

Is it beneficial to regulate artificial intelligence?

Key Concepts:

Globalization: The movement of people, goods, culture, and ideas around the world. In this case, how a law in one part of the world can change things somewhere else.

Artificial Intelligence (AI): Computer systems that perform tasks normally requiring human intelligence, such as writing text, recognising faces, or generating images.

On 2 August 2026, new rules about artificial intelligence took effect in the European Union (EU). The EU is a group of 27 countries that make some laws together, especially laws around what businesses can and can't do.

The rules do three things. If you chat with an AI, it must tell you that you are not talking to a real person. Pictures, videos, sounds and text made by AI must carry a hidden mark that

computers can read. If a system scans your face or guesses your feelings, it must let you know. Some AI companies have already started to include these changes in their platforms.

Why did the EU act? Leaders said fake videos were tricking voters, scammers were copying people's voices, and machines were pretending to be human.

The rules only cover Europe. But companies like OpenAI and Google usually build one version of a product for the whole world. So a rule written in Brussels, the EU's capital, can change what people see everywhere. Experts call this the "Brussels effect."



Comprehension Questions

1. On what date did the new EU rules take effect, and where do they apply?
2. How many countries belong to the European Union?
3. Name the three things the new rules require.
4. According to the reading, what problems did EU leaders say they were trying to fix?
5. In your own words, what is the "Brussels effect"?

Thinking Questions

1. Why might a company follow EU rules everywhere instead of only in Europe?
2. The law makes AI say it is AI, but it does not ban AI. Why might that difference matter?
3. Who is helped most by these rules? Who might be frustrated by them?
4. If a video carried a label saying "made by AI," would that change how you felt about it? Explain.
5. Should countries outside Europe copy these rules? Explain your reasons.

Is it beneficial to regulate artificial intelligence?

You are going to consider three different approaches to AI regulation. One is labelling, which is the EU's approach. Another example is restriction, where some uses of AI are banned by law. The third is platform policy – where individual AI companies regulate themselves, without needing new laws. But first, let's consider this: what makes a technology law *good*?

What makes a technology law *good*?

Now, for each option below, explain whether you think it's a good way of regulating AI use.

Labelling – AI Companies and services must say what is generated by AI. This does not restrict *what* can be made by AI.

Do you think this is a *good* way to regulate AI use? Explain.

Restriction – Ban specific uses of AI entirely (for example AI pretending to be real people)

Do you think this is a *good* way to regulate AI use? Explain.

Platform Policy – Leave AI generation free with no regulation. Any informing people is left up to AI companies. Some social media platforms are already doing this.

Do you think this is a *good* way to regulate AI use? Explain.

Now, let's get back to the central question from this lesson – *is it beneficial to regulate artificial intelligence?* Using examples from the activity above, explain your views on the best way forward when it comes to regulating artificial intelligence. In your response:

- Refer to the different options for regulating artificial intelligence
- Support your ideas with at least 2-3 specific examples

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Further Research

1. Investigate the “Brussels Effect”. What other examples are there of EU laws that have shaped laws and policies in different parts of the world?

Example 1:

EU Law:

This law’s wider effects:

Example 2:

EU Law:

This law’s wider effects:

Example 3:

EU Law:

This law’s wider effects: