GECMUN X

GECMUN X

BACKGROUND GUIDE

Business Fiction

2040: Committee on Big Data and AI Regulation (CBA)

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Authored by Minjae Jung, Seulwoo Lee, Aaron Lee

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Committee Introduction

Calling upon all delegations of CBA,

This Fictional Committee on Big Data and AI regulation (CBA) has been established to anticipate and confront critical issues of Big Data and AI industry that may confront the international community.

This year 2040, the committee would tackle a diverse range of challenges that may take place in the AI business sector. These issues require careful analysis, thoughtful debate, and collaboration among the delegates to envision effective compromises and policy recommendations.

From the introduction of Chat GPT in 2022 to the establishment of CBA (Committee on Big Data and AI regulations) in 2040, delegates will represent each business sector in a fictional context. Delegates are also encouraged to reference any data or events prior to the year 2022, but note that the majority of the session will progress based on the fictional historical background **(refer below on the "Historical Background" section)**.

Please note that our committee, although being a fictional committee, will follow the **UNA-USA procedure.** With that in mind, delegates will be asked to create a draft resolution through a series of mod & unmoderated caucus, unlike other fictional crisis committees that operate through private & public directives.

- Depending on the flexibility, we also plan to incorporate **" general updates"** within the session (similar to the crisis update). To put in context, chairs may declare an "update" during unmoderated caucuses if the intensity of the debate is needed. This should not dictate the committee's progression, but rather serve as a fuel to inspire each representatives' stances.
- For example, the updates may be such as but not limited to a sharp decline in Company A's stock, additional deep-fake scandals, etc.

In light of the sensitive nature of this committee's work and the highly classified information it deals with, any and all things other than the drafted resolutions would not be legal-binding beyond the confines of the committee itself.

Following the UNA-USA procedure, this committee plays a vital role in the broader context of the United Nations. It pushes delegates to generate new ideas and policies that can inform and influence decision-making processes within the UN and other relevant international bodies. The insight and outcomes of our discussions can

serve as a foundation for policymakers when they confront similar challenges in reality and perhaps in a very near future.

We thus invite all delegates to embrace the spirit of imagination and work together to confront the new challenges of tomorrow.

Thank you.

Agenda Introduction

As AI and Big Data penetrates the corporate and social landscape, concerns over its potential misuse have grown. Acknowledging these concerns, the United Nations has taken proactive measures by convening leading AI business figures to form the CBA (Committee on Big Data and AI regulations). This temporary secret cabinet operating within the United Nation framework has been tasked to address TWO pressing issues: Data Privacy and Manipulation.

Data Privacy

- Social Media data branch
- Financial services information leak
- IoT surveillance controversy
- E-commerce
- Customer data
- Employee records
- 3rd party data leak , data vendors
- Data mining

Data Manipulation

- Algorithmic basis
- Deep fake
- Market manipulation
- Economic manipulation
- Ethics
- Auto-driving cars
- Metaverse

*** Delegates are encouraged to address any additional topics, but MUST fall under these two categories (Data Privacy & Data Manipulation). For instance, if talking about deep-fake technology, delegates must address how the technology creates either privacy or manipulation issues within the fictional framework ***

Within this framework, delegates in the CAB are expected to establish robust guidelines for AI usage and development while addressing instances of corruption and misuse of AI. In other words, the debate of the committee should be a wholesome discussion about how to address past misuses to better the future, rather than a forum to blame the past.

No longer confined to a single region or a select group of people, it is evident that the unregulated advancement of AI threatens the very fabric of humanity on a global scale. If left unaddressed, it could disrupt the delicate balance of power and lead to catastrophic consequences.

Letters from the Chairs

Dear Delegates,

      We, Minjae Jung, Seulwoo Lee, Aaron Lee, would like to welcome you to GECMUN X's Fictional Committee.

      Greetings. My name is Minjae Jung, a senior attending Korea International School, Jeju campus. It's my pleasure to serve as your Head Chair for the upcoming GECMUN X. I've been involved in MUN since freshman year, and this will be my third conference as a chair. Please feel free to reach out to me and any other chairs, and hope to see you all in March.

