

AI & You

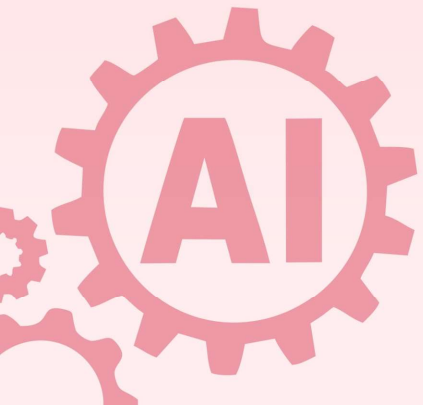
Understanding Privacy, Safety, and Ethics

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What is Artificial Intelligence?

Artificial Intelligence (AI) refers to computer systems designed to perform tasks that typically require human intelligence. These systems can learn from experience, recognize patterns, understand language, and make decisions based on data they process.



Voice Assistants

Google Assistant and Siri understand natural language and respond to your questions



Face Recognition

Your phone unlocks by recognizing your unique facial features



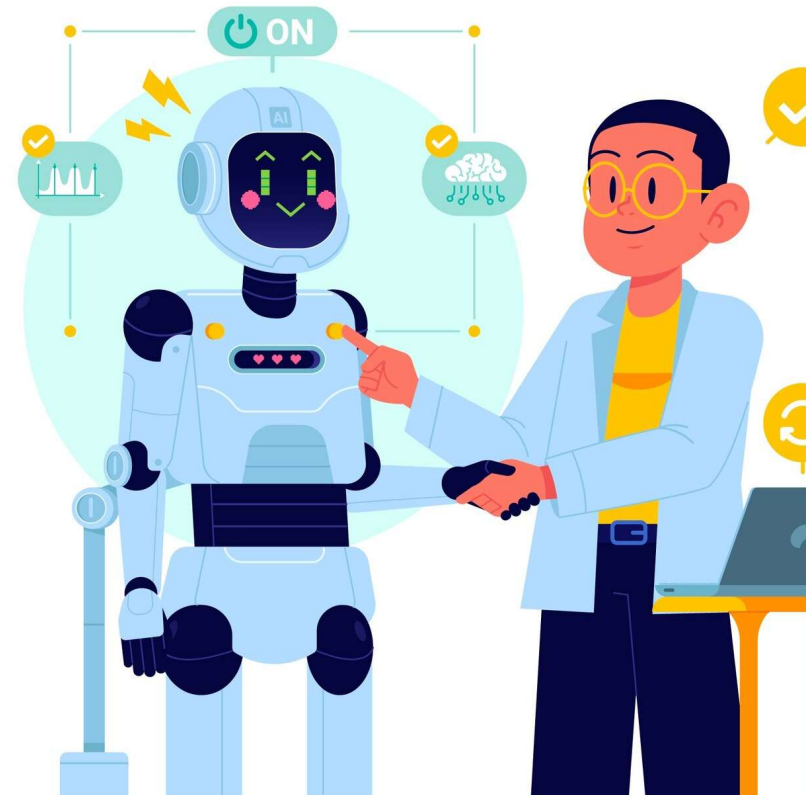
Conversational AI

ChatGPT and similar tools generate human-like text and help with various tasks



Smart Recommendations

YouTube and Netflix suggest content based on your viewing history



AI in Our Everyday Lives

AI has become an invisible partner in our daily routines, often working so seamlessly that we forget it's there. These intelligent systems learn our preferences, anticipate our needs, and adapt to our behaviors—making our lives more convenient while also collecting valuable data about our habits and choices.



Smart Home Devices

Alexa and Siri control lights, temperature, and answer questions through voice commands



Personalized Marketing

Social media platforms use AI to show ads tailored to your interests and browsing behavior



Educational Tools

Intelligent tutoring systems and chatbots provide personalized learning experiences



Healthcare & Security

AI helps diagnose diseases, monitor patients, and enhance security systems

The Big Question: AI is making life easier and more efficient, but it also raises important questions about privacy, data security, and ethics. How much of our personal information are we willing to share for convenience?



What is a Digital Footprint?

