

The term video designates both all the techniques allowing the creation of an electrical signal representing animated images and the restitution of these as well as this signal itself. The video signal is characterized by different standardized parameters: frame rate frame, resolution, possibly associated color standard, analog or digital composition, image format, associated data, etc. It is also a succession of images at a certain cadence. The human eye has the characteristic of being able to distinguish approximately 20 images per second. Thus, by displaying more than 20 images per second, it is possible to trick the eye into believing it is an animated image. [9]. In the digital world, video is characterized by other standards and parameters defining sampling, data rate, resolution, coding, and type of compression algorithms. The [MPEG](#) standard as well as various other operating or connectivity specifications such as the [HDMI](#) format, in particular, can be applied to it. The most used video formats are: MP4, (iPhone),...

Video quality depends on the following parameters: The bit rate required to display a video (in bytes per second) is equal to the size of an image multiplied by the number of frames per second. Or an actual color image (24 bits) with a definition of 640 pixels by 480. To correctly display a video with this definition, it is necessary to display at least 30 images per second, that is to say, a bit rate equal to $900 \text{ KB} \times 30 = 27 \text{ MB/s}$ [2].

1.1.4 Sensitization

Action to raise awareness, to make one sensitive, receptive, and attentive to something for which one did not previously show interest [?].

1.1.5 Communication Strategy

Communication strategy is a process aimed at choosing and implementing the actions required to achieve communication objectives [11]. The process includes:

- Definition of the target:

This involves determining the consumers, prescribers, organizations, companies, or other targets you wish to influence, with whom you wish to reveal needs, elicit a behavioral response, etc. Identifying the target audience paves the way for communication and allows the message to be adapted to achieve the best results.

- Determine the communication objectives:

The communication objective should be based on the needs and interests of the target audience. They will ensure that the communication strategy developed at the initial stage is implemented in a targeted, clear, and precise manner. Because it is the communication objectives that give shape to the communication plan and make it possible to understand what needs to be said and when. Communication objectives must be clear, and specific, and resolve a problem in an acceptable time frame for them to have true meaning. This is the SMART method. Specific, measurable, achievable, real, and time-defined objectives. In other words, the communication objective corresponds to the action that the recipient takes after receiving the message. This could be subscribing to a newsletter or purchasing an article. Establishing clear communication objectives allows for a more focused approach to messaging that is easier to understand and implement.

- Definition of the message that will be transmitted:

In most business contexts, a clear and concise approach is generally best for communication messages. While creativity can be appreciated in some cases, the top priority is usually to ensure that the audience understands what is being conveyed.

A message mainly consists of

- Content: the promise, the benefit, that we want to convey;
- A tone or an atmosphere: chosen in line with the content of the message to be conveyed and the audience;
- Elements linked to affect: the emotions you want to associate

- Communication plan:

The communication plan will outline the entire strategy and define the periods during which each action must be carried out. It outlines exactly how and when to approach each communication task. This allows for efficient use of resources. The communications plan provides an overview of all communications initiatives. This makes it possible to define precise schedules and well-structured approaches.

- Selection of communication tools, media, channels: Once the message to be transmitted has been specified, to whom and why, it is appropriate to choose the type of communication (also called communication mix) according to the objectives, targets, and messages to be conveyed in such a way as to obtain a high affinity:
 - advertising (on different media: digital, written press, radio, etc.)
 - press relations and public relations,
 - digital communication (mailing, internet advertising, etc.), event
- [12]

1.2 AI Ethics and Responsibility Initiatives

To clarify ethical standards related to AI in Africa, many organizations have taken significant steps. Fundamental principles such as transparency, fairness, social responsibility, and respect for cultural diversity are highlighted. These standards aim to guide the development and use of AI while taking into account African specificity.

Various concrete initiatives have been launched to promote AI ethics in Africa.

1.2.1 "AI for Good" project

The International Telecommunications Union (ITU) "AI for Good" project aims to use AI to solve social and environmental problems in Africa, with a focus on transparency and equity in the use of this technology. This program aims to use technological advances in AI to address major challenges such as access to healthcare, education, food security, environmental protection, and many more.



