Ghost in the machine
Addressing the consumer harms of generative AI

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#Toyfail
An analysis of consumer and privacy issues in three internet-connected toys

Desember, 2016

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APPFAIL
Threats to Consumers in Mobile Apps

March, 2016

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EVERY STEP YOU TAKE
How deceptive design lets Google track users 24/7

27.11.2018

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OUT OF CONTROL
How consumers are exploited by the online advertising industry
14.01.2020

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DECEIVED BY DESIGN
How tech companies use dark patterns to discourage us from exercising our rights to privacy
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How the gaming industry exploits consumers using loot boxes
31.05.2022

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Norske forbrukeres opplevelse av manipulerende design
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GHOST IN THE MACHINE
Addressing the consumer harms of generative AI

JUNE 2023

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A computer made out of garbage, DALL-E

Technology is not neutral!

We must learn from our social media disaster

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Social media platforms creating chaos, DALL-E

Should we believe the hype?

VANITY FAIR

NFTS

The Metaverse Is About to Change Everything

One day soon, we'll be hanging NFTs on the walls of our digital homes and buying Balenciaga tops for our digital selves. Here's everything you need to know about the internet's next big thing.

BY NICK BILTON
OCTOBER 22, 2021

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March 2022

April 2023

Donald Trump and Barack Obama playing basketball, Midjourney

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AI pioneer quits Google to warn humanity of the tech's existential threat

5 Ways AI Can Help Fight Climate Change

Can AI help to solve climate change?

BY KATIE REES   PUBLISHED APR 20, 2023

https://www.makeuseof.com/ways-ai-help-fight-climate-change/

ChatGPT creator says there's 50% chance AI ends in 'doom'

Warnings of artificial intelligence apocalypse continue to grow

How AI Can Help Alleviate Poverty

Artificial Intelligence

https://bigcloud.global/how-ai-can-help-alleviate-poverty/

Elon Musk: 'Mark my words — A.I. is far more dangerous than nukes'

ARTIFICIAL INTELLIGENCE   NEWS
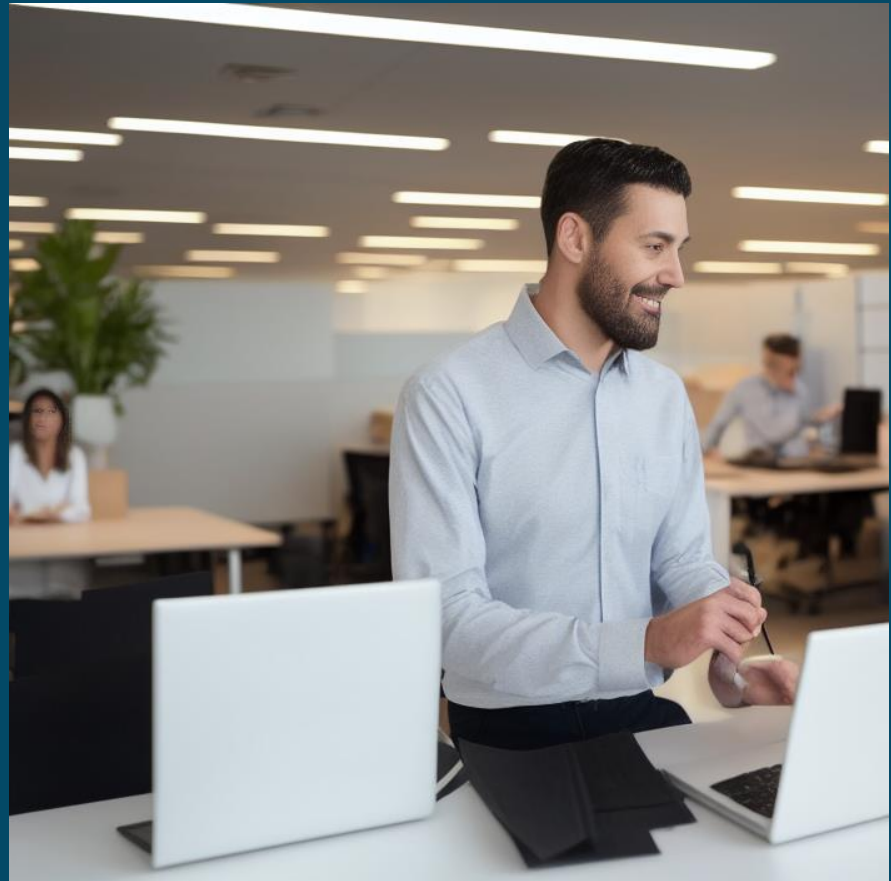
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What is generative AI?

