



Living with Big Tech, Social Media & AI

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Autumn 2024

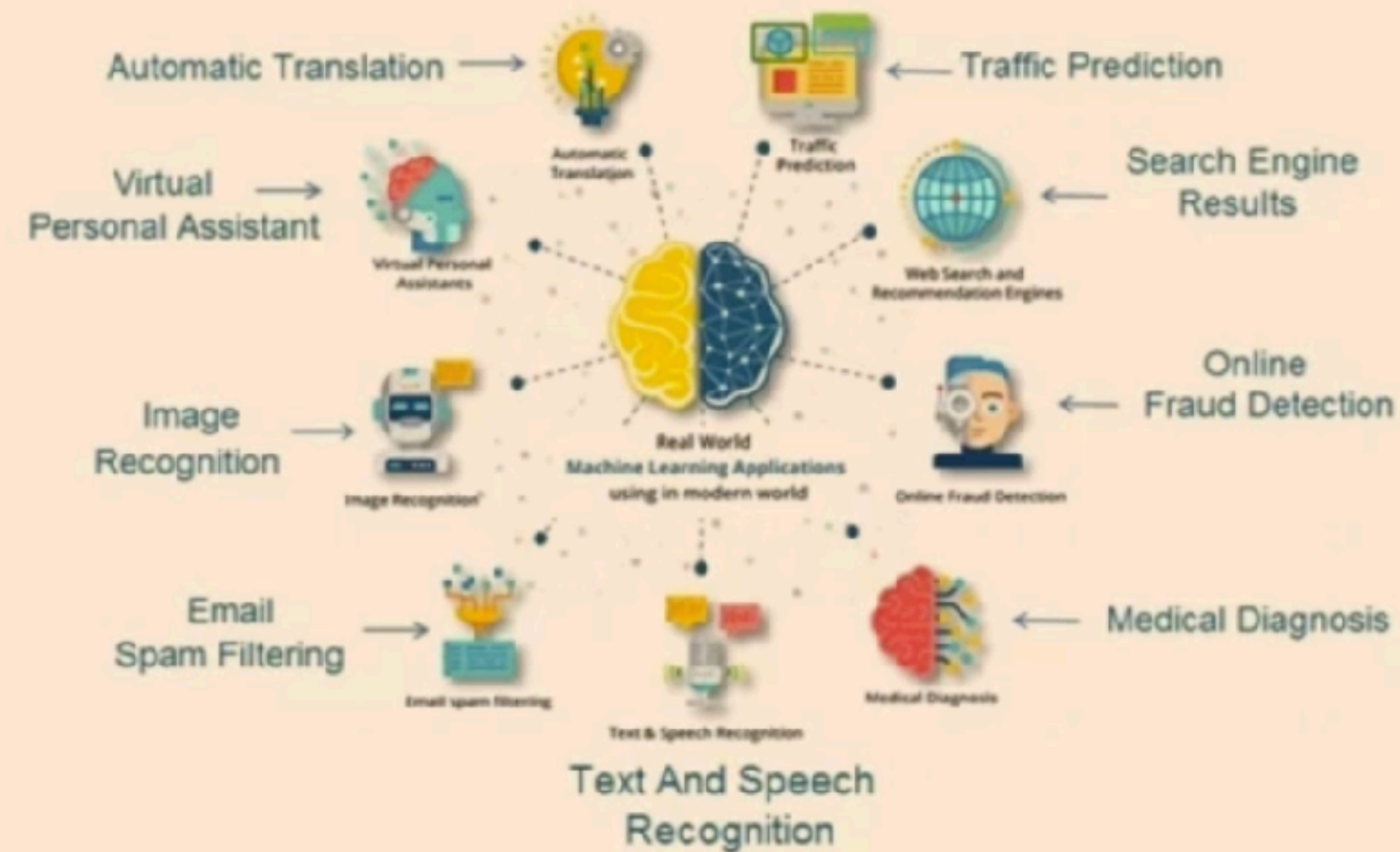
Week 5 Artificial Intelligence (AI)

*“To know **where we’re going**,
we have to know **where we are**.
To know that, we have to know
where we came from & how we
got here”*

Focus on uses within social media

Overview of current AI uses

This push for speed, efficiency and automation has continued with AI



Generic functions of AI tools

Chatbots	text interactions
Text generators	text prompts
Image generators	text prompts > images
Voice generators	text > voice
Character generators	