Figure 1.4: Program logo "AI for Good"

1.2.2 AI Now Institute

The NGO "AI Now Institute" is an organization committed to raising awareness about the responsible use of artificial intelligence. Founded by Kate Crawford and Meredith Whittaker, this organization conducts in-depth research into the social, political, and ethical implications of AI. It also produces reports, organizes conferences and events, and provides policy recommendations to promote the ethical use of this technology. The AI Now Institute works with diverse stakeholders, including governments, businesses, academia, and civil society, to raise awareness of AI issues and promote responsible policies and practices in its development and deployment. AI Now conducts interdisciplinary research that focuses on four themes:

[8]

- Bias and Inclusion
- Work and automation
- Rights and freedoms
- Security and civil infrastructure



Figure 1.5: AI Now Institute's Logo

1.3 Discussion

Among the projects mentioned above, we observed a diversity of initiatives aimed at promoting the responsible and ethical use of artificial intelligence. These initiatives include academic publications, awareness campaigns, professional training, and innovative technological projects. Each of these approaches makes a valuable contribution to understanding and managing the implications of AI. As part of our work, we have chosen to focus specifically on the use of video as the primary means of communication and awareness around the use of this technology. Video, as a visual and dynamic medium, offers many advantages for capturing the audience's attention, simplifying complex concepts, and conveying messages engagingly and memorably. Looking at previous initiatives, it is clear that video can play a crucial role in educating the public on AI issues.

Conclusion

This chapter allowed us to better clarify fundamental concepts and highlight existing achievements related to our theme. We were able to have an in-depth discussion about these accomplishments as they relate to our goals, which enriched our understanding of best practices and challenges associated with raising awareness about the responsible use of artificial intelligence. In the next chapter, we will present the chosen solution as well as the technical resources that allowed us to complete the project. We will detail the process of creating the awareness video, the technological choices made, and the key stages of implementing our communication strategy.

Conception and technical choices

Introduction

We used many tools and technologies to create this video: Adobe Illustrator, Adobe After Effects, and Adobe Photoshop. In the second chapter, we will present the choice of our solution, a description of the work carried out, and the different tools used in the project.

2.1 Solutions chosen for the production of the video

We have decided to make a short film using motion 2D animation for our video.

2.1.1 Choice of motion design

Motion design, also called motion graphic design, corresponds to the art of bringing images to life. At the crossroads of art and communication, this discipline consists of giving movement to graphics to convey a message dynamically. Omnipresent in everyday life and constantly evolving, motion design is found in television advertisements, music videos, film credits, and advertising displays. This discipline is also applied on the Internet for the creation of banners, promotional or institutional videos, tutorials, etc.

With digital advances, motion design has greatly developed in recent years. There are many types of motion design:

- The iconographic video:

This graphic style sets a set of pictograms in motion for a visual rendering full of energy. It is very often compared to an infographic video. Iconographic video is widely used to illustrate reports, key figures, or data studies.

- Stop motion:

Stop-motion uses real objects during the animation process. The objects are taken in photos frame by frame as they are moved. The superposition of all taken creates the illusion of movement. This style,

complex and long, is very appreciated by companies for its dynamic and impressive rendering. The collage technique is often used which gives a soft and creative artistic appearance to the viewer.



Figure 2.1: Stop motion

- Whiteboard Video:

Particularly suited to clearly explaining a concept, the whiteboard or video scribing technique consists of listening to a person explain a subject by illustrating their words on a whiteboard. Today, this type of motion is no longer relevant because it is time-consuming and tedious. [6]



Figure 2.2: Whiteboard Video

- 2D motion design illustrated or image by image:

For its part, the format of illustrated 2D motion design is related to so-called traditional animation, i.e. frame by frame. The principle remains the same as cartoons, it is to put the elements one after the other to animate a character, an element, a text, graphic elements... The advantage is that you don't need real actors, because audiovisual contents are created with illustrations. It is therefore an interesting technique for creating animations for broadcast in an advertising spot, at trade shows, or even on a website.



Figure 2.3: 2D illustration of people sitting

- 3D motion design:

Unlike the 2D motion design format, 3D motion design will give volume and body to the elements. Its appearance was a small revolution in the world of special effects. The 3D animation of objects, for example, will allow consumers to project themselves more easily into a universe or even to understand more easily the message they wish to convey. 3D motion design will be used on much longer video projects, unlike 2D. This is due in particular to its complexity.

