Goskills

AI Ethics: How to Use Artificial Intelligence Responsibly

GoSkills online course syllabus

Skill level
Beginner

Lessons
15

Accredited by
CPD

Pre-requisites
No prior experience needed

Video duration
38m

Instructor
Brett Vanderblock

Introduction

1 ### Harness the power of AI with integrity

Generative AI can unlock efficiency and innovation within your organization, but it's important to balance innovation with integrity. After completing this course, you'll be able to describe the importance of AI ethics, identify several ethical considerations for generative AI, apply strategies to stay up-to-date on AI compliance and regulations, and you'll be able to begin building an action plan for yourself and your organization in order to practice responsible AI usage.

Introduction to Ethics in Generative AI

2 ### Demystify AI Ethics

Business ethics focuses on balancing economic objectives with social responsibility and ethical considerations. After this lesson, you'll be able to define ethics as it relates to business, and you'll be able to identify important aspects of business ethics.

3 ### What is generative AI?

When beginning to consider the ethics involved with using generative AI, it's important to have a base level understanding of generative AI, such as what large language models are, how to train large language models, as well as applications and limitations of generative AI. After this lesson, you'll be able to define large language models, describe how they are trained, identify what they can and cannot do, and recognize ways they are already being integrated into society.

Principles for AI Ethics

4 ### Consider implications of AI automation

Automating processes and tasks is one of the main functionalities of generative AI that users leverage. After this lesson, you'll be able to consider the implications for self and society of the automation capabilities of generative AI, and you'll be able to identify some of the positive and potentially negative side effects these automation capabilities pose.

5 ### Promote data privacy and security

Data privacy and security are vital in the context of generative AI to protect sensitive information, prevent fraud, safeguard intellectual property, maintain user trust, comply with regulations, and mitigate bias. After this lesson, you'll be able to identify and apply strategies to avoid data privacy concerns with large language models, and you'll be able to describe how user-provided data could be misused by large language models.

6 Honoring intellectual property rights

The intersection of AI and copyright is a complex maze. In this lesson, you'll explore the challenges of copyright infringement and generative AI models. After this lesson, you'll recognize the need to safeguard against potential copyright issues when using generative AI in your organization.

7 Value transparency in GenAI

When it comes to generative AI, there are many interconnected layers that work together behind the scenes in order to present the information to the user. After this lesson, you'll be able to describe how to measure the transparency of an AI tool.

8 Open source vs proprietary models

Knowing the similarities and differences between open source and proprietary AI models can help you better recognize the potential benefits and drawbacks of each type. After this lesson, you'll be able to compare and contrast open source and proprietary models, and you'll be able to consider potential ethical concerns for both types of models.

9 Other impacts to consider

As generative AI continues to evolve, additional ethical implications will continue to arise. After this lesson, you'll be able to describe additional areas of ethical implications, such as the environmental impact of training and using large language models, intellectual property rights concerns, and misrepresentation of knowledge.

From Ethics to Compliance

10 Considering compliance and regulation

Although you do have some control over your ability to effectively mitigate the ethical considerations of using generative AI, many of these considerations are also beginning to work their way into the more collective areas of regulation and compliance. After this lesson, you'll be able to identify some of the emerging trends in AI compliance and regulation, and you'll be able to recognize that not all ethical concerns are to be solved by you as an individual, but rather collectively as a society.

11 Follow legislation and evolving law

As artificial intelligence continues to evolve, legislation around artificial intelligence will also continue to change. After this lesson, you'll be able to identify ways that you can access up-to-date information regarding relevant generative AI law and corresponding ethical implications.

Build Your AI Action Plan

12 Form your AI council

Once you've built a fundamental understanding of generative AI ethical considerations in a business setting, it's important to begin reflecting on how you'd like to establish an AI ethic for both yourself and your organization. After this lesson, you'll be able to establish an AI ethic for yourself, and you'll be able to kick off and/or participate in an organization-wide exercise to establish an AI ethic.

13 Put your AI council to work

In order to promote responsible AI usage within your organization, it's important to map out use cases for AI that are relevant to you, your role, and your organization. After this lesson, you'll be able to identify use cases for AI, either with existing vendors or new product offerings.

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Sustain your AI ethic

Once you've begun using generative AI across your organization, it's important to have systems in place to ensure generative AI is continuing to be used responsibly and ethically. After this lesson, you'll be able to describe the importance of monitoring how generative AI is used within your organization, and you'll be able to describe some methodologies, tools, and frameworks for ensuring responsible and sustainable generative AI usage.

Conclusion

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Next steps

Thank you for watching this course! Now that you've completed this course, you're ready to begin reaping the benefits of generative AI in a business setting while implementing and following thoughtful ethical considerations and guidelines that will help you and your organization use AI responsibly.

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