



IT ETHICS ANALYSIS PROJECT

JAMIU'S CONVICTION

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I. Seven Step Analysis

A. Problem Statement:

The ethical dilemma in this story is the perpetration of deep fakes in Nigerian society, leading to widespread misinformation, manipulation, and serious harm to individuals and their livelihoods, communities, and the democratic process.

B. The Facts:

Nigeria, a nation comprising over 250 ethnic groups, has long grappled with an ethnic divide among its three major groups—the Igbos, the Yorubas, and the Hausas. Particularly, the Hausas and Yorubas, with the Hausas notably dominant, have held the presidential seat since the inception of the Fourth and longest-standing Nigerian Republic was established in 1999. The absence of any Igbo presidents has fueled a sense of disenchantment among the Igbo populace, who perceive themselves as consistently overlooked¹. This sentiment often leads to tension, particularly with many Yorubas and Hausas viewing the Igbo population as a potential threat. The Igbos, renowned for their industrious nature and business acumen, have established thriving businesses across the nation. However, some Hausas and Yorubas contend that the Igbo community's economic prosperity diminishes the urgency of their aspiration for presidential representation.

The story of the deep fake video, created by Jamiu, is a piece of convincing and realistic artificial media, where an existing video is substituted with the likeness of the opposing party's candidate. This form of deep fake video is just one among many tools Nigerian politicians could use to exploit the ethnic divide to their advantage during

¹ Adeyemi, D. (2020, February 20). In Nigeria's presidential election, tribalism and rumors of ethnic cleansing run wild. Coda Story. <https://www.codastory.com/rewriting-history/nigeria-presidential-election-tribalism/>

elections². With the emergence of technology, politicians have discovered a new means to manipulate the Nigerian populace, capitalizing on the fact that a significant majority of Nigerians either lack formal education or possess only elementary technological literacy. By the year 2027, these deep fakes have become advanced and are challenging for the average person to distinguish from real videos. They are manufactured using deep learning algorithms and possess the potential to deceive viewers into accepting false information or events as genuine.

C. Relevant Factors and Possible Solutions:

a. Collaboration:

Collaboration among various stakeholders, including government agencies, tech companies, media organizations, and non-profit groups, can be effective in addressing the challenge of deep fakes. These collaborations can involve sharing best practices, resources, and expertise to develop strategies for tackling harmful deep fakes. Moreover, fostering partnerships with international organizations and foreign governments can leverage global expertise, and by working together, Nigerian stakeholders can leverage their collective strengths to safeguard the integrity of digital media and protect society from the harmful effects of malicious deep fakes.

b. Public Awareness Campaigns:

Educating the Nigerian public about deep fakes would be highly beneficial given that deep fakes are advancing relatively quickly. Public awareness campaigns through various media channels can educate the Nigerian public about deep fakes. These campaigns should not only focus on how to identify deep fakes but also emphasize the

² Duale-Ovia, A., & Adedipe, A. (2024). Deepfakes: Legal safeguards in Nigeria. Retrieved from <https://www.doa-law.com/wp-content/uploads/2024/02/Deepfakes-Legal-Safeguards-in-Nigeria.pdf>

potential risks they pose to society. Additionally, providing examples of past deep fake incidents and their consequences can help illustrate the extent of harm deep fakes can cause.

c. Regulation:

There are currently no laws protecting the Nigerian public against malicious deep fakes³. Implementing stringent laws and regulations targeting deep fakes can help combat their misuse. Nigerian lawmakers should work to enact legislation that specifically addresses the creation, distribution, and malicious use of deep fake technology. These regulations should include severe penalties, such as hefty fines and imprisonment, for individuals or organizations found guilty of intentionally producing or distributing harmful deep fake content. Moreover, regulatory bodies tasked with monitoring and enforcing these laws can ensure compliance and accountability.

d. Technological Solutions:

Nigerian tech experts and researchers should collaborate to create free, publicly available platforms equipped with tools and algorithms designed to identify and flag deep fake videos.⁴ These platforms can provide Nigerians with the tools they need to verify the authenticity of videos they encounter online.

