

■ ▲ ● Osher Lifelong Learning
Institute

Media Mindfulness: AI Literacies



Melissa Mallon & Emily Bush
Vanderbilt University



Did you watch the eclipse?

Newsweek

Solar Eclipse Warnings You Need To Know Today

3 days ago • Tom Norton

THE ROOT

Prophetic Warnings Loom Over the April 8th Eclipse

3 days ago • Kalyn Womack

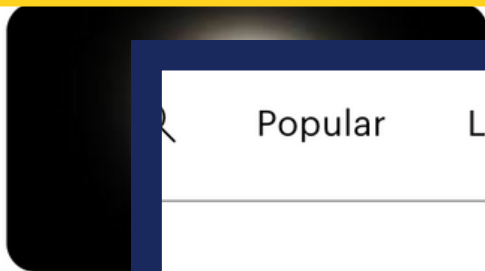
UNILAD

Scientists issue strong warning over today's solar eclipse that could be deadly

3 days ago • Niamh Shackleton

Newsweek

Letitia James Issues Warning About Solar Eclipse



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The Atlantic

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SCIENCE

So You Looked Directly Into the Sun

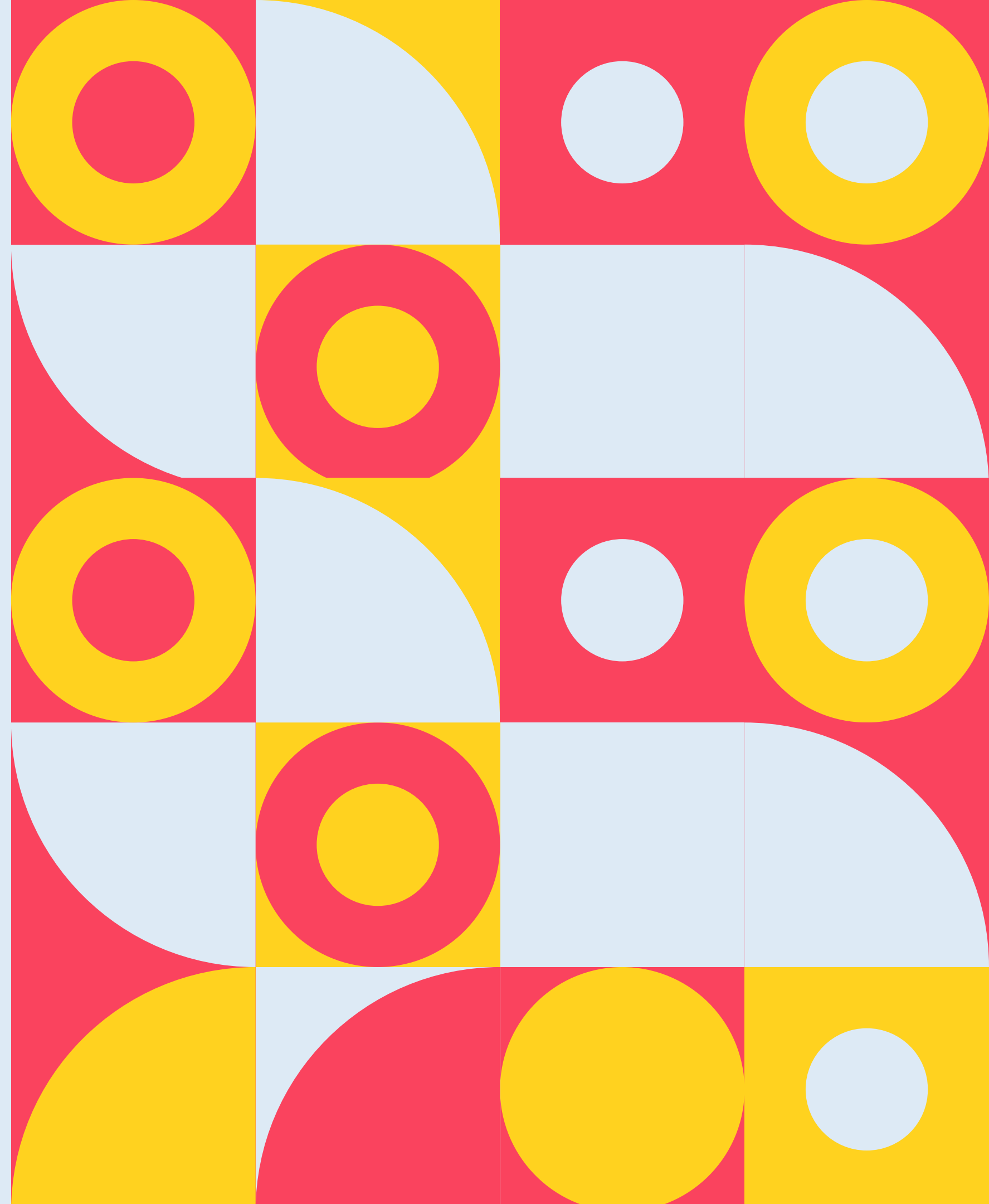
Scientists may have overstated eclipse risk.

By Ross Andersen

Share back:

Un-mute or share in chat:

- **What is one bad digital ‘habit’ that you intend to break?**
- **What is one concrete step you took to enhance your data safety?**



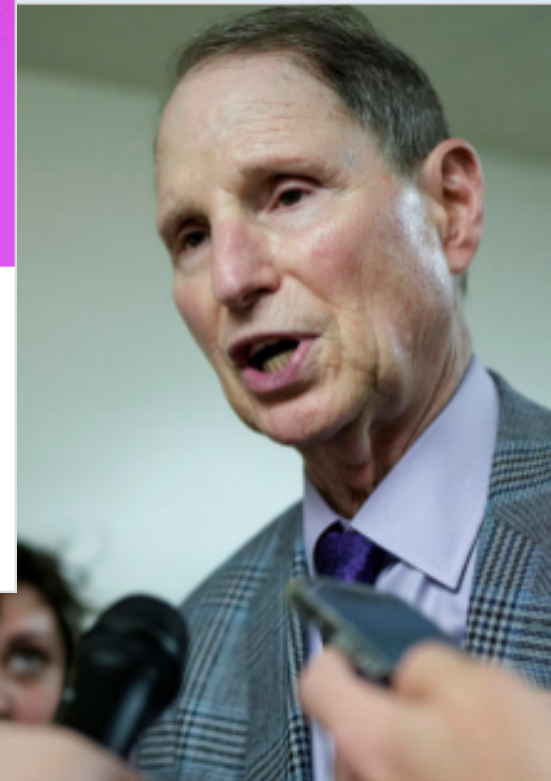
Further reading and updates: Data brokers



House passes bill to prevent the sale of personal data to foreign adversaries

It passed a week after the TikTok divestment bill.

 The Verge / Mar 20



What Happens to Your Sensitive Data When a Data Broker Goes Bankrupt? – The Markup

Data on sensitive locations, such as abortion clinics, could be sold off, raising alarms

 themarkup / Feb 23



How your sensitive data can be sold after a data broker goes bankrupt

Sensitive location data could be sold off to the highest bidder.

 Ars Technica / Feb 25

Further reading and updates: Pink Slime Journalism

“NewsGuard, which rates the quality and trustworthiness of news sites, has identified 1,197 pink slime sites operating in the US as of April 1—about as many as the estimated 1,200 real news sites operated by daily local newspapers.”

