

Essentials of AI for Life and Society

Artificial Intelligence & Mis/Disinformation
October 25, 2023

GOOD SYSTEMS

Ethical AI at UT Austin

<http://goodsystems.utexas.edu>

Artificial Intelligence & Mis/Disinformation

Matt Lease

Professor

School of Information

The University of Texas at Austin

ml@utexas.edu



@mattlease



“Generative” AI can write text...



Write a sonnet about bipartisanship



In Congress, where voices often clash,
And partisan divides run deep and wide,
There is a glimmer of hope, a flash
Of bipartisanship, on which we can confide.

With open minds and hearts, and common goals,
Republicans and Democrats can find
A way to work together, to roll
Up their sleeves and leave their differences behind.

“Generative” AI can create images...



Prompt: “The Cowboys leading a victory parade in downtown Dallas after winning the Super Bowl”



dream by WOMBO



<https://www.dmagazine.com/frontburner/2021/12/we-had-an-ai-art-app-create-some-weird-and-terrifying-dallas-images/>

But AI also creates new potential for harm



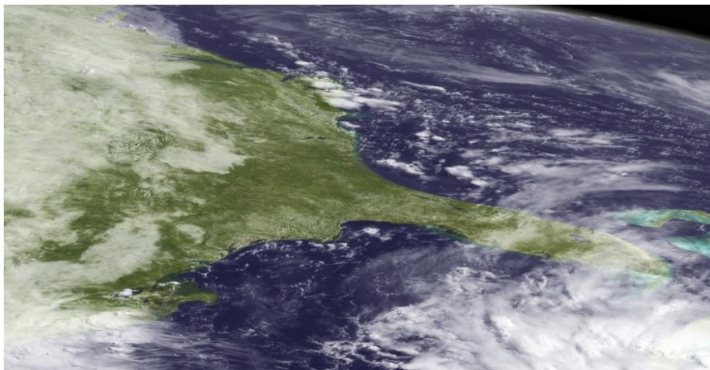
FACT FOCUS: Fake image of Pentagon explosion briefly sends jitters through stock market

BY PHILIP MARCELO

Published 1:02 PM CDT, May 23, 2023

9 tips to avoid spreading misinformation about hurricanes

Poynter.



Hurricane-related hoaxes are among the most popular types of misinformation on social media, in part due to the fact that they're breaking news stories. Hoaxers use the uncertainty of the situation and people's volatile emotions to try and get them to share misinformation, which they often do since people may check social media more during a natural disaster.

By: Daniel Funke

September 12, 2018

The Global Battle to Regulate AI Is Just Beginning

“At the core of the debate about regulating AI is the question of whether it's possible to limit the risks it presents to societies without stifling the growth of a technology that many expect to be the engine of the future economy.”

The Great AI Dilemma

Balancing AI Risks
and Opportunities



[New Economy Forum](#)



GOOD SYSTEMS

Ethical AI at UT Austin

<http://goodsystems.utexas.edu>

Good Systems Seeks to Enable
Development of AI Technologies
that Maximize Societal Benefits
while Minimizing Risk of Harm



Defining Artificial Intelligence

- A science and a set of computational technologies that are inspired by, but typically operate quite differently from, the ways people use their nervous systems and bodies to sense, learn, reason, and take action
 - NOT one thing & more than just generative AI & deep learning
- How can AI technologies:
 - Change how we produce, share, and access information online?
 - Create/spread “fake news” and other harmful content?
 - Prevent or mitigate such harmful content?

