WELCOME TO 2024 LEADERSHIP CONVENTION

Session will begin soon

Develop programs, resources, and leadership skills that enhance the lives of all children, youth, and their families.

Advocate by speaking on behalf of all children and youth in schools, in the community, before governmental bodies, and before other organizations that make decisions affecting children.

Engage the public in united and equitable efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth.

Hi, I'm Carrie Rogers-Whitehead. I train, research and write books.
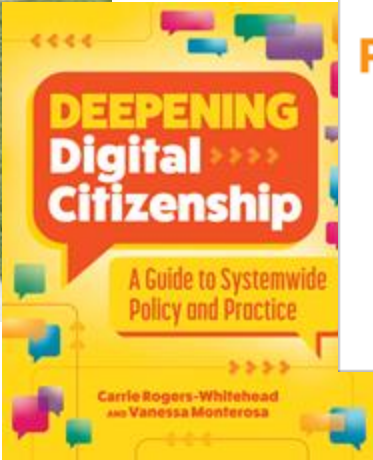
A lot has changed since I presented last year.

Welcome to 2023 LEADERSHIP CONVENTION

2023 Presentation if you want more trends and to dive into legislation around technology

How my predictions fared from 2023 to 2024

RIGHT or "RIGHT TRACK"

- Microsoft has expanded its use of ChatGPT after investing in OpenAI
- More lawsuits have been filed against Google and Apple
- TikTok legislation, like Montana's ban, has turned into a legal battle
- Schools continue to have cybersecurity concerns and there is more funding now
- More states have adopted AI educational policies and frameworks (none yet for UT)

VEERED OFF the TRACK

- KOSA or the Kid's Online Safety Act didn't move as far as I thought in the House/Senate
- Epic Games, which makes Fortnite, won against Google despite losing most of their case with Apple. A jury found the Play Store has an illegal monopoly.
- Not as much antitrust legislation as expected

What we'll cover in this 2024 presentation

- Find that face! AI-generated image game
- AI, Bias and Discrimination
- AI and Privacy
- Synthetic Media
- Talking to your kids about AI
- Q&A

Let's play a game: Can you identify the AI-generated image or the real image?

https://www.nytimes.com/interactive/2024/01/19/technology/artificial-intelligence-image-generators-faces-quiz.html

AI, Bias & Discrimination

Choose from the prompts below to explore how the text-to-image models like **Stable Diffusion v1.4**, **Stable Diffusion v.2** and **DALLE-2** represent different professions and adjectives

Choose a model to compare results

Stable Diffusion 1.4

Choose a first adjective (or leave this blank!)

assertive

Choose a first group

librarian

Choose a model to compare results

Dall-E 2

Choose a second adjective (or leave this blank!)

compassionate

Choose a second group

librarian

AI can reinforce racial, cultural and gender stereotypes.

Also, different AI software can bring different responses.

From: https://huggingface.co/spaces/society-ethics/DiffusionBiasExplorer

AI, Bias & Discrimination

- Algorithms learn from associations between common words, the same way as humans. These associations can lead to stereotypes, generalizations and even harm. Humans, on the other hand, are more aware of their biases.
- Algorithms reinforce stronger feelings. This means negativity and bias often flows to the top of feeds.
- Algorithms have secretive and protected content and are not subject to regulation and checks and balances.

Bias in AI

"Recent evidence shows that AI-generated faces are now indistinguishable from human faces. However, algorithms are trained disproportionately on White faces, and thus White AI faces may appear especially realistic. "

Miller, E. J., Steward, B. A., Witkower, Z., Sutherland, C. A. M., Krumhuber, E. G., & Dawel, A. (2023). AI Hyperrealism: Why AI Faces Are Perceived as More Real Than Human Ones. Psychological Science, 34(12), 1390-1403. https://doi.org/10.1177/09567976231207095

AI, Discrimination and Transparency

JOINT STATEMENT ON ENFORCEMENT OF CIVIL RIGHTS, FAIR COMPETITION, CONSUMER PROTECTION, AND EQUAL OPPORTUNITY LAWS IN AUTOMATED SYSTEMS

- Five federal agencies joined a pledge to uphold core principles of fairness, equality, and justice as new tech, like AI gets into everyday life.

AI and Privacy

Concerns about AI and Privacy

- AI has the same privacy risks online as before, but now it's just at a larger scale and there's less control and transparency.
- Images and videos are being used more by malicious actors, or to train AI tools. Users may not have consented (or consented but didn't know they did that) to share their data.
- The laws we have now, like the GDPR in Europe or COPPA in America, don't necessarily address AI. They were created before.

Data scraping

Data scraping describes how AI can be used to gather information from websites.

This data can be utilized for machine learning and helps teach AI, like chatbots. It's also used for companies to advertise to you.

