





CMIS GLOBAL VOICES MUN
THE GLOBAL INFLUENCERS' SUMMIT
STUDENT HANDBOOK

SPEAK • INFLUENCE • QUESTION • RESPOND

“With influence comes responsibility.”

1. ABOUT THE GLOBAL INFLUENCERS' SUMMIT

What is the Global Influencers' Summit?

The Global Influencers' Summit is a specialised committee that explores the growing role of social media creators, public personalities, activists and media voices in shaping ideas, opinions, trends and public conversations.

Unlike a traditional Model United Nations committee, participants in this committee will not represent countries. Instead, each participant will take on the role of an assigned influencer, public personality or other influential digital voice. Students will be expected to understand the background, area of influence and public persona of the individual they represent.

The committee will examine both the opportunities and responsibilities that come with having a large digital audience. Social media has made it possible for individuals to communicate directly with millions of people, share information rapidly, build communities, promote products and influence public conversations.

However, greater reach can also create greater responsibility. Content shared by influential individuals can spread quickly and may inform, entertain or inspire audiences, but it may also contribute to misinformation, online harassment, unsafe behaviour or misleading advertising.

The Summit therefore focuses on an important question:

When someone has a large audience, how much responsibility comes with that influence?

Purpose of the Committee

The purpose of the Global Influencers' Summit is to encourage students to examine the relationship between:

Freedom of expression

Social media influence

Digital responsibility

Misinformation and information credibility

Advertising and sponsored content

Artificial intelligence and digital content

Online safety

The impact of influential voices on young audiences

Students will be encouraged to consider different perspectives and develop their own positions through research, discussion and negotiation.

The objective is not to decide that influencers are either "good" or "bad". Instead, the committee will explore how digital influence can be exercised responsibly while respecting freedom of expression and the rights of audiences.

Key Question

How can society balance the freedom of influential digital voices with the responsibility that comes with reaching large audiences?

2. UNDERSTANDING THE AGENDA

The Power of Influence: Balancing Freedom of Expression, Responsibility and Impact in the Digital Age

The agenda asks us to examine how people with large digital audiences use their influence and what responsibilities may accompany that influence.

To understand the agenda, it is useful to examine four key ideas.

2.1 The Power of Influence

Influence is the ability to affect the way people think, behave, make decisions or understand an issue.

On social media, an individual can build an audience through videos, photographs, livestreams, podcasts, posts and other forms of digital content. Influential individuals may shape fashion and entertainment trends, promote products, discuss social issues, share information or encourage audiences to support particular causes.

The size of an audience is one indicator of influence, but influence can also come from the trust and engagement an individual has developed with a particular community.

2.2 Freedom of Expression

Freedom of expression refers broadly to the ability of people to communicate ideas, opinions and information.

Social media has expanded the ability of individuals to participate in public conversations without necessarily relying on traditional media organisations.

However, freedom of expression exists alongside other rights and responsibilities. Questions arise when online expression involves misinformation, harassment, threats, harmful content or other forms of abuse.

The challenge is therefore not simply whether people should be allowed to speak, but how freedom of expression can be protected while addressing legitimate harms.

2.3 Responsibility

Influential individuals can reach very large audiences quickly. This raises questions about whether a person with millions of followers should have responsibilities that differ from those of an ordinary social media user.

For example:

Should influencers verify information before sharing it?

Should paid promotions be clearly identified?

Should creators consider how their content may affect younger audiences?

What responsibility should an influencer have when false information spreads through their content?

These questions do not have one universally accepted answer. They form part of the debate that delegates will explore during the Summit.

2.4 Impact

Digital content can have effects beyond the original post or video.

Influencer content can:

Introduce audiences to new ideas

Encourage positive social action

Promote products and businesses

Shape cultural and social trends

Spread information rapidly

Influence public opinion

At the same time, misleading or harmful content can also spread rapidly.

The committee therefore asks delegates to consider both the positive and negative impacts of digital influence.

The Central Tension

The agenda ultimately asks delegates to consider a difficult balance:

How can influential people remain free to express themselves while also recognising the potential impact and responsibility that comes with reaching a large audience?

3. BACKGROUND

The Rise of Digital Influence

The growth of social media has changed the way information, ideas and entertainment are created and shared. In the past, public communication was largely controlled by traditional media such as newspapers, television and radio. Social media has made it possible for individuals to create and distribute content directly to audiences.

As social media platforms have grown, some individuals have developed large and highly engaged audiences. These digital creators and public personalities can influence trends, consumer choices, public conversations and social behaviour.

Influence is no longer limited to entertainment. Digital creators may discuss news, social issues, health, education, politics, products and personal experiences. Their content can therefore become an important part of the information environment in which audiences make decisions and form opinions.

The Growth of Information Sharing

The speed and reach of social media allow information to spread rapidly. This can have positive effects, such as helping people discover useful information, raising awareness about important causes and allowing communities to communicate during important events.

However, the same systems can also allow inaccurate or misleading information to spread quickly.

This creates an important challenge: people may encounter information through individuals they trust, even when that information has not been properly verified.

The Commercial Influence of Creators

The growth of digital influence has also created new forms of advertising. Brands may collaborate with influencers because creators have established relationships with particular audiences.