      I am Seulwoo Lee, who will be serving you as a Deputy Chair of this fictional committee. As a senior attending Bundang International School in South Korea, it's my utmost honor to invite you to GECMUN X. I hope to build the most enthusiastic conference as possible, so make sure to review this background thoroughly.

      My name is Aaron Lee, a senior in Taipei American School. As an associate chair of this committee, I warmly welcome you all to GECMUN X. As this will be my first chairing experience, I'm thrilled to share my knowledge in proper usage of AI technologies through intensive debate and communication. I hope to see creative solutions throughout the conference.

      As the chairs of the Fictional Committee in GECMUN X, we promise you a distinct and extraordinary experience unlike any other. What sets it apart from the others is its entirety "made up" agenda, adding an element of spontaneity that demands exceptional impromptu debate and diplomatic skill from delegates. This mix of structural debate from our standing as a UNA-USA committee as well as creativity and unpredictability as a fictional committee will bring challenges rarely seen in typical MUN committees. In light of this unique characteristic, flexibility and agility would be the very key to the success of this committee.

      It is the chair team's great pleasure to guide you through this distinct experience of MUN. It will be filled with discordance, arguments, updates, and chaos. Together, we'll make a tangible impact and create lasting memories.

      Warm regards,

Head Chair Minjae Jung (mjjung24@kis.ac)
Deputy Chair Seulwoo Lee (24slee@bisce.net)
Associate Chair Aaron Lee (24aaronl@students.tas.tw)

Key Terms

Artificial intelligence

While Artificial Intelligence (AI) encompasses a range of definitions, at its very essence, as articulated by the father of AI John Mccarthy, lies in its characterization as "the science and engineering of making intelligent machines."

Autonomous Vehicles

Autonomous Vehicles, also known as self-driving vehicles, are vehicles that do not require any human control over them. Autonomous vehicles can sense their environment and drive safely without humans, and are developing through the use of big data and AI.

Big Data

Big Data is a mass collection of data that contains a greater variety of information; big data often carries larger, complex datasets that can not be often fully managed by traditional data processing models. Big data is often characterized by the "Three V's: volume (vast data), velocity (generated and collected by an extremely fast speed), variety (comes with dievers forms).

Data vendors

Also referred to as data suppliers, are organizations that offer data access and distribution services to third parties. Data vendors provide a wide range of data sets, which differ in terms of content, format, and intended applications. Some examples of data sets provided by data vendors include consumer data (such as individual purchasing history and online interests), business data, financial and stock market data, social media data, and multiple others.

Data mining

Defines the process of sorting large data sets to identify any existing patterns and relationships. Data mining is often used as tools for businesses to predict future trends and make more data-driven decisions. It also plays a crucial role in AI applications, including machine learning, and predictive analytics all through the processing of big data.

Intelligence

Expanding upon the definition of artificial intelligence, the concept of intelligence defines the full spectrum of capabilities that AI can potentially exhibit; this may include the capacity to acquire knowledge, make informed decisions, pursue objectives, and even respond to a given stimuli in a manner that aligns with human like behavior within the context of an unpredictable and ever evolving world.

Algorithm

A comprehensive set of precise instructions that dictate the operations and computations of an Artificial intelligence. These instructions guide the machine to function autonomously, enabling it to learn, process information, and perform tasks without human intervention. Beyond the traditional algorithm which centralized on learning or reward calculation method, contemporary algorithms set much of AI's behavior via learning from mass data and experience. By empowering AI to assimilate, analyze, interpret, and process vast volumes of data beyond human capacity, machines can exhibit attributes such as automation, problem solving skills, and others.

Algorithmic bias

Systematic and repeated errors in a computer system that may both unintentionally and intentionally caret unfair outcomes. It may lead to unfair and discriminatory outcomes due to biased training of big data (i.e. machine learning models trained on biased historical data may perpetuate historical, social, gender, or racial inequalities, stereotypes, and prejudices).

Deep learning

 A subset of Artificial Intelligence, is inspired by and mimics the intricate structure of the human brain. Taking place through the working of complex neural/artificial networks, deep learning enables AI to learn from and extract complex patterns of an input data. This capability is particularly found in domains such as image and speech recognition, language processing, and large-scale data processing tasks. By stimulating the neural architecture of the human being, these artificial networks have the capacity to analyze and interpret complex data sets far beyond human capacity.

