



AI FUNDAMENTALS

AI, YOU, AND YOUR ORGANIZATION

TRADITIONAL AI



In traditional AI, programmers write a series of operations or code to achieve an outcome. This AI can only follow the rules embedded in it and produce target output.

It is relatively limited in its application by these rules and used for specific purposes. There is always a human involved in the rule-writing and the AI does not learn or evolve on its own.

GENERATIVE AI



Generative AI is distinct because there is machine learning involved. This kind of AI looks for underlying patterns to make predictions. From these patterns, the AI can change rules or make its own new ones.

It adapts based on its own output and keeps training itself. This happens without human intervention. Generative AI can make images, audio, video, text, computer programs, and more.

WHO IS BEHIND AI?

\$300BLN



Big Tech in both China and the United States, militaries, and national governments are the major players in developing AI. Smaller stakeholders are often bought up by larger ones or forge partnerships with tech companies. Global spending on AI is expected to reach \$300,000,000,000 USD in 2026.

WHAT COULD GO WRONG?



Algorithmic bias is when AI replicates human biases and prejudices like racism. **Data poisoning** is malicious manipulation of AI data to deceive or disrupt machine learning models. Data fuels AI and is very valuable. **Ownership of personal data**, privacy, and copyright are all vulnerable in a generative AI world.

WHO TO FOLLOW

Many organizations, researchers, and activists are doing incredible work to make AI safe, fair, and a force for good. Here are some suggestions of people and organizations to follow to broaden your knowledge of AI ethics.

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**Campaign to Stop
Killer Robots**

AI Now

AI for Peace

ITU AI for Good

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