



Leveraging Generative AI

Using AI Ethically and Responsibly

LEARNING OBJECTIVE

By the end of the lesson, you will be able to...

- Apply best practices regarding the ethical, legal, and responsible use of generative AI tools





Ethical Implications

Using Generative AI Ethically and Responsibly



Bias and Fairness

1

Language models like ChatGPT are trained on vast amounts of text data.

2

Biases from the text data can be reflected in the model's responses.

3

Users must understand this, and be wary of unfair or discriminatory outputs.

Reliability and Accuracy

1

AI can provide useful information and help with tasks, but human oversight is very important.

2

AI is still prone to errors and can generate misleading responses.

3

Language models don't "know" they are wrong, so it is important to think critically when using them.

Lawyer Up!

- In New York, a lawyer used ChatGPT to supplement the legal research they needed to perform for a case.
- However, the lawyer didn't check the accuracy of ChatGPT's response.
- Upon review by the court, ***all six of the cases cited did not exist.***
- When pressed about the existence of the cases, ChatGPT doubled down and provided more false information!



But... how can this happen?

Language models like ChatGPT **don't actually know anything.**

They **generate responses based on probability**, according to the training data they've been exposed to.

So, if you ask ChatGPT to generate a list of court cases, it will **do its best to generate cases that "probably" exist.**

There is no guarantee they actually do!



Legal Implications

Using Generative AI Ethically and Responsibly



Legal Implications

Intellectual Property

The user “owns” the outputs they receive as a result of their inputs. However, there are growing concerns over copyright issues since LLMs generate responses based on content previously generated by other individuals.

Data Protection and Privacy

Always take necessary precautions to ensure the protection of sensitive personal data, and compliance with data privacy laws.

Compliance with Industry Regulations

There may be industry specific regulations to consider when using AI tools. For example, **HIPPA** in the healthcare industry.

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Discussion:

With a partner or small group, discuss the following:



For each of the examples below, decide whether or not the user could be **exposed to legal trouble**.

Be ready to discuss your rationale!

A data analyst
inputting sensitive
customer data while
using ChatGPT to
debug SQL queries.

A software engineer
using ChatGPT to
debug code and
mistakenly inputting
proprietary company
code.

A product manager
using ChatGPT to help
draft an initial outline of
a blog post.



Best Practices

Using Generative AI Ethically and Responsibly



Best Practices When Using AI Tools like ChatGPT

Recognize Potential Risks

- Misinformation
- Biased Outputs

Awareness of Bias

- Language models may reflect the biases of their training data
- Stay critical and conscious

Recognize Limitations

- Lack of emotions or human experience
- No access to real-time information

Fact-Checking and Verification

- Remember, LLMs don't *know* anything
- Fact-check using reliable sources



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Knowledge Check:



True or False: Large Language models like ChatGPT do **not** know if they are right or wrong.

True or False: It is the responsibility of the user to identify misinformation and/or bias in ChatGPT's outputs.

True or False: It is safe to input confidential data, or proprietary information into ChatGPT.

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Knowledge Check:



A user asked ChatGPT for a list of scholarly articles about the fall of the Roman Empire. What should the user do next?

- a. Check the article titles for potential bias
- b. Check to make sure the articles actually exist
- c. Ask ChatGPT to provide short summaries of each article
- d. Ask ChatGPT to write an essay using the first 3 articles as sources

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REFLECT

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Reflection:

Taking what you learned in this lesson, answer the following reflection questions.

- 1 How has your understanding of tools like ChatGPT changed?
- 2 Did you learn anything that will impact how you use use generative AI in the future?



Tips for Reflection:

Think carefully through the questions, provide specific details and examples, and try to break down your thinking.