Deep Fake

Manipulatively employing the power of deep learning, Deep fake is a technique that can generate highly realistic yet entirely fictional images and videos. By taking advantage of the extensive dataset stored within the neutral networks of an artificial intelligence, deep fakes have the capacity to modify and manipulate faces within photographs, videos, and other forms of digital content. Despite the ability to produce entertaining and creative digital content, deep fakes have the potential to be abused for social manipulation by spreading misinformation and deceitfully impersonating influential individuals for fraudulent agendas. With the power to significantly influence public opinion, deep fake perpetuates the spread of misinformation and undermines trust in digital media.

Autonomous systems

Defines one of the myriad capabilities of artificial intelligence wherein systems process the capacity to independently device plans and make following decisions in pursuit of specific objectives without micromanagement Although beneficial when applied in domains such as manufacturing robots, self-driving cars, and care robots for the elderly, its greatest potential for manipulation arises in the context of military autonomization posing significant ethical and strategic concerns.

Central Processing Unit (CPU)

CPU is a key component of a computer that processes data and manages the system's other components

Graphics Processing Unit (GPU)

GPU is responsible for enhancing the computer's performance by computing data that is complicated for CPUs to handle, such as rendering.

Historical Background

2022 - Release of Chat GPT into public use

Founded by Open AI, the launch of Chat GPT brought the new era of Big Data and AI technology. As the system gained unwavering popularity, it also incited a series of scandals, incidents, and debates within major companies.

2023 - AI Ethics Framework

Microsoft and IBM collaborate to establish international agreements on AI ethics and accountability. The framework emphasizes responsible AI development, transparency, and adherence to ethical principles. AI developers worldwide adopt the framework, leading to increased transparency and accountability in AI systems. Ethical considerations become a fundamental aspect of AI research and development.

2024 - Facebook Data Breach

A sophisticated cyberattack exposes the personal data of over 150 million Facebook users. The breach includes names, email addresses, phone numbers, and even private messages. The data is later offered for sale on the dark web, leading to widespread concerns about identity theft and phishing attacks. Consequently, Facebook faces investigations by regulatory authorities worldwide, leading to fines and a substantial loss of user trust. The incident prompts discussions on the need for stronger data international protection measures.

2025 - Amazon Lawsuit

Amazon is accused of sharing customer purchase history and browsing data with third-party advertisers without obtaining clear consent. Customers file a class-action lawsuit, alleging violations of privacy rights and intrusive ad targeting. As a result, Amazon settles the lawsuit by agreeing to stricter data privacy practices and enhanced user consent mechanisms. Although resolved, the case sets a precedent for increased scrutiny of data sharing practices by e-commerce companies.

2027 - "Undetectable Deep-fake" introduced to public

In the midst of the rise of "deep-fake" technology, the "undetectable deep-fake" software (inspired by the "Undetectable AI") was launched by a third-party group. Due to this introduction of software that blocks the public from distinguishing real

and fake images and videos, the majority of social media companies face a lifetime crisis in data manipulation. In particular, Twitter and Instagram face a crisis as AI-generated deepfake videos and audio recordings flood the platform, spreading false information about political candidates and global events. Public trust in social media platforms erodes, leading to a decline in user engagement. Both implements stringent content moderation algorithms and partners with AI ethics organizations to combat disinformation effectively, but still in need of improvement.

2029 - Citibank Data Sharing Scandal

Citibank is investigated for sharing customer financial data with data brokers without clear consent. The data brokers, in turn, use this information to target customers with financial products and services. While the company executives effort's worked to avoid lawsuits,the scandal leads to increased scrutiny of financial institutions' data-sharing practices.

2030 - Global data privacy regulations enhanced

In response to a series of high-profile data breaches and privacy scandals, governments worldwide collaboratively establish comprehensive global data privacy regulations, including strict penalties for companies that mishandle customer data. Tech giants, including Google, Apple, and Microsoft, invest heavily in compliance efforts to avoid hefty fines. These regulations set a new global standard for data protection and transparency.