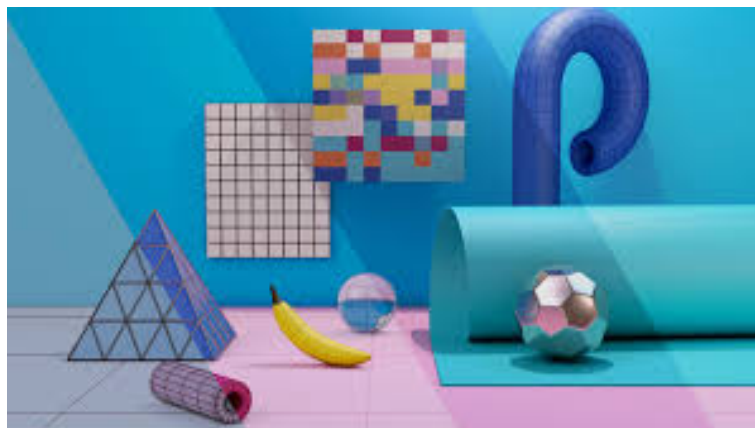


Figure 2.4: Motion graphics 3D

We chose this style of video for several reasons including:

- Educational Accessibility:

Motion design presents increased accessibility, making information more understandable, even for a young audience. It simplifies concepts, making them visually digestible and suitable for an educational audience, particularly for raising awareness on complex topics such as AI.

- Educational and Infotainment Style:

Motion design offers a visual style that naturally lends itself to education and infotainment. Simple illustrations and animated graphics can capture attention, make concepts easier to understand, and make learning more enjoyable for children.

- Narrative Simplicity:

Motion design makes it possible to simplify complex concepts by making them visually accessible.

It helps present ideas and information clearly and concisely, which is especially important for an awareness video aimed at a wide audience.

2.1.2 Choice of 2D animation

There is no best type of animation, but the choice of 2D animation for an awareness video is motivated by several factors.

First of all, 2D animation is often faster and less expensive to produce, which can be an advantage in terms of time and budget, especially for an awareness project. Additionally, 2D animation has a distinctive visual style that may be better suited to conveying abstract concepts and complex ideas in a clear and accessible way. It also allows for greater creative flexibility, providing the ability to add stylized graphics and unique visual effects to reinforce the message. Finally, 2D animation can be more easily integrated with other visual elements, such as graphics or illustrations, which can enrich the visual experience of the video and make the content more memorable for the audience.

In summary, the choice of 2D animation for this awareness video can offer practical, aesthetic, and narrative advantages which make it particularly suitable for this type of project.

2.1.3 Project implementation stages

2.1.3.1 Brief

The brief defines the request and the need, it is the reference document and the basis for the creative's work. This phase allowed us to understand the ethical issues linked to the use of AI, to understand the different cases of non-responsible use of this technology, and the unethical practices in its development on the part of the developers and others. We also determined how to present the message in the video.

2.1.3.2 Script

It is a written version of the video that specifies the elements of the production as much as possible. The idea of a script is to formalize the entire narration of the video, to then move on to the animations. The story was structured in such a way as to convey a real message. We wrote the scenario taking into account a concrete case of misuse of AI: deepfake.

2.1.3.3 Drawings and Illustrations

After writing the script, we based it on it to draw/illustrate the different shots, characters, and settings that constitute our scenario while making choices of colors and styles that suit such a theme.

2.1.3.4 Storyboard

The storyboard is a pictorial version of the script, it briefly illustrates the different animations and gives instructions for production. In short, it is the illustrated plan of an animated video, sequence after sequence. It's like a comic book version of your animation and is a great way to check if your story works before you start animating. Based on the script and the illustrations we set up a storyboard, which allowed us to have all the scenes of our videos on the same file. [14]

2.1.3.5 Animation

At this stage, we had to put animation techniques into practice to bring the illustrations to life while ensuring they captivated the target audience.

2.1.3.6 Audio synchronization

Here it was about integrating a soundtrack that reinforces the message and the emotional impact, selecting music or creating an audio track, recording the voice-overs, and synchronizing them with the visual elements.

2.1.3.7 Assembly

At this stage, we had to assemble all the elements to have a smooth and coherent video. Added sound effects and transitions.

2.1.3.8 Implementation of the communication strategy

Video distribution should be planned strategically, using the most relevant communication channels to reach a wide audience.

