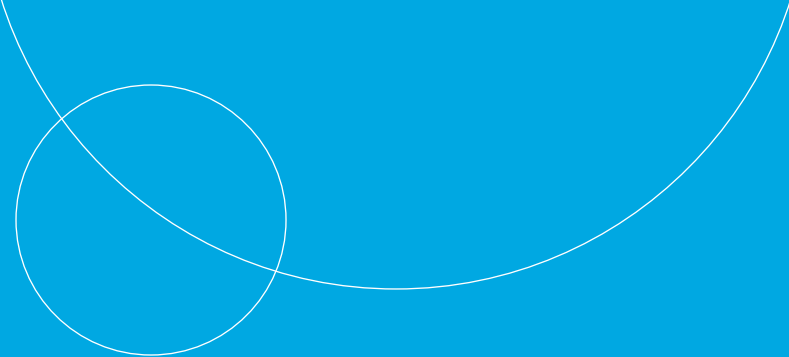rnl national conference
leading ai innovation
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**AI 101:
Unveiling the Basics of AI
University Innovation**

Introductions

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What we'll cover today

1. What Is Artificial Intelligence?

2. Limits and Risks of AI

3. How AI Can Help

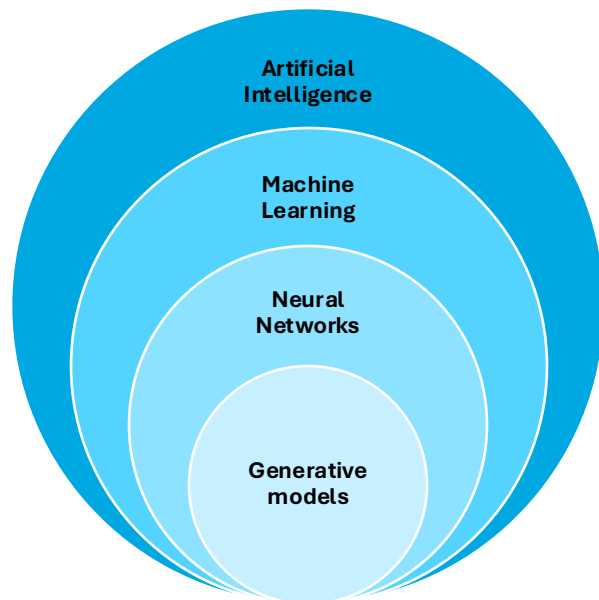# What Is Artificial Intelligence?

1

What is AI?

Artificial Intelligence (AI) is the development of computer systems capable of performing tasks that typically require human intelligence.
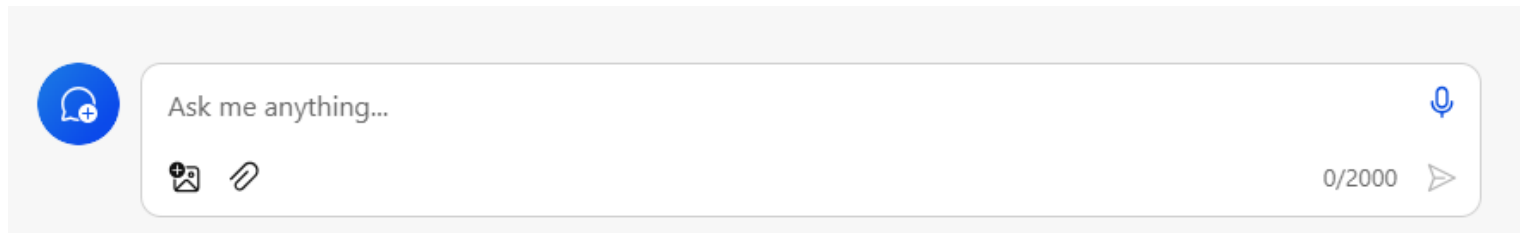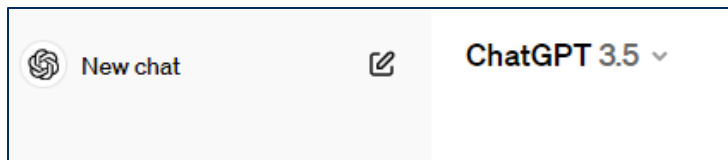
What is AI?