D. Publicity Test:

By educating the public about the existence of deep fakes, how they are created, and their potential consequences, awareness campaigns can equip individuals with the necessary

³ Hlomani, H. (2023, September 12). Future-proofing African democracy: Assessing electoral laws amidst AI advancements. Research ICT Africa. <https://researchictafrica.net/2023/09/12/future-proofing-african-democracy-assessing-electoral-laws-amidst-ai-advancements/>

⁴ Government Accountability Office. (2024). COVID-19 Pandemic: Opportunities to Improve the Federal Government's Response (GAO-24-107292). U.S. Government Accountability Office. <https://www.gao.gov/products/gao-24-107292>

tools to discern between genuine and manipulated content. However, the effectiveness of public awareness campaigns depends on various factors, including the reach, frequency, and credibility of the messaging. It is extremely difficult to verify the quality and authenticity of information in a third-world country like Nigeria. Therefore, ensuring widespread dissemination of accurate information through diverse media channels and community engagement initiatives is critical to the success of public awareness efforts.

E. Solution Decision and Evaluation:

Technological solutions alone are not enough to address the harm of malicious deep fakes⁵, especially considering the technological landscape in Nigeria—many have little access to technology. Public awareness campaigns, appear to be the most appropriate solution, as the level of corruption in the Nigerian government could potentially affect the effectiveness of regulation. Public awareness would allow members of Nigerian ethnic groups to be well-equipped with the information they need to vote for their candidate of choice without feeling unreasonably threatened by other ethnic groups influenced by media manipulation.

II. Design Fiction

A. Part 1: The Struggle

⁵ The Conversation. (n.d.). Deepfakes: how to empower youth to fight the threat of misinformation and disinformation. The Conversation. <https://theconversation.com/deepfakes-how-to-empower-youth-to-fight-the-threat-of-misinformation-and-disinformation-221171>

Jamiu half-looked forward to his usual struggle-filled morning like the average Nigerian. He looked forward to it because he got to hustle and earn quick cash to live another day, depending on what his creator had decided for him today. He partially hated seeing a new day because he was sick of not waking up on Banana Island, the island that houses 0.1% of the 1% in Nigeria. Despite graduating with a first-class from one of the top universities in the country, he lived in a middle-class neighborhood—thanks to his daily hustle—when he should be lounging in a mansion somewhere and ordering his house staff around. He was way too intelligent for his economic status. “What was the point of getting an education?” He wondered to himself, “Education is a scam,” he blurted out loud to no one in particular. It had become his daily morning mantra.

Jamiu cleaned himself up for the morning and waited patiently for NEPA, the nickname Nigerians have dubbed electricity providers in Nigeria, to turn on the power. He knew their schedule and the light would be on soon so he could officially open for business. He plugged in his silver M6 Macbook Pro and his silver iPhone 18 in anticipation of the electricity coming on—he liked to be coordinated, hence the colors of his devices had to match. It was one of the qualities that made him so successful in his business. He had hustled and scraped every penny he had before he could afford both devices—they were his business investments. Just as he finished his breakfast, the electricity came on and it was time for business to open. It was 11 a.m. in Nigeria and by his calculations, it would be around 5 to 7 p.m. in the U.S. and Canada where his clients were based; most people in the U.S would be off work by then.

His first call facetime call of the morning came in.

"Hey, baby. How are you? You have no idea how much I've been looking forward to seeing you all day," an eager, sing-songy female voice with an American accent reverberated from his Macbook speakers.

"I missed you too, love of my life. How was work today?"

"You know, the usual."

The love of his life shared details of her day with him, and he made up his usual lies about how tough it was being a rich and busy Nigerian businessman. By the end of their phone call, he had gotten her to wire him \$5000 as an investment for his nonexistent business. They were to get married soon, or so she believed, so whatever was his was also hers. He cackled to himself as soon as he dropped the call. It had been a great day for business. He moved on to his next victim but wasn't as successful as he was with the first, so he decided to invite some of his boys out for the evening—his treat—plus it was a Friday worth celebrating after weeks of little luck with business.

As he was putting on his Yeezys to head out, he noticed his phone light up—it was the same persistent number that had been calling him for weeks. The persistence of the caller piqued his curiosity, so he picked up and waited for the caller to speak.

