



# Understanding Artificial Intelligence: Generative Systems, Risks and Best Practices

## What is AI (Artificial Intelligence)?

- AI is a technology that allows computers to perform tasks that usually require human intelligence, such as understanding language, recognizing patterns, and making decisions. It can help automate tasks, enhance creativity, solve complex problems, and assist in research, entertainment, education, and many other fields.

AI already exists in many aspects of our daily lives. Examples include:

- **Photo apps** to enhance picture quality and tag photos.
- **Online shopping** recommendations based on browsing and purchase history.
- **Automated customer service chatbots** that help answer questions.
- **Content recommendations on social media** based on your interactions online.
- **Face recognition on social media** to tag friends.
- **Home automation systems** such as smart thermostats and security systems.
- **Navigation apps** that analyze traffic and suggest optimal routes.
- **Fraud detection systems** banks use to detect unusual spending activities.
- **Suggested responses** in email and message apps.

## What is Generative AI?

It's a subset of AI that can create content such as text, code, images, music, audio, video, and animation. The capabilities of generative AI continue to expand with advancements in technology.

**Remember:** AI is a powerful tool that can be both fascinating and helpful. However, there are risks so use it wisely and responsibly!

## Potential risks of Generative AI

- **Misinformation:** AI can create incorrect information.
- **Dependence:** Over-relying on AI can hinder critical thinking and creativity.
- **Privacy concerns:** Some AI tools may gather personal data.
- **Bias:** AI can display or reinforce biases.
- **Lack of transparency:** It is not fully understood how AI creates its content and the sources it uses.
- **Copyright risks:** There is ongoing debate about who owns the copyright of AI created content.
- **Other potential risks:** AI is rapidly evolving, and some risks may not be fully known or understood.
- **Ethical and cultural considerations:** There are ethical concerns about AI – If AI creates content based on cultural or Indigenous knowledge, is this considered cultural appropriation?

## Tips for using AI

- **Ethical and responsible use:** Ensure that AI isn't used to produce or propagate copyrighted material without permission. Do not use AI for deception or misinformation.
- **Verify information:** Always check the accuracy, appropriateness, and quality of content created by AI.
- **Stay curious:** Use AI as a tool to aid and complement learning, creativity, and judgement, not replace it. Avoid over-relying on it.
- **Privacy first:** Be cautious about sharing personal information or sensitive data with AI platforms. Always read and understand the privacy policy.
- **Understand limitations:** Remember AI is a tool, not a perfect solution. Always think critically about its outputs and question the information created. Is it accurate? Is it appropriate? Is it ethical?
- **Credit appropriately:** Acknowledge AI assistance on projects.



For more information: [www.ecno.org/cyber-awareness](http://www.ecno.org/cyber-awareness)

© King's Printer for Ontario, 2023