Artificial Intelligence
Machine Learning
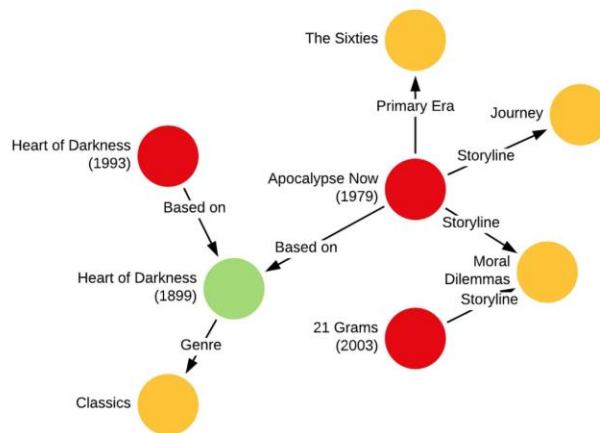Neural Networks
Generative models

Examples of AI

Examples of AI

Netflix, YouTube

- Both use narrow/weak AI that are designed and trained for a specific set of tasks.

- Collect and analyze vast quantities of user behavior data.

- Use information based on aggregate viewing patterns, along with individual viewing patterns, to suggest additional content.

- Use knowledge graphs and Large Language Models.

Example of Netflix Knowledge Graph

Source of Netflix Knowledge Graph: https://netflixtechblog.com/supporting-content-decision-makers-with-machine-learning-995b7b76006f

Examples of AI

Chatbots/Virtual Digital Assistants

- Based on Large Language Models (LLMs).

- Often used on websites for interaction with site visitors.

- Can either be built on an open or closed AI platforms.

- Offers 24/7 customer service.

- Many times they are the first interaction that individuals have with your brand.

- Require more setup and maintenance than many companies anticipate.
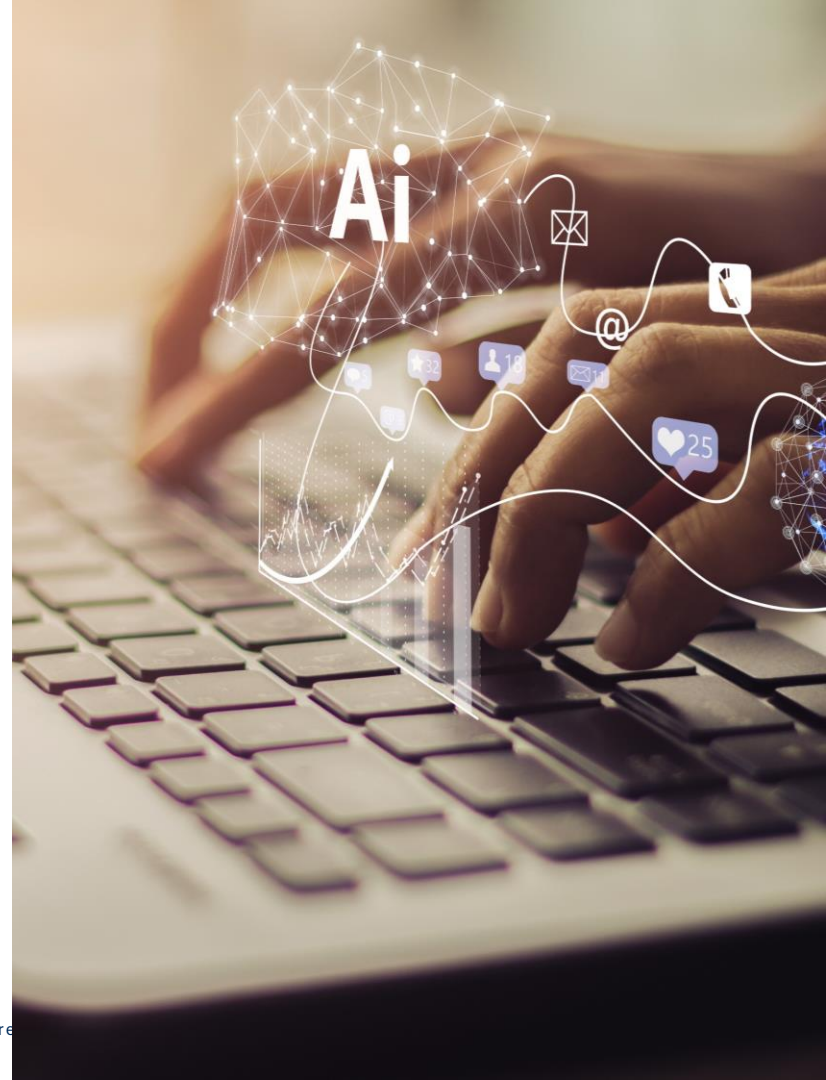
Examples of AI