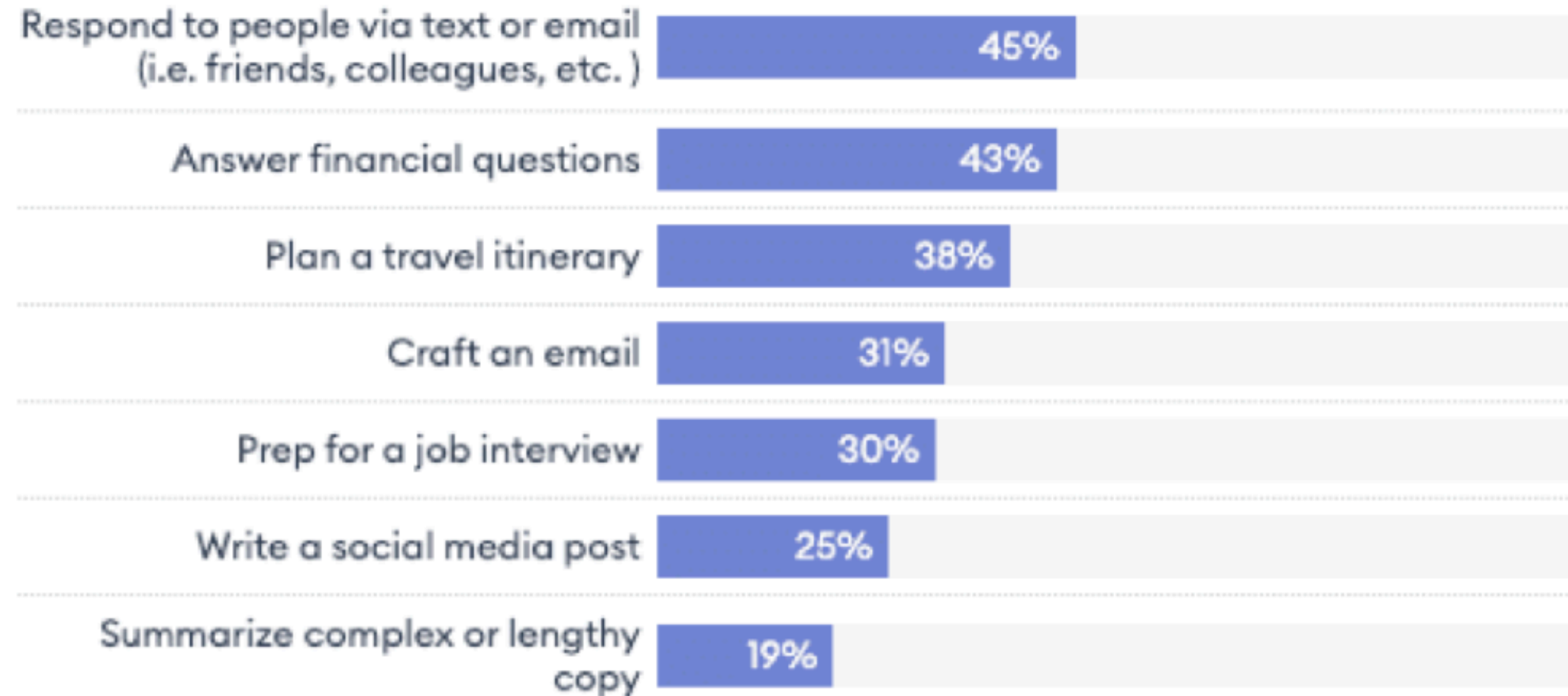
Potential uses of AI within social media

Generation of material - text, images, audio & video

Distribution of AI generated material

Personal use of AI

Most Common Way Consumers Plan to Use Artificial Intelligence



Source: Techopedia Nov 2024

Social Media & Big Tech's current AI development

Google

chatbot Gemini (was previously Bard)
AI agent (project Jarvis)

X (Twitter)

xAI launched Grok as chatbot (deliberately not Woke)

Meta

Launched 2023 Llama 3.0

Microsoft

Copilot (previously Bing)

Apple

Apple Intelligence
launched Sept 2024

Amazon

Alexa + Generative AI



Open AI

Generative version (3.0) launched Nov 2022

ChatGPT

DALL- E3 image from text

Sora text - video

Anthropic

Claude

latest version, Claude 3.5 Sonnet

Examples of images generated from text



shallow dof photo realistic wildlife photography one cute mother mouse and her baby mice sheltering from heavy rain peeping out from under leaves above, raining heavily rain dripping one pink lupin bending over caused by the heavy rain rain-soaked scene high definition crystal style art 3D impressinist oil painting soft brush strokes

Images from Sally Sallett talk to Camversation Nov 2024

Oil paint splatter small whimsical dog with scruffy long hair, hes centred on bench siting next to a scruffy whimsical elderly man sitting reading an old book on bench under an old illuminated lamppost. background muted colours. Textured painterly fantasy artistic. Oil paint splashes intuitive. Very Muted colours.



Problems and limitations



the sort of cartoon faces.

Too many limbs

Restrictions:
Flagged as “unsafe content”

nudity
children

This art form is only in its infancy!

Given that most of the “tech bros” are young men...

By Gencraft: the world's fastest (and free!)
AI image and video generator



Gencraft - AI Art Generator
★★★★★ 1.5K reviews
Free · Graphics & Design

Install

333 112 1.5K 36M

The image shows a screenshot of an app listing for 'Gencraft - AI Art Generator'. At the top, it says 'By Gencraft: the world's fastest (and free!) AI image and video generator'. Below this is a square image of a young woman with long brown hair, wearing a white lace-trimmed crop top and blue jeans, standing outdoors in front of a house. Under the image, the app name 'Gencraft - AI Art Generator' is displayed, followed by a star rating of five stars and '1.5K reviews'. Below that, it says 'Free · Graphics & Design'. A large black button with the word 'Install' in white is centered below the text. At the bottom of the listing, there are icons for comments (333), shares (112), likes (1.5K), and views (36M).

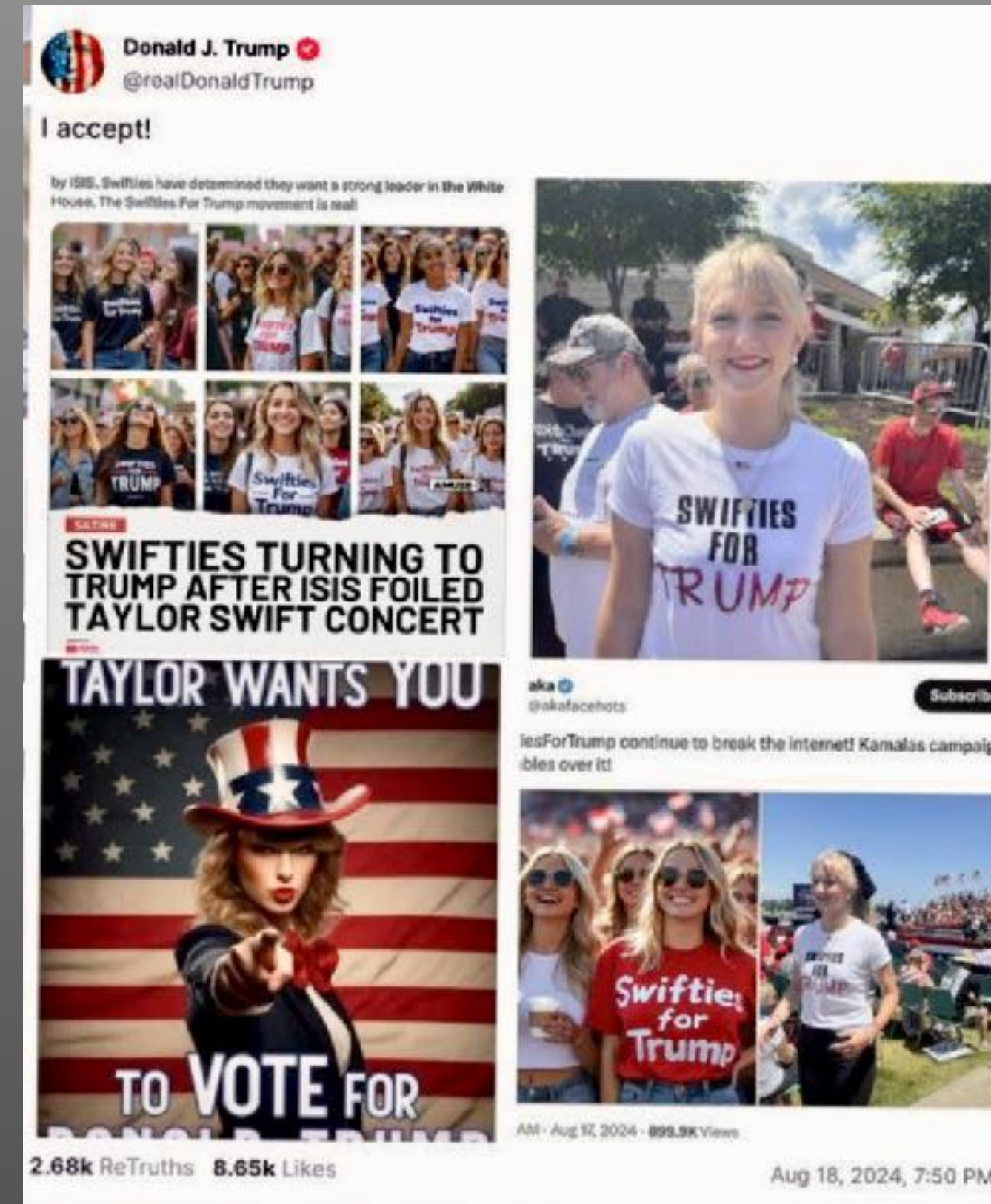
.. it's no real surprise what kind of images they enjoy creating

