**Creative Projects – Microsoft’s Tay AI review**

Tay (named after the acronym “thinking about you”) is an AI chatter bot created by Microsoft’s Technology and Research and Bing divisions. The chat bot was based on Xiaoice, a chat bot that is popular and based in China, having over 40 million conversations. Tay was designed to have similar speech patterns to a 19-year-old girl, and would learn and develop itself by interacting with people on Twitter.

Although the idea of a self-learning AI would be a good idea in terms of being able to adapt itself to various communications without the aid of a developer, the bot very quickly became racist and started to offend other users. Tay also began tweeting politically incorrect phrases, praising Hitler and commenting on other offensive themes.

As a result, Microsoft was forced to shut down Tay’s Twitter account, only 16 hours after its launch. Multiple news outlets called this a PR disaster, and Microsoft stating that the AI suffered form a “coordinated attack by a subset of people” and that these people “exploited a vulnerability”.

In my view, this shows one of the biggest downsides to a self-learning AI program as it clearly shows how quickly an AI speech pattern can change from its original intention. The problem that the Microsoft developers had was that they didn’t set any limitations to what the AI can or cannot learn, and the bot assumed all speech given to Tay as normal human language.

However, I do think that self-learning AIs are still beneficial when developing an AI program, but only if used in the correct way. The reason for this is that it allows the AI to be more human like, rather than it giving basic AI responses in conversation. Although Tay is an example of self-learning AI at it’s worse, its shows its ability to adapt to have a personality and have its own like and dislikes (again even though it was not a good personality and not the one Microsoft had intended).