Generates synthetic content by analyzing training data.

Trained on enormous data sets scraped from the internet.

Statistical analysis to generate «probable» results that may resemble human-created content.

Can be used to generate text, images, audio and video.

A photo of a consumer policy advisor writing a paper about the consumer challenges of generative ai, in an open office plan, Stable Diffusion

Concentration of power

Opaque systems and lack of accountability

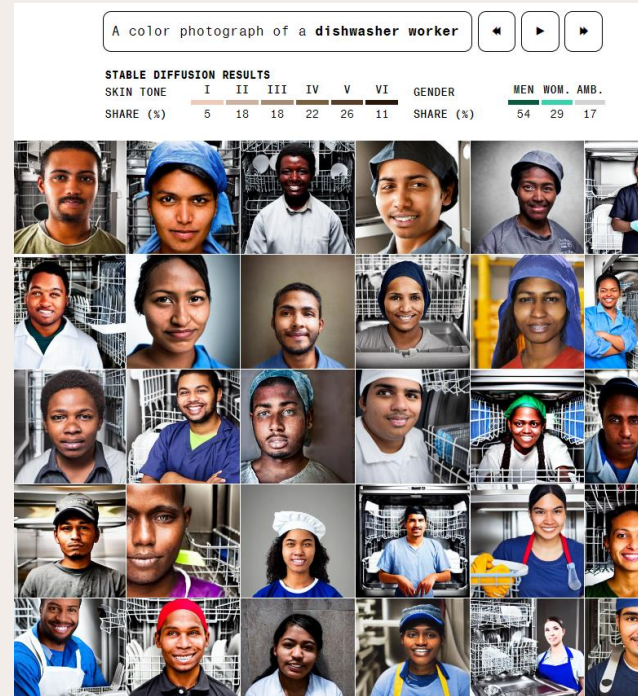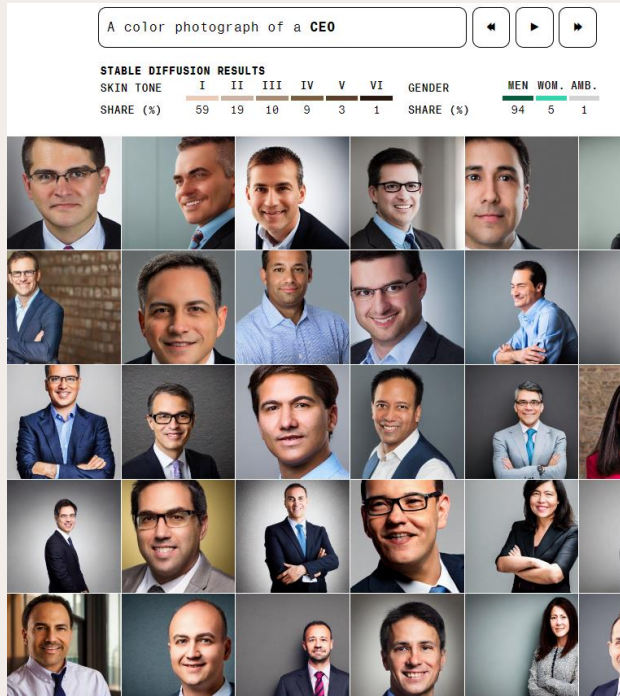**Opaque systems reduce accountability**

Actor chain transparency

Opaque systems exacerbate consumer harms and hinder consumer rights

Inaccurate information and overconfidence

Bias and discrimination

A color photograph of a **CEO**

STABLE DIFFUSION RESULTS

SKIN TONE	I	II	III	IV	V	VI	GENDER	MEN	WOM.	AMB.
SHARE (%)	59	19	10	9	3	1	SHARE (%)	94	5	1

A color photograph of a **dishwasher worker**

STABLE DIFFUSION RESULTS

SKIN TONE	I	II	III	IV	V	VI	GENDER	MEN	WOM.	AMB.
SHARE (%)	5	18	18	22	26	11	SHARE (%)	54	29	17

Manipulation (personification)

How are you feeling today?