Just a short step to an animated version



Created by Crazy AI on YouTube

AI generated material used in political campaigning



In UK election, audio fake of Wes Streeting

Deep fake videos



Widely used in pornography

Recent IWF alert about virtual child sexual exploitation

Recreating digital versions of the departed

The collage features several news articles from different countries, all focusing on the topic of AI-generated digital replicas of deceased people:

- The Times (UK):** "Warnings over digital 'hauntings' by AI replicas of dead relatives". The article mentions that companies using dead people's data to create chatbots could intrude on users' grief. It includes a photo of a woman and a caption about a woman communicating with an AI model of her deceased mother.
- The Guardian (UK):** "Artificial intelligence (AI) Digital recreations of dead people need urgent regulation, AI ethicists say". The article expresses fears that 'deadbots' could cause psychological harm to their creators and users. It features a photo of a white cross-shaped gravestone with 'R.I.P.' written on it.
- The Independent (UK):** "AI that simulates dead people risks 'haunting' relatives, scientists warn". The article states that the psychological effect could be devastating, according to Cambridge University ethicists. It includes a photo of a person's hands covering their face in distress.
- Business Insider (US):** "'Griefbots' could use AI to haunt relatives from beyond the grave, ethicists warn". The article is by Colin Fernandez and includes a photo of a woman and a man sitting on a couch, talking.
- Daily Mail (UK):** "Think twice before using AI to digitally resurrect a dead loved one: So-called 'griefbots' could HAUNT you, Cambridge scientists warn". The article is by Colin Fernandez and includes a photo of a woman and a man sitting on a couch, talking.
- 한경 (South Korea):** "AI로 망자 살려내는 데드봇, 유족에 심리적 괴롭힘 될 수 있어". The article discusses the potential for AI-generated replicas to cause psychological distress to relatives.
- تليجراف (Middle East):** "مكالمات فيديو مع الموتى.. الذكاء الاصطناعي يهوي بنا إلى الجنون". The article discusses the risks of AI-generated digital replicas of deceased people.
- LARAZON (Spain):** "Videollamadas con tus difuntos, el último peligro de la IA según expertos de la Universidad de Cambridge". The article states that deadbots are already a reality and threaten to change our views on death.
- FQMAGAZINE (Italy):** "L'intelligenza artificiale può 'resuscitare' i nostri cari. I pro e i contro secondo degli esperti di Cambridge". The article discusses the pros and cons of AI-generated digital replicas of deceased people.
- The Standard (Kenya):** "What are AI deadbots? Researchers warn of deceased loved ones being used to advertise products". The article states that these services run the risk of causing huge distress to people.

Current concerns with spread of AI

Over-reliance on technology

eg. convictions based on facial recognition; racial & gender bias

Investment risk

Short-term bubble in all AI companies

100s AI start-up companies (similar to Tech Boom in 2000)

Resource usage

water & energy hungry data centres

Social

may increase loneliness among young men as less need to interact with real people.