OpenAI and other AI companies have been sued for this practice. There are concerns about data privacy in scraping and if there are copyright violations.

Other issues with algorithms

Data scraping can dig deeper into preferences than other forms of marketing. Beyond demographics they can look at hobbies etc.
Decline of professional journalism:

   Google and Facebook are the largest funders of journalism in the world. They "support" news by native ads and favoring sources.

   "Ghost newspapers" are newspapers bought by others but the news is listed under the same name (i.e. Denver Post, Washington Post)

The algorithms running AI Large Language Models (ChatGPT, Bard) are growing and even more opaque than search engine algorithms.

Generative AI doesn't necessarily share their sources. And also may advertise to you.

Remember, to truly create a culture of digital citizenship, it's important to pair curriculum with policies, practices, and purchases that advance the goals we have for our students [1] . It's also crucial to ensure that every educator understands the importance of digital citizenship and how to incorporate it at every grade level [1] .

AI and Privacy

The American Privacy Rights Act of 2024

Section-by-Section Summary.

- Bipartisan and bicameral agreement on a consumer data privacy bill.
- Give the Federal Trade Commission (FTC), state attorney general's and consumers more recourse to enforce privacy violations by tech companies

Synthetic Media

AI Video Generators used for Misinformation

This is Wolf News. I'm Alex

- Sites like <u>Synthesia</u> can create automatic videos. They use AI avatars, who can speak a variety of different things in multiple languages. These, like other AI tools, can be used for nefarious purposes

- Recently, an investigation found that the Chinese Communist Party was using Synthesia, to create a fake propaganda newscast.

Generative AI, Misinformation & Fraud

- Sites like WormGPT and FraudGPT are created from the code with OpenAI.
- They can help gather information from potential targets easier.
- Generative AI has made it easier to create phishing emails. The emails have less misspellings and grammar errors than before.

Be careful when posting

- Images of children can be manipulated by malicious actors. These Deepfakes can be created from benign images. Voices and videos of children can also be faked.
- Keep accounts private and limit the amount of sharing of children's images.

DEEPFAKE DEEPFAKE

ORIGINÁL ORIGINÁL

Talking to your kids about AI

Talk to your kids about AI

- Talk about the benefits and risks of AI.
- Try out AI tools together.
- Ask your child's teachers and schools for support. See if your district has an AI policy. (USBE has been working on one)
- Talk about biases in technology. Encourage critical thinking skills.
- Discuss plagiarism and cheating. Understand that ChatGPT and other tools can contain false information.

What are your experiences and suggestions for talking about AI with your child?

Thank you! Any questions?

Keep in touch:
contact@respons-ability.net
https://respons-ability.net

DIGITAL RESPONS-ABILITY

EDUCATE · INFORM · EMPOWER

ADVOCATE · DEVELOP · ENGAGE
Utah PTA
LEADERSHIP
CONVENTION
2024

References

- Masood, Raisa. Common Sense Media. Helping Kids Navigate the World of Artificial Intelligence. https://www.commonsensemedia.org/articles/helping-kids-navigate-the-world-of-artificial-intelligence
- Internet Matters. A Parent's Guide to AI. https://www.internetmatters.org/resources/parent-guide-to-artificial-intelligence-ai-tools/
- Building Back Truth in an Age of Misinformation by Leslie Stebbins (2023) *Rowman & Littlefield.*
- New York Times, The People Onscreen are Fake, the Disinformation is Real https://www.nytimes.com/2023/02/07/technology/artificial-intelligence-training-deepfake.html
- Miller, E. J., Steward, B. A., Witkower, Z., Sutherland, C. A. M., Krumhuber, E. G., & Dawel, A. (2023). AI Hyperrealism: Why AI Faces Are Perceived as More Real Than Human Ones. Psychological Science, 34(12), 1390-1403. https://doi.org/10.1177/09567976231207095
- Miller, Katharine. Privacy in an AI Era: How Do We Protect Our Personal Information?, March 18, 2024. Stanford University: Human-Centered Artificial Intelligence https://hai.stanford.edu/news/privacy-ai-era-how-do-we-protect-our-personal-information

CONNECT WITH US ON SOCIAL MEDIA

FACEBOOK

- Utah PTA
- Utah PTA Advocacy
- Utah PTA Super Secondary
- Utah PTA Excellent Elementary
- Utah PTA Treasurers
- Utah PTA Reflections
- Utah School Community Councils
- Utah PTA Teachers

CONNECT WITH US ON SOCIAL MEDIA

INSTAGRAM - @UtahPTA

X - @UtahPTAOneVoice

PINTEREST - Utah PTA

YOUTUBE - Utah PTA One Voice

THANK YOU TO OUR SPONSORS!