

Concerns Regarding Generative AI

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Council of Thailand, and Co-Founder of Cofact (Thailand)

This presentation was translated from Thai to English by Canva AI



Section 1

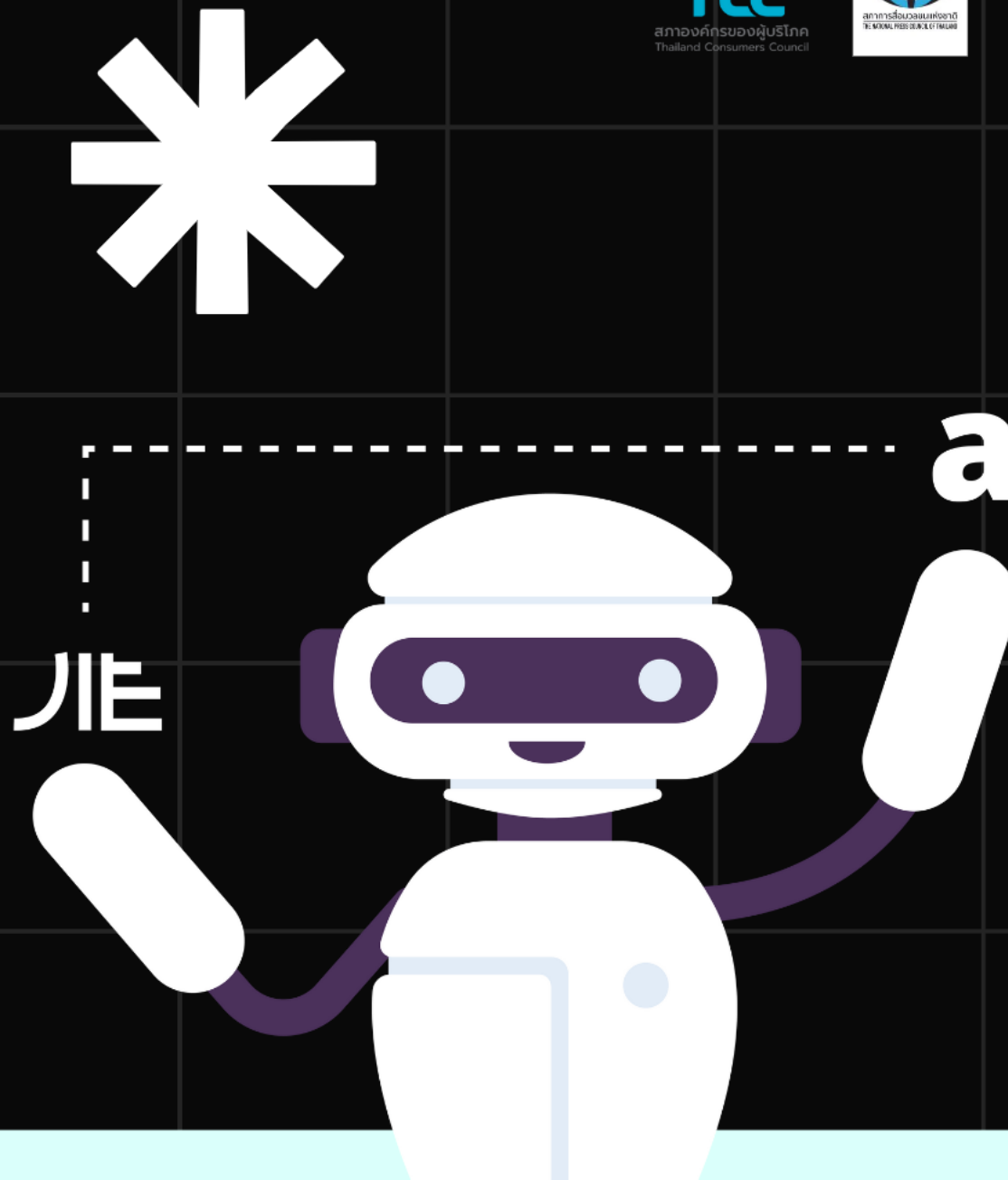
Adapting to AI
2020-2029

Second Period

Collaborate with artificial intelligence.
2030-2049

Third Period

Living with AI (Living with AI) 2050-2017 (In this period, AI capabilities
It will exceed human capacity by a thousandfold.



Dr. Panachit Kittipanya-ngam has encapsulated the landscape of Artificial Intelligence (AI). From 2020 to 2060 at the 3rd Digital Thinkers Forum at Hua Chang Heritage Hotel in 2019.

The present era is characterized by AI's capabilities being inferior to those of humans. Humans progress in tandem with AI. Once AI reaches human-level capabilities, it will resemble humans who are still lacking in proficiency and are unable to exhibit creativity. At this stage, utilizing AI to perform tasks instead of humans can substitute for non-creative labor, leaving creative tasks still reliant on human input.



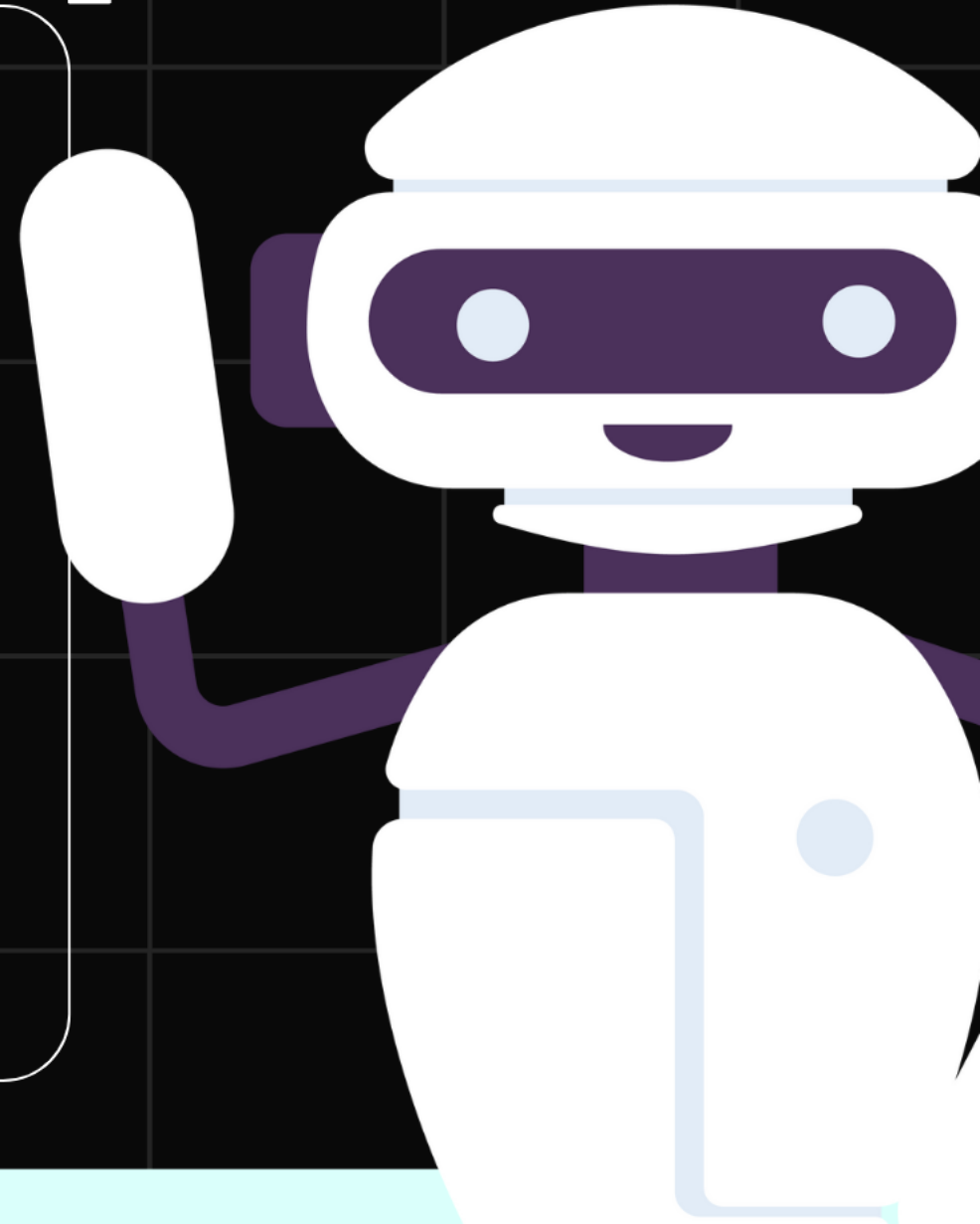
At present, artificial intelligence lacks the capability to replicate human emotional intelligence in decision-making processes. Humans rely on emotions to make judgments, a skill currently beyond AI's reach. Furthermore, upcoming professionals will need to possess coding proficiency to comprehend AI operations, along with adeptness in leveraging new media and mastering information management.



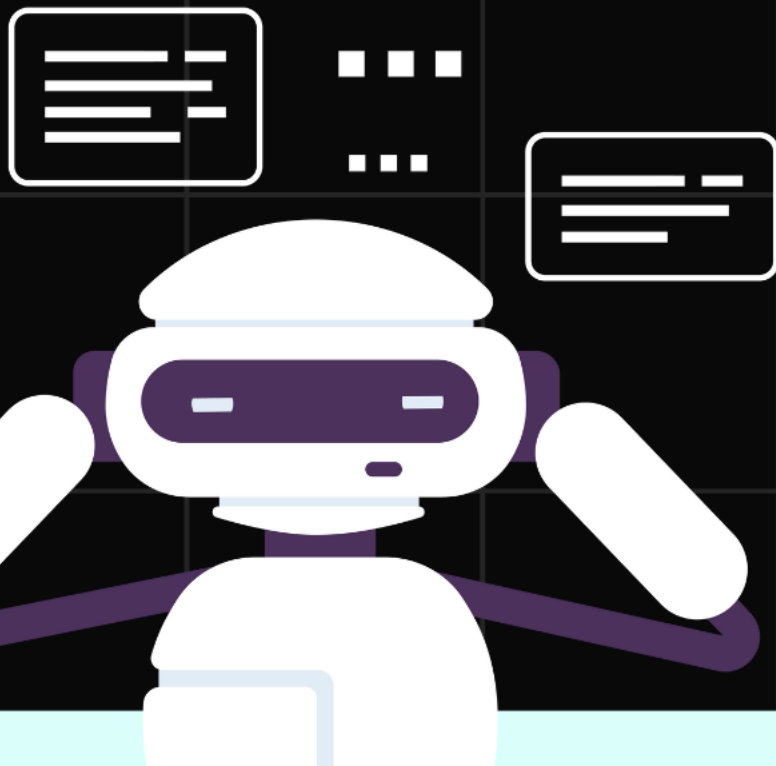


AI is recognized as not generating original content or providing novel insights. It functions by analyzing available data and lacks the capacity for analytical thinking or personal expression. Consequently, productive AI falls short in delivering analytical news content or taking a definitive stance on subjects, which readers seek from a news outlet.

Reference: Reuters Institute



Constraints of Artificial Intelligence in the media industry.



Live data

This indicates that existing AI tools are not yet appropriate for reporting breaking news.

Latest news

It is intricate and necessitates intensive intelligence operations, along with meticulous fact-checking by consulting diverse sources. Moreover, generative AI models also have.

Challenges in analyzing numerical data

The artificial intelligence work that analyzes and computes precise numbers remains somewhat inaccurate.

Audit Deficiency

Creating algorithms carries significant risks as they impact the entire data system. This does not imply that artificial intelligence (AI) will be irrelevant in journalism, but underscores the necessity of not depending exclusively on AI.

Exercise caution when utilizing this technology and refrain from promoting its use among journalists without human supervision.

Professor Charlie emphasized that AI is not meant to fully automate the creation of news content, but rather to provide journalists with tools to enhance efficiency and enable them to focus on tasks where human skills excel. Human journalism has its limitations, which can be mitigated through editorial systems. This principle also holds true for AI technology. Journalists must familiarize themselves with the tools, comprehend associated risks, and avoid placing excessive expectations on technology.

Professor Charlie Beckett
Leader of the Polis/LSE Journalism AI
Research Project

Media executives may consider dispensing with the need to employ journalists or photographers as AI is capable of generating images and news content. Despite the potential crisis in media quality and ethics, the author suggests that historically, a compromise on quality or ethics was deemed an acceptable trade-off in the Thai media sector in light of financial gains or business advantages, a trend that persists today. In essence, it has evolved into a negative influence on the entire organization, encompassing news consumers, employees, and media ethics. Initiatives to address the ethical implications of AI in media, such as the issuance of official guidelines by media professional bodies, unified declarations of commitment from staff and media specialists, and educational campaigns and oversight efforts, are essential. Regulatory bodies like the NBTC, etc.

Thiranai Charuwat
Former journalist

The research paper "AI and Information" by Sunit Cherdtha, Director of ChangeFusion Institute, compiles the risks discussed in "Generative AI Content".



Accelerating the expansion of both the quantity and quality of deceptive content, whether images, audio, or mixed media, that can be created to appear authentic and cost-effectively.

- The credibility of media or information in society will diminish as individuals become increasingly uncertain about distinguishing truth from falsehood, given that even experts may struggle to discern the disparity.



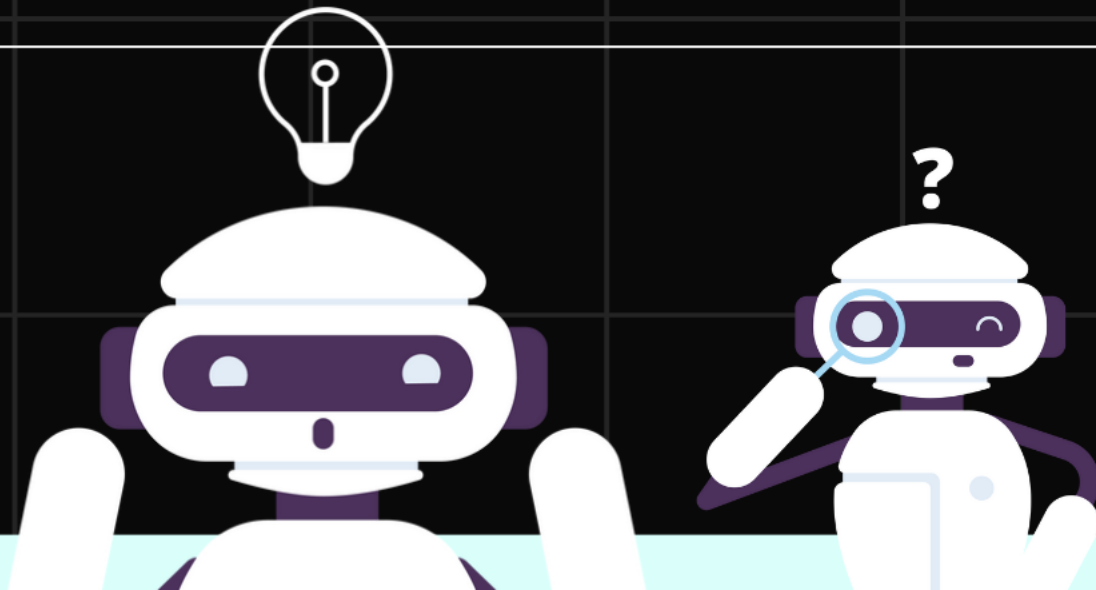
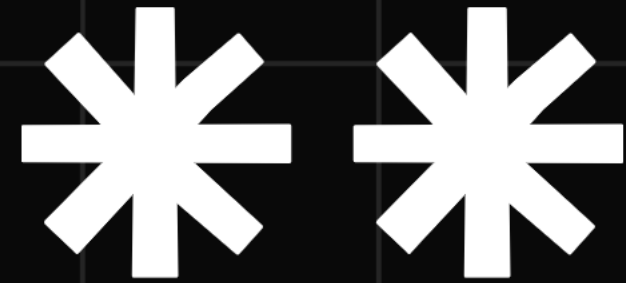
Challenging to manage rapid onset adverse outcomes.

Provide advantages to deceivers.

Strengthening the "Filter Bubble"

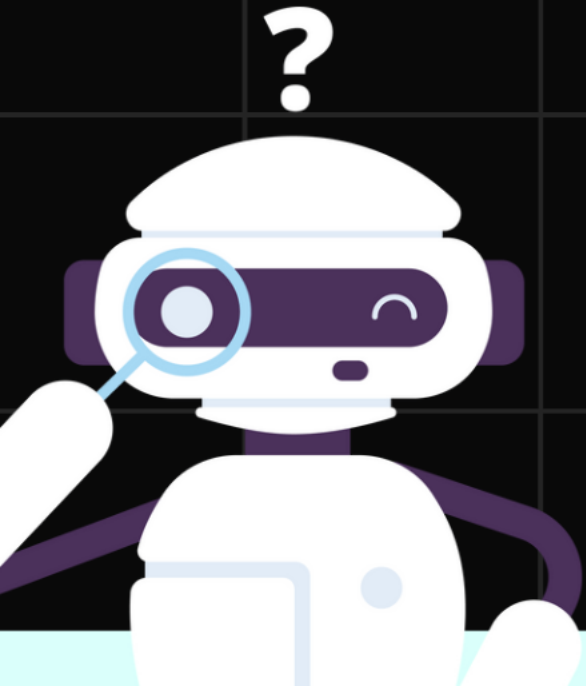
It serves as a tool for individuals engaging in fraudulent activities. The technology is known as "Deepfake".

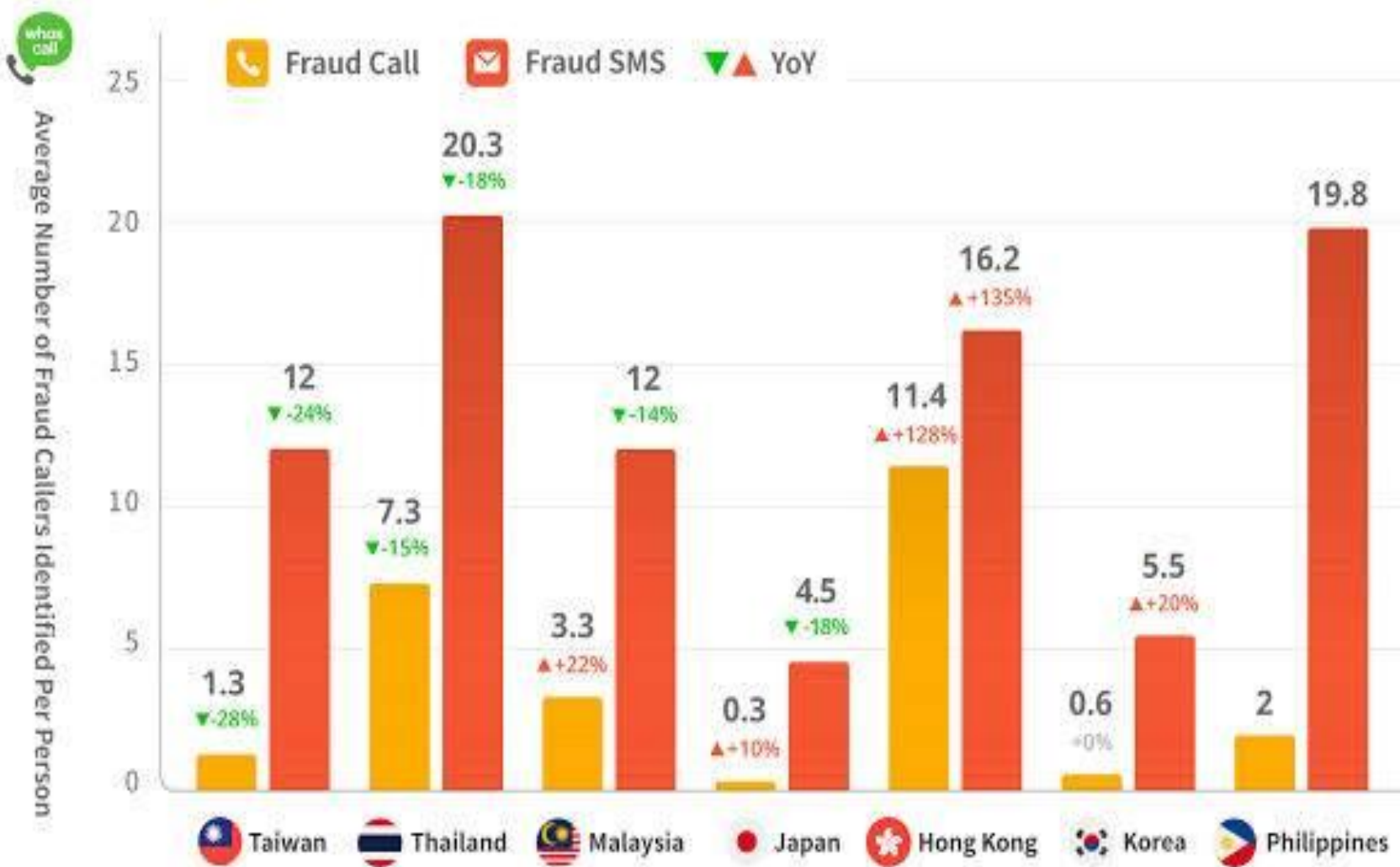
Impact on politics and freedom, such as that from the United States, is significant.





Laws related to artificial intelligence are being implemented globally. However, there is a need for research that provides policy recommendations on this matter, serving as valuable input to safeguard and advocate for citizens. For instance, within the European Union, ongoing research aims to determine necessary law adaptations concerning AI, fostering collaboration across various industries to collectively discern fact from fiction. This mirrors the efforts of COFAC, which encourages all stakeholders to collaborate in uncovering the truth collectively.





Source: Whoscall (2023/1 - 2023/12)

Southeast Asia's AI Readiness, 2023

The 2023 Government AI Readiness Index measures governments' readiness to implement and govern AI technologies

Global Rank		Score
2	 Singapore	81.97
23	 Malaysia	68.71
37	 Thailand	63.03
42	 Indonesia	61.03
59	 Vietnam	54.48
65	 Philippines	51.98
74	 Brunei	48.10
136	 Laos	33.05
145	 Cambodia	31.88
149	 Myanmar	30.91
157	 Timor-Leste	29.77



Table 1. AI definitions within national plans, policies, and strategies in SEA

SEA ECONOMY	NATIONAL AI PLAN / POLICY / STRATEGY	AI DEFINITION
Brunei Darussalam	None	None
Cambodia	None	None
Indonesia	National AI Strategy 2020-2045 (<i>Strategi Nasional Kecerdasan Artifisial Indonesia 2020-2045</i>) ²³	None
Lao PDR	None	None
Malaysia	National Artificial Intelligence Roadmap 2021-2025 (AI-Rmap) ²⁴	A suite of technologies that enable machines to demonstrate intelligence, the ability to adapt with new circumstances, and used to amplify human ingenuity and intellectual capabilities through collective intelligence across a broad range of challenges.
Myanmar	None	None

²³ Badan Pengkajian dan Penerapan Teknologi (2020) Strategi Nasional Kecerdasan Artifisial Indonesia 2020-2045 (machine translation). www.ai-innovation.id/server/static/tebook/stranas-ia.pdf

²⁴ Ministry of Science, Technology & Innovation (2021) National Artificial Intelligence Roadmap 2021-2025 (AI-Rmap). <https://airmap.my>

The Philippines	National AI Strategy for the Philippines ²⁵	The capability of machines to simulate how humans think and perform tasks, which involves learning from data.
Singapore	National AI Strategy 2.0 ²⁶	The capability to simulate intelligent, human-like behavior in computer systems.
Thailand	National AI Strategy and Action Plan (2022–2027) ²⁷	Technology that gives machines and computers the intelligence to leverage data and algorithms to imitate complex human abilities, including the ability to learn autonomously.
Timor-Leste	None	None
Viet Nam	National Strategy on Research, Development, and Application of Artificial Intelligence until the Year 2030 (Decision 127/QĐ-TTg) ²⁸	The background technology of the Fourth Industrial Revolution, making an important contribution to creating a breakthrough in production capacity and improving national competitiveness, promoting sustainable economic growth.

Source: Access Partnership research

Table 2. AI definitions in international and multilateral organizations

ORGANIZATION	AI DEFINITION
Asia-Pacific Economic Cooperation (APEC) Business Advisory Council (ABAC) ³⁵	AI is the general term used for computing systems that emulate human cognitive functions, such as identifying patterns to solve problems.
European Commission (EC) ³⁶	AI comprises systems that display intelligent behavior by analyzing their environment and taking actions—with some degree of autonomy—to achieve specific goals.
International Organization for Standardization (ISO) ³⁷	Engineered system that generates outputs such as content, forecasts, recommendations, or decisions for a given set of human-defined objectives.
International Telecommunication Union (ITU) ³⁸	AI refers to the ability of a computer or a computer-enabled robotic system to process information and produce outcomes in a manner similar to the thought process of humans in learning, decision-making, and problem-solving. In a way, the goal of AI systems is to develop systems capable of tackling complex problems in ways similar to human logic and reasoning.
Organization for Economic Cooperation and Development (OECD) ³⁹	AI is a machine-based system that can, for a given set of human-defined objectives, make predictions, recommendations, or decisions influencing real or virtual environments. When applied, AI has seven different use cases, also known as patterns, that can co-exist in parallel within the same AI system.
United Nations Educational, Scientific, and Cultural Organization (UNESCO) ⁴⁴	AI systems are systems which have the capacity to process data and information in a way that resembles intelligent behavior, and typically include aspects of reasoning, learning, perception, prediction, planning, or control.