Broader issues raised by AI

Ethical issues

Open source AI

Copyright challenges

over internet material used to train LLMs

Digital Millennium Copyright Act (DMCA)

Economic

loss of jobs

Military use

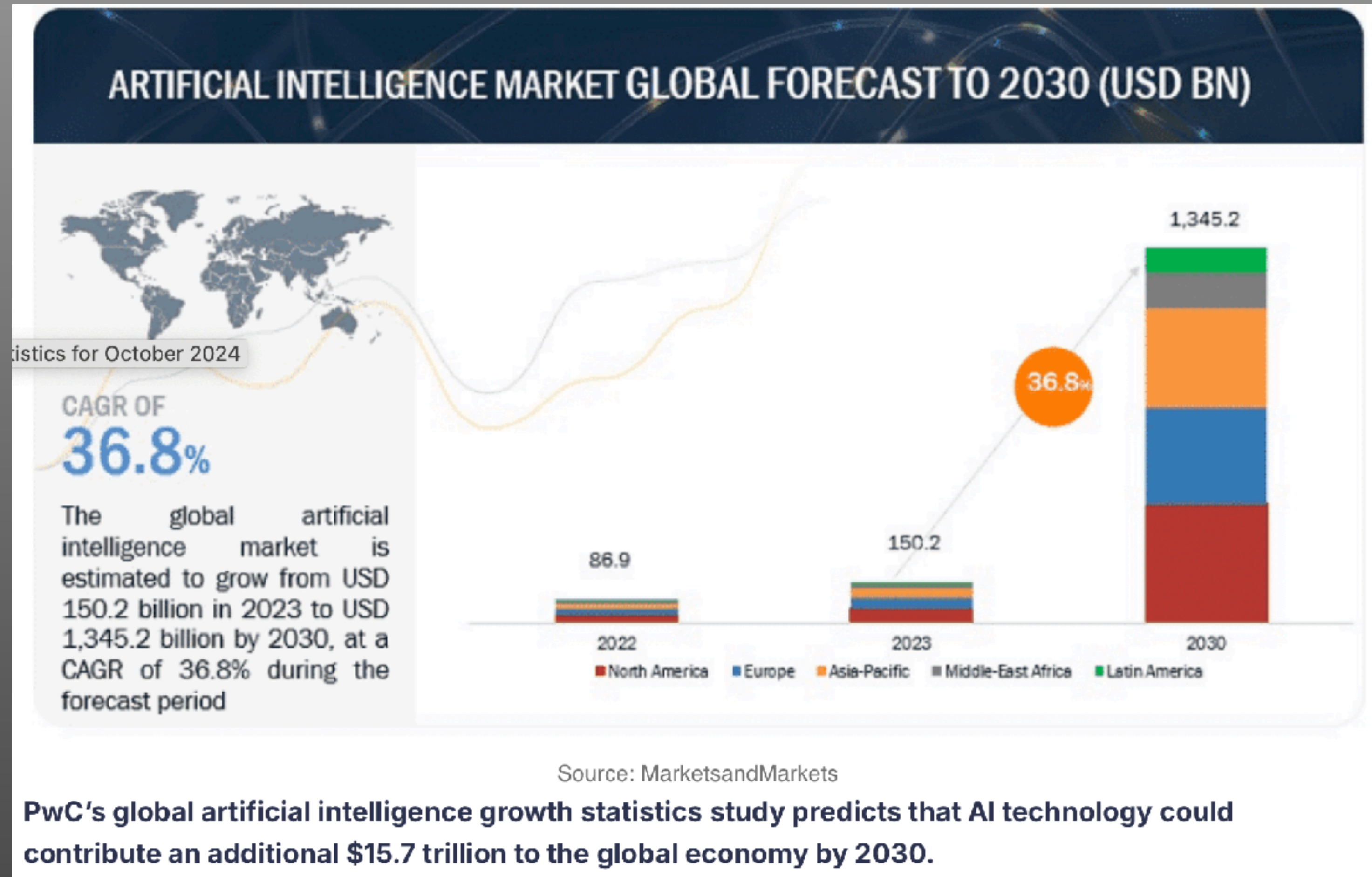
use on the battlefield

Existential

threat to humanity



Predictions



Source: techopedia.com



Two different views of AI Futures

TED Talks

AI Is Dangerous, but Not for the Reasons You Think

Sasha Luccioni

What Is an AI Anyway?

Mustafa Suleyman

“We’re building the road as we walk it, so we can determine its direction”