AI 4 ALL

Youth Solidarity Through Ethical Tech & Digital Inclusion

Understanding AI, Ethics & Online Behaviour

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Living in an AI World



- AI is part of our daily lives - even when we don't notice it
- We use it when we scroll on social media, study online, listen to music, or check maps.
- It helps us choose what to watch, what to buy, and even what to believe.

Technology doesn't just support our lives.
It shapes how we think, decide, and connect with others.

Today, we will explore how AI affects your life and your choices.

Hidden AI in Everyday Apps

AI is not only in robots or futuristic movies. It is hidden inside the apps we use every day.

- **Smart alarm clocks** that learn your sleep patterns
- **Personalized news feeds** on apps you open every day
- **Weather forecasts** that adapt in real time
- **Email spam filters** and smart replies suggestions
- **Autocorrect and translation tools** on your phone
- **Navigation apps** that predict traffic and choose routes
- **Recommendations** for music, videos, and shopping
- **Voice assistants** like Siri or Google Assistant
- **Smart home devices and fitness trackers**
- **Face recognition and photo tagging** on social media and photo apps

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How Apps Use your Data?

Apps collect and use your information in different ways - not only to improve the app, but also to make money.

Targeted Advertising

Apps track what you do online to show your personalised ads

Data Sharing and Profiles

Some companies share or sell data to build detailed user profiles

Location Tracking

Many apps use GPS to know where you are and offer location-based services

Usage Tracking and Device Identification

Apps analyse how you use them and can recognise your device using technical details (IP, system, hardware)

How to Reduce Tracking

1. Check app permissions
2. Turn off ad personalisation
3. Limit location access
4. Review connected accounts
5. Regularly update your privacy settings



AI Myths vs Reality

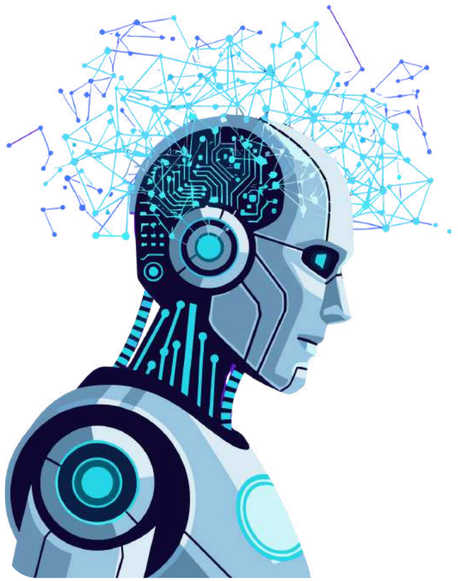
Myth 1: AI will replace all human jobs - AI mostly changes jobs and helps people work better. It cannot replace human creativity or empathy

Myth 2: AI is always fair and objective - AI learns from data. If the data is biased, the AI can be biased too

Myth 3: AI is truly intelligent or conscious - AI only recognises patterns. It does not think, feel, or understand like humans

Myth 4: AI never makes mistakes - AI can give wrong answers, “hallucinate”, or fail in new situations.

Myth 5: AI is only for big tech companies - Many simple and affordable AI tools are available for everyone.