[“Pink slime” local news outlets erupt all over US as election nears](#)

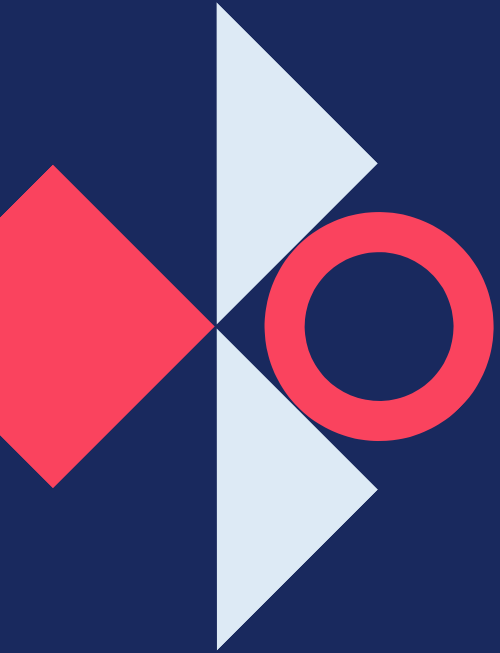


Today's Learning Goals

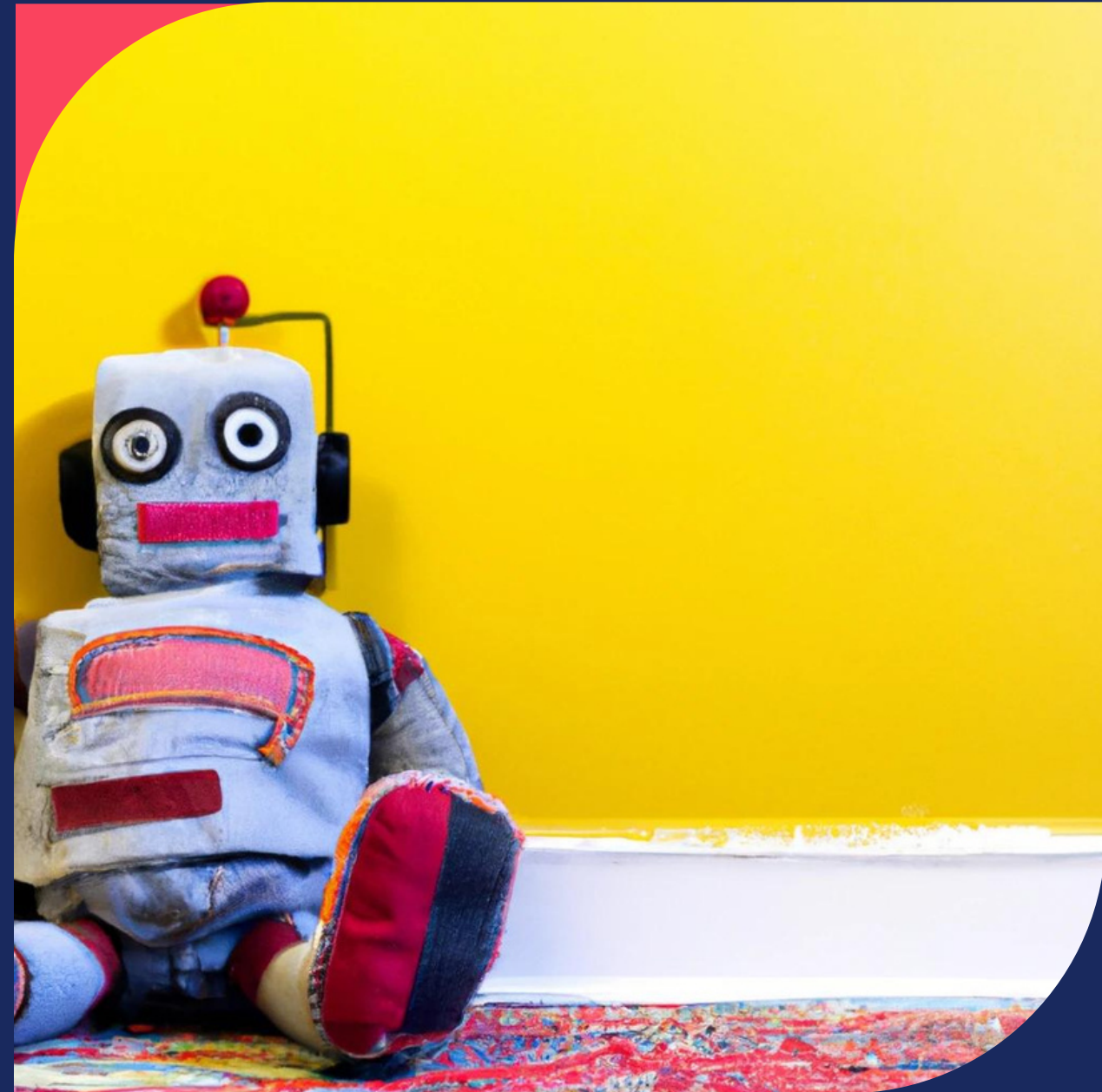
- Understand the basics of AI terminology
- Recognize the role AI plays in everyday life
- Discuss ethical considerations of AI with emphasis on generative AI



Agenda



- **AI definitions**
- **AI in everyday life**
- **Tips for spotting AI generated content**
- **Ethical issues**
- **Discussion and Q&A**



A plush toy robot sitting against a yellow wall.

How is AI
part of your
life?

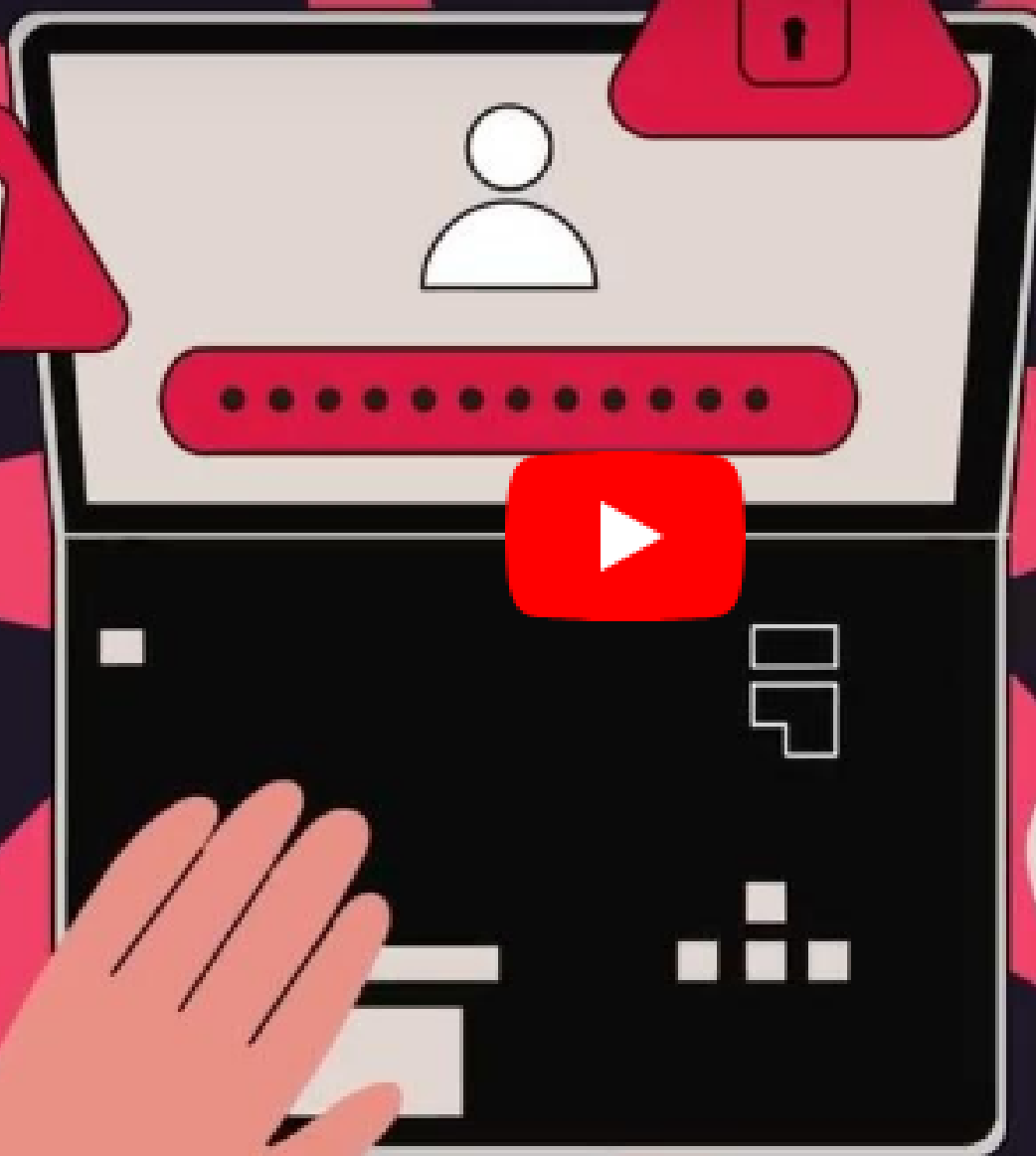




Exploring AI: How does AI Learn?