Our strategy can be resumed in this table

Target	General public Companies Developers
Communication Objectives	General Public: General awareness of AI and its implications. Business: highlighting business opportunities and responsibilities Developers: Technical information on the ethical design of AI systems.
Broadcast channels	Social Networks: YouTube, Linkedin, Facebook Adaptable Content (short video sequence): Vertical video: For social networks and quick attention. (tik tok or YouTube Short for example) In-Depth Content (long video): For webinars and specialized platforms. YouTube and Facebook for example
Communication plan	Publishing the video on all platforms
Impact assessment	Reach Analysis: Measure the number of views, shares, and interactions on videos. Track the increase in the number of subscribers on social platforms. Evaluating Reactions: Analyze comments and feedback to gauge audience reception. Use polls and surveys to get more detailed feedback. Conversion Metrics: Track clicks on embedded links for additional resources. Measure registrations for events or newsletters. Evolution of Perceptions: Before and after the campaign, conduct surveys to measure changes in perception. Observe AI-related trends and discussions after the campaign.

Table 2.1: Communication Strategy

KPI	Objective
Number of video views	1500 view min
Number of shares	50 shares min
Number of comments	50 min
Survey results	80% positive responses
Subscriber growth rate	10%

Table 2.2: Expected objectives about the awareness campaign

2.2 Technical Resources

2.2.1 Software

2.2.1.1 Adobe Illustrator

Adobe Illustrator is vector graphics creation software. It is part of the Adobe family, can be used independently or in addition to Photoshop, and offers powerful vector drawing tools. Vector images consist of curves generated by mathematical formulas. One of the main tools of Illustrator is “the pen” which allows you to draw curves with a perfect appearance thanks to the placement of anchor points and tangents which will modify their curvature. One of the advantages of vector images is that they are resolution-independent. They do not lose quality when enlarged. [5] Illustrator was useful to us for the illustration of all the characters as well as the settings of the video.



Figure 2.5: Adobe Illustrator’s Logo

2.2.1.2 Adobe after effect

Adobe After Effects or After Effects is a software, originally, video editing which subsequently became a composition and visual effects tool, a pioneer of graphic animation on personal computers, published by the company Adobe Systems. This software allows you to create special effects, graphic animations, and transitions for all media and from many types of sources. [4] It allowed us to animate all the illustrations created using Illustrator.



Figure 2.6: Adobe After Effect’s Logo

2.2.1.3 Adobe première pro

Adobe Premiere Pro has long had a bad reputation in the professional world, in particular, because of numerous bugs and an unergonomic interface. However, since the “Pro” version, many improvements have been made, in particular increased stability. Its main advantage is the links with other Adobe products (widely used in the professional world), such as After Effects or Photoshop. It supports many video formats and gives you control over the choice of format when rendering your work. Adobe Premiere Pro allowed us to manage the editing of our video, to add and edit (cut and organize, create transitions, etc.) the sound that will accompany our animated project in Adobe After Effects.



Figure 2.7: Adobe Première pro’s Logo

2.2.2 Platforms

2.2.2.1 Freepik

Freepik is an image bank website. Content produced and distributed by the online platform includes photographs, illustrations, and vector images. The platform distributes its content under a freemium model, which means that users can access much of the content for free, but it is also possible to purchase a subscription with advantages such as access to more exclusive resources, the option of not attributing the content used or a higher number of daily downloads. [3]. Freepik served as support for the creation of the illustrations. We used some resources that we had modified and adapted to our style of drawing such as characters, cities, cars, trees, house.



Figure 2.8: Freepik’s Logo

2.2.2.2 Vecteezy

Vecteezy is an online marketplace where users can license stock photos, vector graphics, and stock footage directly from artists. Basic features are free but include ads and limitations. Pro subscribers get advanced licensing and a wider selection of content. [7] This image bank served as a source of inspiration for our project, seeing the many designs that are there stored.



Figure 2.9: Vecteezy’s Logo

2.2.3 Equipment used

Computer-assisted illustration and animation generate significant data processing that is mainly because the files are large but also because of the multitude of software that enters in play. So for our project, we had to use a desktop computer whose characteristics are as follows:

- Microsoft Windows 10 Professionnel
- Processor i7-3770 , 4 coeurs , 8 processeurs
- Graphic card Intel(R)
- 16go RAM
- 16GB of internal disk space and 500GB external
- Resolution 1902*1080

Conclusion

In this chapter, we presented the chosen solution, the different tools and technologies that We adopted the production of our video as well as the communication strategy put in place to raise awareness.

