

# Media Literacy Education for Adult Audiences: Demystifying AI

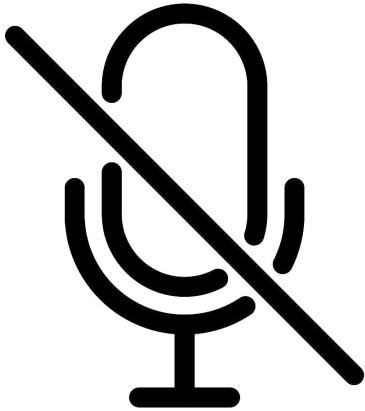
Dr. Brandy McNeil  
PLA President-Elect  
Deputy Director, NYPL

# Announcements

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- Today's webinar is a presentation of ALA's Public Programs Office and is the first session of five in our *Media Literacy Education for Adult Audiences: Architecture of the Internet* webinar series.
- This project was made possible by the Institute of Museum and Library Services grant number LG-13-19-0089-19.
- Please visit [ProgrammingLibrarian.org](http://ProgrammingLibrarian.org) for program ideas and more free webinars.





Only the presenter has **microphone** access. Enable captions by clicking on “Show captions”.



Use the **Q&A** to ask questions of the presenter or ALA staff. (This includes technical questions.)



Use the **CHAT** to talk with your peers.

# Today's Presenter

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**Dr. Brandy McNeil**

Deputy Director,  
The New York Public  
Library

&

Public Library Association  
President-Elect

# Agenda

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- Understanding AI: Basics & Concepts
- Importance of Media Literacy in AI Education
- Strategies for Educating Adult Patrons About AI



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# Understanding AI: Basics & Concepts

# What is AI?

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Artificial intelligence is the science of making machines that can think like humans. It can do things that are considered “smart.” AI technology can process large amounts of data in ways, unlike humans. The goal for AI is to be able to do things such as recognize patterns, make decisions and judge like humans.