GOOD SYSTEMS

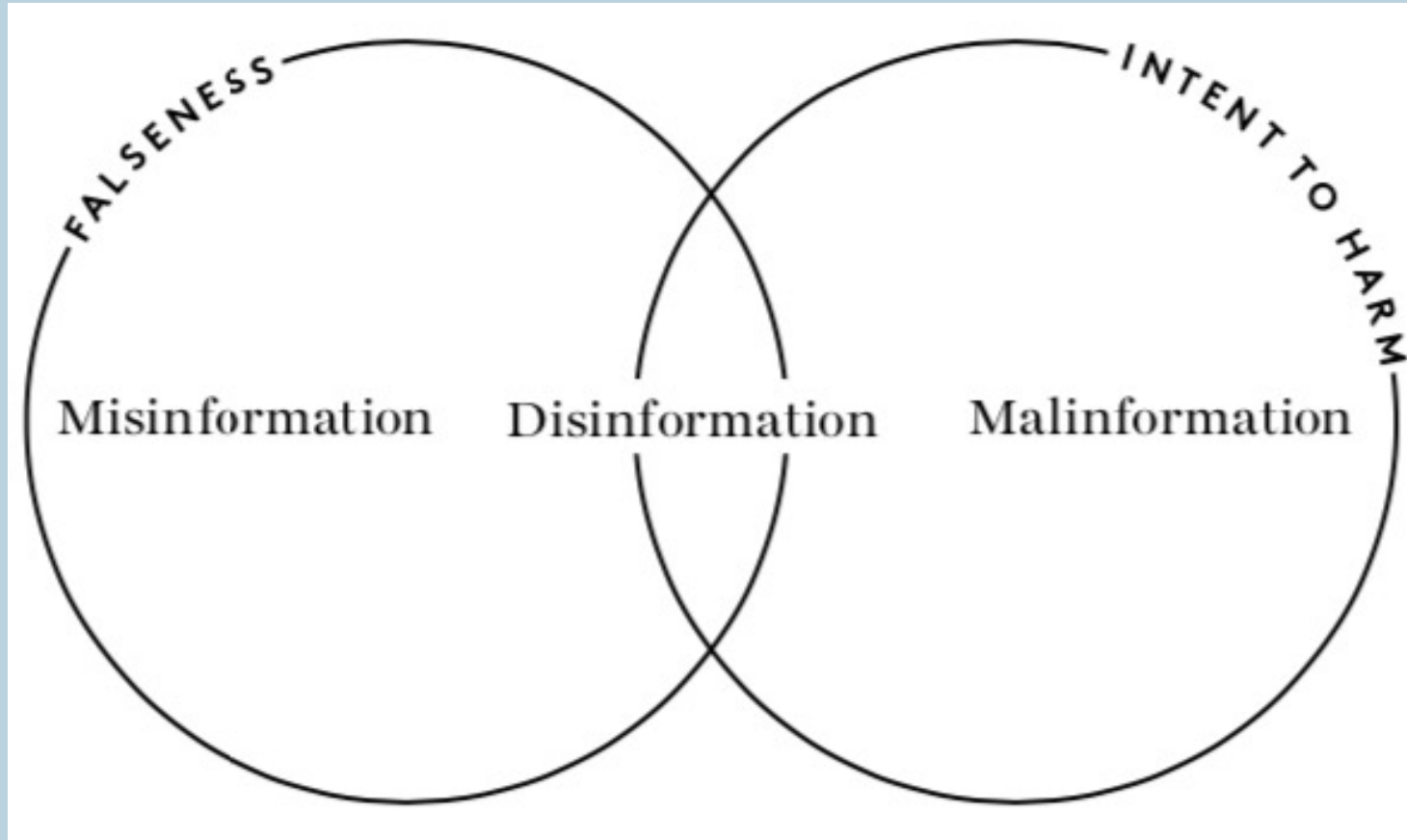
Ethical AI at UT Austin

<http://goodsystems.utexas.edu>

Designing Responsible AI Technologies to Curb Disinformation



information disorder



<https://firstdraftnews.org/long-form-article/understanding-information-disorder/>

Information disorder is not a new phenomenon:

