

ETHICS

&

AI

FUTURE OF MEDIA

Let's warm
up

REAL OR AI?

Exploring synthetic media, machine deception, and your role as an ethical media consumer.

AI-generated content is called synthetic media. It includes:

- Texts (e.g., ChatGPT responses)
- Images (e.g., faces made by Generative Adversarial Networks)
- Voices & videos (e.g., deepfakes)

Synthetic media is powered by generative AI, a subset of artificial intelligence capable of producing new, human-like content.



FAKE



FAKE



REAL



REAL



FAKE



REAL



FAKE

How Did AI Create This?

What you saw could've been created using:

- Large Language Models (LLMs) like GPT
- Generative Adversarial Networks (GANs) for images
- Natural Language Processing (NLP) algorithms for conversation

If it looks real and sounds real—but it's fake—who's responsible?

The Building Blocks of AI

1. Machine Learning (ML) – AI learns from data without being explicitly programmed.
2. Neural Networks – algorithms inspired by the human brain.
3. Natural Language Processing (NLP) – allows machines to understand and generate human language.

These models are trained on datasets and optimized using algorithms like reinforcement learning and gradient descent.

Life Applications You Already Use

- Recommender Systems – Netflix, TikTok, Spotify
- Virtual Assistants – Siri, Google Assistant
- Image Generators – DALL·E, Midjourney
- Language Models – ChatGPT, Bing AI

You use AI every day, often without realizing it.

What Makes AI Powerful – and Risky

- AI processes massive datasets and detects patterns we can't see. But...
- It lacks context, empathy, and morality.
- Its actions are shaped by training data and developer choices.

This creates space for ethical risk.

Why Does Ethics Matter in AI?

Ethics deals with right vs. wrong and harm vs. benefit.

In AI, ethics matters because:

- AI influences decisions that affect people's lives (jobs, education, freedom).
- It can replicate and amplify bias, injustice, or misinformation.
- There's often no clear accountability when things go wrong.

Dilemma 1 – Bias & Discrimination

If an AI is trained on biased data, it will make biased decisions.

Examples:

- Job applications rejected due to gender patterns in training data.
- Facial recognition less accurate on people with darker skin tones.

Dilemma 2 – Surveillance & Privacy

AI systems used to track, monitor, and predict behavior.

Examples:

- Social credit scoring in authoritarian regimes
- Predictive policing in some cities

Dilemma 3 – Consent & Autonomy

Who decides what data is collected and how it's used?

If users are not informed, AI systems violate:

- Informed consent
- Personal autonomy

Power Without Responsibility?

AI is often called a "black box" — we don't fully understand how it makes decisions.

Issues include:

- Lack of transparency
- No clear regulation
- Delegated moral responsibility

Should we trust a system we can't explain?

AI Is Not Neutral

Every AI system reflects the values of its creators, data, and intended use.

Ethics must be embedded into:

- Design
- Deployment
- Decision-making

“Technology is not good or bad. But it is never neutral.”

Group Prompt for Discussion

- What role does AI play in YOUR daily life?
- Where have you seen ethical risks firsthand?
- If you could redesign one AI system to be fairer, which would it be?