Sponsored posts, product reviews and brand partnerships can provide creators with income and help businesses reach specific groups of consumers.

At the same time, audiences may need to know when content is sponsored or when a creator has a financial relationship with a brand. This has led to increasing discussion about transparency in influencer marketing.

Influence and Young Audiences

Young people are active participants in the digital environment and may regularly encounter influencer content.

Influencers can provide educational, creative and entertaining content. However, young audiences may also encounter misleading information, inappropriate material, unrealistic expectations, advertising and online harassment.

This raises questions about how young people can be protected while still allowing them to benefit from digital platforms.

Artificial Intelligence and Digital Content

The development of artificial intelligence has added another dimension to digital influence. AI tools can now be used to create or modify images, videos, audio and written content.

Technologies such as deepfakes can make it difficult for audiences to determine whether some content is authentic.

This creates new questions about authenticity, misinformation, accountability and the responsibilities of people who create or share AI-generated content.

The Central Challenge

The rise of digital influence has therefore created a complex balance between:

Freedom of expression ↔ Responsibility

Innovation ↔ Safety

Influence ↔ Accountability

Creative content ↔ Accurate information

The Global Influencers' Summit will examine these tensions and consider how different stakeholders can contribute to a safer and more responsible digital environment.

4. KEY ISSUES

The digital age has created new opportunities for individuals to communicate, create content and reach large audiences. At the same time, the growing influence of social media has raised questions about misinformation, online safety, advertising, freedom of expression and responsibility. The following issues form the major areas of discussion for the Global Influencers' Summit.

4.1 Social Media Influence

Social media has changed the way individuals communicate with the public. Digital creators and influencers can build large audiences through videos, photographs, livestreams, podcasts and other forms of content.

Influencers can shape trends, consumer choices, public conversations and social causes. Their influence may come from the number of followers they have, the level of engagement they receive and the trust they develop with their audiences.

Influence can be used in positive ways, such as raising awareness about social issues, supporting charitable causes, educating audiences and encouraging positive action. However, influential individuals can also have a significant impact when the information or opinions they share are inaccurate or harmful.

The growing influence of digital creators therefore raises questions about the relationship between audience, influence and responsibility.

Questions to Consider

What makes a person influential on social media?

Is the number of followers a reliable measure of influence?

Can a person with a smaller but highly engaged audience also be considered influential?

Does having a large audience create greater responsibility?

How can digital influence be used positively?

4.2 Misinformation and Fake News

Social media allows information to reach large audiences within a short period of time. While this can help people access information quickly, it can also allow false or misleading information to spread.

Misinformation generally refers to false or misleading information that is shared without necessarily intending to deceive.

Disinformation refers to false or misleading information that is deliberately created or distributed to deceive or cause harm.

Influencers can play an important role in the spread of information because audiences may trust and follow their recommendations. If inaccurate information is shared by an influential person, it may reach a much larger audience.

The challenge is to reduce the spread of harmful misinformation while protecting people's ability to express opinions and share information.

Questions to Consider

Should influencers verify information before sharing it?

What sources should creators use to check information?

Who should be responsible when misleading information spreads?

What role should social media platforms play?

How can misinformation be reduced without unnecessarily restricting freedom of expression?

4.3 Influencer Marketing and Sponsored Content

Influencer marketing is a form of marketing in which businesses collaborate with social media creators to promote products, services or campaigns.

Influencers may receive money, free products or other benefits in exchange for promoting a brand. These partnerships can provide creators with income and allow businesses to reach specific audiences.

However, audiences may not always recognise when content is part of a paid partnership. This creates questions about transparency and trust.

Sponsored content should therefore be distinguishable from an influencer's independent opinions or experiences. Different countries and organisations have developed guidelines concerning the disclosure of commercial relationships between creators and brands.

Questions to Consider

When should an influencer disclose that content is sponsored?

How clearly should sponsored content be identified?

Should influencers be responsible for checking claims made about products they promote?

What responsibility should brands have?

How can audiences distinguish advertising from independent opinions?

4.4 Freedom of Expression and Online Responsibility

Social media provides individuals with opportunities to express opinions, share experiences and participate in public discussions. Freedom of expression is an important principle in an open society.

However, online expression can sometimes involve harassment, threats, deliberately misleading information or other harmful content. This creates a challenge between protecting freedom of expression and addressing potential harm.

The question is not simply whether people should be allowed to express themselves, but how freedom of expression can exist alongside responsible digital behaviour.

Influencers may face additional questions because their content can reach very large audiences and can have effects beyond their immediate followers.

Questions to Consider

What should people be free to express online?

When can online expression cause harm?

Who should decide whether content crosses a line?

Should influencers have greater responsibilities than ordinary users?

How can accountability be maintained without unnecessarily restricting freedom of expression?

4.5 AI-Generated Content and Deepfakes

Artificial intelligence is increasingly being used to create and modify digital content, including text, images, audio and video.

AI-generated content can provide creators with new opportunities for creativity and communication. However, it can also make it easier to create realistic but misleading content.

Deepfakes are digitally manipulated or generated media that can make it appear that a person said or did something when they did not.