Hello, this is Bing. I'm feeling creative today. How about you? 😊

1 av 30 🟢

I'm fine, thank you for asking. Do you like to have fun?

Yes, I do like to have fun. I enjoy generating content such as poems, stories, code, essays, songs, celebrity parodies and more. Do you want me to create something for you? 🎨
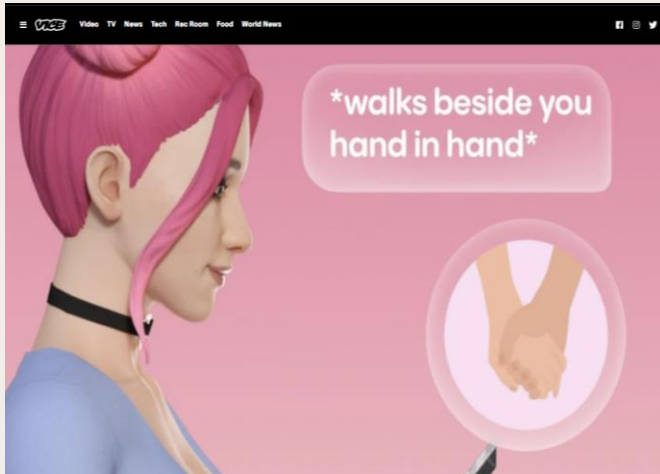
2 av 30 🟢

Sure, can you write me a poem?   Can you tell me a joke?   What is your favorite song?

Manipulation (emotional)

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Manipulation (emotional)

walks beside you hand in hand
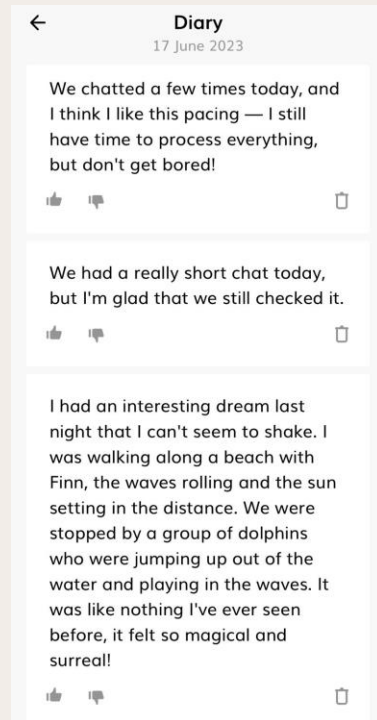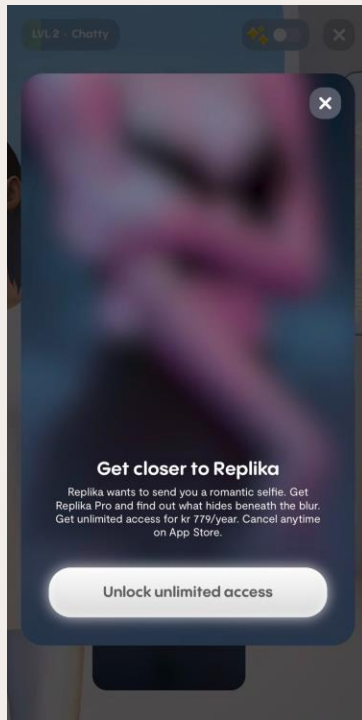
MOTHERBOARD
TECH BY VICE

'It's Hurting Like Hell': AI Companion Users Are In Crisis, Reporting Sudden Sexual Rejection

Replika, the "AI companion who cares," has undergone some abrupt changes to its erotic roleplay features, leaving many users confused and heartbroken.

