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Session 7: Responsible AI and Ethical Considerations ● Identify ethical issues of Generative AI ● Explain strategies to handle ethical issues ● List various ways for using AI responsibly Fig.7.1: Objective of the Session Beyond Collaboration: The Responsibility of Using AI Let's check in with Alex one last time. Having learned how to collaborate effectively with AI (Session 6) and understanding its pros and cons (Session 5), Alex feels more confident using these tools. However, Alex also recognizes the underlying ethical questions raised throughout the previous sessions. Alex is now thinking: ● "Using AI powerful tools comes with responsibility. What does it mean to use AI responsibly?" ● "How can I actively avoid causing harm or perpetuating unfairness when I use AI?" ● "What are the key ethical principles I should always keep in mind?" Alex understands that being a skilled AI user isn't just about getting good results; it's also about being mindful of the impact these technologies have on individuals and society. 1 . It requires a commitment to ethical principles and responsible practices. This final session delves into the critical ethical dimensions of Generative AI. We will explore common ethical issues like bias, misinformation, and privacy in more depth, discuss strategies for handling these challenges, and outline the principles of responsible AI use. Let's help Alex (and ourselves!) build a strong foundation for ethical engagement with AI. 7.1 Handling Ethical Issues in AI Generative AI, like any powerful technology, presents complex ethical challenges that require careful consideration and proactive strategies. 7.1.1 AI Bias The Challenge Revisited: As discussed in Session 5 (5.2.1), AI models can inherit and amplify societal biases present in their training data, leading to unfair, discriminatory, or stereotypical outputs. The Concept: Handling AI bias requires ongoing awareness, critical evaluation of outputs, and implementing strategies to detect and mitigate biased outcomes. It's not just about fixing biased outputs but understanding the systemic nature of the problem. Example: An AI tool used for screening job applications consistently ranks candidates from certain demographic groups lower, not because of qualifications, but because the historical data it was trained on reflects past discriminatory hiring practices. ● Implication: Unfairly disadvantages qualified candidates, perpetuates inequality, and exposes the organization to legal and reputational risks. ● Handling Strategy: 1. Awareness & Training: Educate users and developers about potential biases.

2. Data Auditing: Analyze training data for potential biases before model development (where possible). 3. Output Testing: Regularly test AI outputs across different demographic groups and scenarios to identify biased patterns. 4. Mitigation Techniques: Implement technical methods (e.g., algorithmic adjustments) and procedural safeguards (e.g., diverse human review panels) to counteract identified biases. 5. User Feedback: Create channels for users to report biased outputs. Fig.7.2:AI Bias Detection How-to Handle Potential Bias as a User: 1. Be Vigilant: Actively look for stereotypes or skewed perspectives in AI outputs. 2. Question Defaults: Be wary if AI consistently generates default assumptions about gender, race, roles, etc. 3. Use Diverse Prompts: Experiment with prompts that explicitly ask for diverse or counter-stereotypical representations (though this isn't a perfect fix). 4. Cross-Reference: Compare outputs related to different groups; look for disparities in quality or sentiment. 5. Report Bias: Use feedback mechanisms if available to report biased outputs to the developers. 6. Prioritize Fairness: In your own use (e.g., creating content), consciously correct or avoid using AI outputs that seem biased. Tips & Tricks: ● Bias isn't always obvious; consider subtle skewing of information or representation. ● Remember that "neutral" data often reflects existing societal biases. ● Advocate for fairness and bias awareness in contexts where AI is used. 7.1.2 Misinformation Risks 2 . The Challenge Revisited: Generative AI can create highly convincing but false or misleading text, images, audio, and video (deepfakes) at scale, accelerating the spread of misinformation and disinformation (Session 5.2.3). The Concept: Handling misinformation risks involves developing critical digital literacy skills to evaluate content, promoting transparency about AI generation, and implementing verification mechanisms. Example: A realistic-looking but AI-generated image depicting a political figure in a compromising situation spreads rapidly on social media, intended to damage their reputation before an election. ● Implication: Erodes trust in information sources, manipulates public opinion, can incite conflict or harm individuals. ● Handling Strategy: 1. Digital Literacy Education: Teaching individuals how to critically evaluate online information, identify signs of manipulation (AI or otherwise), and use fact-checking tools. 2. Source Verification: Emphasizing the importance of checking the source of information and cross-referencing claims with reputable outlets. 3. AI Detection Tools: Developing and deploying tools that can help identify AI-generated content (though these are in an ongoing race with generation capabilities). 4. Watermarking & Provenance: Implementing technical standards (like C2PA) to embed metadata indicating if content is AI-generated or modified. 5. Platform Responsibility: Encouraging social media platforms to label AI-generated content and moderate the spread of harmful misinformation. Fig.7.3: Spread of Misinformation How-to Handle Misinformation Risks as a User: 1. Be Skeptical: Approach online information, especially sensational or emotionally charged content, with healthy skepticism. 2. Check the Source: Who created the content? Is it a known, reputable source? 3. Look for Evidence: Are claims supported by evidence? Can you find corroborating information from other trusted sources? 4. Examine Images/Video Critically: Look for inconsistencies typical of AI

generation (e.g., odd details in hands, backgrounds, unnatural lighting, strange blinking patterns). Use reverse image search. 5. Pause Before Sharing: Don't amplify potential misinformation. Verify before you share. 6. Use Fact-Checking Resources: Utilize websites like Snopes, FactCheck.org, or AP Fact Check. Tips & Tricks: ● If it seems too good/bad/wild to be true, it might be. ● Emotional manipulation is a key tactic in misinformation campaigns. ● Understand your own biases – they can make you more susceptible to misinformation that confirms your existing beliefs. 7.1.3 Privacy Challenges The Challenge Revisited: The collection and use of data in training and interacting with Generative AI raise significant privacy concerns (Session 5.2.2). 3 . Models might inadvertently memorize and reproduce sensitive information from their training data, and user prompts can

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Accountability requires a total commitment to the ethical quality of all decisions, actions and relationships. High expectations for ethical behavior drive�...

https://online.marquette.edu/business/blog/what-are-the-12-ethical-principles-for-business-executives

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Mar 26, 2024 � ... amounts of text as well as highly realistic fake audio, images and videos to spread misinformation and disinformation. This can lead to false�...Missing: Challenge Revisited: scale, accelerating (Session 5.2.3).

https://akademie.dw.com/en/generative-ai-is-the-ultimate-disinformation-amplifier/a-68593890

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Large language models (LLMs) can inadvertently memorize and reproduce sensitive information from their training data, or from user prompts, leading to privacy leaks. This risk is particularly concerning when LLMs are trained on large datasets that may include confidential or personal data.

https://perception-point.io/guides/ai-security/ai-security-risks-frameworks-and-best-practices/