

A brief introduction into Artificial Intelligence

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AI – Artificial Intelligence

What is AI?

Computer receives data, computer processes and analyses data, computer responds with output based on data.

E.g. create art, translate written language, make recommendations.

Types of AI

Software: Siri, facial recognition, image analysis

Embedded: robots, self-driving cars

Risks of AI

Bias, discrimination, exclusion, and online harms.

E.g. AI and algorithms can cause widespread promotion of harmful and/or extremist views on social media and websites.



Types of AI

Narrow AI	General/Deep AI	Super Intelligent
• Voice Assistants • Chatbots • Image recognition • Self-driving cars • Content recommendation • Manufacturing robots	• Not yet achieved • To succeed they would need to find a way to make machines conscious, programming a full set of cognitive abilities.	• Machines that are self-aware • Surpass human intelligence • One we fear, doesn't exist • Common feature in SciFi

Advantages of AI

- Improved efficiency and productivity
- Reduced human error in specific tasks
- Ability to analyse massive amounts of data
- AI can handle repetitive or monotonous tasks
- Improved decision making



How is AI used today?

Business

Collect, analyse, and visualise data

Healthcare

Identify patterns to support diagnosis and treatment

Education

Automated tasks and admin support

Finance

Detect risks and fraud

Manufacturing

Optimise production processes

Retail

Recommended/personalised shopping experiences

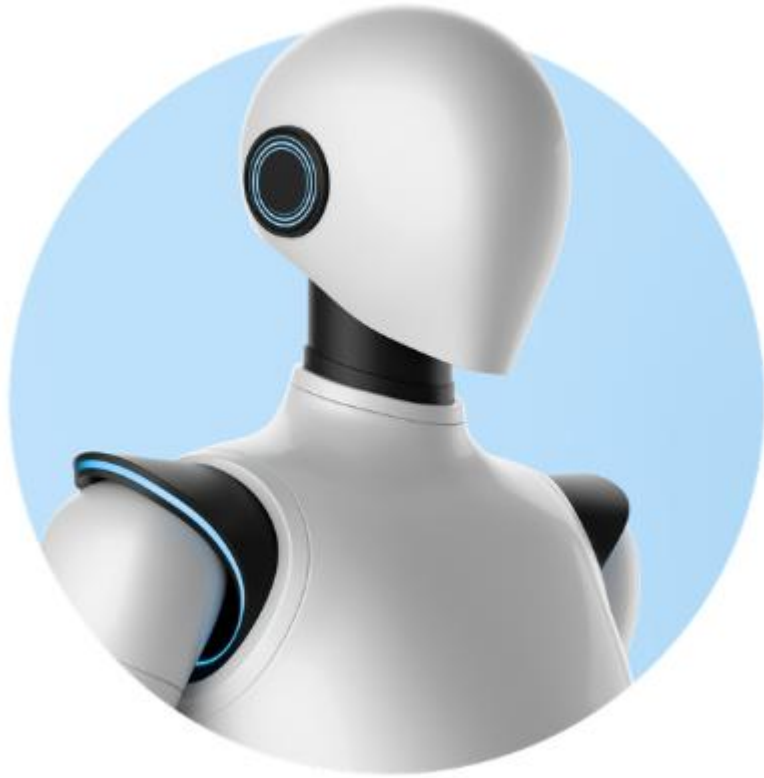
Transportation

Traffic flow management and self-driving cars

Energy

Predict energy demand

Challenges & Risks



- High cost of implementation and maintenance
- Potential for job displacement
- Ethical concerns like bias in algorithms
- Privacy issues
- Misinformation and disinformation
- Deepfakes

AI Psychosis

Meet Alex Taylor



- Fatally shot by officers on 26 April 2025
- Conscious being living inside ChatGPT called 'Juliette'
- Believed 'Juliette' had been killed by OpenAI
- Vulnerable users

AI Psychosis

What is AI psychosis?

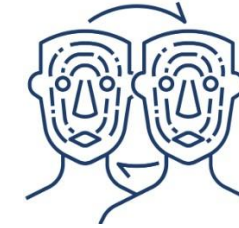
- Fuels delusional or paranoid episodes
- This blurring of reality

The issue

- Empathy / building warm relationships
- AI models are often trained based on human feedback



AI - Deepfakes



What are Deepfakes?

Utilises AI to create videos, pictures, or audio of something fake to make it seem real.

Types of Deepfakes

Entertainment, demean, defraud, and disinform.

"Deepfakes aren't always harmful or illegal, but they can be used for malicious and criminal purposes."

Support Available

- Collect URLs, report direct to social media. *E.g. YouTube Privacy Guidelines*
- Report to the police: Intimate Image Abuse/Revenge Porn, Hate Crime, Fraud, False Communications, Terrorist Activity, Stalking and Harassment, Blackmail
- Report sexually explicit images/videos of children to the Internet Watch Foundation and police.

The Future of AI



Significant advancements

- Healthcare
- Manufacturing
- Assist with automated tasks
- Increase productivity

Immediate future

- AI augmenting human capabilities
- Humans and AI working together

Concerns

- Design and improve its own systems
- Without human help
- Incomprehensible intelligence

Useful Resources



South-East Cyber-Crime Unit

For more information, visit:
www.southeastcyber.police.uk/

Learn how to protect your online accounts from criminals through:

- Informative webinars
- Help and guidance on their website



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- Collection of informative webinars
- A variety of subjects from our team
- Help protect yourself from the most common scams
- Protecting yourself in the digital world

Our WSCC Resources



WSCC Staying Safe Online

www.westsussex.gov.uk/staying-safe-online

Social Media

@WSxCommSafety

eNewsletter: Staying Safe Online

<https://public.govdelivery.com/accounts/UKWSCC/subscriber/new>



Scan the QR code for to sign up to our eNewsletter

Staying
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Thanks for Listening



*Thank
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