

1) Part 1: Conduct an AI Perception Interview

Introduction

The interview was conducted in person on 27.11.2024 with my sister, a 27-year-old with a bachelor's degree in Oriental Languages and a master's degree in Anthropology. She has no technical or IT background and is somewhat skeptical about using AI tools like ChatGPT. Her perspective is shaped by her academic background in the humanities and her interactions with media and social discourse.

1) What spontaneously comes to mind when you hear the term "Artificial Intelligence"?

She immediately associated Artificial Intelligence with ChatGPT, highlighting its significant rise in visibility over the past year. She observed that nearly everyone she knows, regardless of their familiarity with modern technology, has at least heard about AI tools like ChatGPT through conversations or social media.

2) How would you explain AI to someone else?

She described AI as a technology that combines the knowledge of an encyclopedia with the practicality of a machine. According to her, AI not only gathers information but actively selects and processes it to solve problems. She emphasized its ability to adapt and provide relevant responses rather than simply amassing data.

3) Where have you heard or read about AI?

She recalled her first encounter with the term "AI" through television news, where it was portrayed as a tool for advanced scientific research. Over time, especially in recent years, her exposure to AI has grown through social media platforms like Twitter and TikTok.

4) What are some practical applications of AI that come to mind?

She identified several applications, such as organizing personal data, conducting research, providing efficient customer service, and enabling seamless translation or communication in different languages. These examples reflect her view of AI as a practical tool for simplifying everyday tasks.

5) What opportunities and risks do you associate with AI?

She highlighted the potential of AI in fields like medicine, where it could enhance precision and speed in research and operations. She also recognized its role in performing dangerous tasks and supporting people with disabilities. However, she expressed concerns about the risks, such as the misuse of AI in art, leading to copyright violations and the spread of harmful deepfakes.

Key Takeaways

She demonstrated a fair understanding of AI's applications and impact, primarily informed by media and social discourse. While her insights into AI's opportunities were optimistic, her concerns reflected skepticism about its ethical implications and long-term effects. She could benefit from learning more about AI's mechanisms and real-world applications beyond her current exposure through popular media.

2) Design an AI literacy Campaign

Target Audience

The campaign is designed for individuals like my sister, who have a background in the humanities and limited technical expertise in AI but are aware of its societal relevance. They may be skeptical of AI due to concerns about ethics, environmental impact, and its effects on creativity and human skills. The target audience is generally curious but may feel disconnected from the technical aspects of AI.

Content of the Campaign:

Focus Dimensions:

I. Ethical Aspects of AI

- Why: my sister's concerns about copyright violations, deepfakes, and the environmental impact of AI highlight a gap in understanding the current ethical safeguards and advancements in sustainable AI practices.
- What to Convey:
 - How AI can be regulated and ethically developed.
 - Efforts to reduce AI's environmental footprint (e.g., energy-efficient models).
 - Examples of AI being used responsibly in creative fields (e.g., AI assisting rather than replacing artists).

II. Practical Applications and Accessibility

- Why: While she identified practical applications like translation and customer service, her perspective seemed limited to consumer use. Introducing her to AI's broader impact, such as in healthcare and disaster management, could enhance her understanding of AI's potential to benefit society.
- What to Convey:
 - Success stories of AI in improving healthcare, accessibility, and workplace safety.
 - Interactive examples of how AI simplifies everyday tasks (e.g., voice assistants for people with disabilities).

Misconceptions to Address:

AI is inherently harmful to creativity: Show how AI can inspire rather than stifle creativity (e.g., collaborative tools for writers and artists).

AI lacks ethical boundaries: Highlight ongoing efforts for ethical AI governance, such as copyright protection and transparent AI usage policies.

Over-reliance on AI among younger generations: Present a balanced view of how AI can complement rather than replace critical thinking skills.

Twitch: Live AI Exploration Streams

Concept:

A series of live streams titled *"AI: Myths, Magic, and Misunderstandings"* hosted by relatable content creators who combine humor, storytelling, and interactive discussions. The streams will feature:

- I. Interactive AI Demos:
 - Live creation of AI-generated art or music, where the audience votes on styles or themes (e.g., “Let’s make an AI remix of classical music into pop!”).
 - A demonstration of tools like ChatGPT or DALL·E in real-time, showing their strengths and limitations.
- II. Ask-Me-Anything (AMA) Sessions:
 - Open discussions with AI experts, focusing on ethical aspects, creativity, and AI’s societal impact.
 - Inviting audience participation through questions in chat or polls, making the content engaging and tailored to their curiosity.
- III. AI Ethics Game Night:
 - Hosts and the audience play a decision-making game, e.g., “Build an Ethical AI,” where participants face dilemmas like data privacy trade-offs or copyright conflicts.

Why Twitch?

- Famous in the GenZ.
- The platform allows for real-time interaction, fostering a sense of community.
- It’s engaging for younger audiences who prefer dynamic and participatory formats over passive content consumption.