Zainab Farakh

Applied Digital and Technology Solutions

The Societal Risks and Rewards of Generative Artificial Intelligence

Individuals who work together to make decisions, regarding the progress of ameliorating communities, make up a society[1]. Many factors contribute to the inhibition and progress within society: rapid development of technology is a method used to create new ways of living efficiently. However, technology is conflicting due to its unpredictable potential. There have been many developments, but artificial intelligence, AI, has become amongst the most intriguing. AI is the application of software and machinery to produce a new kind of intelligence[2], one that would supposedly solve our problems.

The problem with technology is that it is too complex for the ordinary person to comprehend therefore, concerning usage of Artificial Intelligence, generative AI has become more prominent. Generative AI is that which produces content in the form of text, images, music,

---

[1] Cambridge dictionary (2023) *Society* [Online] Available From:

https://dictionary.cambridge.org/dictionary/english/society [Accessed:16/12/2023]

[2] Wikipedia (2013) *Artificial Intelligence* [Online] Available From: https://en.m.wikipedia.org/wiki/Artificial_intelligence [Accessed: 15/12/2023]

Zainab Farakh

audio, and verses[3]. A notorious generative AI, Chat GPT uses prompt engineering commands to produce a desired output[4].

Output on AI from the media follow a trend to associate AI with paranoia and endless risks, nevertheless there are benefits to the technological phenomenon. These advantages acknowledge the increase efficiency[5] rate AI proposes to accurately perform repetitive tasks that require quick rational decision making. This is significant for fields like business and healthcare where the accurate decisions are critical. Moreover, industries now use AI for automated tasks[6] of which include, acts of customer service from *'today's weather'* to

---

[3] Google Cloud (Unknown) *What is generative AI and what are its applications?* [Online] Available From:

https://cloud.google.com/use-cases/generative-ai?gad_source=1&gclid=Cj0KCQiAj_CrBhD-ARIsAIiMxT--bOgf4kWFR TIXPl4x9GZLPtqehlrttDzvDTD7sKk670u4J7GWx10aAuZYEALw_wcB&gclsrc=aw.ds [Accessed 15/12/2023]

[4] Wikipedia (2023) *Chat GPT* [Online] Available From:

https://en.m.wikipedia.org/wiki/ChatGPT#:~:text=ChatGPT%20(Chat%20Generative%20Pre%2Dtrained,level%20of%20detail%2C%20and%20language. [Accessed: 16/12/203]

[5] Square bird (2023) *Advantages and Disadvantages of Using AI Tools in Marketing* [Online] Available From:

https://www.squarebird.co.uk/advantages-and-disadvantages-of-using-ai-tools-in-marketing/ [Accessed: 20/12/2023]

[6] LinkedIn (2023) AI Tools: *Advantages and Disadvantages* [Online] Available From:

https://www.linkedin.com/pulse/ai-tools-advantages-disadvantages-aditya-gusain- [Accessed: 20/12/2023]

reminders to take prescribed medicines. Applications of AI, as mentioned, revolutionise the growth of our society to fulfil our needs and expectations.

Expectations for innovation accumulates pressure, which only further prevents development in our societies. Artificial Intelligence however has increased the ability of individuals to perform tasks by aiding the generation of new ideas. Since generative AI is able to produce work in a variety of forms and media, it inevitably acts as a catalyst to provide new sparks of interest and insight to ameliorate our lives. This enhances excitement of AI which empowers individuals to investigate and explore its functions.

Functions of Generative AI can be examined using Chat GPT as an example, which is notorious for generative capabilities. Of which can be applied to become an income source, via the use of Chat GPT to create persuasive pieces of text/ scripts that can be used in social posts. The creation of multilingual conversations can eradicate language barriers to remove helpless awkwardness: ensuring that communication[7] is achieved. These mechanism Artificial Intelligence devises justifies its usage to potentially increase societal growth.

Conversely, growth of society can be inhibited by usage Generative AI to pose risks that deem it as ineffective. These disadvantages can be singularly described as, reduction, dependence and exploitation. Exploration of these disadvantages will determine the degree of negative impact artificial intelligence attains.

---

[7] Beam Corps (2023) *6 Ways to Earn money Using Chat GPT* [Online] Available From: https://www.linkedin.com/pulse/6-ways-earn-money-chatgpt-beamcorps [Accessed 24/12/2023]

People attain knowledge through skill and experience. These individuals make up our society and drive internal success. Before embarking on a career, work experience is often completed, to validate motivation to work in that particular sector. This requires an abundance of relevant job opportunities, which AI's efficient abilities are reducing by 10-30%[8] via the introductory of more automated services. For instance, most people will use retail opportunities as a first job to acquire new skills such as communication and teamwork which are harder to find as from the start of the year an astonishing 15,000 jobs[9] have been lost to artificial intelligence. Henceforth, AI is preventing society from learning and thus adapting to challenges by eliminating the need for thought and experimentation to appeal for efficiency. This efficient lifestyle will not benefit society, made up of humans, who require exploration of thoughts and experiences to enhance themselves and as a collective body.

Society is like a body, if one piece (an individual) of the body (society) is dependent on a process then this will result in a chain reaction where the whole body becomes dependent to the extent that it falls into incompetency, where belief of achieving success is impossible without the presence of a software or machinery.

---

[8] Ranger. S (2023) *Impact of AI on Jobs in the UK: 10-30% of Jobs Could be Automated with AI* [Online] Available From: https://www.techrepublic.com/article/ai-impact-uk-jobs/ [Accessed: 27/12/2024]

[9] Charged Retail (2023*) Analysis: is AI coming for retail jobs?*[Online]Available From: https://www.chargedretail.co.uk/2023/03/22/is-ai-coming-for-retail-jobs/ [Accessed: 28/12/2023]

Artificial Intelligence has applications which could expand industries. However, its usage is limited due to the troubled belief of a terminator like scenario which is published by the media. Whilst unlikely to appear any time soon, AI can and will make mistakes. The threat of AI lies in the magnitude of power we give to software in our daily lives, before we solely depend on them. To such an extent that, any faults that AI make result in serious consequences for society.