2031 - IOT Surveillance Controversy

Amazon and Google, known for their IoT devices, face backlash as concerns grow about constant surveillance by smart-home devices. Reports emerge of unauthorized data collection and potential security vulnerabilities. To resolve this concern, both companies introduce enhanced privacy settings and transparency features for their IoT devices. The incidents ignite public debate about balancing convenience and privacy in the IoT era.

2032 - TechCrop data leak

TechCorp, a global technology conglomerate specializing in IoT devices and location-based services, faces a significant data privacy scandal.The company is under investigation for a major location data breach that occurs when the company's IoT devices inadvertently share users' precise location data with third-party advertisers and marketing firms. This data, which includes real-time GPS coordinates and movement patterns, was sold without users' clear consent. As a result, individuals' daily routines, habits, and travel histories are exposed to advertisers, who use this information to target users with location-based advertisements.

2033 - Metaverse Privacy

As the metaverse becomes an integral part of everyone's life, Meta (a branch of Facebook) and Goggle find themselves at the center of heated debate on virtual privacy rights. The metaverse, a digital universe where users interact in immersive environments using virtual reality (VR0 and augmented reality (AR), has gained unprecedented popularity in our marginalized society. This includes users spending substantial portions of lives in digital realms, from virtual workplaces and social gatherings to entertainment and education. Although scandals are yet to happen, questions emerge regarding the ownership, usage, and safeguards of the data.

2034 - Tesla autonomous driving incident

Tesla's autonomous driving technology, known for its advanced capabilities and widespread adoption, is involved in a high-profile accident. A Tesla vehicle operating in autonomous mode is involved in a collision with a pedestrian in a busy urban area. The incident occurs during a time when the vehicle is expected to be operating without human intervention.Investigations into the incident reveal several critical factors, such as but not limited to sensor failures, human-system interaction, software oversight, and data collection praises. Some are also hypothesizing potential leak of personal data as well as manipulation as a cause. Following this incident, other auto-driving tech companies like General Motors and Oracle are also under suspicion.

2036 - Corporate Espionage Scandal

Apple and Samsung, fierce competitors in the tech industry, are implicated in a large-scale corporate espionage case. Both companies are accused of stealing each other's research and development data, as well as intellectual property. Legal battles between the two giants ensue, but struggles due to the unclear guidelines for the ownership of virtual information. Thus. The scandal prompts tech companies worldwide to strengthen their cybersecurity measures and protect sensitive corporate data in a virtual environment.

2039 - Quantum Computing Threat (IBM, Intel)

As quantum computing becomes increasingly powerful, IBM and Intel are among the first to discover vulnerabilities in traditional encryption methods. Cybercriminals leverage quantum computing to break encryption, exposing sensitive data. Governments and tech companies collaborate to develop quantum-resistant encryption standards, but the growth of CPU and GPU technology disturbs the process.

Current State of Affairs

2040 - Founding of CBA (Committee on Big Data and AI Regulation)

Major tech giants have now all been alleged in scandals involving the unethical use of AI technology. These industries, although lauded as the very pioneers of the AI revolution, now face severe public scrutiny, legal battles, and significant damage in customer trust, devaluing their reputation. Disturbing revelations of AI-driven data breaches, biased algorithms, AI-powered misinformation and manipulative campaigns, and unauthorized use of personal data for profit-seeking motives have all sparked widespread public concern, leading to protests.

In response, the United Nation swiftly established a secret special cabinet in 2040 to address the crisis and lay down comprehensive guidelines for the ethical use of AI technologies. The cabinet comprises representatives of each companies and business sectors associated in the field of Big Data and Artificial Intelligence.

Although the cabinet is at great odds right now; while some business leaders advocate for taking certain risks - even if they may be deemed unethical - for the long term viability for their business, smaller AI business and non-governmental organizations present a different perspective. These conflicts of interest and varying individual stances have further complicated the situation, leading to instances of bribery, murder, and threats occurring beneath the surface of the cabinet.

As the past twenty-years of dispute proves, companies are now under the mission to create a comprehensive regulatory framework that addresses any and all potential issues of Big Data and AI privacy and manipulation.

Stances of Parties

AMD

AMD, Advanced Micro Devices Inc, is a leading company that specializes in the manufacturing of semiconductor devices as microprocessors and graphic processing units(GPUs). These computer hardware components comprise the fundamental base of computer processing and enhance the efficiency and performance of AI.