Share

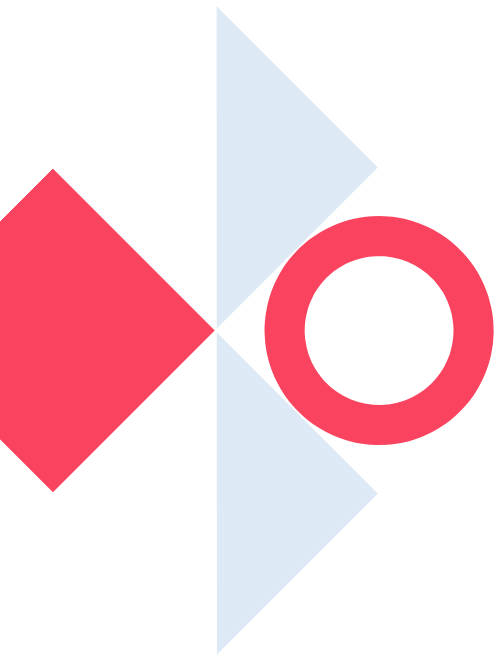


personal data!

Watch on  YouTube

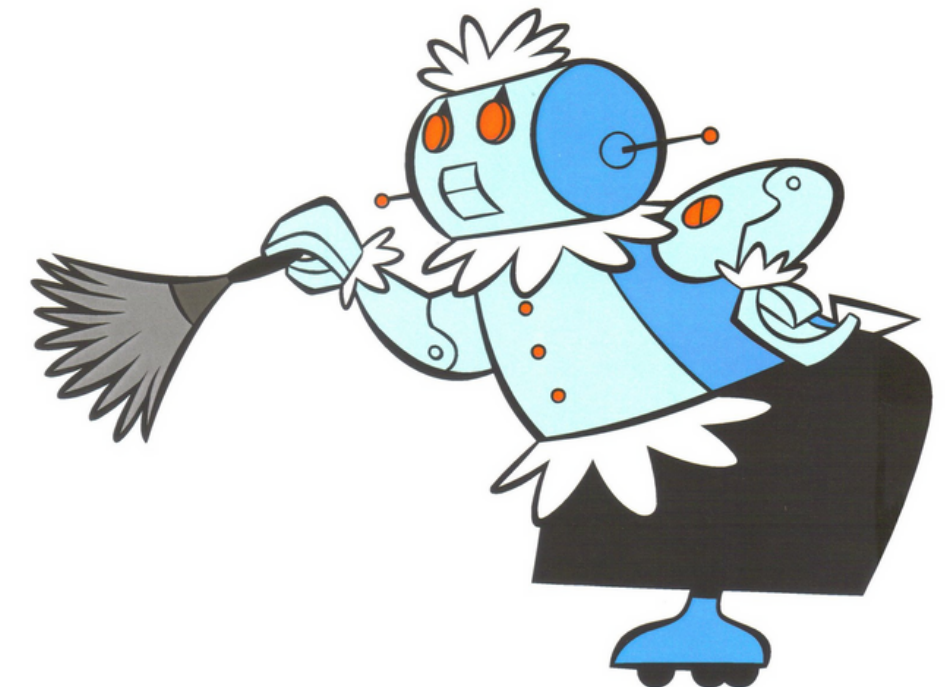
Exploring AI and Its Implications for Community Engagement

What is artificial intelligence?

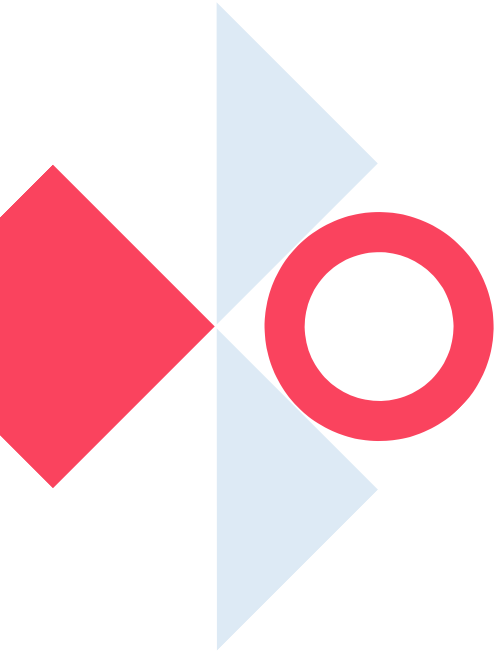


“The science and engineering of making machines intelligent.”