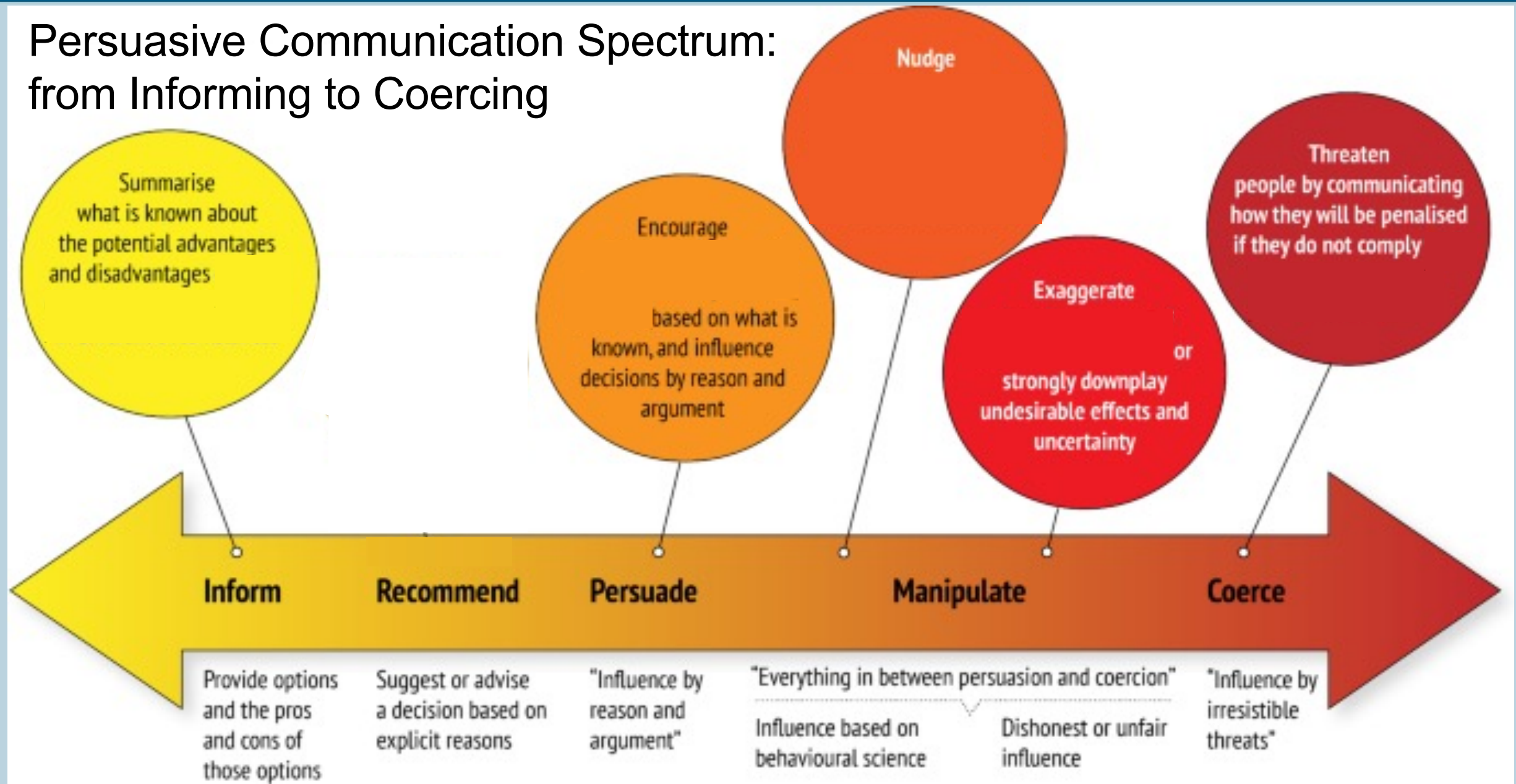
- Yellow journalism
- Political propaganda
- Fake news

The digitization of modern society has changed the **scale and speed** at which information is being said, read, and shared instantly across the world.



Bipartisan Policy Center

Persuasive Communication Spectrum: from Informing to Coercing



<https://health-policy-systems.biomedcentral.com/articles/10.1186/s12961-022-00828-z>