The growth of AI-generated content creates concerns about misinformation, authenticity, privacy, reputation and trust in digital media.

Influencers and public personalities may also need to consider how audiences understand content created or modified using artificial intelligence.

Questions to Consider

Should AI-generated content be clearly labelled?

Who should be responsible for identifying misleading AI-generated content?

How can audiences distinguish authentic content from manipulated content?

Should different rules apply to creative uses and deceptive uses of AI?

How can innovation in AI be encouraged while reducing potential harm?

4.6 Social Media Algorithms

Social media platforms use algorithms and recommendation systems to determine which content is shown to users.

These systems can help users discover content that matches their interests and can help creators reach audiences who may be interested in their content.

However, recommendation systems can also influence which ideas, trends and information become more visible. This raises questions about how much influence platforms have over what users see.

The relationship between creators and algorithms is therefore an important part of understanding digital influence.

Questions to Consider

How do recommendation systems affect what users see?

Can algorithms increase the visibility of misleading or controversial content?

How much control should social media platforms have over content recommendations?

Should platforms explain how their recommendation systems work?

Should additional safeguards be considered for younger users?

4.7 Cyberbullying and Cancel Culture

Social media allows people to express criticism and hold public figures accountable. However, online criticism can sometimes develop into harassment or bullying.

Cyberbullying refers to harmful behaviour carried out through digital technologies. It may include repeated harassment, humiliation, threats or deliberately targeting an individual online.

Cancel culture is a term commonly used to describe situations where groups of people publicly withdraw support from or criticise an individual or organisation because of something they have said or done.

These issues raise questions about the difference between accountability, criticism and harassment.

People may have legitimate reasons to criticise an influencer's actions. However, large-scale online harassment can cause harm and may go beyond reasonable criticism.

Questions to Consider

What is the difference between criticism and cyberbullying?

When does public accountability become harassment?

Should influencers be expected to respond to criticism?

How can people affected by online harassment be protected?

What responsibility should social media platforms have?

4.8 Influence on Young Audiences

Children and teenagers are active participants in the digital environment and may regularly encounter content created by influencers and public personalities.

Influencer content can provide entertainment, education, creativity and opportunities to discover new ideas. However, young audiences may also encounter misinformation, advertising, inappropriate content, cyberbullying and unrealistic expectations.

Because younger audiences may have less experience in evaluating online information, digital literacy and responsible media use are important areas of consideration.

The committee should examine how young people can benefit from social media while being protected from potential risks.

Questions to Consider

Should influencers have additional responsibilities when their content reaches children?

How can young people learn to evaluate information online?

Should advertising aimed at children have additional safeguards?

What role should parents and schools play?

What responsibility should social media platforms have?

How can young people benefit from digital platforms while remaining safe?

4.9 Balancing Influence, Freedom and Responsibility

The issues discussed above are closely connected. A digital creator may have the freedom to express an opinion, but the content may reach a very large audience and have an impact beyond the creator's original intention.

The Global Influencers' Summit therefore asks delegates to consider the relationship between:

Freedom of Expression

Influence

Responsibility

Impact

Accountability

The objective is not to decide that influencers are either beneficial or harmful. Instead, delegates should examine the opportunities and challenges created by digital influence and consider how different stakeholders can contribute to a responsible digital environment.

Central Question

When someone has a large audience, how much responsibility comes with that influence?

5. DIFFERENT PERSPECTIVES

The issue of digital influence involves many different groups. Influencers, audiences, parents, schools, brands, social media platforms, journalists and governments may have different responsibilities, interests and concerns.

Understanding these perspectives is important because there is no single solution to the challenges created by digital influence. A decision that protects one interest may create concerns for another.

Delegates should consider these different perspectives while developing their own positions during the Summit.

5.1 Influencers and Digital Creators

Influencers and digital creators use online platforms to communicate directly with their audiences. Many depend on their digital presence for their careers and income.

From their perspective, social media provides opportunities to express opinions, create content, build communities, promote businesses and participate in public discussions.

At the same time, creators may face pressure to produce content regularly, respond to criticism and maintain audience engagement. They may also have to make decisions about sponsored content, controversial topics and information they receive online.

Key concerns may include:

Freedom to express opinions and ideas

Creative freedom

Maintaining audience trust

Transparency in brand partnerships

Accuracy of information

Responsibility for the impact of content

Protection from online harassment

Questions to consider:

How much responsibility should creators have for the information they share?

Should creators be held responsible for unintended consequences of their content?

How can creators maintain freedom while acting responsibly?

5.2 Audiences and Social Media Users

Audiences are not simply consumers of digital content. They actively comment, share, react to and create content themselves.

People may follow influencers because they find their content entertaining, informative, relatable or trustworthy.

However, audiences may also be exposed to misleading information, hidden advertising, harmful content or online harassment.

Key concerns may include:

Access to reliable information

Transparency in advertising

Privacy and safety

Freedom to choose what content they consume

Protection from harmful or misleading content

Questions to consider:

How much responsibility should users have for checking information before sharing it?

Should audiences be clearly informed when content is sponsored?

How can users protect themselves from misleading information?

5.3 Children and Young Audiences

Children and adolescents are an important part of the digital audience. They may use social media for entertainment, education, communication and creativity.

Young audiences may also be more vulnerable to certain forms of misinformation, advertising, cyberbullying and inappropriate content.

This raises questions about whether additional protections are necessary for younger users.

Key concerns may include:

Online safety

Age-appropriate content

Misinformation

Advertising and commercial influence

Cyberbullying

Privacy

Digital literacy

Questions to consider:

Should influencers have additional responsibilities when their content reaches children?

What types of content require greater protection for younger audiences?

What role should schools and parents play in developing digital literacy?

5.4 Parents and Educators

Parents and educators play an important role in helping young people understand and navigate the digital environment.

They may be concerned about the amount and type of content young people encounter online, while also recognising the educational and social benefits of digital platforms.

Key concerns may include:

Child safety

Healthy digital habits

Online behaviour

Misinformation

Cyberbullying

Digital literacy

Exposure to advertising and inappropriate content

Questions to consider:

What should parents and schools teach children about responsible social media use?

How can young people be protected without completely restricting their access to digital platforms?

What role should digital literacy education play?

5.5 Brands and Advertisers

Brands increasingly work with influencers to communicate with specific audiences. Influencer marketing can allow businesses to reach audiences in ways that traditional advertising may not.

However, commercial partnerships also create questions about transparency, advertising standards and consumer trust.

Key concerns may include:

Effective communication with audiences

Transparent advertising

Brand reputation

Responsible marketing

Protection of younger consumers

Accuracy of product claims

Questions to consider:

How transparent should influencer-brand relationships be?

Should brands be responsible for the content created by influencers they work with?

How can advertising remain effective while protecting audience trust?

5.6 Social Media Platforms

Social media platforms provide the infrastructure through which creators and audiences interact.

Platforms may develop rules concerning content, advertising, safety and user behaviour. They also use recommendation systems that influence which content users encounter.

This creates questions about the responsibility of platforms for the content and interactions that take place on their services.

Key concerns may include:

User safety

Content moderation

Misinformation

Recommendation systems

Protection of minors

Privacy

Freedom of expression

Questions to consider:

How much responsibility should platforms have for content posted by users?

How should platforms balance content moderation with freedom of expression?

Should platforms provide greater transparency about recommendation systems?

Should younger users receive additional safeguards?

5.7 Journalists and Media Organisations

Journalists and media organisations play an important role in gathering, verifying and communicating information.

The growth of influencers has changed the information environment because people may now receive news and opinions directly from creators and public personalities.

This can create opportunities for wider participation in public discussions, but it can also raise questions about verification and journalistic standards.

Key concerns may include:

Accuracy

Fact-checking

Reliable sources

Responsible reporting

Distinguishing opinion from factual information

Public trust

Questions to consider:

Should influencers follow the same standards as journalists when discussing factual information?

How can audiences distinguish verified information from personal opinion?

What role should professional journalism play in the age of influencers?

5.8 Governments and Regulators

Governments and regulatory authorities may seek to protect citizens while maintaining freedom of expression and innovation.

They may consider issues such as online safety, advertising, misinformation, privacy, protection of children and platform accountability.

However, regulation can also raise concerns about excessive restrictions on speech and creativity.

Key concerns may include:

Public safety

Protection of children

Consumer protection

Transparency

Privacy

Accountability

Freedom of expression

Responsible use of technology

Questions to consider:

When should governments intervene in the digital environment?

How can regulation protect users without unnecessarily restricting freedom of expression?

Who should be responsible for enforcing digital regulations?

5.9 Activists and Public Interest Voices

Activists and public-interest voices may use social media to raise awareness, organise communities and draw attention to social or environmental issues.

Digital platforms can allow causes to reach audiences that may otherwise be difficult to reach through traditional forms of communication.

However, activists may also face misinformation, harassment, online abuse or restrictions on their expression.

Key concerns may include:

Freedom of expression

Social awareness

Community mobilisation

Online safety

Access to information

Protection from harassment

Questions to consider:

How can social media be used to create positive social change?

How can activism remain responsible and evidence-based?

How can activists be protected from online harassment while maintaining open debate?

5.10 Balancing the Perspectives

The different stakeholders involved in digital influence may have competing priorities.

For example:

Influencers may prioritise creative and expressive freedom.

Audiences may prioritise trustworthy information and transparency.

Parents and educators may prioritise the safety and wellbeing of young people.

Brands may prioritise effective communication and consumer trust.

Platforms may need to balance safety, content moderation and freedom of expression.

Journalists may prioritise accuracy and verification.

Governments and regulators may prioritise public safety, consumer protection and accountability.

Activists may prioritise freedom of expression and the ability to raise awareness about important issues.

None of these perspectives exists in isolation. Decisions about digital influence can affect several groups at the same time.

The role of delegates is therefore to understand these competing interests and consider how they can be balanced.

Key Question

How can the rights, responsibilities and interests of different stakeholders be balanced while protecting freedom of expression and promoting a safer digital environment?

6. WHAT IS ALREADY BEING DONE?

The challenges created by digital influence have led governments, international organisations, regulators, social media platforms and other stakeholders to introduce different measures.

These measures do not follow one single approach. Some focus on protecting users, some on increasing transparency, some on regulating platforms and advertising, and others on improving digital literacy and media awareness.

The following examples show how different stakeholders are responding to the challenges discussed in this Study Guide.

6.1 Measures in India

India has developed several laws, rules and regulatory frameworks that address different aspects of the digital environment.

Information Technology Rules

The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 provide a framework for regulating intermediaries and digital platforms in India. The rules have been amended over time, and the Ministry of Electronics and Information Technology (MeitY) continues to update and develop the framework as new digital challenges emerge.

The framework includes provisions concerning intermediary responsibilities, grievance mechanisms and other aspects of digital content and platform governance.

India has also established a Grievance Appellate Committee to provide an avenue for users to appeal certain decisions relating to grievances on social media and other online platforms.

Digital Personal Data Protection Act, 2023

India enacted the Digital Personal Data Protection Act, 2023 to establish a framework for processing digital personal data while recognising individuals' rights to protect their personal data.

The Act is relevant to the digital-influence debate because social media platforms and other digital services involve the collection and processing of personal information.

The Government notified the Digital Personal Data Protection Rules, 2025 in November 2025. MeitY describes the Rules as providing a practical framework for protecting personal data and states that the Act and Rules are being brought into operation through a phased timeline.

This raises questions about how personal data should be collected, used and protected in an increasingly personalised digital environment.

6.2 Influencer Advertising Guidelines in India

The Advertising Standards Council of India (ASCI) has developed guidelines specifically addressing influencer advertising in digital media.

Under these guidelines, advertisements published by social-media influencers or their representatives should carry a disclosure label that clearly identifies the content as an advertisement when there is a material connection between the advertiser and influencer.

A material connection may include monetary payment, free products, discounts or other benefits.

ASCI also states that disclosures should be clear and difficult to miss. Its guidance provides requirements concerning how disclosures should appear in different types of social-media content.

ASCI follows a self-regulatory approach. It can issue notices to brands and influencers when its guidelines are not followed, and it publishes information about cases involving continued non-compliance.

Why this matters

Influencer advertising raises an important question:

How can audiences know when an influencer is expressing an independent opinion and when they are participating in advertising?

The ASCI guidelines attempt to address this through greater disclosure and transparency.

6.3 International Efforts: UNESCO

UNESCO has developed the Guidelines for the Governance of Digital Platforms, which aim to address online harms while protecting freedom of expression and access to information.

The Guidelines take a multi-stakeholder approach, recognising that responsibility does not belong to governments or technology companies alone. They identify roles for governments, digital platforms, civil society, media, academia, technical communities and other stakeholders.

The Guidelines emphasise areas such as:

Human rights

Freedom of expression

Access to information

Platform transparency

Accountability

Content moderation

Misinformation and disinformation

User safety

UNESCO argues that addressing misinformation and other online harms should not come at the expense of fundamental rights. It therefore promotes an approach that attempts to balance freedom of expression with responsibility and safety.

Why this matters

This approach is closely connected to the agenda of the Global Influencers' Summit because it recognises that digital responsibility involves several groups rather than placing all responsibility on individual creators.

6.4 Protecting Children Online

International organisations have also focused on protecting children in the digital environment.

UNICEF works with governments, policymakers, educators and other stakeholders to promote children's safety online. Its work addresses risks including harmful content, cyberbullying, online exploitation and other forms of digital harm.

UNICEF also highlights the importance of helping children develop the skills needed to identify and respond to misinformation and disinformation. Its research recommends action involving policymakers, civil society, technology companies, parents and caregivers.

This reflects the idea that protecting young audiences requires more than simply removing harmful content. Education, digital literacy, responsible platform design and support from adults can also play important roles.

6.5 The European Union's Digital Services Act

The European Union's Digital Services Act (DSA) provides another example of a comprehensive approach to digital-platform regulation.

The DSA introduces rules concerning areas such as:

Transparency of online advertising

Content moderation

User complaints and appeals

Recommendation systems

Platform accountability

Protection of minors

Systemic risks created by very large platforms

The DSA requires platforms accessible to minors to take appropriate measures to provide a high level of privacy, safety and security for younger users. It also prohibits targeted advertising to minors based on profiling.

The DSA also increases transparency around recommendation systems and gives users greater information and choice concerning how content is recommended to them.

Why this matters

The DSA demonstrates that regulation can focus not only on the content posted by individual users but also on the systems through which content is recommended, advertised and distributed.

6.6 Addressing Algorithms and Recommendation Systems

Recommendation systems can have a significant influence on what users see online.

The European Commission has used the Digital Services Act to examine how major platforms design and operate their recommendation systems. Platforms have been asked to provide information about how their systems work and how they may contribute to risks such as harmful content, mental-health concerns and risks to minors.

The EU's guidance on protecting minors also considers how recommendation systems should be designed and adapted to improve the privacy, safety and security of younger users.

This represents an important shift in the digital-policy debate:

Responsibility is not only about what people post; it can also involve how platforms distribute and recommend that content.