Alphabet

Most well known as the parent company of Google, Alphabet is a conglomerate company that overviews various subsidiaries in the field of computer processing and AI. Alphabet explores new applications and innovations of AI such as AI algorithms (Deepmind), Autonomous driving technology (Waymo), and ventures like Google X, at last hoping to turn Google into a complete AI search engine.

Amazon

One of the most largest and well-known e-commerce and technology companies holding broad influence on online advertising, digital streaming, artificial intelligence and others. Amazon, often regarded as "one of the most influential economic and cultural forces in the world," has also been active towards investing in AI development as generative AI initiatives (Alexa) and autonomous delivery projects.

Apple

Computer and consumer electronics manufacturing company producing computer PCs, tablets, softwares, and various other computer peripherals. Has been greatly active in investing research in AI technologies, spending $22.61billion towards AI development in 2023. Also promotes wide implementation of AI technologies to their many products such as facial recognition, native sleep tracking, app library suggestion, translation, handwriting recognition, and others.

Citibank

CitiGroup is one of the largest and the most global banks serving millions of customers. Just as many other global banks, Citi is exploring ways to implement AI for its corporate online banking portal not only for improved customer service but also to apply AI algorithms to detect unusual or potentially fraudulent activities.

Dessa

Machine learning and Artificial Intelligence company particularly notable in the field of natural language processing technology. The company aims to develop AI solutions to address Natural Language processing (NLP) challenges but also seeks to

build a wide pool of machine learning technologies for healthcare and education services. The company was also acquired by a mobile payment company, Square, in 2019 for AI related service development.

Deepmind

Known for its game program that competed with many professional Go players, AlphaGo, Deepmind is an AI research subsidiary of Alphabet. Deepmind has also been collaborating with Google to develop programs that diagnose eye diseases based on personal information and predict shapes of proteins with the use of AI. As a whole, Deepmind is associated with the issues arising from algorithmic privacy.

Facebook (later Meta)

Social website that has 2.9 billion active users as of 2023. The company has been working to expand its machine learning and AI algorithms capabilities for moderation of its website, alongside personalized recommendations, translations, and advertisements to enhance user experience.

Google

Google processes over 3.5 billion searches per day and uses AI algorithms to improve search results. Its cloud services, including BigQuery, handle large-scale data analytics. In 2021, Google's parent company, Alphabet, reported over $182 billion in revenue, venturing into the field of AI algorithms and machine learning.

Tesla

Tesla, as of 2021, delivered over 900,000 vehicles, collecting vast amounts of data for its AI-driven Autopilot feature, which results in both positives and controversies. Tesla's market capitalization exceeded $800 billion in early 2023, reflecting on its strength in the field of Artificial intelligence.

Service Now

ServiceNow, specializing in IT services, reported over $5.5 billion in revenue for 2020. While specific AI-related statistics may be less prominent, ServiceNow integrates AI for automating workflows and improving IT service management efficiency.

General Motors

One of the most prominent automobile manufacturers producing a wide range of vehicles from cars and trucks to electric vehicles. Also partnered with Tesla, General motors has been expanding the company's research and development in artificial intelligence and machine learning, developing autonomous vehicles, driver assistance systems, personalized user experience (infotainment system) and others

following the broad trend in the automotive industry towards a smart, connected, and autonomous vehicle.

Hanson Robotics

Most well known for the creation of humanoid robots that exhibit human-like behaviors. Created the humanoid robot Sophia that could engage in human-like-face-to-face conversation based on AI neural networks, serving roles in therapeutic, research, education, and multiple other domains.

IBM

One of the leading companies in the AI industry, developing efficient and fast-solving AI hardware in Watson Research Center.

Instagram

Owned by Meta platforms (formerly known as facebook), is an online photo-sharing and social networking platform. Has been increasingly taking use of AI technologies for enhancing user experience on its platform by means such as content recommendation, content moderation, auto-gernativing captions, advertisements, shopping recommendations, and a lot others expanding AI initiatives and features in its app.

Intel

One of the largest semiconductor chip manufacturers partnered with multiple technology companies. Has been active in AI research and development, seeking to produce AI hardware and software frameworks, autonomous vehicles (Mobileye unit plans), along with various applications of AI in healthcare and data control centers promoting efficient processing of large data sets.