Every time you go online, you leave behind traces of your activity—a **digital footprint**. Think of it as a trail of breadcrumbs that tells a story about who you are, what you like, and how you behave online.

Every click, every post, every photo uploaded, every search query, and every website visited contributes to this permanent record.

Positive Footprint



- Academic achievements and awards shared on LinkedIn
- Volunteer work and community service posts
- Creative portfolios showcasing your talents
- Thoughtful contributions to online discussions

Negative Footprint



- Oversharing personal information or inappropriate content
- Participation in cyberbullying or online harassment
- Controversial or offensive comments
- Photos or videos you wouldn't want employers to see

Why Digital Footprints Matter

01 | College Admissions Review

Over 40% of college admissions officers check applicants' social media profiles as part of their evaluation process

02 | Employer Background Checks

Approximately 70% of employers use social media to screen candidates before hiring

03 | Permanent Digital Record

Content posted online can be saved, screenshot, and shared—making it nearly impossible to completely erase

04 | Identity Theft Risk

Oversharing personal details creates opportunities for criminals to steal your identity or compromise your accounts

"Think before you post"

Once something is online, it takes on a life of its own. Ask yourself: Would I be comfortable with my future employer, teacher, or grandparent seeing this?



Data Privacy



Data privacy is your right to control who has access to your personal information and how it's used. In the digital age, protecting your privacy isn't just about keeping secrets—it's about maintaining control over your personal narrative and protecting yourself from potential harm.

Identity Information

Name, date of birth, address, phone number, email, and Social Security number

Location Tracking

GPS coordinates, places visited, movement patterns, and travel history

Visual Data

Photos, videos, facial recognition data, and biometric information

Digital Behavior

Browsing history, search queries, app usage, contacts, and communication patterns

How AI Uses Your Data

AI systems learn from the data you provide to improve their services and create personalized experiences. While this can be incredibly helpful, it's important to understand what's happening behind the scenes and the potential implications of sharing your information.



Netflix & Streaming

Analyzes your viewing history, ratings, and watch time to recommend shows and movies you'll likely enjoy



Google Maps

Uses your location data and travel patterns to provide real-time traffic updates and suggest faster routes



E-commerce Sites

Tracks browsing and purchase history to show personalized product recommendations and targeted ads

Risks of Data Misuse

When personal data falls into the wrong hands or is used unethically, the consequences can be serious and long-lasting. Understanding these risks empowers you to make informed decisions about what information you share and with whom.



Hacking & Identity Theft

Cybercriminals can steal personal information to access your accounts, make fraudulent purchases, or impersonate you online. Data breaches expose millions of users' information each year, putting financial security and personal reputation at risk.



Targeted Manipulation

AI algorithms can use your data to influence your opinions and behavior through fake news, biased content, and emotionally charged advertisements. This targeted approach can create echo chambers that reinforce existing beliefs and limit exposure to diverse perspectives.



Loss of Privacy & Tracking

Companies and organizations track your online activity across multiple websites and apps, building detailed profiles about your interests, relationships, and behaviors. This constant surveillance can feel invasive and limits your ability to explore ideas freely without judgment.

Online Safety Tips for Students

Protecting yourself online doesn't require technical expertise—just awareness and good habits. These practical strategies will help you maintain control over your digital presence and stay safe in an increasingly connected world.

- ◆ **Create Strong, Unique Passwords**
Use a combination of uppercase and lowercase letters, numbers, and symbols. Avoid using the same password for multiple accounts. Consider using a password manager to keep track of complex passwords securely.
- ◆ **Protect Your Personal Information**
Never share sensitive details like your full address, phone number, school name, or financial information publicly on social media or with strangers online.
- ◆ **Verify Before You Click**
Be cautious about clicking links in emails, messages, or pop-ups. Hover over links to see where they lead before clicking. Only download apps from official app stores and read reviews first.
- ◆ **Practice Good Device Hygiene**
Always log out from your accounts when using shared or public devices. Enable two-factor authentication for an extra layer of security on important accounts.
- ◆ **Speak Up About Online Harassment**
If you experience or witness cyberbullying, harassment, or inappropriate behavior online, report it to a trusted adult, school counselor, or the platform immediately. Save evidence by taking screenshots.

