Spread of AI

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AI is taking over the world. In the article "Here's what's at risk if Big Tech doesn't address deceptive AI content" from *CNN,* Timothy Karr (2024) argues that AI is a deceptive tool that we should have more caution about. He points out how accessible AI is becoming to the average person. He also discussed how there have been times when AI has spread misinformation across our country during the 2020 presidential election. Karr specifically said in his article that "These teams struggled to stop the spread of disinformation about the election result, helping to fuel violence at the US Capitol Building as Congress prepared to certify President Joe Biden's victory." With this, he believes there should be a stronger focus on regulating the use of AI on social media since it is a useful tool we use to communicate as a nation. Overall, he hopes for social media apps like Instagram and X* (Previously known as Twitter*) to take accountability by not allowing such large-scale access to AI. I agree with Karr on a lot of his points. I agree that AI is a very scary, intelligent tool in today's age because of how easily it can create convincing false information. Especially with its availability, I fear what it means for our future. Since about anyone with their hands on it can ruin the reputation of another person easily through deepfakes.

Karr believes social media that has free AI should also have restrictions on the posts made with AI. Karr holds companies accountable for their available AI tech by saying "Unless the companies permanently restore election integrity teams and actually enforce rules against the rampant abuse of AI tools, democracy worldwide could well hang in the balance." To this, I agree, and These Big Tech companies should implement certain rules or regulations for the AI available on their sites. These regulations could be adding a warning on posts that use AI stating,

"This post has been tampered with AI." Through some research, I found that "Many of the companies have previously said they're putting safeguards on their own generative AI tools that can manipulate images and sound, while also working to identify and label AI-generated content so that social media users know if what they're seeing is real." (Spectrum News, 2023) This article also states that now many social media companies with AI access are signing a contract that does not "ban or remove deepfakes. Instead, the accord outlines methods they will use to try to detect and label deceptive AI content when it is created or distributed on their platforms." Due to the contract's unclear expectations, it may let down people like Karr that are looking for direct and strong action to be taken. I am also included in this group and hope that these companies will put their best effort into stopping the spread of misinformation online. Since I have experienced confusion because of a post generated through AI. I remember seeing a video related to the Ukrainian war on Instagram Reels. The video showed the President of Ukraine surrendering to Russia and therefore stating that Ukraine was now controlled by Russia. As many others would be, I was very confused, but quickly did a search on Google and saw that the video had already been declared as fake. Even though I figured out it was fake, there are many people that would have scrolled on and believed what was shown in the video.

In addition, deepfakes are one of the most popular uses of AI besides ChatGPT. A deepfake is the use of AI to make photos, videos, etc. of a person doing something that they have not done. In recent news, there were sexually explicit deepfake photos of, popular singer and songwriter, Taylor Swift spread across the internet. This shows a major concern facing the safety of people, especially women with the use of AI. As stated in the article "The Taylor Swift AI photos offer a terrifying warning," *CNN* by Laurie Segall (2024), "Our voices, our faces, our bodies can all now be mimicked by AI. Put simply: Our humanity is a click away from being

used against us." If you fear digital footprints being tracked, this is a whole new level of terrifying. The fact that our lives are now able to be affected by AI, a tool so easily accessible to the public, is a large concern we need to work on. The deepfake photos made of Taylor Swift may have been taken down, but they will have a lasting effect on her mental health because of how many people will treat her based on the photos of her that were not even real. Although Taylor Swift is a popular celebrity, this can happen to anyone. If there are photos of you that someone with bad intentions can access, this scenario is even more possible now because of the free access to AI on social media platforms.

Karr predicts that "Without the platforms demonstrably enforcing these and even stronger rules against the spread of voter disinformation, we'll face more high-tech efforts to hijack elections worldwide." similar to what happened in 2020. Which is when Trump stated that "The perverts and losers at the failed and once disbanded Lincoln Project, and others, are using A.I. in their Fake television commercials in order to make me look as bad and pathetic as Crooked Joe Biden, not an easy thing to do," on his social media platform. The commercials referred to highlighted some of his worse moments in his career and used AI to make it seem like he mispronounced "anonymous." During that same year and after the election both Trump and Biden have continued to have AI generated media made of them. I agree that because of these ads, people's election choices changed. I know this because I saw some of my family members change their votes because of these videos. For example, two of my grandparents decided to change their votes because of AI generated videos made about the candidate they were originally going to vote for. In the article "Experts warn of AI and social media impact on elections" (Spectrum News, 2023), it is stated that "Meanwhile, generative artificial intelligence tools have made it far cheaper and easier to spread the kind of misinformation that can mislead voters and

potentially influence elections. And social media companies that once invested heavily in correcting the record have shifted their priorities." This shows that companies with direct access to AI are not helping to solve the issue our nation is facing. Therefore, a large portion of the population will continue to be tricked by these ads and we will have a large misunderstanding of who should be elected and who should not. I agree that this presents a large issue, because without proper knowledge we could elect someone to oversee our nation without them being an actual suitable candidate.

The home of our nation, The White House, has acted by putting together regulations against improper use of AI. One of the regulations suggested is that "Administration will help develop effective labeling and content provenance mechanisms, so that Americans are able to determine when content is generated using AI and when it is not. These actions will provide a vital foundation for an approach that addresses AI's risks without unduly reducing its benefits." (The White House, 2023) This relates to our topic at hand because AI is a helpful tool, but there are too many risks with free use that we need to work towards preventing. With the regulation stated we could prevent people from being shown AI generated content like deepfakes without knowing. I strongly agree with the idea that AI generated media should be tagged, flagged, or etc. So, people can easily recognize these harmful posts similar to the one I saw about the Ukrainian war. We can also strive to take in more accurate information about our presidential candidates before election day.

While we wait for technology to be made that will flag AI generated media, it is up to us to figure out if the media we consume is real or not. Big tech companies also need to put up safety measures around this new and powerful tech tool, however, it is very unlikely they will meet our expectations since their eyes are on profit not proper use. Though many jobs could be

made with AI safety being implemented in these large platforms. These jobs could also help with the major job cuts happening in tech platforms like Twitch, Discord, etc. Throughout researching and writing this essay I have become much more aware of how AI has affected and how it continues to affect communication throughout our country and the world. How a video I see while scrolling is not always true just because I can see and hear the person speaking. Overall, AI is a terrifying tool, and you must be careful what you believe because it could affect the world as we know it.

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