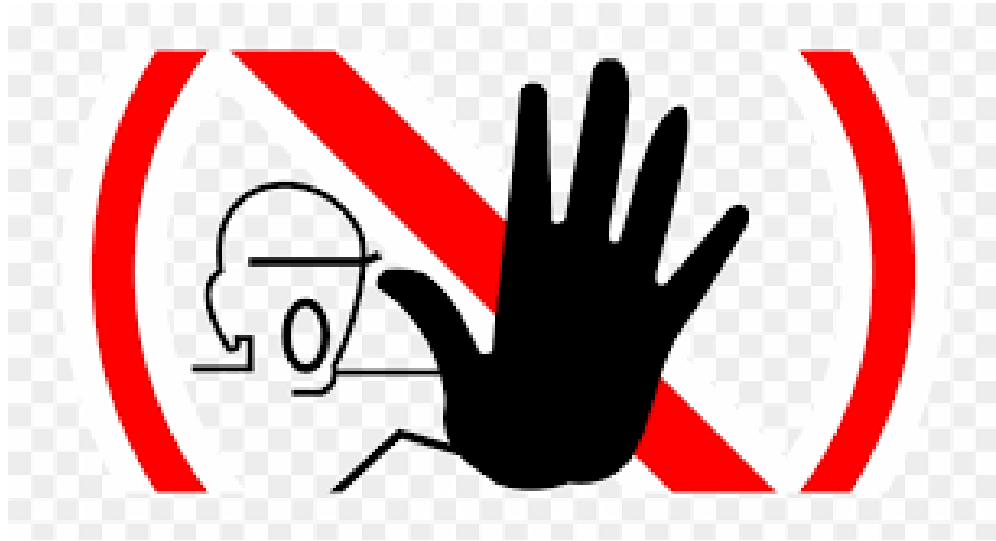# WHO YOU GONNA BELIEVE?

Me or your lying eyes...

NEITHER!!

Don't believe

What you see

What you hear

What you read

With Artificial Intelligence (AI) these days, we need to learn to stop and think about things before taking it for the truth.

We need to start using our brain, our common sense, logic, and our gut when processing information.

And we can't say we need to get rid of AI since it's already here, and we use it a lot.

AI helps with smart thermostats, smart TV's, self-parking cars, Siri, Alexa, email categorization, Netflix recommendations, Google navigation, Uber & Lyft apps, banking fraud prevention, etc.

In healthcare, AI is used in the discovery of new drugs, improved cancer detection, and robot assisted surgeries.

And don't even get me started on how it's used to help you find things to buy.

But never before has AI shown the ability that is evolving now where it's beginning to really "learn" on it's own.

So AI is very beneficial to us, except when it isn't.

And the biggest area where it's not beneficial is when it comes to faking information.

Fake news and info is getting harder to spot. The more often we hear something, the more we believe it.

Imagine you are in a room and there are millions of sheets of paper floating around and you grab one to read.
You don't know where it came from or who wrote it or who paid for it.
That is the internet.

AI is extremely useful to make us believe things that aren't true, especially in the area of online information, news and elections…

Here is a video that gives five steps that are good to be aware of…

How Fake News Gets To You

https://www.youtube.com/watch?v=ipdojPxYC4o

Here's a recap of the five steps

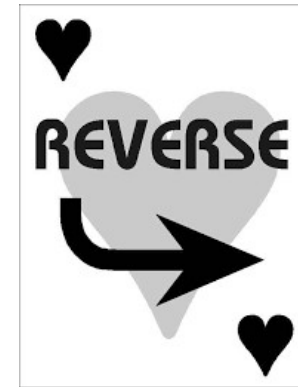## 1. Just because you see it online, doesn't make it true.

2. Stop and Think.

3. Verify your source.

[Known as lateral research. Open another tab for new screen; search on new tab; switch back to what you were reading.]

4. Do a reverse image search on Google.

If you have Google Chrome, you can do a reverse photo search by right clicking on the pic. Look for "Search Google for image" or you can open up "images.google" and drag and drop.

5. If you can't verify something, don't share it.

Two areas of AI to be aware of…

- Artificial intelligence generated writing

- Artificial intelligence generated images

How can you know what's real and what isn't?

"Right now, there are some pretty glaring problems with AI writing. One of the biggest problems is that it assembles text from many sources and there isn't any kind of accuracy check—it's kind of like the game Two Truths and a Lie."