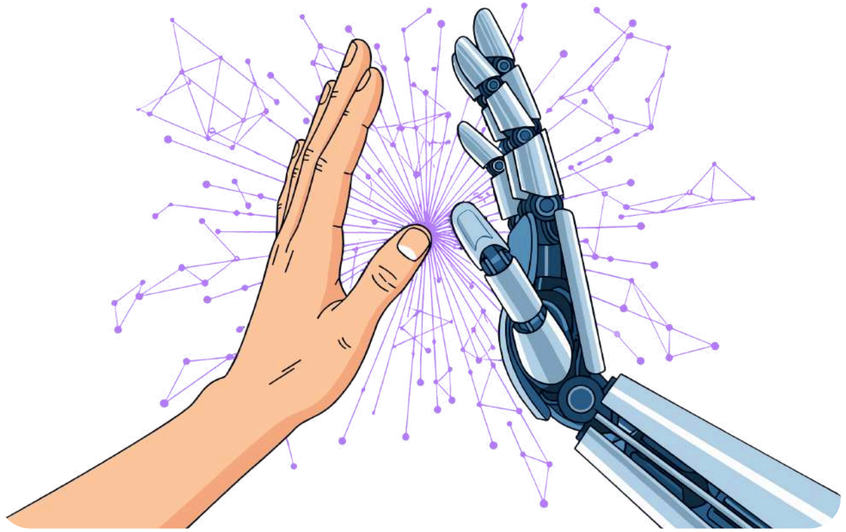


Ethical AI and Responsability

Ethical AI means creating and using AI in a way that is fair, safe, and respectful to people and society. It should match human values and avoid causing harm.

Key Principles

- **Fairness and Non-Discrimination:** AI should not treat people differently because of gender, race, or background.
- **Transparency and Explainability:** People should understand how AI makes decisions, where the data comes from, and what its limits are.
- **Accountability and Oversight:** There must be clear responsibility when AI makes decisions, with defined roles, audit trails, and ways for users to appeal or ask for review if something goes wrong.
- **Privacy and Data Protection:** User data must be protected at all times.
- **Safety and Security:** AI systems must be safe, reliable, and protected from misuse.



Digital Memories and Online Identity

Digital Identity

- Your online identity is built from what you post, like, and search - *even small actions leave traces*
- Social media works like a digital archive of your life - *old memories can resurface years later*
- Online content is often edited and “perfect”, not real - *filters and selected moments*
- Old posts can shape how others see you in the future - *schools, jobs, and opportunities*
- Your digital footprint can become your digital legacy - *what remains about you online*
- Your data is constantly collected and monitored - *by platforms and algorithms*

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Is Anything Really Deleted Online?

The Internet Never Forgets

- Deleting a post does not mean it disappears
- Screenshots can be taken in seconds
- Platforms keep backups and records
- Content can be shared and saved by others
- AI can store and reuse images and texts
- Old posts can resurface years later

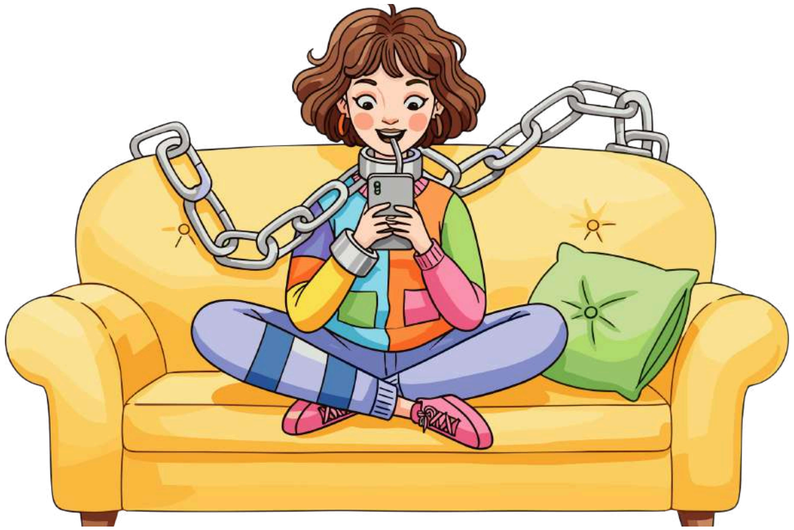


How Social Media Shapes Behaviour

Social media is not neutral. It is designed to influence how we think, feel, and act.

It affects us by:

- Showing content that keeps us scrolling longer
- Promoting likes, views, and followers as a form of “success”
- Creating pressure to look perfect and popular
- Encouraging comparison with others
- Rewarding emotional and extreme content



Over time, this can influence:

- Self-esteem and confidence
- Mood and mental health
- Attention and focus
- Opinions and beliefs

Your Power in the Digital World

Be in controll. Not controlled!

- Think before you click, share, or post
- Question what you see online
- Protect your privacy and data
- Set limits on screen time
- Use AI and social media responsibly and wisely

Thank you
for the attention

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