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Report

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**Policy Recommendations for Generative AI: Minimizing Bias, Data Misuse, and Copyright Issues**

**What is Generative AI?**

Generative AI refers to artificial intelligence capable of producing novel content, including text, images, code, and other forms, by utilizing patterns acquired from extensive databases. In contrast to conventional artificial intelligence systems, which are engineered to execute specific tasks such as object classification or speech recognition, generative AI is primarily concerned with generating new and original outputs that closely resemble content created by humans. The defining characteristic of generative AI lies in its capacity to produce content that emulates authentic human communication, creativity, or decision-making processes. Examples include ChatGPT and GitHub Copilot.

**Challenges of Generative AI**

AI has significant potential to solve problems and generate new ideas, revolutionizing industries ranging from healthcare to education, transportation, and entertainment. Its ability to process vast amounts of data, identify patterns, and make decisions can drive innovation and efficiency in ways previously unimaginable. However, this transformative technology also raises profound moral, legal, and social concerns that cannot be overlooked.

Bias in AI systems, for example, can perpetuate or even worsen existing societal inequalities. If the training data is unrepresentative or skewed, the resulting models may produce unfair outcomes, such as discrimination in hiring processes or biased recommendations in financial services. Data privacy is another critical issue, as AI often relies on collecting and analyzing vast amounts of personal information. Without safeguards, there is a risk of unauthorized data access, breaches, and misuse, breaking public trust in AI technologies.

Copyright infringement is another concern, particularly as AI systems increasingly utilize content such as text, images, and music from existing databases. Without clear frameworks for fair use and intellectual property protection, content creators risk losing control over their work, raising questions about ownership and compensation.

**Stakeholder Engagement and Ethical Issues**

Public trust in AI relies on addressing ethical concerns and engaging stakeholders. Developers and deployers of AI are responsible for the content generated by AI, and accountability must not be overlooked. This creates risks of potential ethical issues, as stakeholders are largely the only ones responsible for ensuring that AI is not taking advantage of consumers. Giving stakeholders free reign may not be the ideal however, considering our capitalistic society’s tendencies to squeeze as much out of customers as possible. Given that, it can be understandably difficult for our society to trust the companies behind AI technologies to be ethical and responsible with user data and data collection. One way that this can alleviated is by having inclusive policymaking that involves diverse stakeholders and consumers, which can potentially mitigate risks of bias. This approach also help ensures a responsible and ethical AI ecosystem that protects both intellectual property and public interests. However ultimately, aligning AI innovations with societal values and minimizing harm is key to building confidence in AI technologies.

**Implementation**

Expanding further on what can be done to ensure that we are developing AI responsibly and ethically, we need to have implementation strategies. While we already touched upon a bias solution in terms of stakeholders, there is still more that needs to be done. The first and most important solution that needs to implemented is regulation. This means we need to introduce AI-specific legislation to tackle issues like bias, data misuse, and copyright concerns. We should also define clear responsibilities for developers, and users to create accountability throughout our society.

Second, we need to require that AI models undergo thorough bias testing and transparency checks before they’re deployed, as well as having mandated data handling protocols to protect user information. This should help reduce the amount of bias and potential copyright infringement. It’s also important to have transparency in terms of what databases are being used to train AI, and regulate that copyright protected data is not being used.

Finally, we need to have fairness algorithms, so that we can reduce biases in AI systems. Companies like Linked-in and Facebook already have this, which helps make sure that user recommendations are fair. This algorithms help eliminate factors that may exclude people from being advertised certain content due to biased factors, such as race, age, or gender. Additionally, creating digital rights management tools will further help protect copyrighted materials from misuse. For example, these kinds of systems can flag or block the use of copyrighted material during AI training or generation, which would also help address copyright concerns.

**Enforcement**

Next we need enforcement strategies that are important to keep companies accountable. We need to make sure that regulationenforces regular monitoring and reviewing of AI. But more importantly, we need clear penalties for when companies don’t comply. Organizations failing to meet policy requirements should face penalties like fines, restrictions, or even bans. On the other hand, ethical AI innovation can be incentivized through things like tax benefits or grants.

Lastly, we need Governments, tech companies, and society to work together to adapt policies as AI evolves. Governments need to push for regulation, while companies need to be open to sharing how they ensure their AI models are trained in an ethical way. Users should also be encouraged to report anything they notice as well. Some examples of how regulation and enforcement are being done today in the US is the California Consumer Privacy Act, which enforces restrictions on certain web technology, including AI in California. Some other states like Colorado, Vermont, and Illinois, have similar laws, but there is no national law yet, so there’s still a lot of more that needs to be done in terms of national legal consumer protection from AI.

**Conclusion**

In conclusion, Generative AI has the potential to revolutionize industries and enhance everyday life. However, addressing challenges such as bias, data misuse, and copyright concerns is crucial for building public trust and ensuring ethical use. That’s why our team proposes that we need to implement policies that promote fairness, transparency, and accountability in AI development. Establishing regulation and enforcement strategies is essential to reduce the risks. By prioritizing ethical development, we can fully enjoy the benefits of Generative AI while minimizing the potential harm.