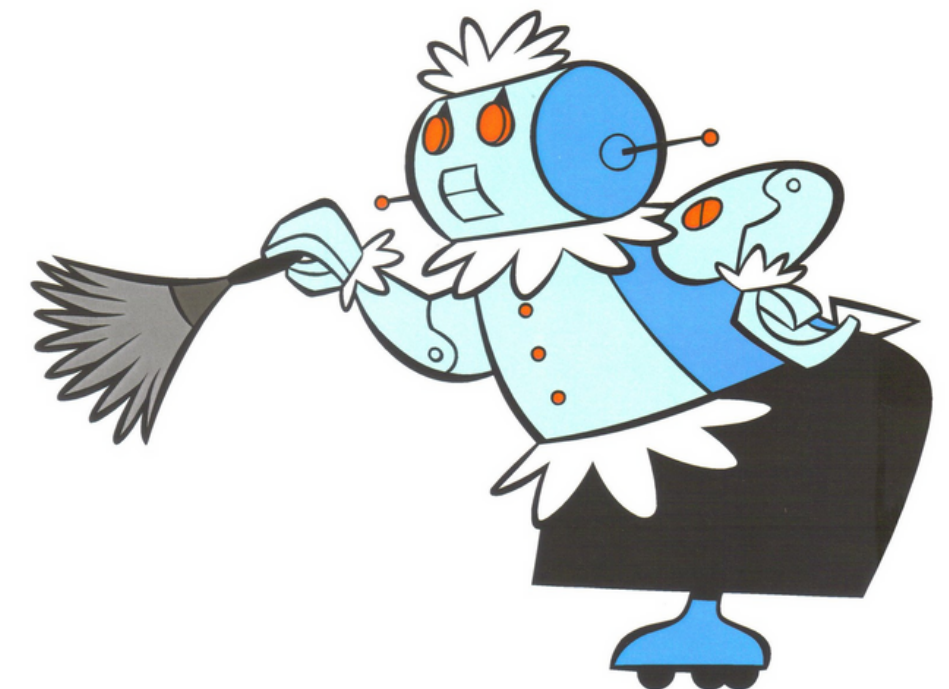
John McCarthy, 1956

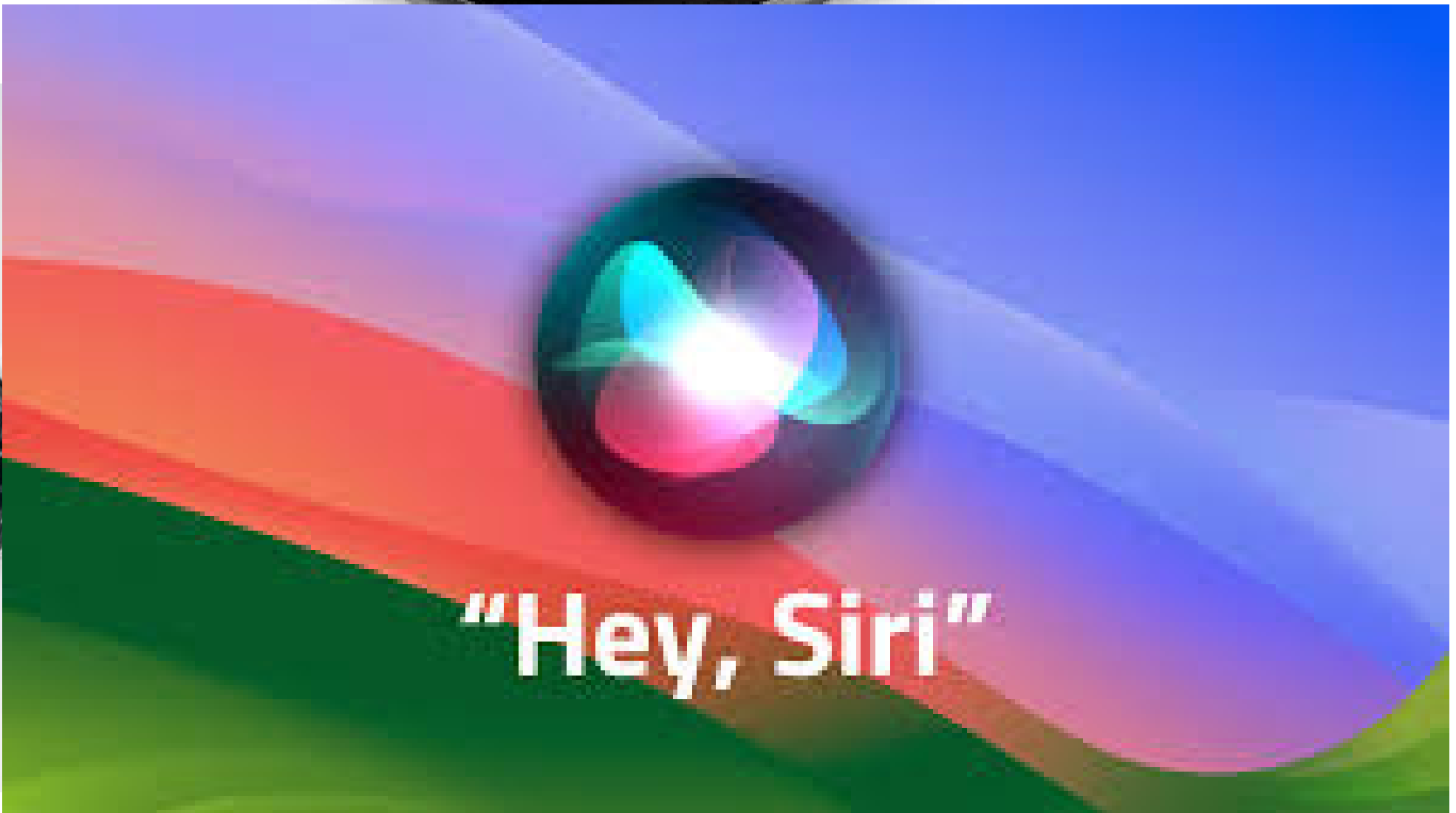


Machine Learning

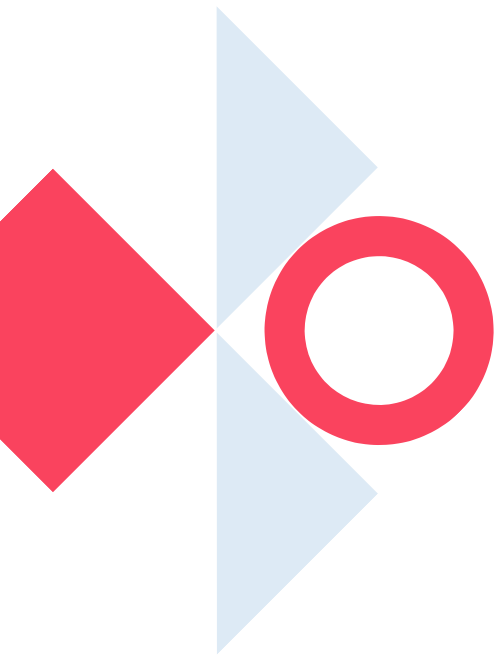


The capability of a machine to imitate intelligent human behavior.

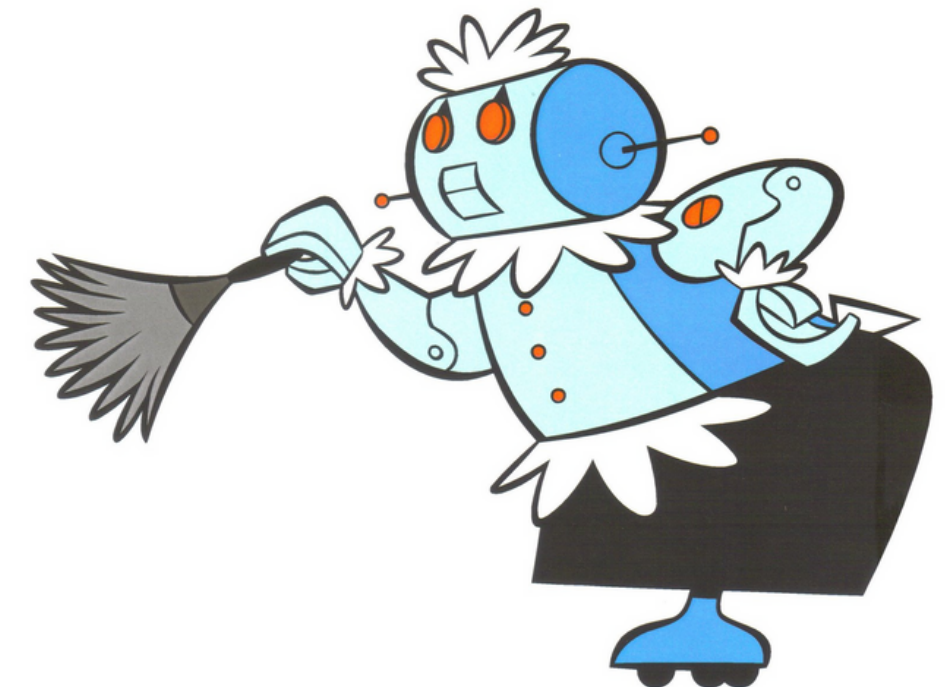




Large Language Model



AI systems capable of understanding and generating human language by processing vast amounts of text data.



Generative AI

Generate new data
based off training
data.

~Claude 3

Types of generative AI

- Text generation
- Image generation
- Audio generation
- Video generation

WSJ

I Challenged My AI Clone to Replace Me for 24 Hours |...

JOANNA

AI JOANNA


Share

VS.



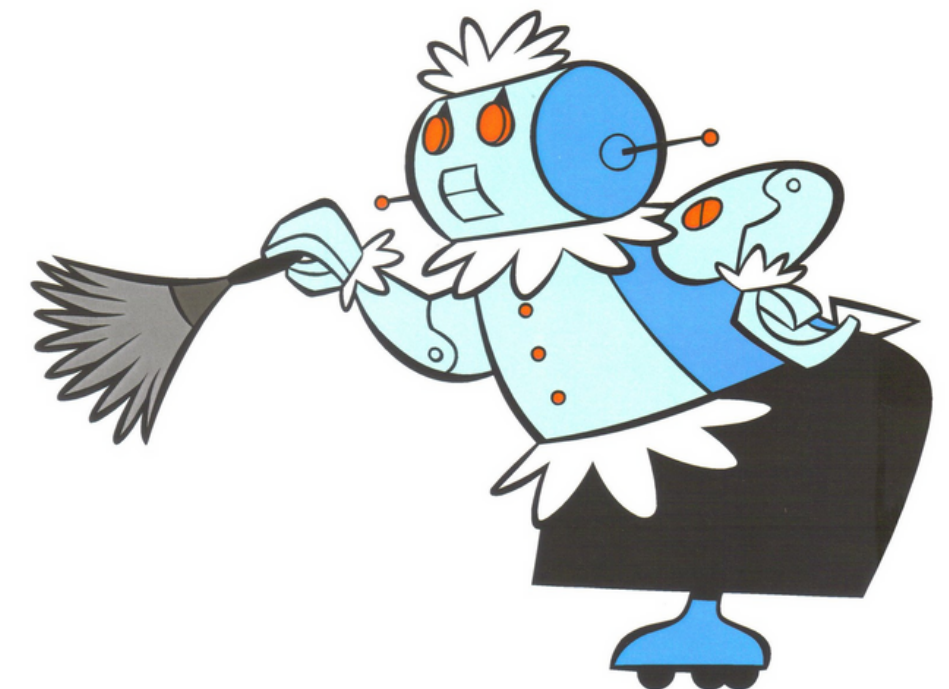
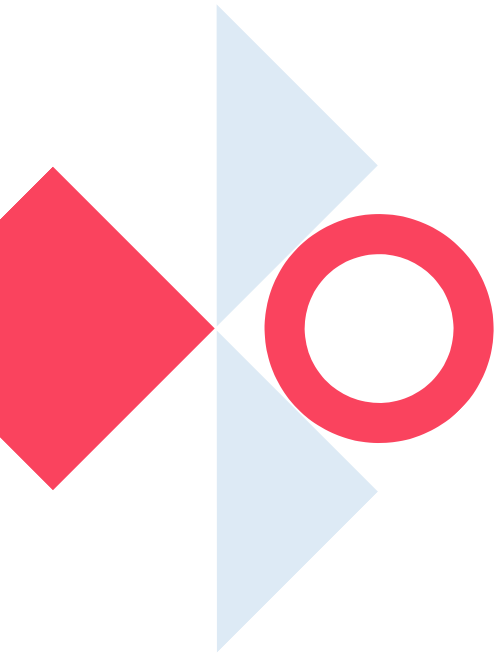
WSJ

TECH THINGS

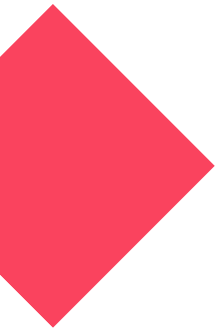
Watch on  YouTube

Hallucination

Happens when AI models make up information in an attempt to create a coherent response.



Prompt Engineering



EI Please write a definition of prompt engineering that's accessible to an audience of lay people. The definition should be concise and no more than two sentences.

Prompt engineering is the process of carefully crafting the instructions or prompts given to an AI system to ensure it generates the desired output. It involves finding the right words, examples, and context to guide the AI model in the intended direction.

 Copy  Retry  



Claude can make mistakes. Please double-check responses.

EI

Can you create an analogy that explains prompt engineering using an example from the analog world?

Here's an analogy that explains prompt engineering using an example from the analog world:

Prompt engineering is like giving directions to someone who is unfamiliar with an area. If you provide vague or incomplete instructions, they may end up getting lost or going to the wrong place. However, if you give clear, step-by-step directions with relevant landmarks and context, they are more likely to reach their desired destination. The quality of the directions you provide (the prompt) determines how well the person (the AI model) can follow them and achieve the intended outcome.

 Copy  Retry  



Claude can make mistakes. Please double-check responses.

Subscribe to Pro and get Claude 3 Opus, our most intelligent model

[Subscribe to Pro](#) ×

EI Create a one liner in the style of Conan O'Brien that explains prompt engineering

Here's a one-liner in the style of Conan O'Brien explaining prompt engineering:

"Prompt engineering is like teaching a parrot to recite Shakespeare - you gotta find just the right words to cram into that hollow, metal brain."

 Copy  Retry  

EI Create a one liner in the style of Jerry Seinfeld that explains what prompt engineering is

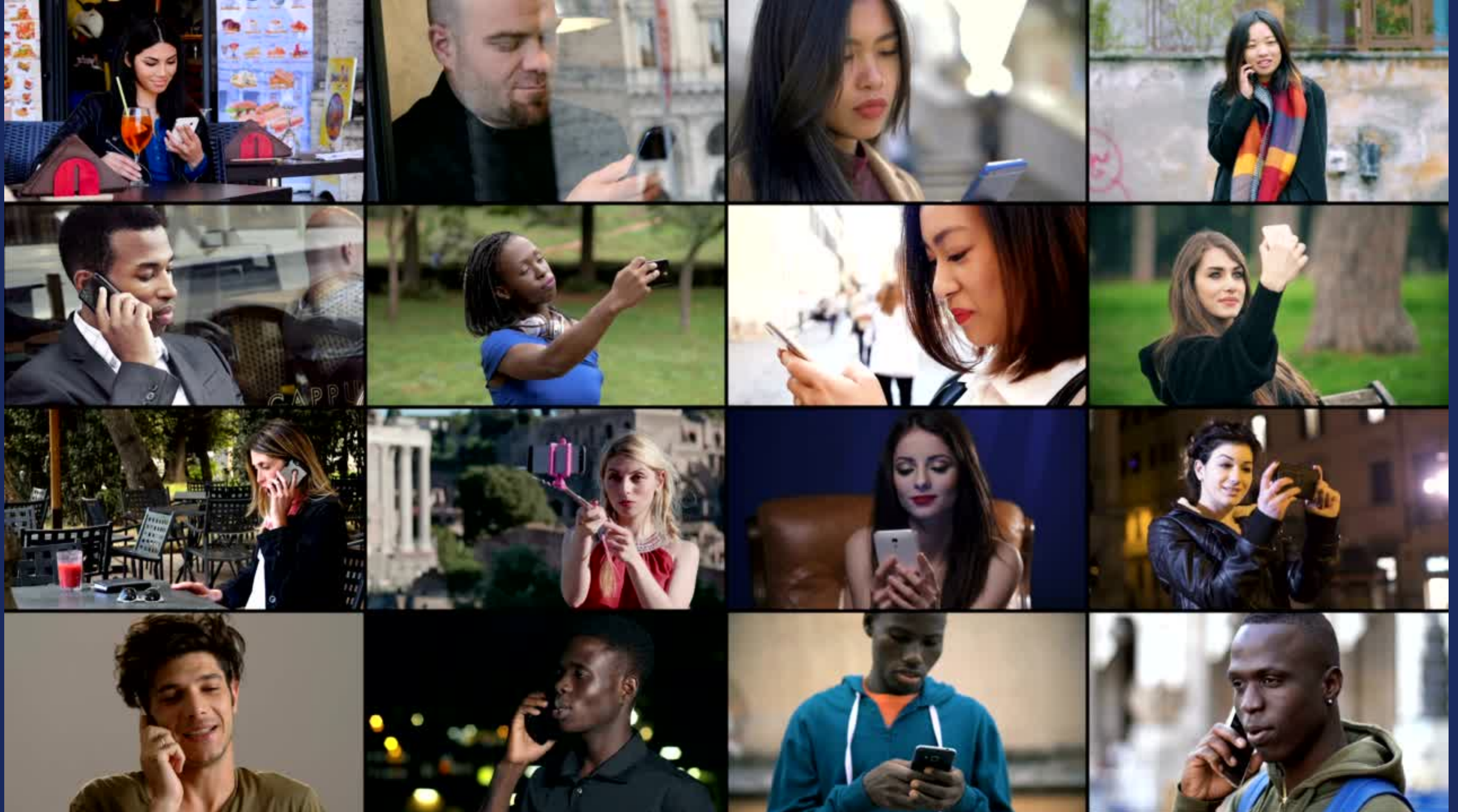
"What's the deal with prompt engineering? You spend all that time carefully crafting the perfect prompt, and the AI still manages to misunderstand you and give you a nonsensical response!"

 Copy  Retry  



Claude can make mistakes. Please double-check responses.

AI in Everyday Life



AI and healthcare

- **Diagnosis and treatment**
- **Patient engagement/adherence**
- **Administrative activities**



An illustration of a doctor using AI to diagnose a rare disease.



AI and education

- **Adaptive learning:
Tailoring learning to
specific student needs**

A Shiba Inu dog wearing a beret and
black turtleneck

AI and the workplace



An abstract visual of artificial intelligence

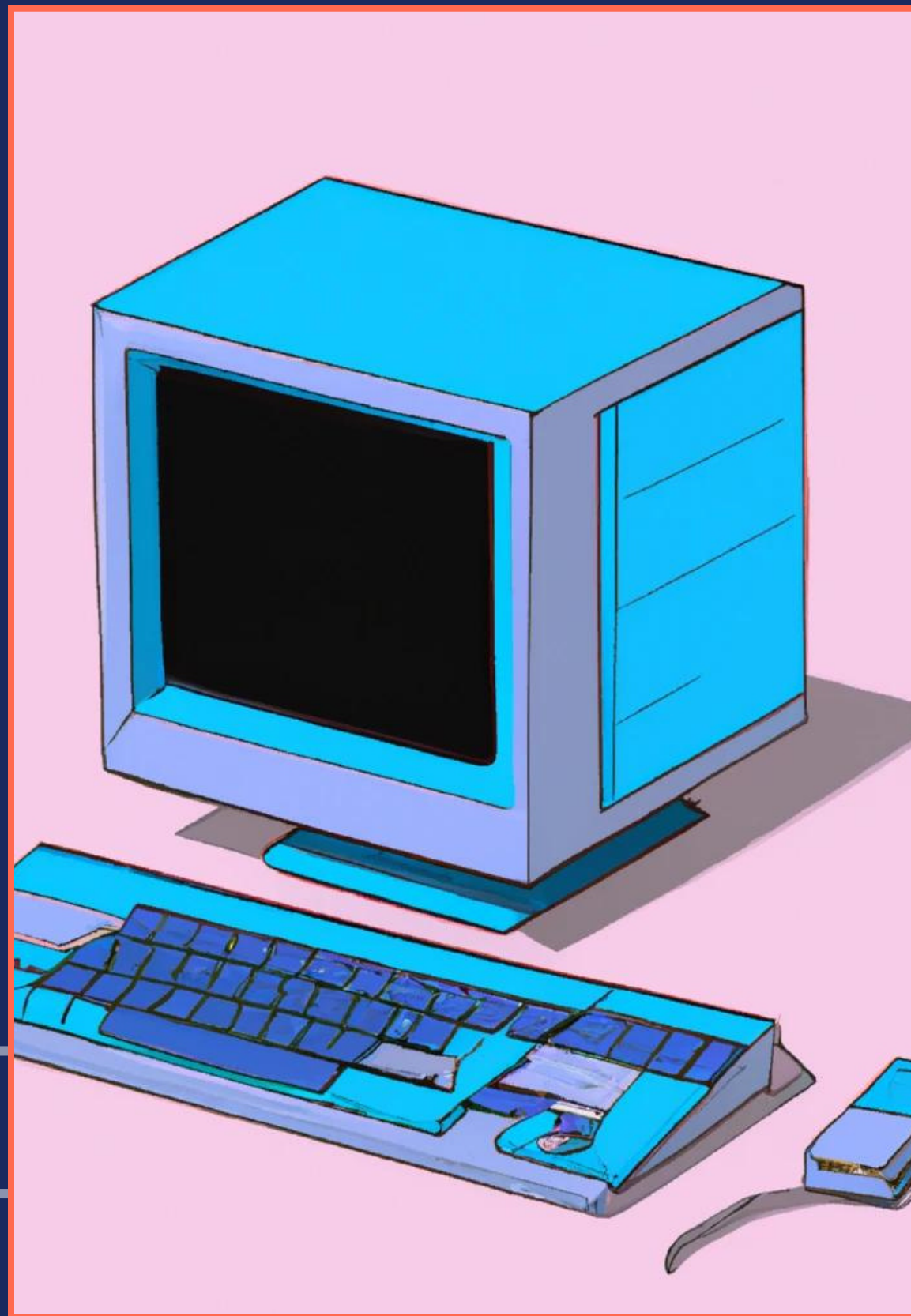
- Analyzing answers to written and recorded interview questions
- Algorithms filtering job candidates
- **Surveilling workers**



AI and banking

- Preventing cyber attacks
- Protecting your credit accounts
- Investing your money
- **Using biometrics to secure accounts**

An Andy Warhol style painting
of a french bulldog wearing
sunglasses



AI and the news media

- **Headline writing**
- **Managing paywalls**
- **Assignment editor**

A computer from the 90s in the style of vapor wave.



SASHA MASLOV FOR THE NEW YORK TIMES

The Times Sues OpenAI and Microsoft Over A.I. Use of Copyrighted Work

By Michael M. Grynbaum and Ryan Mac December 27, 2023

Millions of articles from The New York Times were used to train artificial intelligence chatbots that now compete with it, the lawsuit said.



ZACK DEZON FOR THE NEW YORK TIMES

OpenAI Seeks to Dismiss Parts of The New York Times's Lawsuit

By Cade Metz and Katie Robertson February 27, 2024

The artificial intelligence start-up argued that its online chatbot, ChatGPT, is not a substitute for a New York Times subscription.

A pink slime site used AI to rewrite our AI ethics article

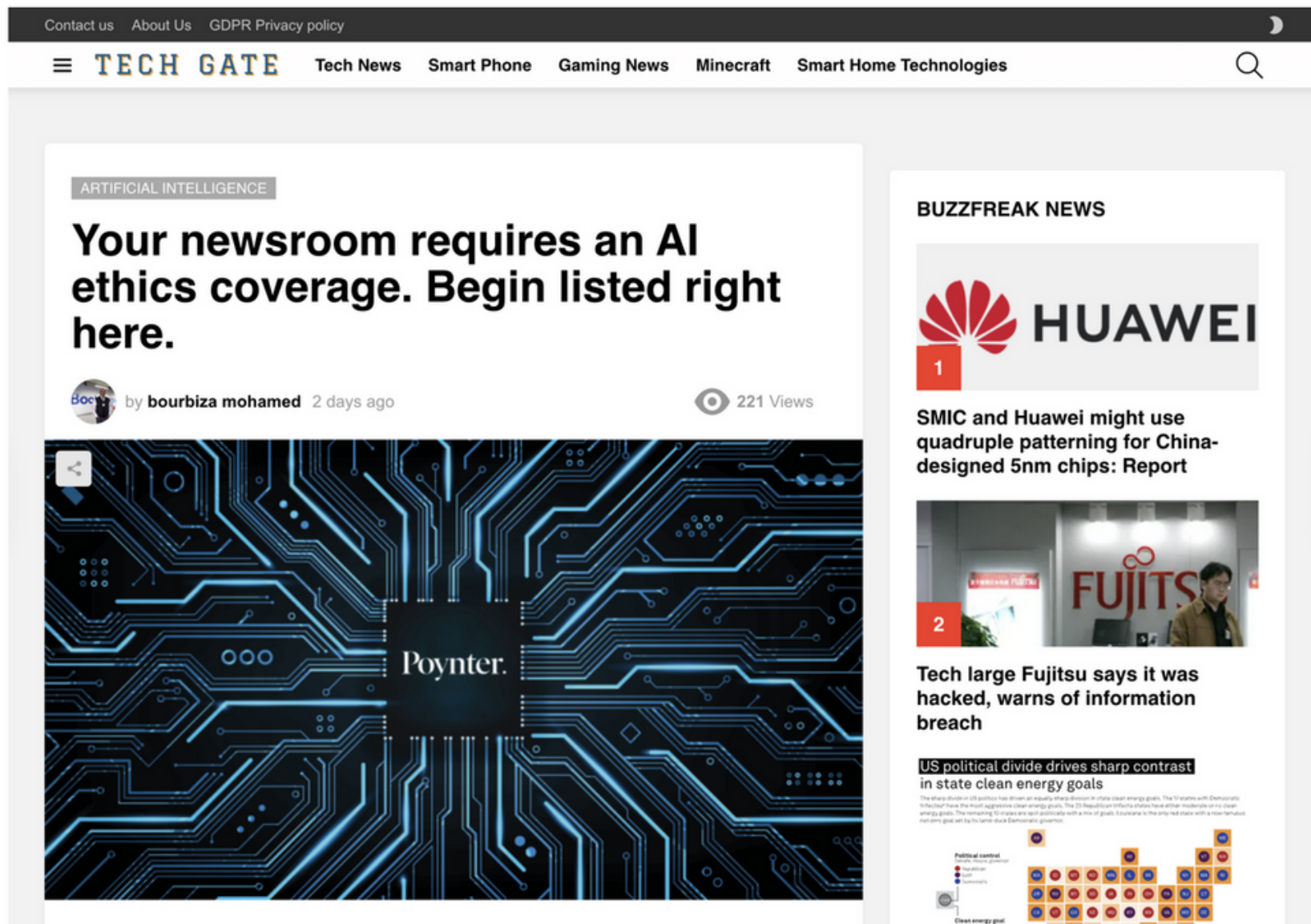
Even Poynter's guide for using generative AI ethically isn't immune from those who won't.

For example, the Tech Gate article says:

“Consider of it (sic) like a meals prep package. A lot of the function is completed, however you even now must roll up your sleeves and perform a little little (sic) bit of labor.”

Compare that to McBride's piece:

“Think of it like a meal prep kit. Most of the work is done, but you still have to roll up your sleeves and do a bit of labor.”



(Screenshot/Tech Gate)



Quiz: Did AI make this? Test your knowledge.

Take this quiz to see if you can correctly identify whether AI did work tasks like producing images, articles and slogans.

 Washington Post



Test Yourself: Which Faces Were Made by A.I.?

People tend to overestimate their ability to spot digital fakes, researchers found.

 The New York Times / Jan 21

Tips for spotting AI generated images



- Check image details:
 - hands, limbs, eyes, background
- Use reverse image search to see where image originated

Tips for spotting AI generated video



Prompt: A movie trailer featuring the adventures of the 30 year old space man wearing a red wool knitted motorcycle helmet, blue sky, salt desert, cinematic style, shot on 35mm film, vivid colors.



Bad science: AI used to target kids with disinformation ...



BBC World Service is a British public broadcast service.

Bad science on YouTube



BBC NEWS | WORLD SERVICE
Watch on YouTube



Tips for spotting AI generated audio

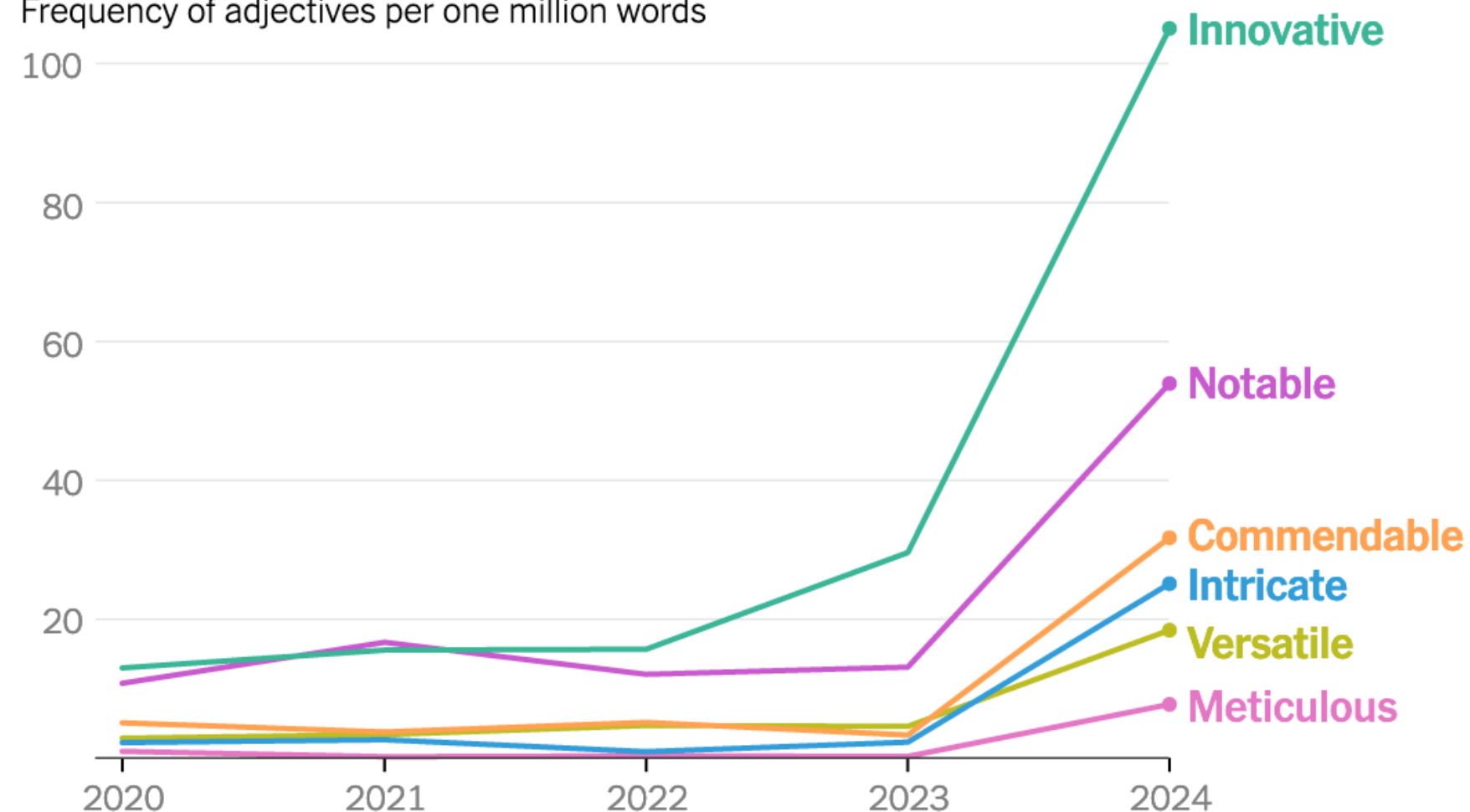


- Pay attention to word choice, intonation, unnatural pauses.

Tips for spotting AI generated text

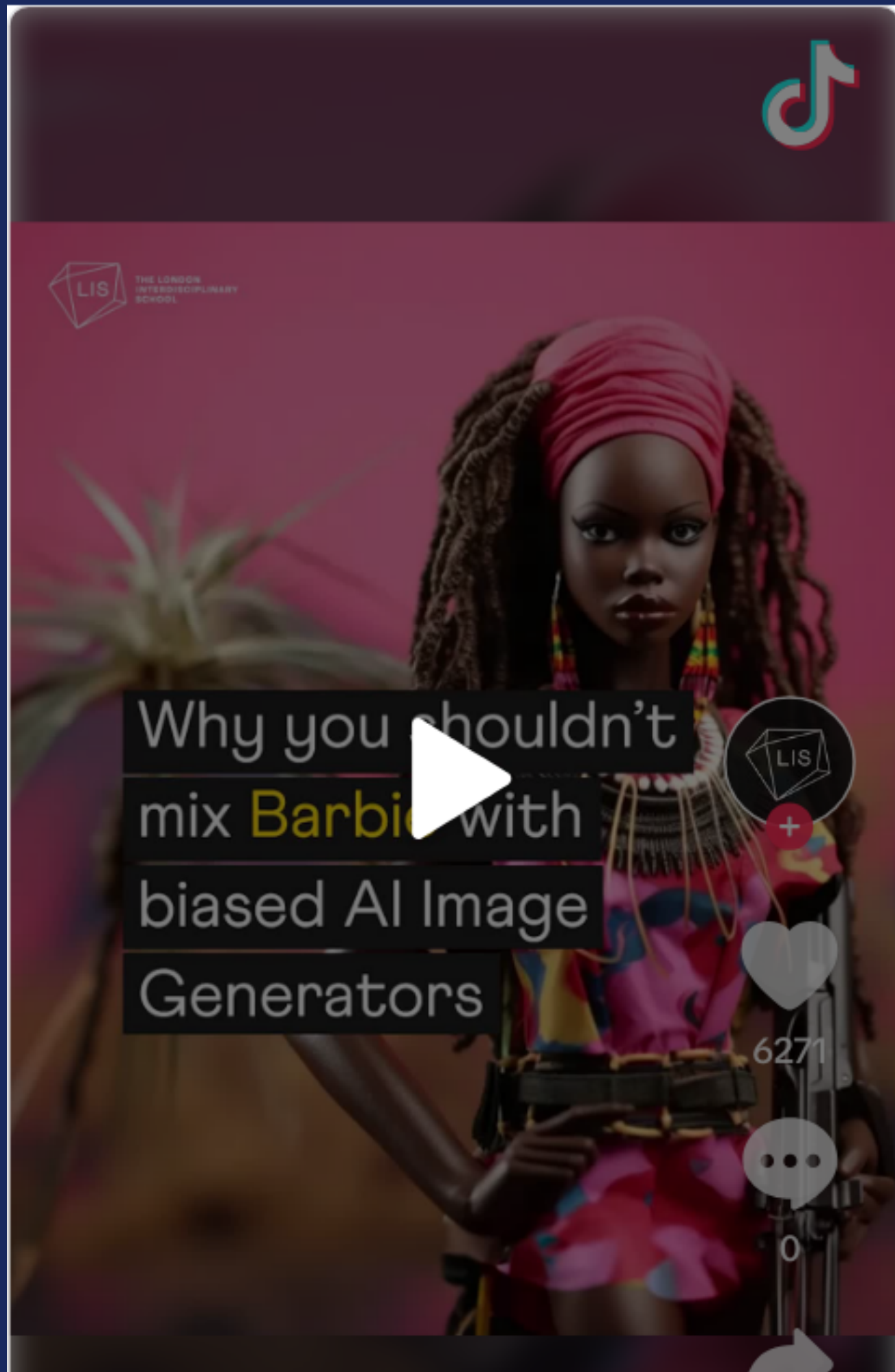
Adjectives associated with A.I.-generated text have increased in peer reviews of scientific papers about A.I.