"Hello, am I speaking with this Jamiu Aliu?"

"Who is this?" Jamiu inquired, half irritated and half curious.

"I am a member of For the Culture People's Party, FCPP, and I have a business proposal for you. I was told you're one of the best that can get it done in Nigeria. We're willing to pay 30 million

Naira with room for negotiation. Visit the address I just texted you by 12 o'clock tomorrow afternoon for more details.”

The line disconnected before he could open his mouth to respond or ask any questions.

“What do these politicians want from me for God’s sake? How did they even get my number? Abeg I don’t want wahala o!” he exclaimed.

He knew better than to show up at the address without verifying why they wanted him there. There were too many cases of missing people in the country, and he was not ready to become one of them. His future was still very bright as far as he was concerned. He picked up his phone, sent his account details to the anonymous caller, and called the number back.

“Two million in my account by tonight and I will be there 30 minutes early. If your people are willing to pay me that much, I assume you must need me urgently, so pay a security deposit.”

“Done.” The voice on the other end responded dryly.

Within minutes, he received a text message from his bank that money had been deposited into his account. His joy knew no bounds. This was already the best week of his life.

B. Part Two: The Meeting

Jamiu sat in the waiting room of the huge FCPP building with a million thoughts running through his mind on why he was there. What if they wanted to use him for money rituals? What if they wanted him to use him for weird rich people's activities? What if they wanted him to take the fall for a serious crime? What if they wanted him to be a suicide bomber? Was he making a mistake?

“Jamiu, come this way.” The thick Yoruba accent jerked him out of his thoughts.

Jamiu sat on the Italian leather loveseat in the cozy office and could not help but feel disgust mixed with admiration. So, this was how politicians lived while the masses suffered.

A tall, frail old man with round glasses entered the room, he was flanked by giant men with guns, all clad in sunglasses and camouflage uniforms. Jamiu recognized him instantly. It was the Grand Commander of the Federal Republic of Nigeria, the president, and the presidential candidate for FCPP, and he had just announced he would be running for a second term in the upcoming elections. All the disgust Jamiu usually felt toward politicians while watching them on his TV screen instantly left his body and was replaced with intense fear and respect. Jamiu immediately prostrated on the cold tiled floors as a sign of respect, “Oh s-s-s-sir. Mr. President,” he stuttered. He couldn’t get any more words out.

“No, no, no. Up you go my son.”

As soon as Jamiu got up from the floor, the president shook his hands, “I’m very happy to meet you Jamiu. I have been looking forward to it.” He had a firm handshake for a man in his mid-70s.

C. Part Three: Chaos

This design fiction will tell the story of corruption, political propaganda, and deep fakes. Since many Nigerians either lack the tools or the awareness they need to verify the accuracy of the information they see on social media or even on TV, the story of the consequences of the permeation of deep fakes into Nigerian society will demonstrate the inescapable ethical dilemma that deep fakes present.

A video of the opposition party’s candidate detailing an elaborate plan promising to eradicate the Yorubas and Hausas was going viral on the Nigerian web space. Wahalablog posted

it first, and many other media outlets, including NTN, the biggest news channel in Nigeria carried it. Within twenty-four hours, the clip had circulated radio stations and TV channels nationwide, as well as across various media and social media platforms, including Instagram stories and pages. The clip had caused serious commotion in the country. Passionate political activists and commentators were yelling over each other on radio and TV stations, Twitter fingers were flying, and people were getting into fights on the streets. A few Nigerians did not believe the clip was real, despite not having evidence for an alternative explanation, and another group of Nigerians were on the side of the opposition candidate in the clip. Other Nigerians were in complete disarray, they couldn't believe there was an elaborate plan to eradicate the Yorubas and Hausas through genocide.

People's TV screens were occupied with breaking news of reporters describing the pandemonium and violence being seen around parts of the country. The Yorubas and Hausas were demanding that Igbos evacuate their lands within 24 to 48 hours. Igbos were being forced to close down their businesses around the country, and some of their businesses were being looted. Some police officers were working hard to control the chaos, and others simply turned a blind eye because they were not paid enough to risk their lives. The country was upside down, and nobody could foresee the end of the chaos.

