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The Ever-Growing Issue of Artificial Intelligence

When one thinks of AI causing harm, one may think back to the Terminator or Hal 9000 as evil AI that kills humans. The harm I am speaking of is humans using AI to push more disinformation and spread misinformation into the online space. Since the invention of ChatGPT, the presence of Artificial Intelligence, also known as AI, in the mainstream has skyrocketed. It is now at the forefront of the minds of people worldwide. The technological advancements we are currently making with AI are starting to replicate what we are used to seeing in science fiction movies. Still, these advancements can have unforeseen consequences if we are not careful about how we use these new advancements. There are few laws in place to govern its development and use. It's also important to be aware of the potential risks. We need to develop regulations that will help to ensure that AI is used for good and not for harm.

AI presents us with all these new freedoms of being able to create so many different things, but has potential for mass disinformation and misinformation to spread. People using AI can create deep fakes, voice changers, and images. AI allows people to have many ways to create images and use them to confuse people online. I have experienced many deepfakes, voice changes, and images on social media this past year and a half. X, formerly known as Twitter, has many examples that I can point to. Recently, there was a viral image that was posted on X that exploded. It was a photo of 4 famous actresses at what seemed to be a dinner party. Many online people thought this was an actual image of the four actresses, but it was created using AI image

generation¹. The image looks convincing, but once you look at many AI images, you can start spotting patterns and deficits in the images. The image right now is harmless, as AI continues to develop, it will get to a point where it will be impossible to discern what image is real and what is AI-generated. Not being able to determine what is real is very dangerous because this can lead people to create images of others maliciously. This can include a picture of these actress doing explicit acts, convincing their fans what image is displaying is real. This is a big problem for these actresses since their public image is under attack. This affects people on all levels, because anyone would be able to make an indescribable image with enough information.

Moreover, with deepfakes and voice changers, people can impersonate world leaders today. An impersonation of a world leader has already happened in 2017 when researchers were able to use an AI to change a person's face to impersonate Obama to say certain things. The deepfake demonstration occurred in 2017, but technology is continuing to evolve². Currently, this AI-generated content is not difficult to spot. Still, it is getting more challenging as technology develops and evolves. Experts believe AI will continue to grow at breakneck speeds in the coming years, and companies will continue to sink money into AI to increase their computing power³.

Importantly, as a student at UW Madison and with a Life Science Communication major, I believe that the government must set guidelines for AI and its usage. I have studied for four years at my university how people react to information. The government should implement a policy that will set rules on the use of AI. People may argue by saying that if we do that, we will restrict

¹ Karim, "A Viral Photo Of Jennifer Lawrence, Scarlett Johansson, Megan Fox, And Emma Watson Is Nothing But AI And Shows Just How Gullible Society Is."

² *Fake Obama Created Using AI Video Tool - BBC News.*

³ "4 Charts That Show Why AI Progress Is Unlikely to Slow Down."

people's freedom on how they can use AI and their freedom of speech. What I want to do is to protect people from being defamed on the online space and defamation is not protected under the 1st Amendment, meaning that these actions aren't protected. We need a set of rules and laws that need to be followed to prevent disinformation from being spread. They have created a blueprint for an "AI Bill of Rights" on the White House website. It covers five essential points: Safe and Effective Systems, Algorithmic Discrimination Protections, Data Privacy, Notice and Explanation, Human Alternatives, Consideration, and Fallback⁴. The White House created these points to protect the people of the United States from the harmful effects of AI, but it allows for the responsible use of it. AI is just a new tool that we need to set rules on how to use.

Undoubtedly, AI is a great tool that is developing at an incredible rate and requires guidelines to be passed to protect the American people. The ability of AI generation may have significant consequences by disinforming the people and spreading misinformation. Implementing the White House blueprint for an AI Bill of Rights is a possible solution. You won't have to worry about evil terminators that want to destroy humans. This will be the least of your problems when you won't be able to tell fiction from reality in the future if there are no guidelines set.

Word Count: 898

⁴ "Blueprint for an AI Bill of Rights | OSTP."

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