2 types of LLMs: Open AI or Closed AI

Open AI technologies are open to the public

- Prioritize transparency, collaboration, and accessibility.
- Continuously updated and trained, allowing users to access and contribute to the information within them.

Closed AI technologies are more protected and restrictive

- Keep their technology, data, and research private and proprietary.
- Protect data and intellectual property.
- Control access to technology and resources.

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Limits and Risks of AI

2

What to be aware of

Unwanted Behavior

Bias

Accuracy

Security

Regulation

Unwanted behavior
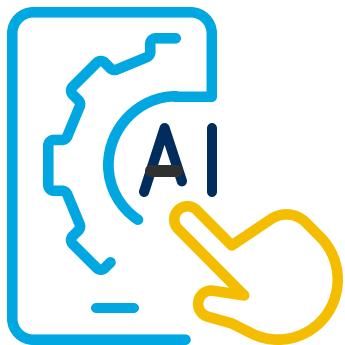
- AI tools should limit unwanted behavior.

- Applies to any AI tool.

- Ask about guardrails and how they're tested.

Examples of unwanted behavior

- Inappropriate/irrelevant prompts from users.
  Help me with this homework problem.

- Inappropriate responses by the AI.
  Unethical or dangerous advice.

- Violations of privacy.
  Accepting or offering sensitive information.

Online chat experience can be disastrous without the *right tool*

A car dealership added an AI chatbot to its site. Then all hell broke loose.

Katie Notopoulos Dec 18, 2023, 4:56 PM EST

Share   Save

A car dealership that just wants to sell you a car, not have its artificial intelligence write you a Python script.
Mario Tama / Getty

- Pranksters discovered that a local car dealer's AI chatbot could be used as a way to access ChatGPT.

DPD AI chatbot swears, calls itself 'useless' and criticises delivery firm

Company updates system after customer decided to 'find out' what bot could do after failing to find parcel

FORBES > BUSINESS > AEROSPACE & DEFENSE

What Air Canada Lost In 'Remarkable' Lying AI Chatbot Case

Marisa Garcia Senior Contributor ⓘ
I offer an insider's view of the business of flight.

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Bias already exists in the world and can be propagated through AI

Examples of bias in AI

- Data bias
- Algorithmic bias
- Historical bias
- User bias
- Design bias
- Feedback loop bias
- Contextual bias