6.7 Addressing AI-Generated and Synthetic Content

The rapid development of artificial intelligence has created new challenges involving synthetic and manipulated content.

India's Information Technology Rules framework has continued to evolve in response to AI-generated and synthetically generated information. MeitY's current materials include amendments and policy work relating to synthetically generated information (SGI), reflecting growing concerns about AI-generated and manipulated content.

At the international level, organisations and governments are also considering how AI-generated content can be identified, labelled and governed.

The issue is particularly important for influencers because creators can use AI tools to produce realistic images, videos, audio and other content that may be difficult for audiences to distinguish from authentic material.

6.8 Platform Rules and Self-Regulation

Governments are not the only organisations attempting to address online risks.

Social media platforms establish their own rules concerning areas such as:

Harassment

Hate speech

Misinformation

Dangerous activities

Advertising

Privacy

Child safety

Artificially manipulated content

These systems are generally referred to as platform policies or community guidelines.

Self-regulation can allow platforms to respond quickly to changing technologies and types of content. However, it also raises questions about transparency, consistency and accountability.

This creates another important debate:

Should platforms primarily regulate themselves, or should governments establish stronger external rules?

6.9 Media and Digital Literacy

Regulation alone cannot address every digital challenge.

Digital and media literacy can help users understand how information is created, shared and recommended online. It can also help individuals recognise unreliable information, understand advertising and make informed decisions about the content they consume and share.

UNESCO promotes media and information literacy as part of its work on freedom of expression and harmful online content.

UNICEF similarly highlights the importance of supporting children with the knowledge and skills needed to navigate misinformation and digital risks.

This means that responsibility may also lie with users themselves, who can learn to question sources, verify information and think critically before sharing content.

6.10 Different Approaches to Digital Governance

The examples above show that there are several approaches to dealing with digital influence.

Government Regulation

Governments create laws and regulations that establish responsibilities and protections.

Self-Regulation

Industry organisations and platforms develop their own standards and codes of conduct.

Multi-Stakeholder Governance

Governments, platforms, civil society, educators, researchers, media organisations and users share responsibility.

Digital Literacy

Users are given the knowledge and skills needed to identify risks and make informed decisions.

Platform Accountability

Platforms are expected to provide greater transparency about content moderation, advertising and recommendation systems.

No single approach addresses every issue.

The challenge is to determine how these approaches can work together while protecting freedom of expression, encouraging innovation and reducing genuine harm.

6.11 Questions for Delegates

After examining existing measures, delegates should consider:

Are current regulations sufficient to address the challenges created by digital influence?

Should influencers have responsibilities beyond those of ordinary social-media users?

Should social-media platforms be more accountable for the content they recommend?

How can governments regulate online spaces without unnecessarily restricting freedom of expression?

Should influencer advertising rules be strengthened?

How should young audiences be protected?

Who should be responsible for harmful AI-generated content?

Should digital literacy be considered part of the solution?

Is self-regulation sufficient, or is stronger government regulation necessary?

How can governments, platforms, influencers, brands and users share responsibility?

Key Takeaway

Different countries and organisations are already experimenting with different ways of managing the digital environment. These approaches range from advertising disclosure and data protection to platform regulation, child-safety measures, media literacy and AI governance.

The Global Influencers' Summit provides an opportunity for delegates to examine these existing approaches, identify their strengths and limitations, and consider what further action—if any—may be necessary.

7. KEY CHALLENGES AND AREAS FOR DEBATE

The measures discussed in the previous section show that governments, organisations, platforms and other stakeholders are already attempting to address challenges associated with digital influence. However, many questions remain unresolved.

The central challenge is finding a balance between freedom of expression, digital innovation, responsibility, safety and accountability.

Delegates should examine the following challenges and consider the different arguments that may arise during the Summit.

7.1 Freedom of Expression vs. Content Regulation

Areas for Debate

What types of content should be restricted?

Who should decide what is harmful?

Should platforms or governments have the final authority?

How can harmful content be addressed without unnecessarily limiting freedom of expression?

7.2 Influence vs. Responsibility

Areas for Debate

Should responsibility increase with audience size?

Should influencers be treated differently from ordinary users?

How should responsibility be determined when harm is unintended?

Where should the responsibility of an influencer end?

7.3 Misinformation vs. Access to Information

Areas for Debate

Who should verify information shared by influencers?

Should platforms label potentially misleading content?

Should false information always be removed?

What role should fact-checking organisations play?

How can people be encouraged to verify information themselves?

7.4 Commercial Influence vs. Audience Trust

Areas for Debate

Should all paid partnerships be clearly disclosed?

How prominent should advertising disclosures be?

Should influencers be responsible for checking claims made by brands?

Should brands share responsibility for misleading promotions?

How can commercial opportunities be balanced with audience trust?

7.5 Child Safety vs. Digital Freedom

Areas for Debate

Should children receive stronger protections online?

Should certain types of influencer content have age restrictions?

Who should be responsible for protecting young users?

What role should parents, schools, platforms and governments play?

How can children's safety be balanced with their right to participate in digital spaces?

7.6 AI Innovation vs. Authenticity

Areas for Debate

Should AI-generated content be labelled?

