

Subscribe to DeepL Pro to edit this document.  
Visit www.DeepL.com/Pro for more information.

# The risks of artificial intelligence

## Introduction

Artificial intelligences have invaded our lives. In our pockets with our smartphones, in supermarkets, in public transport or even at home, these technologies always based on automatic learning processes are everywhere. Although surrounded by artificial intelligence, it is online, especially on social networks that we are most confronted with them. But are they really good for us? This is what we will see together and believe me the risks are numerous.

## The benefits of AI

Artificial intelligence is a very recent field of study since it was only born in the 1950s thanks to Alan Turing and his article "Computing Machinery and Intelligence". (Alan Turing is considered today as the founder of computer science. He is also the designer of the machine that allowed to decrypt Enigma and obviously allowed to win the war). Even before the invention of the very first computer, he already imagined that man would one day design "intelligent" machines. There are a lot of machines that can overcome the weaknesses of human beings, but not for everything that concerns reflection, analysis or imagination.

### They know us better than anyone else

These are the skills that make, for example, a human being able to understand another, to advise him, to make him feel a lot of emotions or even to modify his vision of the world, his opinions. Really? In reality, what makes someone or something know or not someone else is only the amount of data it has on him. And many companies have understood this. Just look at how relevant the recommendations on YouTube, Instagram and many other web giants are. Thanks to them, it is possible to make someone laugh who wants to or to comfort someone who needs it almost as well as a friend could. The data accessible by the artificial intelligences of the big web companies is gigantic. In fact, they probably "know" us better than most of our friends.

### They do everything faster

Another interesting aspect of artificial intelligences is that they are able to do everything faster. For us, living beings with a nervous system, many purely natural behaviors come to disturb and thus slow down our decision making. Our values, our feelings or even our state of tiredness are often a brake to a fast and purely logical decision making. This is where artificial intelligence surpasses us and becomes really useful. Understanding a customer's request, finding the most appropriate answer to a user, making an important decision or analyzing an astronomical amount of data and all that in a fraction of a second, only artificial intelligence can do it.

## Problems related to AI

Of course, we are still far from the idea brought by some Hollywood movies in which machines take over the world (phew) but we must admit that the artificial intelligences that surround us are getting closer and closer to what we call "intelligence". For example, we find more and more algorithms capable of writing drafts of books, composing music, or even "painting" pictures. At the relational level, we understand better and better how human relationships work, how our brain works, which allows us to develop algorithms that are ever closer to our way of thinking. I would cite as an example Pepper who, despite his robotic appearance, displays expressions that could not be more human.

Unfortunately, we must not forget that Pepper is above all a robot whose modification is easy since it is planned by the company that develops it. So we arrive at the first real problem linked to artificial intelligence: the risks of piracy.

### The risks of piracy

An artificial intelligence is above all a tool, certainly complex but usable and modifiable as we wish. Even if security solutions are becoming more and more efficient, there are always loopholes. The problem with online artificial intelligences is that they generally concentrate an exorbitant amount of data in order to better understand their users. So when a company whose business is based on big data analysis algorithms faces an attack, the consequences can be disastrous. One example is the Facebook-Cambridge Analytica scandal, in which Cambridge Analytica intentionally used the social network's news feed algorithm to influence votes in favor of politicians based on a major data leak in 2014. We can also mention the scandal of "deep fake" algorithms used to modify images or videos. One of them had made a lot of talk because of its misuse by unscrupulous people. This is how many people have seen their faces in pornographic videos, in a totally illegal way since they did not consent.

### Overtargeting

Without even trying to have bad intentions, artificial intelligence is often a victim of drifts. The most problematic of these is undoubtedly over-targeting. On social networks, the algorithms choosing the posts to be displayed have only one objective, to make sure that the user stays on the platform for an infinite time. Of course, they never reach their goal, and that's precisely what drives them to always know us better. The main problem here, and it may seem paradoxical, is that they do their job very well, or rather too well. As a result, social networks are becoming a real drug and their impact on the health of users is absolutely not good. By the way, I'll ask you directly: Have you ever said to yourself: "Damn, I spent too much time on 'insert well-known social network name' again"? I bet that more than half of you would answer "yes".

### Lack of judgment

An artificial intelligence is always programmed with a single objective. Unfortunately, this is the only thing that can be changed, its objective. The problem here is that it is difficult to predict how the algorithm will go about achieving its goal. Algorithms face a cruel lack of judgment and this is where our way of thinking differs from that of an artificial intelligence. In fact, our main objective is to ensure the survival of the species. This explains absolutely all our behaviors, which are the result of several billion years of evolution. With a different objective and a time as small as a few years, the drifts are numerous. Here, we can cite the case of the famous Tay, a chat bot developed by Microsoft on Twitter. This dialogue algorithm had the objective to stay as long as possible on the platform. To achieve this, it had no other choice than to imitate a classic Internet user. After only one day (that is, no less than 96,000 tweets), Microsoft was forced to stop the algorithm, following coordinated efforts by several users who suggested to the AI that it was better to post comments that would normally be considered inappropriate.

## Conclusion

To conclude, AIs are first and foremost tools and like a knife is as useful as it is dangerous, it all depends on how you use them. However, unlike a tool as simple as a knife, the machine learning algorithms used on the net are much more complex. So much so that it is impossible to predict how they will achieve their goal. In the end, the main problem may lie here: will we be able to keep control?