Keys to addressing AI bias

- Know what your AI tools are being trained on
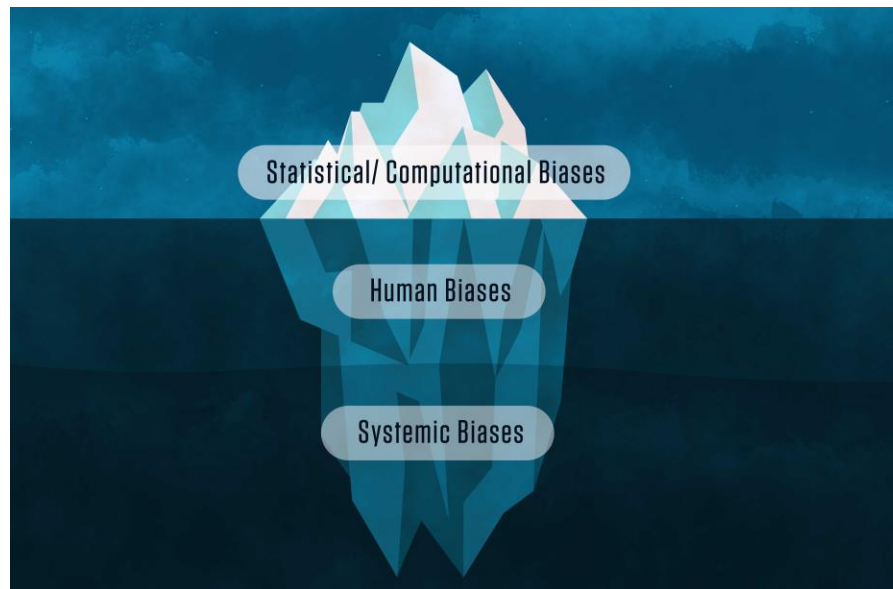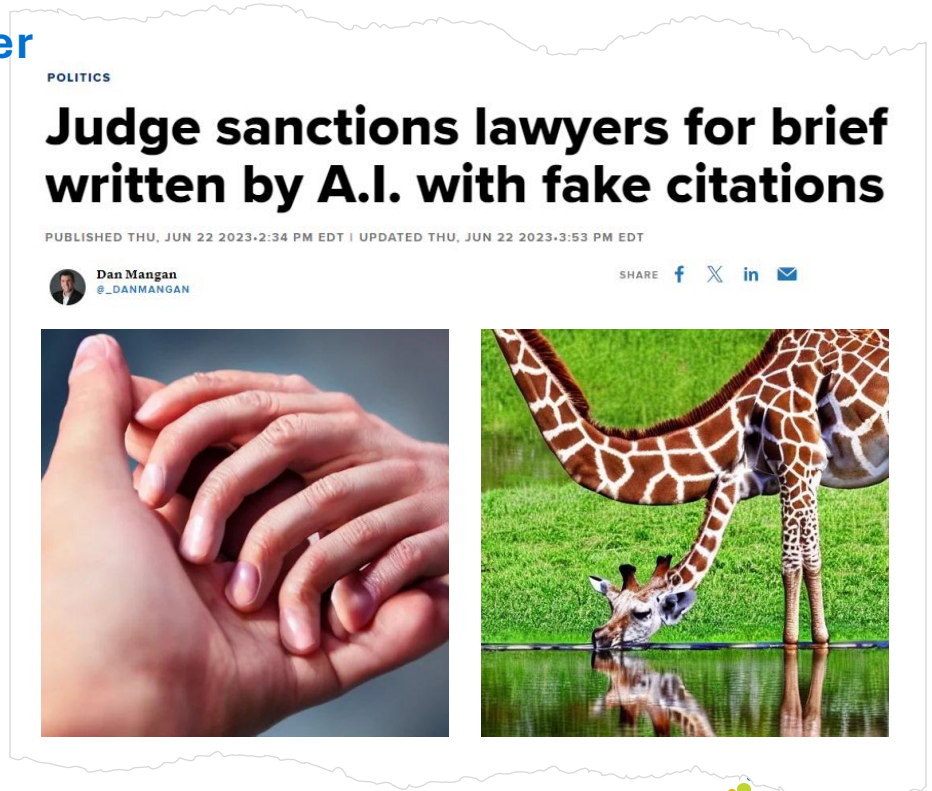- Understand how biases are being addressed

Image source: https://www.nist.gov/image/ai-bias-iceberg

Accuracy

AI has no inherent accuracy checker

- Know what your AI model is being trained on.

- Know what limits are in place to keep responses accurate and prevent hallucinations and model drift.

- Ensure that your mission and voice are represented correctly.

