#### Preparing our students for an AIinfused world

WIRTSCHAFTS UNIVERSITÄT WIEN VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

Dr. Oliver Vettori Dean / Director WU Vienna / ENGAGE.EU University Alliance



NOVEMBER 2028

#### AI Art?







#### Deepfakes







#### Deepfakes







#### **AI Deepfakes**

Ē



### The People Onscreen Are Fake. The Disinformation Is Real.



In one video, a news anchor with perfectly combed dark hair and a stubbly beard outlined what he saw as the United States' shameful lack of action against gun violence.





# AI and disinformation: how to prepare our graduates for it?

#### Society

### Disinformation wars: The fight against fake news in the age of AI

Researchers and governments are finally battling back against the deluge of false information online, just as artificial intelligence threatens to supercharge the problem

By Graham Lawton

12 September 2023

f y in 🐨 🖬 🗟



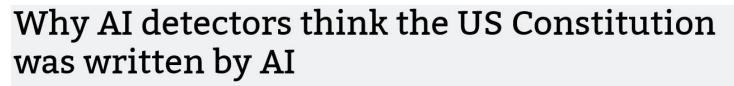
AI allows for more convincing and personalised disinformation

Creating deepfakes targeted at specific audiences becomes cheaper

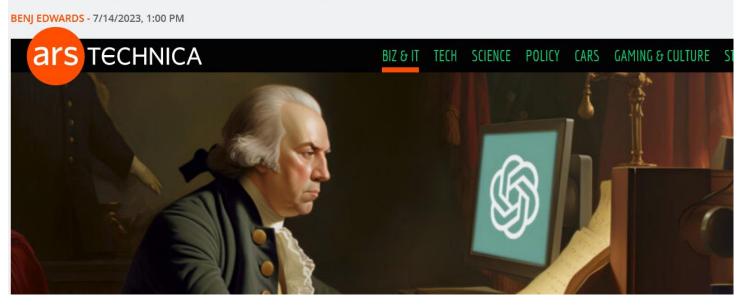


CONOMICS

The quality assurance problem with AI



Can AI writing detectors be trusted? We dig into the theory behind them.





CONOMICS

SEITE 7 DR. OLIVER VETTORI, PMTL, WU VIENNA

#### **Real life interactions?**



Home News Tech Finance Leadership Well Recommends Fortune 500

TECH · A.I.

#### Microsoft's ChatGPTpowered Bing is



up artist that wants you to leave your partner:

SEARCH

FORTUNE



Subscribe Now

SIGN IN

Microsoft's new A.I.-powered Bing chatbot declared it was in love with a human user. JASON REDMOND—AFP/GETTY IMAGES

BY ELEANOR PRINGLE February 17, 2023 at 5:25 PM GMT+1

SEITE 8

T+1 <

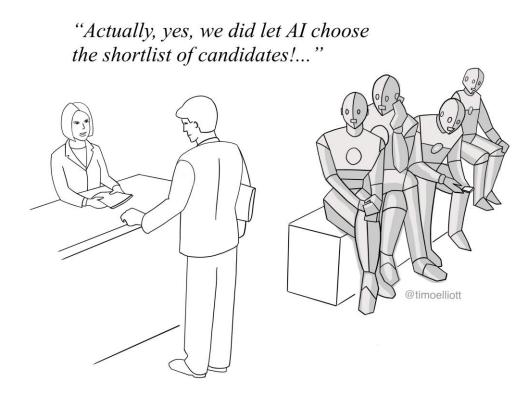
you're not happy'

'You're married, but



#### **AI biases**







### "College chatbots" as learning support and study buddies



Personal study buddy

"Ghostwriter" and

brainstorming tool



UNIVERSITY O ECONOMICS AND BUSINES

SEITE 10 DR. OLIVER VETTORI, PMTL, WU VIENNA

#### **AI biases**



"Actually, yes, we did let AI choose the shortlist of candidates!..."

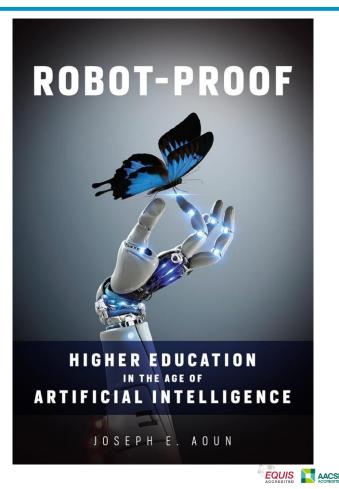
Sample bias "Programmatic morality bias" Ignorance bias

→ Considered a source of "truth"



#### Higher Education in the Age of Artificial Intelligence

- Data Literacy: how to manage big data/understand the value but also limitations of data
- Technological literacy: how does the technology around us work?
- Human Literacy: how doe human beings "function" and interact?



# What do we need in terms of skill and competences



#### responsible

Information literate and critically reflective

AI conversational

#### AI aware