Take the lesson exhibited by: lawyers who used Chat GPT to generate briefs. Professionals are hallucinated by AI abilities, believing that its accuracy[10]produces fresh responses yet the reality is that it uses commanded inputs, design features (which includes censorship) and limitations to produce a pasted result that is articulated to satisfy the mind. Moreover, this shows the effect Generative AI tools have on the judgement of individuals who apply these laws, which influence the structure of our society.

Society is impacted by the content produced by generative AI. Although Business may rightly use artificial intelligence to create posters that attract consumers, the content produced has potential to be exploitive, or exploited to cause harm. Generative artificial intelligence such as Chat GPT acquires limitations such as biases and inappropriate responses.[11] These both arise from the procedure used to generate the software, which is via censorship and the developers'

---

[10] Callahan. C (2023) *The Biggest Generative AI Blunders of 2023* [Online] Available From: https://www.worklife.news/technology/generative-ai-blunders-2023/ [Accessed: 28/12/2023]

[11] LinkedIn (2022) *A Coaching Experiment with Chat GPT* [Online] Available From: https://www.linkedin.com/pulse/coaching-experiment-chatgpt-evoach [Accessed: 24/12/2023]

preferences. This highlights how AI can have an agenda behind it, one that would harm society or change it for the inclination of a corporation. Chat GPT can also produce content in a multitude of mediums[12] including video and audio which can be used to generate Deep fakes.

Deep-fakes are the manipulation of facial appearance using AI to generate deceptive visuals with audio.[13] These are used to instigate allegations which cause suspense in society as officials and members in power are often are often targeted. This year Labor Party leader Keir Starmer was victim to a deep fake audio which aims to capture the leader abusing party staffers. The conversation has since been proven to be fabricated[14]. Nonetheless, this proves the disrupting impact Generative AI has on people, to the extent that views can be corrupted and henceforth manipulated for fun or for commercial gain. Inappropriate media, such as pornographic content,

---

[12] Google Cloud (Unknown) *What is Generative AI and What are its Applications*? [Online] Available From: https://cloud.google.com/use-cases/generative-ai?gad_source=1&gclid=Cj0KCQiAj_CrBhD-ARIsAIiMxT--bOgf4kWFRTIXPl4x9GZLPtqehlrttDzvDTD7sKk670u4J7GWx10aAuZYEALw_wcB&gclsrc=aw.ds [Accessed: 15/1/2023]

[13] Wikipedia (2023) *Deep fakes* [Online]Available From: https://en.m.wikipedia.org/wiki/Deepfake#:~:text=Deepfakes%20are%20the%20manipulation%20of,that%20can%20more%20easily%20deceive [Accessed: 29/12/2023]

[14] Sky News (2023) *Deep fake Audio of Sir Keir Starmer Released on First Day of Labor Conference* [Online] Available From: https://news.sky.com/story/labour-faces-political-attack-after-deepfake-audio-is-posted-of-sir-keir-starmer-12980181 [Accessed: 29/12/2023]

is being generated via deep-fakes[15]. If widespread, it will have disastrous consequences for the younger generation of society, who will inevitably grow to become the working people, as it is not unknown for pornographic material to have psychological effects on individuals. The health of these individuals must remain optimum for society to function. Moreover, this further presents generative AI as Disadvantageous for society.

Deep-fakes allude another underlying issue with generative AI: security risks. AI is vulnerable to cyber-attacks and hacking[16]; this leads to data breaches where confidential information is distributed illegally so that it may be used for exploitative circumstances. Therefore, generative AI also threats safety as, even ordinary and innocent individuals can be used to promote a message, or even inappropriate material.

Materials AI produce can also be used to advise. Prompting generative AI, Chat GPT, with experienced symptoms in hope to find a quick solution to an infection, has become more common. Chat GPT is not trained on medical information; misuse to self-prescribe is dangerous as Chat GPT has access to many different medicines. Whilst this may sound fine, the chances for an AI to correctly guess an illness from ambiguous, prompted symptoms is rather slim. This is

---

[15] Raj. A. (2023) *Some of the Weirdest Generative AI Use Cases Just Got Weirder* [Online] Available From:

https://techwireasia.com/10/2023/what-are-the-weirdest-generative-ai-use-cases/ [Accessed: 24/12/2023]

[16] LinkedIn (2023) *AI Tools: Advantages and Disadvantages* [Online] Available From:

https://www.linkedin.com/pulse/ai-tools-advantages-disadvantages-aditya-gusain- [Accessed: 20/12/2023]

especially concerning because the health of individuals is wounded, which as mentioned above has chained effects on society.

Society is sacred for the development of nations and countries. Therefore, to conclude whilst AI has extreme potential to sky-rocket industries and understanding, there is still little knowledge on artificial intelligence itself. Little knowledge on how to regulate, use, and apply AI in reality to produce a positive impact, with minute to no detrimental effects. Moreover, as of now AI has more negative impacts on society than positive. It should not be forgotten that Generative AI is useful, a revolutionary design, and with time it will evolve to have more positive impacts on society. However, there must be a clear balance between innovation and ethics[17], particularly in regards to society.

---

[17] LinkedIn (2023) AI Tools: Advantages and Disadvantages [Online] Available From:

https://www.linkedin.com/pulse/ai-tools-advantages-disadvantages-aditya-gusain- [Accessed: 20/12/2023]

Zainab Farakh

References: