

Former Secretary of State Condoleezza Rice warns democracies of deepfakes and other misinformation amid the latest AI rise

As artificial intelligence is on the rise with new tools like ChatGPT and other machine-learning algorithms, former Secretary of State Dr. Condoleezza Rice said in a press conference Monday we should embrace the efficiencies AI can bring to our nation's industries but must also be cautious about the dangers it poses in the potential spread of misinformation.

Rice said the country has been living in an AI swirl lately as these new tools have been at the forefront of daily conversations. She said AI can help the healthcare industry be more efficient and the education sector as well, for example, but it comes with certain risks.

Rice mentioned ChatGPT, [a new tool developed by the company OpenAI](#), which is an artificial intelligence chatbot that can attempt to answer any questions one can come up with. She said it brought into question what should be considered the trusted sources and data of the internet as these AI take any content found there to generate their response.

“It sweeps up that which is true, and that which isn't true as well,” Rice said.

Prof. Vivek Astvansh, a marketing professor at the Indiana University Kelley School of Business and an expert in artificial intelligence, said the concerns about AI are valid as

more of the public now has access to these tools which can produce things like deepfakes and other misinformation.

‘It is important for people to realize that there are those evil forces that have now become more sophisticated,’ Astvansh said.

Deepfakes, he explained, are videos, images, or sounds which can mimic the likeness of another person creating a type of media that is fake. For example, people can create videos using AI that have studied the voices of former presidents like Donald Trump or Barack Obama to make them say something they did not actually say.

Rice mentioned that a friend of hers was doing consulting work for the Ukrainian government, and a deepfake had been used, although unsuccessfully, pretending to be him to try and pry information out of the Ukrainian government about military movements.

These deepfakes, Rice said, can become so authentic-looking that they begin to cause issues for democracies.

‘I’m old enough to know that human beings have generally been better at the knowledge part of technology than at the wisdom part of technology,’ she said.

Rice said the government’s first priority, before any regulation of these types of products, should be understanding the inner-workings of the technology.

“I sometimes worry that government regulation is not always intelligent regulation,” Rice said.

The country, she added, needs to focus on having more conversations about what is right when working with this technology, or what she calls norms in international politics.

Rice lives in Silicon Valley and said she has already been impressed by the conversations circulating around her from AI creators about ways the technology should be properly implemented.

Astvansh said citizens will need to be more educated about the powers of AI, and always be more alert about validating information they receive and hear.