The Role of Parents in AI Awareness

Parents play a crucial role in helping children navigate the digital world safely and responsibly. By staying involved and informed, you can guide your children to make smart choices online while fostering open communication about technology and its implications.

Start Early Conversations



Talk openly with children about safe internet use, digital citizenship, and the permanence of online actions. Create an environment where they feel comfortable asking questions.

Encourage Balanced Screen Time



Set reasonable limits on device usage and encourage offline activities. Model healthy technology habits by being mindful of your own screen time.

Review Privacy Settings Together



Sit down with your child and go through privacy settings on social media, gaming platforms, and apps. Make sure they understand what information is being shared and with whom.

Guide Ethical AI Use



Teach children to use AI tools responsibly—for learning and creativity, not cheating or taking shortcuts that undermine their education. Discuss the ethics of AI-generated content and plagiarism.



Cybersecurity in the AI Era

The Double-Edged Sword

AI is transforming online safety by quickly detecting threats like spam, phishing, and malware in real time. Yet, the same technology is also misused by cybercriminals to create deepfakes, smart phishing, and automated hacking tools.

Verify Before Sharing

Always confirm information from multiple trusted sources before passing it along.

Stay Skeptical

Don't click suspicious links, even if they appear to come from known contacts.

Keep Updated

Regularly update software and use strong, unique passwords for all accounts.



AI and Emotional Well-being

Finding Balance

Many young people spend significant time with AI-driven apps, social media algorithms, and even chatbots designed to simulate conversation. While these technologies can provide entertainment and sometimes comfort, they cannot replace genuine human connection and emotional support.

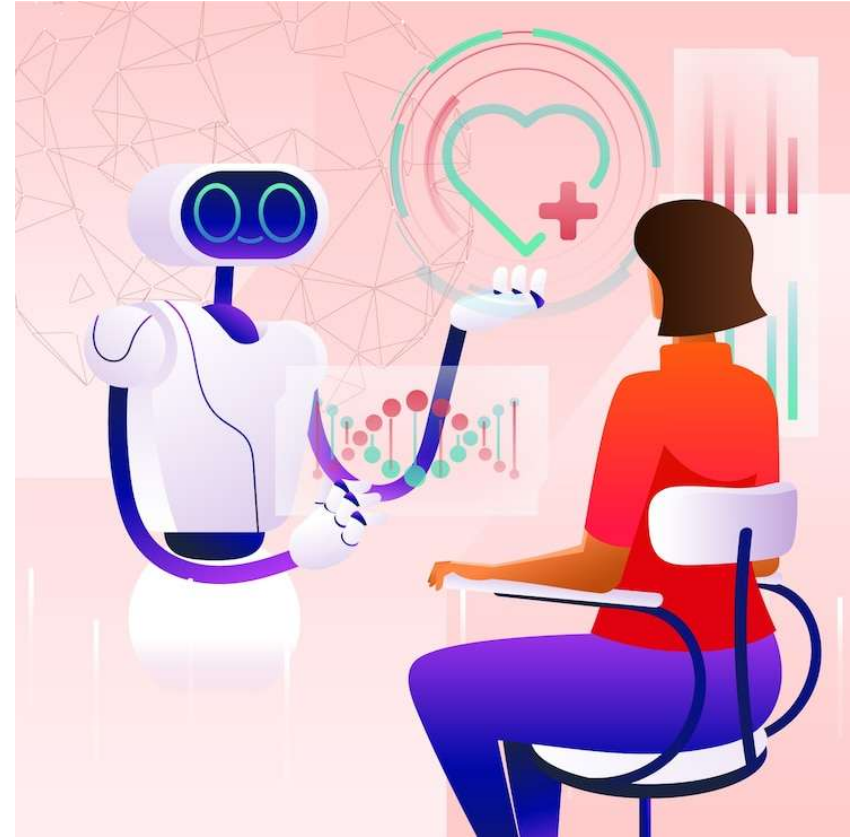
For Students

Use AI tools mindfully and set boundaries. Remember that screen time shouldn't come at the expense of real-world friendships, family time, and activities that bring joy.

For Parents

Encourage offline hobbies, face-to-face conversations, and activities that don't involve screens. Model healthy technology habits yourself.

| *"Technology should connect people—not replace them."*



What is Ethical AI?

Ethical AI means developing and using artificial intelligence in ways that respect human values, rights, and dignity. It's about ensuring that as AI systems become more powerful and prevalent, they remain tools that serve humanity rather than harm it. This requires intentional design choices, ongoing oversight, and a commitment to fundamental principles that put people first.



Fairness

AI systems should treat all people equitably, without discrimination based on race, gender, age, or other characteristics.



Transparency

People should understand how AI makes decisions that affect them and have visibility into these processes.



Accountability

Humans remain responsible for AI outcomes. There must be clear lines of responsibility when things go wrong.



Safety & Privacy

Personal data must be protected, and digital rights must be respected at every stage of AI development and deployment.

AI in Action: Ethics in Practice

Ethical Applications

- **Healthcare Innovation:** AI detecting diseases early through pattern recognition in medical imaging, potentially saving countless lives
- **Personalized Education:** Smart learning systems that adapt to individual student needs, making quality education more accessible
- **Environmental Protection:** AI models predicting climate patterns and helping develop solutions to environmental challenges

Unethical Applications

- **Deepfakes:** AI-generated fake videos and voices used to deceive, manipulate, or harm individuals
- **Misinformation Campaigns:** Automated systems spreading false information at scale to influence opinions
- **Biased Systems:** Facial recognition or hiring tools that discriminate against certain groups

| *Ethics decide whether AI helps or harms society.*



Teaching AI Ethics to the Next Generation

Preparing young people for an AI-driven world goes beyond teaching them how to use technology—it requires developing critical thinking skills and ethical awareness. Students need to understand not just what AI can do, but what it should do, and how their choices as users and future developers will shape society.

01 | Encourage Critical Questions

Help students ask how AI tools work, who benefits from them, and what data they collect. Curiosity is the foundation of ethical awareness.

02 | Promote Digital Empathy


Teach respect for others online. Actions in digital spaces have real consequences for real people.

03 | Emphasize Learning Over Shortcuts

Make clear that AI should be used to enhance understanding, not to circumvent the learning process or claim others' work.

04 | Discuss Social Impact

Use real-life examples to show how technology decisions affect communities, privacy, fairness, and human rights.

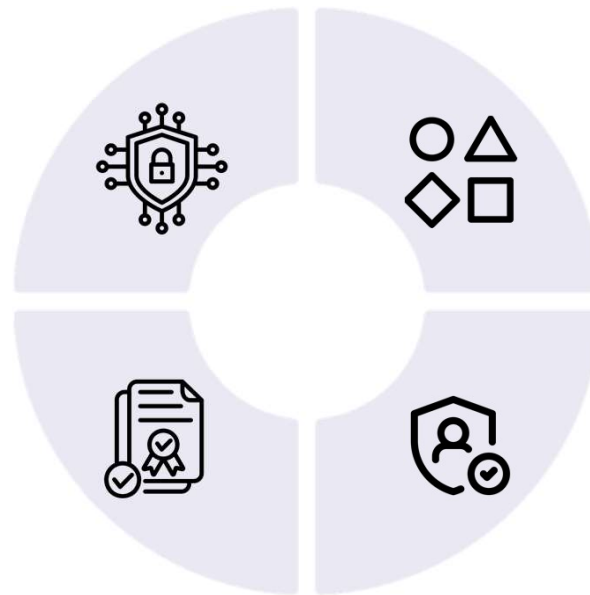
 **Tip for Educators and Parents:** Use news stories, short videos, and case studies to make abstract ethical concepts concrete and relatable.

Building a Responsible Digital Future Together

Creating a world where AI serves humanity requires collective effort. Digital literacy and ethical awareness must develop together, with schools, families, and technology companies working in partnership. The choices we make today—about privacy, fairness, transparency, and human values—will determine what kind of future we build.

Safe AI Use
Protect privacy and practice good digital hygiene

Policy Support
Back laws and regulations that ensure ethical AI development



Diversity & Fairness
Advocate for inclusive systems free from bias

Privacy Protection
Guard personal information and respect digital boundaries

| Be Smart. Be Safe. Be Ethical.

*Thank you
for your attention!*

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