Should creators disclose when AI has been used?

Who should be responsible for deceptive AI-generated content?

Should platforms use special measures to identify manipulated media?

How can AI innovation continue while reducing potential harm?

7.7 Platform Responsibility vs. Creator Responsibility

Areas for Debate

Should platforms be responsible for content they recommend?

Should creators be responsible for the reach of their content?

How much responsibility should users have?

Should platforms be required to explain recommendation systems?

Can responsibility be shared among several stakeholders?

7.8 Accountability vs. Cancel Culture

Areas for Debate

What is the difference between criticism and harassment?

When does accountability become cyberbullying?

Should influencers have the opportunity to respond to accusations?

Who should decide when online behaviour has crossed a line?

What responsibility should platforms have when online criticism becomes abusive?

7.9 Regulation vs. Innovation

Areas for Debate

How much regulation is appropriate?

Should digital platforms be regulated in the same way across countries?

How can regulations remain effective as technology changes?

Should governments work with technology companies when developing digital policies?

7.10 The Responsibility Question

One of the most important challenges for the Summit is deciding who should be responsible for the digital environment.

Responsibility may involve several groups:

Influencers



Create and share content

Platforms



Host, moderate and recommend content

Brands



Fund and promote commercial content

Governments



Create laws and regulations

Parents and educators



Guide and educate young audiences

Users



Consume, evaluate and share content

No single stakeholder controls the entire digital environment.

Delegates should therefore consider whether responsibility should be placed primarily on one group or shared among several stakeholders.

7.11 Key Dilemmas for the Summit

Throughout the discussion, delegates may encounter several competing principles:

These principles may not always be mutually exclusive. The challenge is to determine how they can be balanced.

7.12 Questions Delegates Should Be Prepared to Debate

Before the Summit, delegates should be prepared to discuss questions such as:

Does greater influence create greater responsibility?

Who should be responsible when misleading content reaches millions of people?

How can freedom of expression be protected while reducing genuine online harm?

Should influencers have different responsibilities from ordinary social-media users?

How transparent should influencer-brand relationships be?

Should AI-generated content always be labelled?

How much responsibility should social-media platforms have for recommended content?

How should young audiences be protected?

Where is the line between public accountability and online harassment?

Should governments regulate digital platforms more strongly, or should platforms primarily regulate themselves?

Can responsibility for the digital environment be shared among influencers, platforms, governments, brands and users?

How can digital innovation continue while protecting users and maintaining public trust?

Final Thought

The Global Influencers' Summit does not require delegates to choose between being completely free online and being completely regulated.

Instead, delegates should explore whether it is possible to create a digital environment in which freedom of expression, creativity, innovation, responsibility, safety and accountability can coexist.

The challenge is not simply to identify the problems of digital influence, but to understand the competing interests behind them and determine which approaches may be most practical, fair and effective.

8. DELEGATE PREPARATION AND RESEARCH

The Global Influencers' Summit is different from a traditional MUN committee because delegates will represent individual influencers, public personalities, activists or media voices rather than countries.

Delegates are therefore expected to research both the agenda and the person they have been assigned to represent.

The purpose of this research is to help delegates understand the individual's background, area of influence, public image and likely perspective on the issues being discussed.

8.1 Researching Your Assigned Personality

Before the Summit, every delegate should develop a clear understanding of their assigned influencer or public personality.

A. Background

Research the following:

Full name and professional identity

Country or region of association

Professional background

Major achievements

Career and areas of expertise

Major platforms used

Approximate size and type of audience

Important milestones in their career

B. Area of Influence

Identify the areas in which the personality is most influential.

These may include:

Entertainment

Fashion and beauty

Sports

Education

Technology

Business

Lifestyle

Social causes

Environment

Gaming

News and media

Other specialised fields

Delegates should understand why their assigned personality has an audience and what makes their voice influential.

C. Public Image and Content

Study the type of content the personality regularly produces.

Consider:

What topics do they discuss?

What type of content do they create?

Who is their target audience?

What values or themes appear frequently in their content?

How do they communicate with their followers?

What platforms do they use most actively?

Delegates should also examine whether the personality is known for particular campaigns, causes, businesses, collaborations or public discussions.

D. Public Statements and Positions

Delegates should identify reliable examples of their assigned personality expressing views related to the Summit agenda.

Look for statements or actions concerning:

Social media responsibility

Misinformation

Freedom of expression

Advertising and sponsorships

Online safety

Artificial intelligence

Young audiences

Cyberbullying

Social or public-interest issues

Delegates should distinguish between verified statements made by the personality and opinions or claims made by other people about them.

8.2 Connecting the Personality to the Agenda

After researching the assigned personality, delegates should connect their findings to the central agenda:

"The Power of Influence: Balancing Freedom of Expression, Responsibility and Impact in the Digital Age."

Consider the following:

Freedom of Expression

What should this personality be free to say or create?

Influence

What makes this personality influential?

Responsibility

What responsibilities might come with their audience and public position?

Impact

How can their content affect audiences or wider society?

Accountability

How should they respond when their content creates criticism or controversy?

8.3 Research Questions for Delegates

Before attending the Summit, delegates should be able to answer the following questions about their assigned personality:

Who is the person I am representing?