D. Part Four: Convicted

Jamiu had started making travel plans for his newly acquired \$2 million. He had requested to be paid \$10 million, but FCPP thought he was being too greedy, so he agreed to 2 million, excluding the cost of completing the deep fake project. He was not stupid enough to let that amount of money pass him by, but he was also not stupid enough to take on such a project

and be paid in naira. He had already booked his first-class ticket to Dubai and had applied for his US Visa. He would while away time in Dubai while awaiting his visa appointment.

In a celebratory mood, Jamiu invited his friends over to the club without telling them what they were celebrating because you keep that kind of news to yourself. As Jamiu and his friends emptied bottles and bottles of Azul, and Dom Perignon, his phone kept ringing, unbeknownst to him. By the time the night was over, Jamiu noticed he had twenty-five missed calls from his older sister. He decided to return her calls in the morning because he was too drunk to have a meaningful conversation.

The next morning, Jamiu battled a much-expected hangover as he dialed his sister's phone number. The phone barely rung before she answered.

“Jamiuuuu!” she sobbed and screamed in one breath. “Mama was rushed to the hospital last night. I'm really scared of what will happen to her. The hospital people are saying they cannot treat her if we don't pay at least 500,000 naira and also clear her current balance. Where are we going to get that kind of money from?!”

Jamiu's hangover disappeared almost instantly. Their mother had been ill for some years, and they never could afford to get her the full treatment she needed. Her condition seemed to be improving over the years, but his sister's screaming on the other end of the line threw him into a state of grief and anxiety. He grabbed his car keys, not caring that he was in his pajamas, and rushed to see his mother at the hospital.

He barged into the hospital and began yelling at the medical staff, “How much is the money? I'll pay! What's your account number? So you people value money over a person's life?! I'm so sick of this country!”

Jamiu struggled to hold back tears as he watched his mother in pain in her hospital bed. Her eyes were closed, and her breathing sounded like her lungs were struggling. She opened her eyes and groaned in pain the moment she saw him.

“Jamiu, my dear,” she acknowledged him in Yoruba.

Before he could say anything in response, her chest stopped moving up and down, and the pain on her face disappeared. She looked like she was sleeping peacefully, but Jamiu knew what it meant. He had seen that expression many times before. She was gone.

D. Part Five: Compensation

“Here with us today is a young man who has made some claims I believe will shock the entire country. Jamiu Fapohunda, thank you for joining us today.” The NTN reporter announced as she stared into the live news cameras.

“Thank you.”

“Can you share with the people of Nigeria, why you are here today?”

"I'm here to confess the part I played in the current political unrest in the country. My mother recently passed away from a serious illness, but she should not have died. The corruption, greed, and failed systems in this country killed her. My family could never afford the money needed for her treatment because all we have ever known is struggle. Struggle imposed on us because of the greedy and selfish politicians in this country. Yes, I'm blaming the politicians like we all do, but what about the rest of us? We enable them. In our day-to-day lives, we practice the same corruption we accuse them of. My mother's death made me realize I am a part of the problem. I betrayed her by joining the people who contributed to her misery and caused her to

live a life of struggle. I am a part of the reason people lose their lives and livelihoods every day, so I am here to expose myself and the politicians who have done this to our country.” Jamiu’s hands began to shake as it dawned on him that he had just put his life at risk, but it was too late to go back.

“God blessed me with a skill and to say that I misused it would be a complete understatement. I have used it to scam innocent women and men of their hard-earned money, but most recently, I used it to divide an entire nation. A completely unforgivable act.” He paused, preparing himself and the audience for the bombshell he was about to drop. “FCPP paid me \$2 million to create the fake video of the opposition party’s candidate that has now gone viral. I met with the president himself and he was in the room when every agreement was made. FCPP also paid NTN and Wahalablog to roll out the clip. I am currently out of the country because I know my life will be in danger after this, but I have proof and will roll out every piece on my blog, exposingthemall.com.”

To end his confession, Jamiu announced that he had disbursed funds to organizations that would take action to provide IT education to rural areas and the less privileged in Nigeria. He was also going to fund campaigns to promote digital literacy to make up for his part in the political unrest. He also announced that he donated money to some hospitals to help people who couldn’t afford their medical bills.

