

AI & Social Media



What is Artificial Intelligence(AI)?

Artificial intelligence is the ability for a computer program to learn and think. It can also be defined as technology with the ability to perform tasks that would usually require human intelligence. This sounds great and all, but AI can come with challenges.

The Algorithm

There are different algorithms that control what we see online, and these are run by highly trained AI- that are usually trained with the interests of companies or advertisers. The algorithm basically predicts what it thinks you want to see, while also selling you physical things or even ideas or emotions.



MisInformation

Through social media and AI run algorithms, it is easy for misinformation to spread- and spread quickly. The algorithm is able to use what it thinks you believe politically or otherwise, and show you things that agree with your beliefs, even if it is not true information. This can effect everyone involved and in the long run disrupt democracy.



Addiction

Because the algorithm is able to understand and predict what you see and what you are most likely to want to keep seeing, it is easy for certain apps like Tiktok, Instagram, Snapchat, Facebook, Youtube (etc), to keep you using their sites. This can lead to addiction, and have further negative effects in the future. It is also unethical in many aspects.



What You Can Do!

How can you combat these negative AI effects?

- Take time away/ breaks from screens!
- Fact check things you are shown online.
- Do your own research on AI and the ways it may be negatively impacting your life.