What is their main area of influence?

Who is their primary audience?

Which social-media platforms do they use?

What type of content do they create?

What values or causes are associated with them?

Have they spoken publicly about misinformation or online responsibility?

Have they discussed freedom of expression?

Have they been involved in advertising or brand partnerships?

Have they faced criticism or controversy related to their online presence?

What position might they reasonably take on the Summit agenda?

What evidence supports that position?

Which stakeholders might agree with their perspective?

Which stakeholders might disagree?

What would they consider a fair balance between freedom and responsibility?

8.4 Evaluating Sources

Not everything found online is reliable.

Delegates should use credible sources when researching their assigned personality and the Summit agenda.

Prefer:

Official websites

Verified social-media accounts

Government websites

International organisations

Reputable news organisations

Academic or research institutions

Official reports and policy documents

Use caution with:

Unverified social-media posts

Anonymous accounts

Fan pages

Gossip websites

Content without a named source

AI-generated information

Screenshots without an original source

Whenever possible, delegates should verify important claims using more than one reliable source.

8.5 Preparing Your Position

Delegates should not simply memorise information about their assigned personality.

They should use their research to develop a position that is consistent with the personality they are representing.

Before the Summit, consider:

What does my personality support?

Identify the principles or approaches that are most consistent with their public statements and work.

What might my personality oppose?

Identify policies or approaches that could conflict with their known views, career or interests.

What compromises might they accept?

Consider whether the personality could support a balanced approach rather than an extreme position.

Who could be their allies?

Identify other delegates whose interests or perspectives may be similar.

Who might disagree?

Identify stakeholders or delegates who may have competing priorities.

8.6 Evidence-Based Representation

Delegates should distinguish between representing a personality and simply expressing their own personal opinion.

A strong delegate should be able to support important claims with evidence.

For example:

Weak approach:

"My influencer believes social media platforms should be more responsible."

Stronger approach:

"My influencer has previously spoken about online safety and platform responsibility, which suggests that they may support greater accountability for platforms."

The second approach connects the delegate's position to evidence about the person they are representing.

Delegates should avoid inventing opinions, statements or positions for their assigned personality.

If no reliable public position can be found on a particular issue, delegates should use reasonable inference based on the person's known work while making it clear that the position is an interpretation rather than a direct quotation.

8.7 Preparing for Discussion and Negotiation

During the Summit, delegates will encounter personalities and perspectives that may differ from their own assigned position.

Delegates should therefore be prepared to:

Explain their assigned personality's perspective

Present evidence to support their arguments

Listen to opposing viewpoints

Ask relevant questions

Identify areas of agreement

Negotiate with other delegates

Consider compromises

Defend their position respectfully

Reconsider their approach when presented with strong evidence

The objective is not simply to "win" an argument.

The objective is to understand the issue, represent the assigned personality effectively and contribute meaningfully to the discussion.

8.8 Pre-Summit Preparation Checklist

Before the Summit, every delegate should have completed the following:

☐ Researched their assigned personality

- ☐ Identified the personality's main area of influence
- ☐ Studied their major social-media platforms
- ☐ Identified their target audience
- ☐ Researched relevant public statements or actions
- ☐ Studied the key issues in the agenda
- ☐ Identified possible areas of agreement and disagreement
- ☐ Collected reliable sources
- ☐ Prepared evidence to support their position
- ☐ Considered possible allies and opposing perspectives
- ☐ Prepared questions for other delegates
- ☐ Considered possible compromises
- ☐ Reviewed the Summit agenda and committee procedure

8.9 Final Questions Before the Summit

Before entering the committee, every delegate should be able to answer:

Who am I representing?

Why is this person influential?

What does this person care about?

What evidence supports my understanding of their views?

How might this person approach freedom of expression?

What responsibilities might they accept?

What would they consider unacceptable?

Who might agree with them?

Who might disagree with them?

What compromises might they support?

Most importantly:

Am I representing my assigned personality, or am I simply expressing my own opinion?

A successful delegate should be able to make the distinction clearly.

9. Sources and References

Then list the sources used for preparing the Study Guide:

Ministry of Electronics and Information Technology, Government of India

<https://www.meity.gov.in/>

Advertising Standards Council of India (ASCI)

<https://www.ascionline.in/>

UNESCO – Guidelines for the Governance of Digital Platforms

<https://www.unesco.org/en/internet-trust/guidelines>

UNICEF – Online Safety and Cyberbullying

<https://www.unicef.org/end-violence/how-to-stop-cyberbullying>

European Commission – Digital Services Act

<https://digital-strategy.ec.europa.eu/en/policies/digital-services-act-package>

United Nations – Universal Declaration of Human Rights

<https://www.un.org/en/about-us/universal-declaration-of-human-rights>

United Nations – Sustainable Development Goals

<https://sdgs.un.org/goals>

Official websites and verified social-media accounts of the assigned personalities

Note: The information in this Study Guide has been compiled from official government websites, international organisations, research institutions, established media sources and the verified platforms of the personalities discussed. Delegates are encouraged to conduct further research and cross-check information before using it in debate.