PHILOSOPHY, SOFTWARE

HOW TO RUIN YOURSELF

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Google researchers have come out with a new paper that warns that generative AI is ruining vast swaths of the internet with fake content — which is painfully ironic because Google has been hard at work pushing the same technology to its enormous user base.
The study, a yet-to-be-peer-reviewed paper spotted by 404 Media, found that the great majority of generative AI users are harnessing the tech to "blur the lines between authenticity and deception" by posting fake or doctored AI content, such as images or videos, on the internet. The researchers also pored over previously published research on generative AI and around 200 news articles reporting on generative AI misuse.

The authors painfully collected 200 observed incidents of misuse reported between January 2023 and March 2024 and find

– Manipulation of human likeness and falsification of evidence underlie the most prevalent tactics in real-world cases of misuse…
– The majority of reported cases of misuse do not consist of technologically sophisticated uses … requiring minimal technical expertise.
– The increased sophistication, availability and accessibility of GenAI tools seemingly introduces new and lower-level forms of misuse that are neither overtly malicious nor explicitly violate these tools' terms of services, but still have concerning ethical ramifications.