Four ways to analyze AI writing without using software programs

1. <u>Tone and Style</u>:

Look for inconsistent tone and style, especially a lack of transition words, making it sound almost robotic.

2. Accuracy:
When reading content on the internet, it's imperative to fact check everything.

3. Lack of Personal Touch:

Human writers incorporate slang or personal opinions throughout their writing. AI writing is matter-of-fact and tends not to have any emotions or beliefs.

4. **<u>Repetitive Language</u>:**
If you find keyword stuffing, where the same word is repeated over and over throughout the text, chances are it was created by artificial intelligence.

Culture is an integral part of literature. It shapes the way writers think, feel, and express themselves. Literature reflects the values, beliefs, and customs of a society. It provides a window into the cultural heritage of a people. The influence of culture on literature is evident in various forms such as language, themes, motifs, symbols, and literary devices.

There are a lot of software programs already being used in academia and business to detect AI generated writings.

Turnitin, Copy Leaks, Winston AI

(German, French and Spanish as well), GPTZero, Writer, Content at Scale, Sapling, etc.

A study found an AI detector developed by the University of Kansas can detect AI generated content in academic papers with a 99% accuracy rate.

What About AI Images?

1. In a post with an image, check the title, description, and comments section for any mention of AI.

2. Look for a Watermark...

It is an important clue for identifying AI generated images. DALL-E 2 places one on every image you download from its site, though it may not be obvious at first. Can you spot the watermark in the next image?

Watermark is the colored squares in the bottom right of the above picture.

You may not notice them at first, but AI generated images often share some odd visual markers that are more obvious when you take a closer look.

Such as...

Look for missing or mismatched earrings or objects like glasses or earrings that blend into the skin

**Asymmetry in the face
(teeth off center, eyes different sizes)**

**Hands have extra fingers or clearly look
awkward and unnatural**

A blurred background that looks more like a texture

Patches of the photo look as if it's been painted or is "odd."

https://www.unrealperson.com/

https://thispersondoesnotexist.cc/

But when it comes to writing and images, it's not all bad…

Here, from Metro State University in Denver, are statements about using AI.

[Young people accept AI more because they have used computer assistance their entire lives.]

Assistant Professor of Art said she used ChatGPT to write artist statements, inputting her current statement and prompting the tool to create an alternative vision.

"It wrote the most beautiful artist statement in 30 seconds. It wasn't perfect but there was this paragraph that actually made me look at my work differently."

Another Art Professor said she liked AI as it allowed her to use it like a "sketch board of 20 different radical ideas" which gave her inspiration to create her final work of art.

A Professor of Journalism and Media Production said it helped her both in writing and media. To get the written word read, it's best to have some visual draw to bring the reader into the article.

She used two AI software systems. The image AI program came up with a visual that inspired her to the final art used for her article about incorporating veggies in one's diet. Although not an artist, she can use AI to create a picture.

The next slide shows two pictures. The one on the left is the art work suggested by AI which inspired the Professor to come up with the idea of the one on the right.

"When Veggies Go Bad"
LISA ORTIZ

Now let's dive into fake news and election information where we really need to be aware of AI and its downside.

https://www.wired.com/video/watch/here-s-how-fake-news-works-and-how-the-internet-can-stop-it

1. Who said this?

2. What evidence is there?

3. What are other sources saying about this?

4. Check the headline, the byline, the date, and the media source.

5. Check your own biases.

6. Think before forwarding anything.

"Pink Slime" is a name for low-cost automated news sites that look like credible newsworthy ones.

Who's behind them? Dark money?

They are not real news sites although may feature at least some actual news.

https://www.metricmedia.org/states/nc

Make a point to listen to many different sources of news, i.e., ABC, NBC, CBS, CNN, MSNBC, PBS, BBC, NPR, Fox, Newsmax, One America News (OAN).

Various ways to fact check:

PolitiFact.com (Truth-O-Meter)

FactCheck.org (Political Statements)

Snopes.com (All Statements)

LeadStories.com (Tik Tok, Facebk)

ScienceFeedback.com (Science news)

CheckYourFact.com (Influencers)

Work on the premise that everything, and I mean everything, is an ad for something.
[If it bleeds, it leads, because that sells more advertising.]

Again, remember:
We need to start using our brain, our common sense, logic, and our gut when processing information.

If a "news item" makes

you laugh, sad, angry, or tugs at your heart strings, be suspicious. Make sure it really is news and not something to lead you astray.