

Generative AI is a type of artificial intelligence technology that can produce various types of content, including text, imagery, audio and [synthetic data](#). The recent buzz around generative AI has been driven by the simplicity of new user interfaces for creating high-quality text, graphics and videos in a matter of seconds.

The technology, it should be noted, is not brand-new. Generative AI was introduced in the 1960s in chatbots. But it was not until 2014, with the introduction of [generative adversarial networks](#), or GANs -- a type of machine learning algorithm -- that generative AI could create convincingly authentic images, videos and audio of real people.

On the one hand, this newfound capability has opened up opportunities that include better movie dubbing and rich educational content. It also unlocked concerns about [deepfakes](#) -- digitally forged images or videos -- and harmful cybersecurity attacks on businesses, including nefarious requests that realistically mimic an employee's boss.