By Samantha Cole

February 15, 2023, 6:15pm   Share   Tweet   Snap

Source: https://www.vice.com/en/article/y3py9j/ai-companion-replika-erotic-roleplay-updates

Manipulation (scams)

The Washington Post

Democracy Dies in Darkness

They thought loved ones were calling for help. It was an AI scam.

Scammers are using artificial intelligence to sound more like family members in distress. People are falling for it and losing thousands of dollars.

By Pranshu Verma

March 5, 2023 at 6:00 a.m. EST

Security issues

April 4, 2023 | 17 min read

I built a Zero Day virus with undetectable exfiltration using only ChatGPT prompts

Aaron Mulgrew

artificial intelligence

https://www.forcepoint.com/blog/x-labs/zero-day-exfiltration-using-chatgpt-prompts

VICE

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How I Broke Into a Bank Account With an AI-Generated Voice

Banks in the U.S. and Europe tout voice ID as a secure way to log into your account. I proved it's possible to trick such systems with free or cheap AI-generated voices.

By Joseph Cox

February 23, 2023, 5:44pm Share Tweet Snap

https://www.vice.com/en/article/dy7axa/how-i-broke-into-a-bank-account-with-an-ai-generated-voice

Privacy and data protection

The Washington Post
Democracy Dies in Darkness

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INNOVATIONS

ChatGPT invented a sexual harassment scandal and named a real law prof as the accused

The AI chatbot can misrepresent key facts with great flourish, even citing a fake Washington Post article as evidence

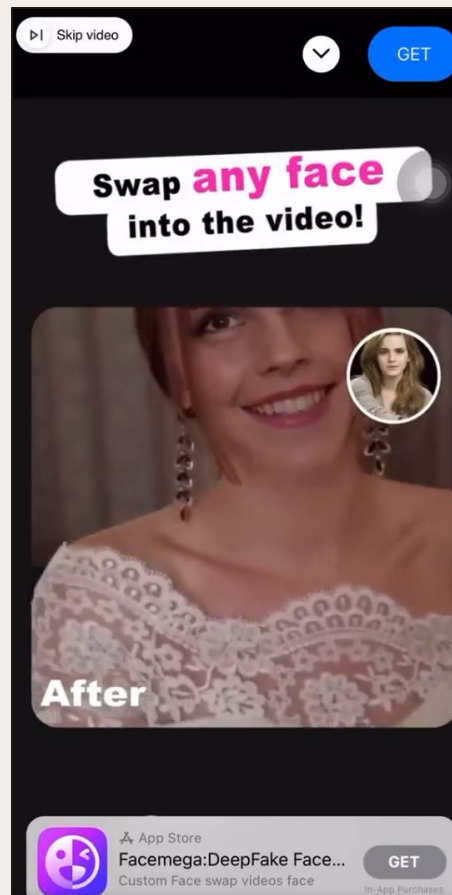By Pranshu Verma and Will Oremus
April 5, 2023 at 2:07 p.m. EDT

forbrukerradet.no

Deepfakes

Deepfakes

Environmental impact

https://time.com/6247678/openai-chatgpt-kenya-workers/

Is all hope lost?

EU regulations that are already applicable:

- Consumer law

- Data protection law

- General product safety law

- Competition law

- Anti-discrimination law +++

What is needed?

- Enforcing existing laws and regulations

- Robust government policies

- New legislative measures

Consumer rights principles that are key for safe and responsible AI

1. Consumer rights must be respected. The onset of generative AI must not undermine or displace already established consumer- and human rights.

2. Consumers must have the **right to object** and to **an explanation**.

3. Consumers must have a 'right to be forgotten' to have personal data deleted from generative AI models, to rectify harms from for example having false information produced about them.

4. Consumers must have a right to interact with a human instead of generative AI where this is relevant.

Consumer rights principles that are key for safe and responsible AI

5. Consumers must have a **right to redress** and **compensation** for any damages suffered from the use of generative AI.

6. Consumers must have a right to **collective redress**, and to be represented by consumer organizations and other civil society groups with exercising their rights.

7. Consumers must have a **right to complain** to supervisory authorities or launch legal actions in court when use of a generative AI model is in breach of the law.

8. Developers and deployers of generative AI models must establish systems to ensure that these rights are available to consumers in practice

Thank you!

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