# Transcript: " Using AI responsibly”

*[Text appears that reads: “Using AI responsibly: Best practices.”]*

Then, photos appear of a man using a tablet, a woman scrolling on a phone, and a couple looking at a laptop.

**Voiceover:** As AI becomes more integrated into our lives, it's important to ask how can we ensure it's used responsibly? Let's explore.

A laptop appears.

**Voiceover:** Understanding AI is the first step.

*[A text bubble reading: “Buzzword” emerges from it.]*

The monitor displays a hammer, nails and a wrench.

**Voiceover:** It's not just a buzzword, it's a tool with broad capabilities and understanding the basics is important.

A man uses a cell phone.

**Voiceover:** Staying informed about the latest advancements and ethical discussions in AI is essential.

The photos reappear of the man using a tablet, the woman scrolling on a phone, and the couple looking at a laptop. A stack of reference books appears.

**Voiceover:** This knowledge is key to leveraging AI responsibly. AI, like us, can have blind spots. It can reflect societal biases present in the data it learns from.

A hand reaches into a box to pick up a lightbulb.

**Voiceover:** By actively seeking unbiased information and understanding how AI uses data, navigating these blind spots becomes easier.

A magnifying glass inspects a book.

**Voiceover:** This approach can also help reduce machine learning bias.

**Voiceover:** Safety always comes first.

A padlock appears next to a sign that reads: *[“Safety First.”]*

Icons revolve around the sign displaying a cloud, an eye, an arrow and a bug.

**Voiceover:** Your data is precious and you should know how it's used by AI systems.

A padlock appears on top of a file folder.

**Voiceover:** Choose services that value user privacy. The best AI systems prioritize security and transparency.

A staircase appears. Then, a lock box is locked with a padlock and chain. Three additional padlocks appear alongside it.

**Voiceover:** Microsoft takes extra measures to ensure your data is secure and protected.

The logo for Copilot appears. Text balloons reading “A, B, C” emerge from it. A green recycling bin appears.

**Voiceover:** For example, at the end of a chat session in Copilot, prompts and responses are discarded.

**Voiceover:** Your organization's data is also not shared with third parties without your permission.

A padlock appears on a smart phone screen. Three user profile icons are connected to the phone by dotted lines. Buttons appear below labeled: *[“Accept and Reject.”]*

**Voiceover:** After all, your personal data should remain personal.

*[A search bar reads: “Two people shaking hands.”]*

**Voiceover:** When it comes to AI generated content, it's essential not to accept it at face value.

An image of two hands shaking appears. One of the hands has several extra fingers and an extra thumb.

**Voiceover:** Always make a point to cross verify information from a variety of sources and engage your critical thinking skills.

*[Text appears that reads: “Critical thinking skills.”]*

The extra fingers disappear.

**Voiceover:** Critical thinking can help evaluate and refine AI generated content.

A laptop appears. Next to it, text boxes appear that read: *[“Verify the facts and sources. Understanding the contents, goals and target audience. Considering a range of viewpoints.”]*

**Voiceover:** You can do this by verifying facts and sources, understanding the content's goals and target audience, and considering a range of viewpoints.

*[A window appears that reads: “Five steps, tool safety. Guideline one, guideline two, guideline three, guideline four, guideline five.”]*

**Voiceover:** It's also important to ensure that the AI tool or service you're utilizing has clear policies and guidelines for secure usage. After all, a well-informed user is the best defense against misinformation.

Flowers bloom through cracks in pavement.

**Voiceover:** AI can be a force for good. It can aid us in health care, education, and even environmental conservation.

The Microsoft logo appears over the phrase: *[“AI for Good.”]*

**Voiceover:** Microsoft's AI for Good initiative is designed to equip individuals and organizations globally with the ability to address humanitarian challenges and foster a world that is more sustainable and inclusive.

Icons appear, showing a globe, a tree, a leaf, two talking heads, a recycling logo, a heart, an electric plug, a red cross and a rocket ship. Then, two people look at a laptop and a book next to flowers and a glass of water.

*[Text reads: “AI for Good Lab.”]*

**Voiceover:** For instance, consider AI for Good Lab.

A satellite orbits the earth.

**Voiceover:** It's leveraging AI to identify communities around the globe in need of extra support, especially those at risk from natural disasters like floods or earthquakes.

Small houses are crowded together at the edge of a dock.

A presenter at a board room meeting points to a map of the world.

**Voiceover:** Pinpointing where these communities are located allows for quick deployment of vital resources to help secure their well-being.

A woman uses a laptop.

*[Text appears reading: “Fred Hutch, Cancer Center. QuitBot.”]*

**Voiceover:** Meanwhile, in partnership with Microsoft, Fred Hutch Cancer Center has tapped into AI's potential to develop Quit Bot.

**Voiceover:** This chatbot offers personalized assistance to individuals determined to quit smoking.

A man in a lab coat holds a no smoking sign. Then, colorful waves and shapes emerge from a computer monitor.

**Voiceover:** AI should be a tool for good, never a means to spread misinformation or cause harm.

A group of people gather in a meeting room. Another group chats in a break room.

**Voiceover:** So what else can you do? Join the conversation. Start discussions in your community and workplace.

A laptop displays a lightbulb. A question mark and a checklist icon appear next to it.

**Voiceover:** Inquire about responsible use policies when utilizing AI services.

A man points to a checklist. A woman checks a clipboard. Various scenes of people helping each other achieve goals.

**Voiceover:** Encourage people to think about how AI will be utilized and to take steps to prevent misuse. By joining these conversations, you can help ensure AI is used responsibly.Together, we can shape the future of AI. Let's make sure it's a future we can all be proud of.

The Microsoft logo appears.