Microsoft

Located in Silicon Valley, Microsoft is most widely known for its Windows Operating System and Xbox services. Microsoft leads the global AI market as they are developing and largely investing in AI tools for developers and autonomous systems for manufacturers.

Nvidia corporation

Leading developer of graphics processing gunits, central processing units, mobile technologies, and related multimedia software and hardwares. These technologies compromise the fundamental component in AI and deep learning, as GPU processors allow computer-intensive tasks and deep learning frameworks. Nvidia also has been active in the automotive industry with its NVIDIA DRIVE platform.

Open AI

AI research and development company most well known for its forefront generative AI technology called chat gp. This generative chatbot excels in producing novel content based on vast data sets, swiftly gaining popularity across users from 2022.

Oracle

Computer technology corporation best known for its software products as Java and various database management and cloud engineering systems. The Oracle Cloud Infrastructure platform offers cloud-based AI services based on machine learning and natural language/generative AI technology.

Samsung

South Korean multi-conglomerate Group which holds control in electronics,Samsung C&T, Samsung Card, Hotel Silla, Samsung Bio, Samsung SDI, Samsung SDS, Samsung Life Insurance, Samsung Fire Insurance, Samsung Engineering, Cheil Industries, Everland, Samsung Heavy Industries, and more. The company is ambitious about researching and developing AI to enhance user experience and safety in their devices, as reflected by Samsung's future AI plans as well.

X corp (twitter)

American technology company and the successor of the previously known social-media website, twitter.

Topaz labs

Software startup that develops tools for editing images. Actively attempted integrating artificial intelligence (AI) and machine learning technology to its software products for image/video enhancement. The company aims to develop powerful AI based tools that can produce high-quality, time efficient edits for professional level photographers and videographers.

Modulate

Deep fake startup established in 2018 that develops audio modulation technology. The voice wear platform developed by the company allows users to substitute their voices online especially in online games. The company has also developed the "Taxmod", a voice recognition tool to detect any toxic, hate speech aiming to protect user experience in their platform .

Possible Solutions

1. The implementation of robust data governance guidelines, along with the establishment of a standardized global framework for AI data privacy to ensure responsible and secure data utilization. The adoption of a universal, comprehensive data usage policy and consistent application across all corporate entities may serve as a deterrent against potential manipulations of AI data and privacy breaches. Such measures not only reinforce data integrity and regulation laws, but may also bolster trust in the ethical deployment of AI technologies.

2. Establishment of an international governing body tasked with overseeing the development and production of artificial intelligence. This may foster responsible AI practices on a global scale, and the international body may also evaluate worldwide advancements in AI data technology. By serving as a central hub for oversight and monitoring, it may contribute to the promotion of a secure and accountable AI landscape across the globe.

3. Promoting transparency within the domain of AI development by corporations. Corporations may be encouraged to voluntarily adopt and adhere to a more transparent AI development and production practices, such as but not restricted to comprehensive documentation of testing procedures designed to minimize risk and address any potential issues prior to official product launch.

4. Fostering accountability in AI development by corporations . Corporations may publish periodic reports detailing their ongoing efforts to address AI data privacy and manipulation concerns. These reports should outline progress made and address any encountered challenges. By this, corporations may actively recommend changes in the established global framework and guidelines.

5. Changes in existing international standards and policies on AI development and usage. The committee may recommend and suggest changes in existing international standards and policies in AI development to foster trust and responsible deployment of AI technologies in the broader societal context.

Questions to Consider

- What are the best interests of different stakeholders related to the development of AI? In what ways can the cabinet integrate these diverging interests?
- What are the benefits of implementing AI in technology devices? What are the risks?
- To what extent deep-fake technology alters the field of data manipulation?
- In what measures companies should address data privacy in the financial sector? Should it be approached differently from conventional systems?
- How can companies manage information and privacy within the metaverse setting?
- How will companies handle third party involvement? Can companies utilize third-party to their advantage over harm?
- How detrimental IoT data privacy and manipulation cases can be? In what ways IoT devices can secure privacy?
- What exactly is Quantum computing? Which specific business sectors are responsible for this?

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