Results and Discussions

Introduction

The production of our video, as well as the implementation of the communication strategy, was a succession of well-defined steps and hard work. This allowed us to have the following final result the principles laid down from the start and which, above all, reflect the message we seek to convey. In In this chapter, we will present the results obtained and then discuss the gaps and possible improvements to the project.

3.1 Presentation of the work

3.1.1 Video presentation

1. In the introduction we display the logo of the organization responsible for broadcasting the video, the title of the video as well as a small animation of the city



Figure 3.1: FRIARE's Logo



Figure 3.2: Title of video



Figure 3.3: City view

2. The video continues with the dialogue between two characters following the creation of a deepfake on the part of the other. The scene takes place in the same shot, with camera movement alternating between the two during the discussion.

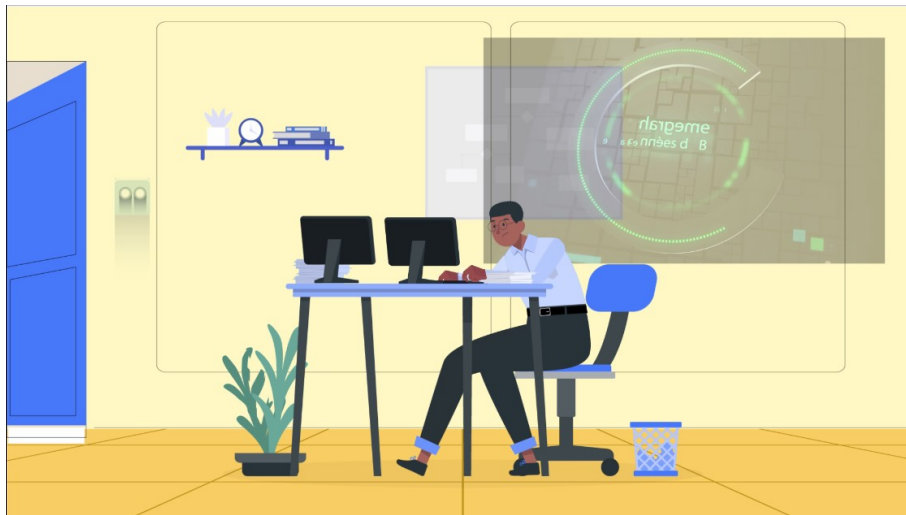


Figure 3.4: The individual generating the photo



Figure 3.5: Generating a fake image of the Pope

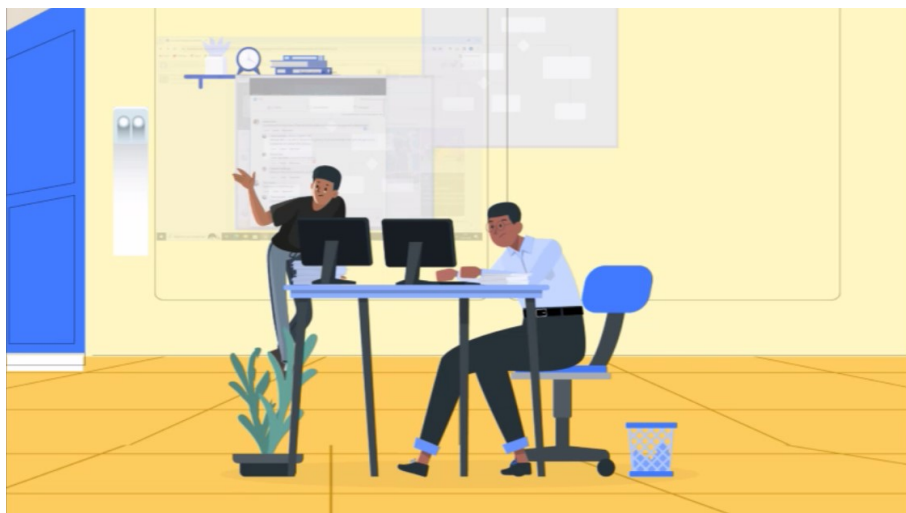


Figure 3.6: Discussion

3. The following scene shows a few days later, the arrest of the person who committed the deep-

fake



Figure 3.7: Arrest of the individual responsible for disseminating the image



Figure 3.8: Imprisonment of the individual

4. Broadcast the awareness message properly, then a short ending message to close the video

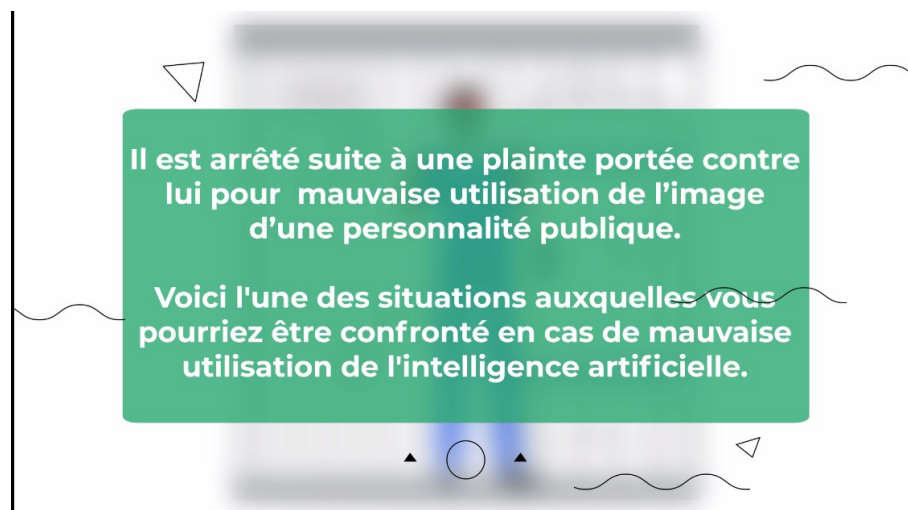


Figure 3.9: Little message of prevention

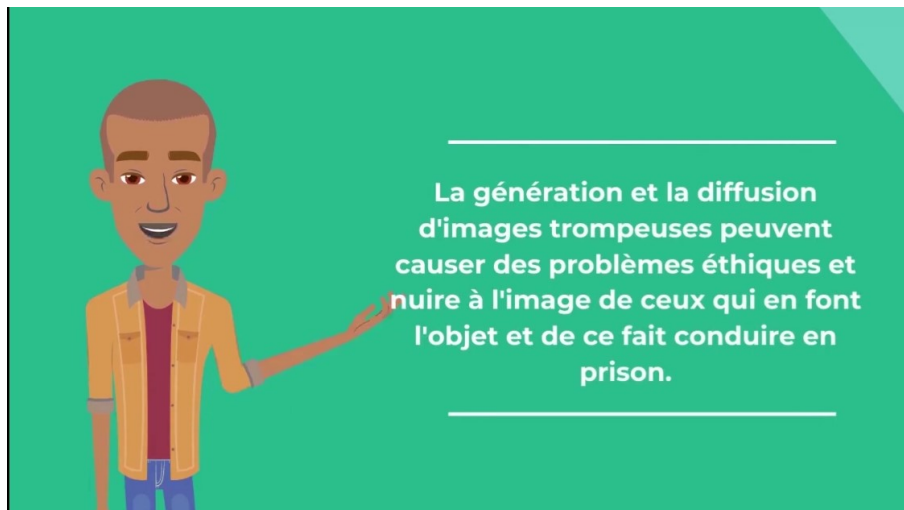


Figure 3.10: Awareness message 1st part



Figure 3.11: Awareness message 2nd part



Figure 3.12: Consequences linked to poor use of AI

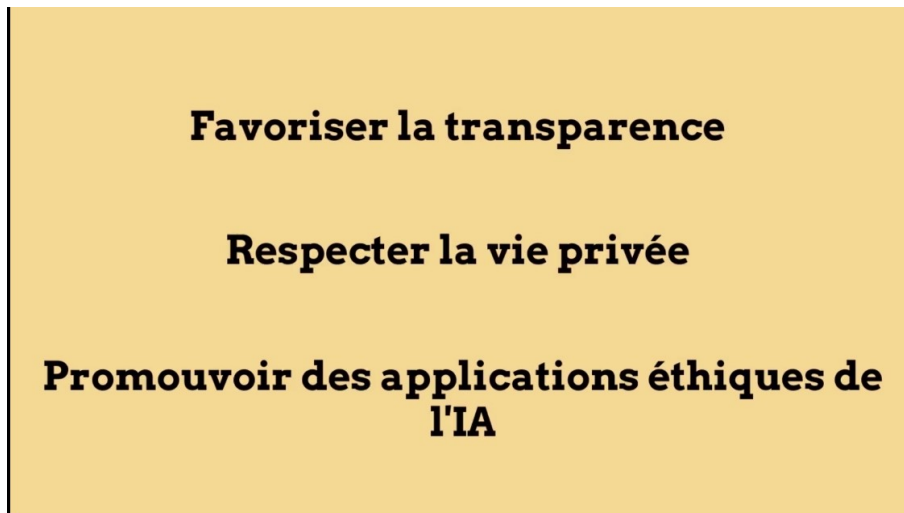


Figure 3.13: Tips for better use of AI



Figure 3.14: Ending message

3.1.2 Impact assessment

The video was published on two social networks: Facebook and LinkedIn.

Let's analyze the video statistics on each of these platforms. The evaluation is based on the key performance indicators (KPIs) defined in the strategy, namely the number of views, shares, and comments.

3.1.2.1 Reach and engagement analysis

One of the first impact measures is reach analysis, that is, the reach of the published video on social media platforms (Facebook and LinkedIn). We tracked performance in terms of the number of views, shares, and interactions to assess audience engagement.

- Number of views: The target number of views was 1,500. The video received a total of 796 views on Facebook and 168 on LinkedIn, reaching 964 views. This result is below the initial target of 1,500 views.

- Number of shares: The goal was to collect at least 50 shares. On Facebook, the video was shared 4 times, and on LinkedIn 10 times, for a total of 14 shares. This result reflects limited engagement compared to expectations.
- Number of comments: In terms of direct interactions, we received 2 comments on LinkedIn alone. This demonstrates lower than expected participation, which can be interpreted in several ways, including the complexity of the topic.

Overall, the results obtained are lower than expected in terms of engagement on social networks.



Figure 3.15: LinkedIn

3.1.2.2 Qualitative analysis and lessons learned

Although quantitative performance falls short of targets, qualitative analysis helps identify the reasons for this low engagement and draw lessons for future campaigns.

- Lack of a clear call-to-action: The text accompanying the post did not specify what action viewers should take after watching the video (like, comment, share, or review). The lack of clear instructions limited audience engagement.
- Platform Choices: Because LinkedIn is a platform focused on professional exchanges, users are generally more likely to engage with practical content that is directly applicable to their field. Facebook, while more general, would have required a more refined targeting strategy to reach the most receptive segments.

Limitations in impact assessment

One of the elements planned in the initial strategy was to conduct a post-campaign questionnaire to measure changes in public perceptions. However, this questionnaire was not distributed. This prevents an accurate assessment of changes in opinion or public awareness after viewing the video.

However, other methods could have been considered to complete the analysis:

- Study of discussions on AI after publication: Observe the evolution of exchanges on social networks related to the subject.
- Gathering impressions from partners and stakeholders involved: Obtain qualitative feedback on the reception of the video in professional circles.
- Comparison with other similar campaigns: Assess whether the performance achieved is consistent with comparable awareness initiatives.

3.2 Discussion

The work carried out concerns the production of an awareness video and the implementation of a communication strategy to better evaluate the video's impact. Given the results obtained, we can say that our objectives in terms of awareness have been partially achieved. The work is far from perfect; solutions will be provided to improve it.

Conclusion

Through this chapter, we presented the results obtained after the production of the video and the implementation of the communication strategy. Although the project remains to be perfected, we still tried our best to remain faithful to the objectives set from the beginning.

General Conclusion

Our work focused on the production of a video and a communication strategy to raise awareness about the responsible use of artificial intelligence. Illustrations of settings and characters were created and animated in motion design. To achieve this, we had to use several software programs Adobe Illustrator for the illustrations, Adobe After Effects for animation, and Adobe Première Pro for editing and editing sound.

Although our goal has been to produce a sufficiently understandable video to make anyone aware of the challenges of Artificial Intelligence as well as its proper use. Perspectives are therefore considered to improve the project. Among other things, it will be necessary:

- Improve the quality of illustrations (characters, setting);
- Improve the animation to make the actions performed by the characters more fluid;
- Publish the video on other platforms, on social networks as well as in webinars related to the topic
- Implement the communication strategy and analyze the impact of video on a larger scale

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