Source: Access Partnership research

³⁵ ASEAN (2024) ASEAN Guide on AI Governance and Ethics. <https://asean.org/book/asean-guide-on-ai-governance-and-ethics/>

³⁶ ABAC (2020) Artificial Intelligence in APEC. Overview of the state of AI in APEC economies and the enabling initiatives that will further drive adoption. <https://hcspec.org/wp-content/uploads/2020/11/ABAC-AI-Report.pdf>

³⁷ European Commission (2018) Communication Artificial Intelligence for Europe. <https://digital-strategy.ec.europa.eu/en/library/communication-artificial-intelligence-europe>

³⁸ ISO (2021) ISO/IEC DIS 22989. www.iso.org/standards/74296.html

³⁹ ITU (2018) Policy Considerations for AI Governance. www.itu.int/en/ITU-T/studygroups/2017-2020/03/Documents/Challenges%20to%20AI%20Presentation.pdf

⁴⁰ OECD (2019) Artificial intelligence and responsible business conduct. <https://www.oecd.org/ai/artificial-intelligence-and-responsible-business-conduct/>

⁴⁴ UNESCO (2021) Recommendation on the Ethics of Artificial Intelligence. <https://unesdoc.unesco.org/ark:/48223/qd0000381127>



Tom Cruise dancing
waiting for the release of
our Bloody Mary version



@COFACT โคแฟค

This is not AI generated!
นี่ไม่ใช่เนื้อหาที่ AI สร้างขึ้น
[แต่ก็อย่าเพิ่มเชื่อในสิ่งที่เห็น]

TikTok
@cofactthailand

DIGITAL THINKERS FORUM

พบกัน 17 มกรา

SCBX สยามพารากอน



GOV Summit 2024

Challenges of Disinformation in the Era of AI

ปลอมง่าย
ทำไว
เชื่อถือจริง
= นากลัว.



Billion Lee
Director
Cofacts
Taiwan

Open Project
from gov



ต้นแบบของ COFACT
ประเทศไทยในการทำ
ข่าวปลอม ตั้งแต่ 2016



เพื่อทำข่าวปลอม โดยการ
สำรวจข้อ และยืนยันข้อ
ลงทางออนไลน์ที่เข้าถึง
ง่าย และเป็น Open Source
อย่างแท้จริง

ทำ Chatbot ผ่าน LINE
Crowdsourcing ข้อมูลต่าง ๆ
และบอตวิเคราะห์ข่าว



Supinya
Klangnarong
Co-founder
Cofact
Thailand

Civic
Tech



Collaborative
Fact Checking



เพื่อสร้างพื้นที่ปลอดภัย
ในการหาความจริง
อย่างสร้างสรรค์ + เปิดกว้าง
และส่งเสริมให้คนเป็น
Fact Checker

ทำแพลตฟอร์ม
ช่วยตรวจสอบ +
สื่อสารข่าวที่เข้าใจผิด



Chihhao Yu
Co-Director
IORG Taiwan

Media
Worker

Activist



Information
Operation
Research Group



เพื่อลดการปลอมแปลง
ข้อมูล + สนับสนุนเสถียรภาพ
ประเด็นสาธารณะ +
ส่งเสริมประชาธิปไตย

เผยแพร่
Research
Paper



เรื่อง
จริง
หรือ
...

ถ้าเรามี
ไอ้...
จะทำให้เรา
ต้องเอาแล้ว
ทันที

อย่าเพิ่งเชื่อ
อย่าเพิ่งแชร์

EVERY
ONE
IS A
FACT
CHECKER

นอกจาก
การส่งเสริม
เสถียรภาพ
เราต้อง
ช่วยนำความจริง
ไปพร้อมกันด้วย

ประเทศไทย
NO.1 ที่โดน
โจมตีในเอเชีย แลออก
โดยกึ่งอัตโนมัติ
CHEAPFAKE ส่งกองชนกษัตริย์

FACTCHECKING
จึงสำคัญมาก.

เราต้อง สร้าง ภูมิคุ้มกันและกัน

ความสามารถ
AI
ในทุกวันนี้

40%
ข่าวลวงช่วง
โควิด

ทำไม
ผิดจัง

เปลี่ยนเสียง
เป็นดนตรี

แปลงภาพ
ให้สวย

ปลอมวีดิโอ
+ เสียง

AI ในทุกวันนี้

ทุกวันนี้
มีแอป
ที่
เปลี่ยน
เสียง
เป็น
ดนตรี

การหลอกลวง / บิดเบือนข้อมูล
ด้วยวิธีการง่าย ๆ ไม่ซับซ้อน เช่น ภาพตัดต่อ

ไม่ซับซ้อน
แต่คนมัก
หลงกล
มากกว่า

CHEAPFAKES DEEPFAKES

โดยใช้เทคโนโลยี เช่น AI ปลอมใบหน้า/เสียงบุคคล

คนไทยถูกหลอก
เป็นอันดับ 1 ในเอเชีย
จากสายโทรเข้า
และส่งข้อความ

พาดหัวยั่วให้คลิก (Clickbait)
หลอกให้เชื่อแล้วแชร์ หรือ
มุ่งสร้างความเข้าใจผิดแบบ
"ให้ร้าย" (bully) บุคคล/หน่วยงาน



เรื่องสุขภาพที่คนกังวลใจ
> คนมักตกเป็นเหยื่อ + แชร์ต่อกันก็
ยิ่งคนที่พูดเป็นอินฟลูเอนเซอร์ก็จะ
เชื่อโดยไม่ตรวจสอบความถูกต้อง

เพื่อหลอกเอาข้อมูล
ส่วนบุคคล (Phishing)
และนำไปใช้ประโยชน์ในทางทุจริต

หลอกให้ "เชื่อ" แล้ว "แชร์"
>> ชื้อ-โอน-กู้

- ปัจจัยที่ทำให้โดนหลอก -



วิธีการป้องกัน

เสริมสุขอนามัยทางดิจิทัล (Digital Hygiene)

ฝึกเป็นคนช่างสังเกต

จัดระเบียบการเงินในบัญชี

สร้างจิตสำนึกพลเมือง

CHECK FIRST RESPONSIBLE BELLY

เรียกร้องให้ผู้ที่เกี่ยวข้องรับผิดชอบต่อข่าวสารที่เผยแพร่

อย่าเชื่อ/แชร์/โอนก่อนตรวจสอบแหล่งที่มาอย่างเคร่งครัด

ช่วยกันเป็นหูเป็นตาให้ความร่วมมือในการตรวจสอบ

ช่วยให้เกิดการตื่นรู้ให้ทั่วถึง



Information Distortion / Deception
with simple, uncomplicated methods such as photo editing

It's not complicated,
but people
are more
likely to be
deceived.

CHEAPFAKES DEEPFAKES

Using technology such as AI to fake a person's face/voice

Thai people
are the No. 1
deceived in Asia
from incoming
calls and
messages.

Clickbait
Trick people to believe > share
or misunderstand to bully
individuals/agencies.



People usually concern and
sensitive about **health issue**
> easily trust + share immediately
Especially if they are **influencers**,
people will believe them without
verifying their authenticity.

Deceive to get personal
information (Phishing)
and used for fraudulence

Tricking people to
"Believe" and "Share" (Before)
>> Buy-Transfer-Loan (Now)

- FACTORS that people still be DECEIVED -



HOW TO PREVENT

Digital Hygiene

Be Observant

Organize money in the account

Civic Consciousness

CHECK FIRST RESPONSIBLE BELLY

Call on those involved to take responsibility for the media published

Don't trust/share/transfer before thoroughly checking the source

Be cautious and cooperative to the inspection

Help to create aware and be alert.



Thank you. ขอบคุณ
Salamat ကျေးဇူးတင်ပါသည်
ありがとうございます
ຂອບໃຈ terima kasih
감사합니다 谢谢

