



THE INDIVIDUAL'S RESPONSIBILITY IN THE AGE OF AI

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WHAT DO YOU MEAN “RESPONSIBILITIES”?

We'll look at:

- ❖ Individuals as employees
- ❖ Individuals as a consumers of information
- ❖ The resources to help

THE EMPLOYEE IN THE AGE OF AI

You're not paranoid if you think AI is coming after your job. It is.

What can you do?

- ❖ Assess the risk AI poses. When in doubt, be liberal on the risk and conservative in your ability to handle its impact (unless you're a waiter/waitress or do other manual labor)
- ❖ Develop more high-value skills
- ❖ Keep abreast of how AI is being used in your field and learn to use it in new creative ways.

If you're a manager:

Encourage your employees (and colleagues) to invest in their skills.

THE CONSUMER OF INFORMATION

AI will reach into every aspect of your life. It already is working effectively in medicine, entertainment, education, and government.

The biggest threat to individuals is that AI will increasingly make it difficult to distinguish the true from the untrue.

- ❖ Fake text will sound authentic
- ❖ Fake images will mislead readers
- ❖ Deep fake videos will convince readers of things that aren't true

Your responsibilities:

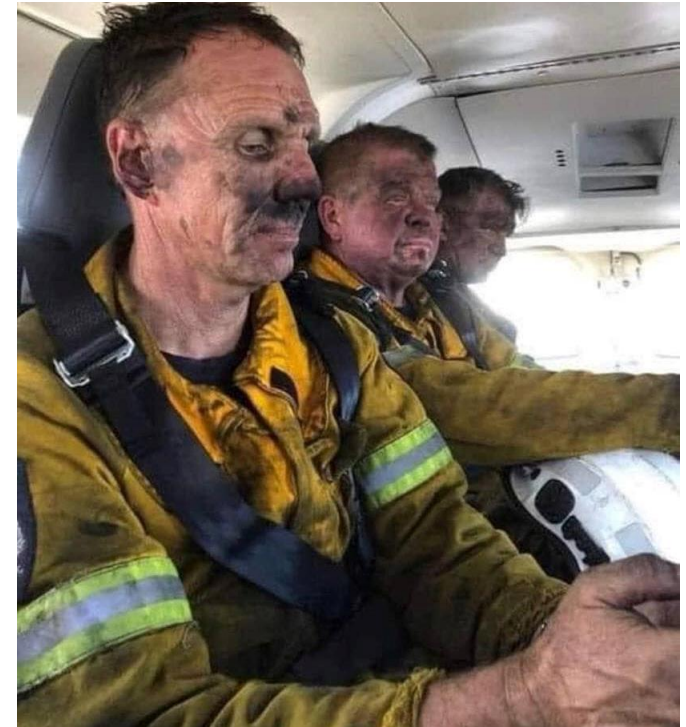
- ❖ Learn to discern what's real
- ❖ Don't share what's fake—especially when it appeals to you

HOW CAN YOU TELL WHAT'S REAL?

Be suspicious of everything that elicits outrage, anger, fear, admiration, or elation.

This image appeared on several sites after the Ukraine war started. It was used to solicit support for these Ukrainian firefighters. When I first saw it on Facebook, it was attributed to the brave firefighters of the recent fires in Hawaii.

But the photo is actually of firefighters working in Tasmania in 2019.



DEEP FAKES

Deep fakes are videos that have been manipulated so that the participants appear to be other people (often famous people) and doing or saying things they never said or did.

Let's look at two video clips, both involving a favorite of deep fakes, Tom Cruise.

The first shows someone briefly morphing into Tom Cruise. The second is all Tom.

Would you have known what/which was real?



TOOLS AND TECHNIQUES TO DISCERN REALITY

In news:

Obtain your news only from sites and publications that 1) have fact-checkers on staff, 2) publish prompt and detailed corrections for errors in previously published material.

Prefer printed news publications to online, due to the latter's tendency to show you stories the site knows you're interested in.

For unusual stories and claims:

Search for them on fact-checking websites, such as snopes.com (good for popular culture), factcheck.org (good for claims in political speeches, news stories, and medical claims),

TOOLS AND TECHNIQUES TO DISCERN REALITY

For claims/facts/quotations:

Always go to the original source. Unsourced claims should be inherently distrusted. Use search engines to check for the original sources. Don't be misled by sources you've never heard of with legitimate-sounding names. Remember the famous "Democratic People's Republic of Korea."

For images:

Copy the link to the image and paste it into tineye.com. The site will show you all the places that the image has appeared (that it's aware of) and sort them in chronological order. Be particularly suspicious of images of people holding signs. Lettering is the easiest material to fake convincingly.

TOOLS AND TECHNIQUES TO DISCERN REALITY

For videos:

Alas, not a lot of good tools at present. Mostly need to search on the topic with the word 'video' in the search text. Ex: "video 'tom cruise' Gorbachev" The first four hits in Google mention this is a deep fake.

For all else:

Try Wikipedia. The English version of the site is mostly monitored tightly, especially on breaking news and controversial matters. (This is not so much true for Wikipedia in other languages.)

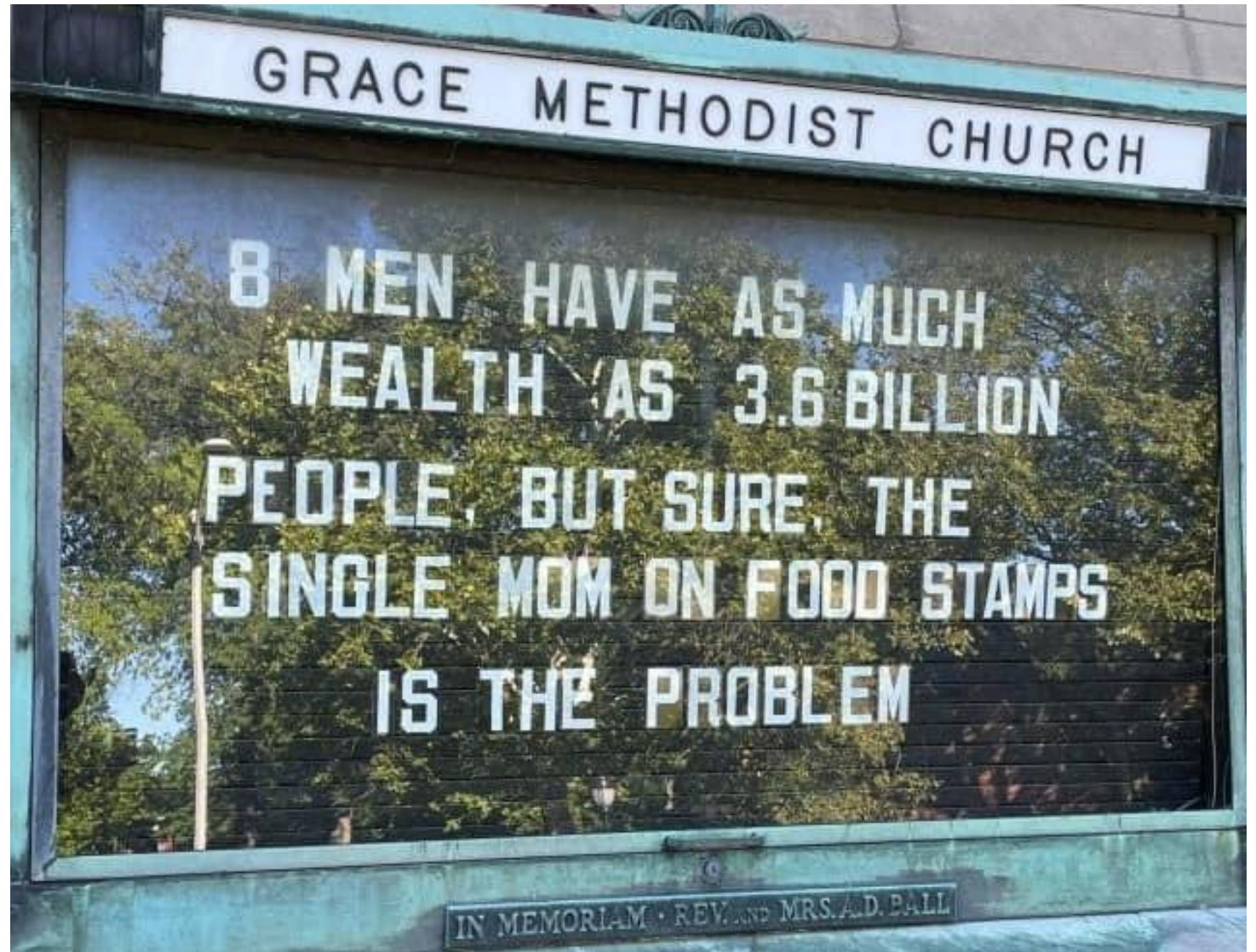
Look up on Google, which does a reasonably good job identifying fake material. However, it can be tedious to search through results and sponsored ads.

INDIVIDUAL RESPONSIBILITY

Do the best to discern what is true, using common sense and the resources available to you.

Don't repost material that you have not checked. The more a matter elicits a strong emotional reaction and fits your preferred narrative, the more you need to search for its truth. So when you see this image, don't do anything without first researching.

Is this claim true? And if it's true, is it misleading? Why is this claim made: to inform or to elicit an emotional reaction?



RULES TO REMEMBER

AI will lead to massive disruption. It will require more effort and responsibility than present technologies. So:

- ❖ Stay ahead of AI. Learn where it's being used and how. Learn to use it yourself.
- ❖ Get in the habit of checking information. The more it elicits emotion and the more it fits your preferred view of the world, the more suspicious you should be.
- ❖ Don't share information you haven't checked. If you're tired, don't have the time, don't want to make the effort, remember the brilliant quotation from historian Will Durant:

“Nothing is often the right thing to do and always a clever thing to say.”