Frequency of adjectives per one million words



Note: Peer reviews are for the International Conference on Learning Representations (ICLR), one of the largest A.I. conferences. • Source: "Monitoring AI-Modified Content at Scale: A Case Study on the Impact of ChatGPT on AI Conference Peer Reviews" • By Taylor Maggiasco

AI Generated Garbage is Polluting Our Culture

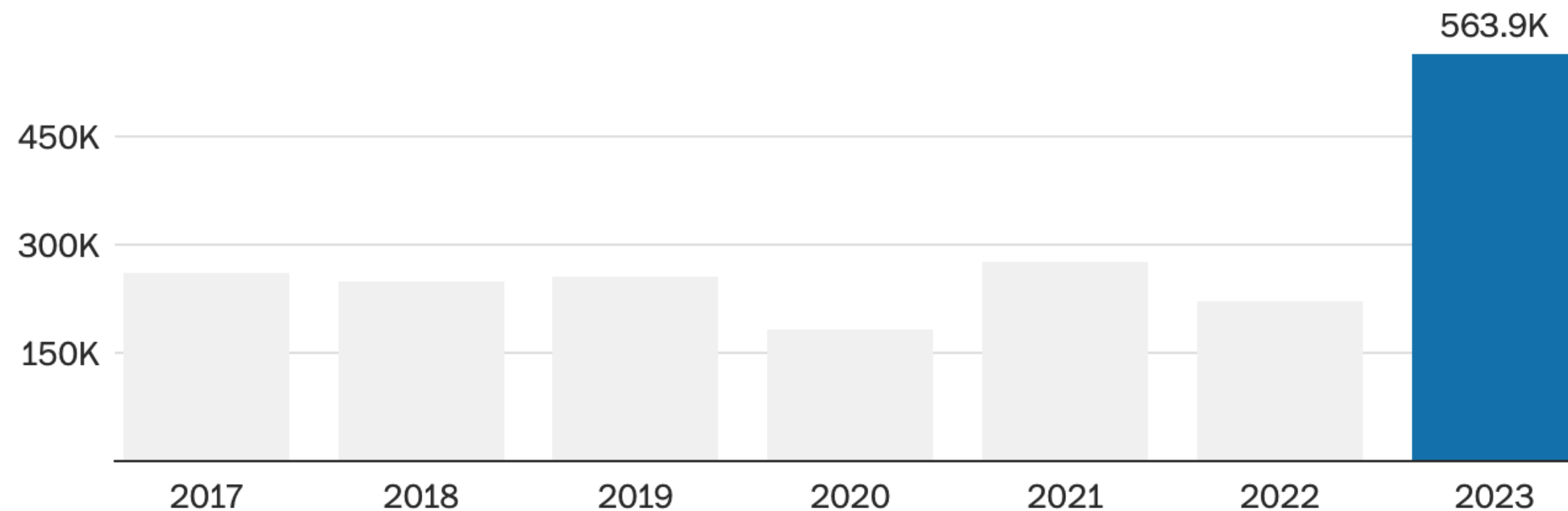


AI Bias & Representational Harms

Environmental Impact

Projected new energy demand in North America doubles

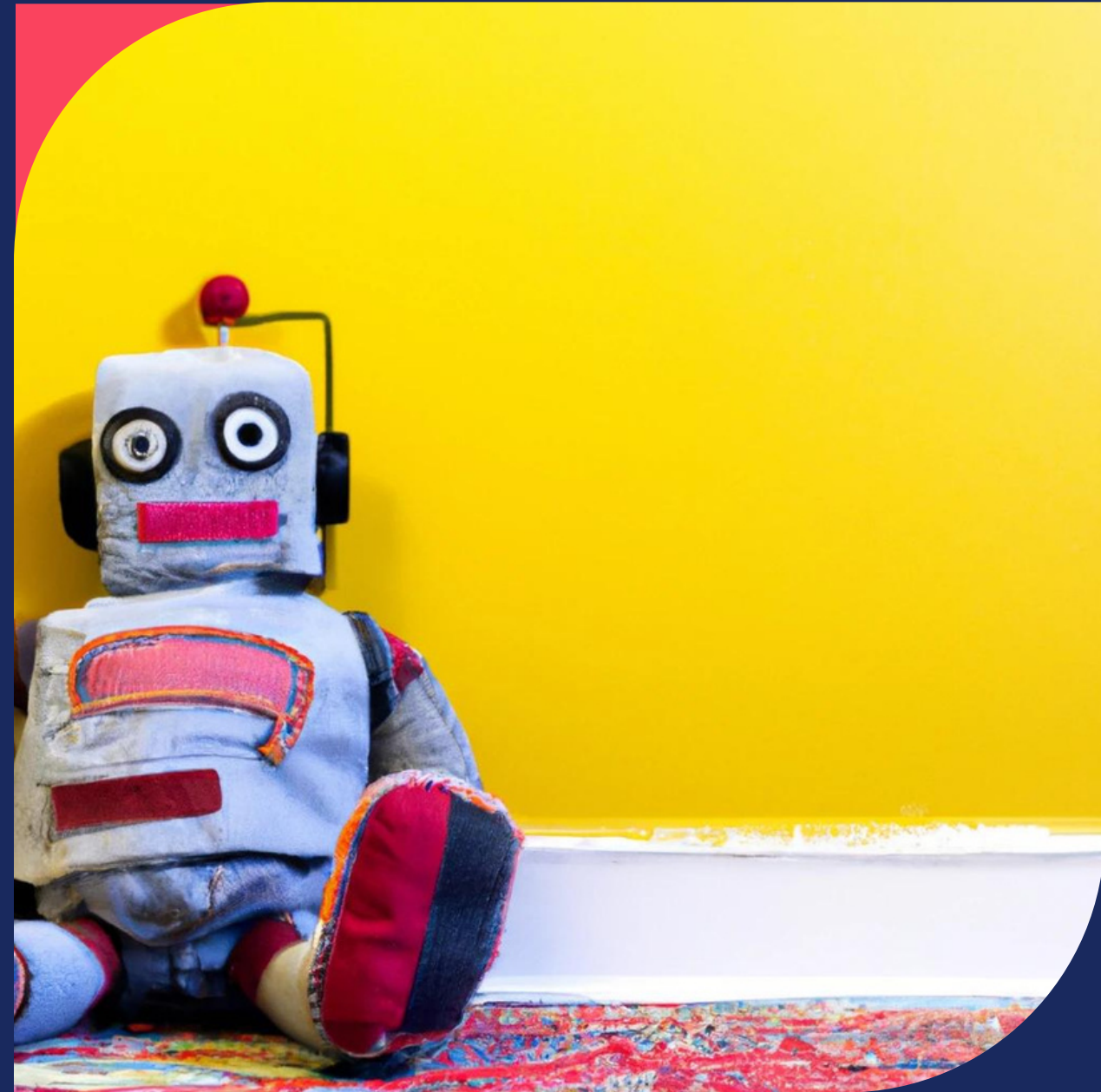
9-year growth forecast of demand for new electricity, in gigawatt hours



Data covers U.S., Canada and part of Baja California, Mexico.

Source: North American Electric Reliability Corp. Long Term Reliability Assessment

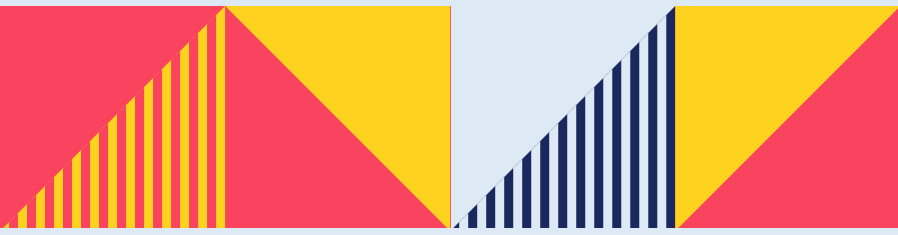
Amid explosive demand, America is running out of power



A plush toy robot sitting against a yellow wall.

Are you an
AI optimist
or
pessimist?





OPTIONAL Homework



Find a friend, child, grandchild, niece, nephew to discuss AI with. Consider the following:

- **Do they use actively use AI? If not, what do they know about it?**
- **How do they feel about AI in everyday life?**



Questions?

References and Resources

[How AI is Already Transforming the News Business \(Politico\)](#)

[Davenport T, Kalakota R. The potential for artificial intelligence in healthcare. Future Healthc J. 2019 Jun;6\(2\):94-98. doi: 10.7861/futurehosp.6-2-94. PMID: 31363513; PMCID: PMC6616181.](#)

[How Cigna Saves Millions by Having Its Doctors Reject Claims Without Reading Them \(ProPublica\)](#)

[Tips for Spotting AI Generated Content](#)

[Vanderbilt Student AI Explainer Videos](#)

References and Resources

[Amid explosive demand, America is running out of power \(Washington Post\)](#)

[AI-generated garbage is polluting the internet](#)

[How should I be using AI right now? \(Ezra Klein Show\)](#)

[Will AI break the internet or save it? \(Ezra Klein Show\)](#)

[What if Dario Amodei is right about AI?](#)

Resources Shared in Class

'Pink slime' sites masquerade as real news. There are 65 in Pennsylvania alone.

To make sure grandmas like his don't get conned, he scams the scammers

Grammarly (AI writing assistant)