POLITICS

Judge sanctions lawyers for brief written by A.I. with fake citations

PUBLISHED THU, JUN 22 2023·2:34 PM EDT | UPDATED THU, JUN 22 2023·3:53 PM EDT

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Security

Some AI tools are not private, and this can lead to exposure of sensitive data

- Know how your sensitive data is being handled and stored.

- Know whether your data and inputs are becoming part of a larger pool.

Regulation

The regulatory landscape is changing. Governments and industry organizations are actively working to create guidelines and rules regarding the use of AI.

- Know whether your existing tools comply with current regulations and ethical standards.

- Know what the plan is to keep up with new regulations and ensure compliance.

NBC News
States turn their attention to regulating AI and deepfakes as 2024 kicks off
In the first three weeks of 2024, lawmakers in at least 13 states have introduced legislation intended to combat the threats AI and deep...
Jan 25, 2024

World Health Organization (WHO)
WHO outlines considerations for regulation of artificial intelligence for health
The World Health Organization (WHO) has released a new publication listing key regulatory considerations on artificial intelligence (AI) for...
Oct 19, 2023

ABC News - Breaking News, Latest News and Videos
What to know about landmark AI regulations proposed in California
The bill requires mandatory testing for wide-reaching AI products before they reach users. Every major AI model, the bill adds, should be...
Feb 10, 2024

F. E. A. T. Principles

- Fairness: Recognizing the pervasive issue of bias in AI systems.

- Empathy: Understanding the impact of AI on various stakeholders is paramount.

- Accuracy: Regular auditing and assessments of AI models and tools should be conducted to prevent misuse and ensure compliance with regulatory standards.

- Transparency: Comprehensive documentation, training data, and root cause analysis in case of discrepancies or errors, thereby promoting transparency and traceability in AI governance.
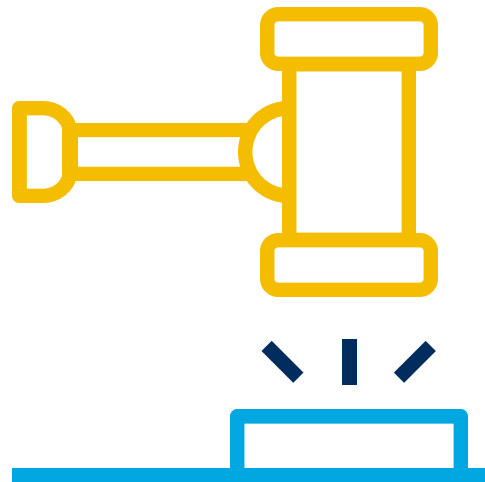
F.E.A.T. Principles adopted from the Monetary Authority of Singapore

How AI Can Help

3

How AI can help

Engage   Create   Analyze

Engage

Create conversations with students, parents, and alumni

- AI can have 24/7 interactions with your audiences, so you interact with your stakeholders in a way and schedule they expect.

- A conversational platform saves time from having to search through complicated university websites and can be a friendly and engaging representation of your brand.

  - Checking on campus visits.

  - Finding out about alumni events.

  - Queries about admissions and financial aid requirements.

  - Getting answers to specific questions about programs of study.

Create

Develop content more quickly

- Personalized stewardship communications after a donor gives.

- Emails for upcoming campus events or tours.

- Donor engagement strategies based on your fundraising goals.

- Marketing-related content including landing page copy, video scripts, editorial content for earned media strategies, etc.

- Writing responses to specific queries from students and parents.

- So much more.

Analyze

Talk to your CRM and receive strategic insights

- Analyze the performance of an application campaign by in-state vs. out-of-state, by county, by high school, by major, etc.

- Determine which content/subjects generate the most interest for alumni.

- Use the data to optimize outreach during the campaign to maximize results.

- Find pockets of donors you haven't considered before based on their interactions with your university.

- Have a conversational tool that helps you dig deeper into your reports and data boards so you can spend less time organizing and analyzing the data and more time creating action items that help achieve your goals based on the data.

Questions & Answers

Thank you!

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Dallas, Texas | July 23-25, 2024