Jamiu knew he had sacrificed his life in exchange for truth, but he could probably never return to his home country again, at least not until the people who would want him dead sooner or later were gone. But somehow, he felt comfort because he could live with himself, knowing that he had given the people of Nigeria the choice to choose truth and control the narrative of

their own democracy. He could sleep at night knowing that he had in his own way, compensated for the misuse of his IT skills.

III. Annotated Bibliography

Adeyemi, D. (2020, February 20). In Nigeria's presidential election, tribalism and rumors of ethnic cleansing run wild. Coda Story.
<https://www.codastory.com/rewriting-history/nigeria-presidential-election-tribalism/>

This article by discusses the ethnic tensions and violence surrounding the 2023 Nigerian presidential election. It explores how ethnicity was exploited for political gains, leading to incidents of voter intimidation and disenfranchisement, particularly targeting the Igbo ethnic group. The author provides firsthand accounts of individuals who experienced ethnic profiling and discrimination during the election process. The article highlights the resurgence of tribalism in Nigerian politics and the challenges faced in bridging the ethnic divide.

Duale-Ovia, A., & Adedipe, A. (2024). Deepfakes: Legal safeguards in Nigeria.

<https://www.doa-law.com/wp-content/uploads/2024/02/Deepfakes-Legal-Safeguards-in-Nigeria.pdf>

This article outlines the unethical uses of deep fake technology and legal safeguards against such practices in Nigeria. It identifies various unethical uses of deep fakes, including personal vendettas, disinformation campaigns, financial fraud, and market manipulation. Despite the absence of substantive legislation specifically regulating deep fakes in Nigeria, the document highlights existing cross-sectorial laws related to data privacy, intellectual property, criminal law, consumer protection, and competition protection that may apply. Additionally, this article emphasizes the importance of legal provisions to regulate the use of deep fake technology in Nigeria while acknowledging its legitimate applications in various industries.

Government Accountability Office. (2024). COVID-19 Pandemic: Opportunities to Improve the Federal Government's Response (GAO-24-107292). U.S. Government Accountability Office. <https://www.gao.gov/products/gao-24-107292>

This report outlines the risks posed by deep fake technology and discusses challenges in detecting and authenticating deep fakes, as current technologies have limited effectiveness in real-world scenarios. Opportunities for improvement include updating training datasets and organizing competitions to develop more accurate detection tools. Policy questions are also raised regarding the adequacy of current laws and regulations to address deep fake threats, decision-making processes for identifying deep fakes, and coordination among organizations to develop and evaluate detection and authentication technologies.

Hlomani, H. (2023, September 12). Future-proofing African democracy: Assessing electoral laws amidst AI advancements. Research ICT Africa. <https://researchictafrica.net/2023/09/12/future-proofing-african-democracy-assessing-electoral-laws-amidst-ai-advancements/>

This article explores the relationship between law and technology in the context of African democracies, with a focus on the regulatory challenges posed by the rapid advancement of artificial intelligence. It discusses the emergence of AI applications such as deep fakes, voice cloning, and algorithmic influencing, highlighting their potential to undermine democratic processes by manipulating public opinion and promoting third-party agendas. The author examines the existing legal frameworks in African countries regarding AI regulation and its implications for electoral integrity. The article also discusses existing cybercrime laws in Nigeria, Sierra Leone, and Zimbabwe, which criminalize actions such as identity theft, impersonation, and dissemination of false information, potentially applicable to AI-related offenses.

The Conversation. (n.d.). Deepfakes: how to empower youth to fight the threat of misinformation and disinformation. The Conversation. <https://theconversation.com/deepfakes-how-to-empower-youth-to-fight-the-threat-of-misinformation-and-disinformation-221171>

The article highlights deep fakes as a significant threat to society, particularly in spreading misinformation and disinformation. The author argues for education as a crucial tool in empowering youth to recognize and counter deep fakes effectively. Insights from a research study with Canadian university students indicate the importance of integrating deep fake education into school curriculums. The article also emphasizes

interdisciplinary approaches and human intervention, particularly through education, as essential in curbing the societal impact of deep fakes.