- HCL Tech



# What is Generative AI?

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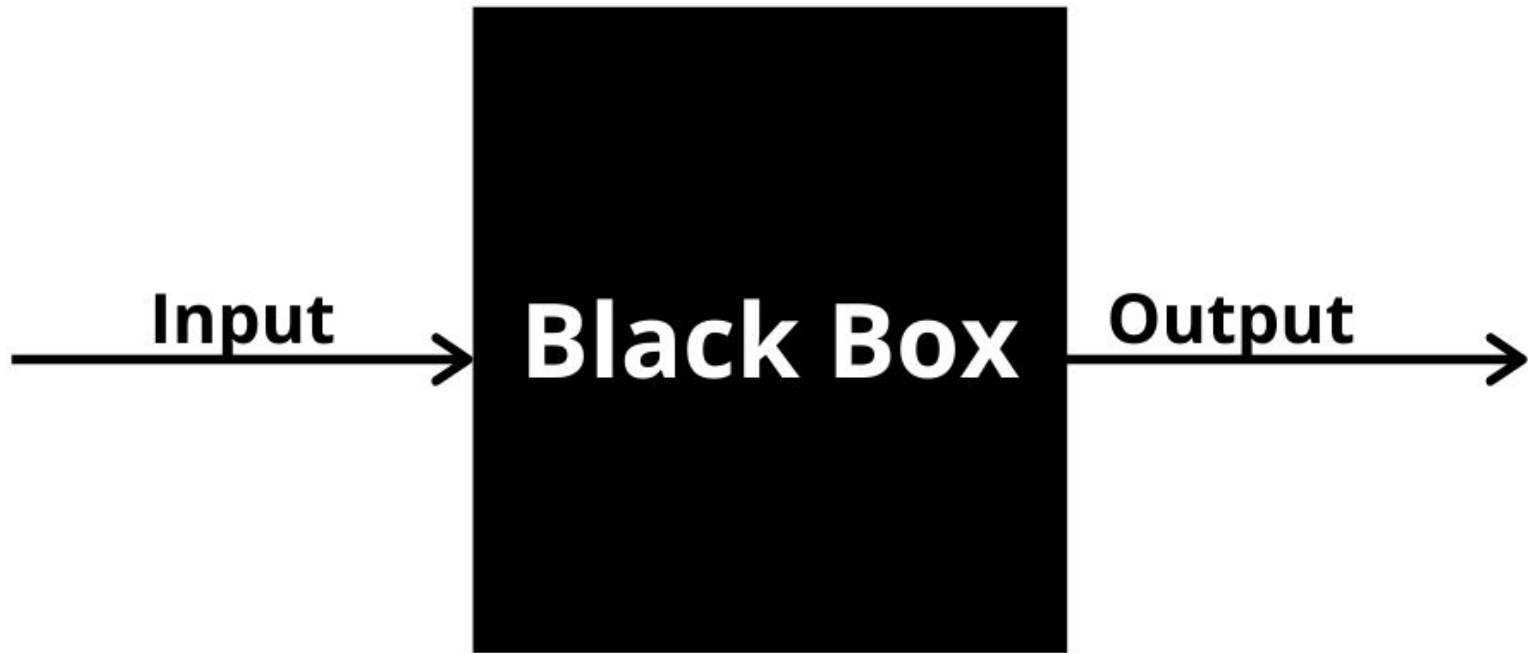
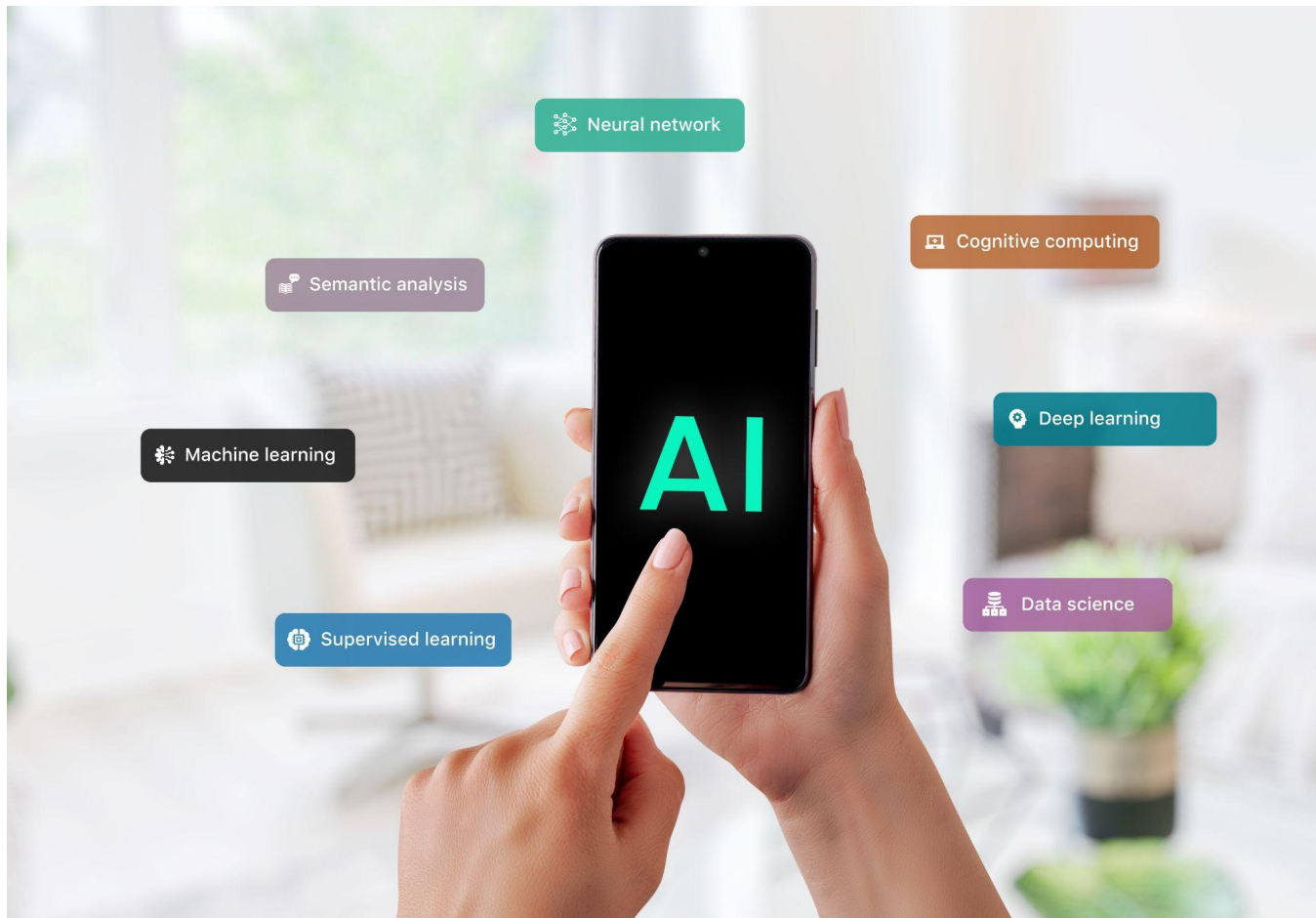


Image Source: ML Black Box



# AI isn't just one technology!

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# Generative AI

	Traditional AI	Generative AI
Training type	Supervised learning	Unsupervised learning and semi-supervised learning
Training data	Business-specific data	<ul style="list-style-type: none"><li>• Industry-specific data</li><li>• Internet</li><li>• Wikis</li><li>• Websites</li><li>• Ebooks</li><li>• Research papers</li><li>• Images, etc</li></ul>
Capabilities	<ul style="list-style-type: none"><li>• Expected function delivery</li><li>• Pattern detection</li><li>• Making predictions</li></ul>	<ul style="list-style-type: none"><li>• New content generation</li><li>• Code generation</li><li>• Image creation</li><li>• Product development, i.e., Website or application</li><li>• Summarization</li><li>• Text extraction</li><li>• Translation</li><li>• Classification</li></ul>

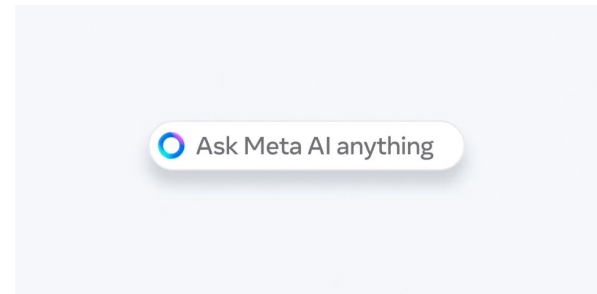
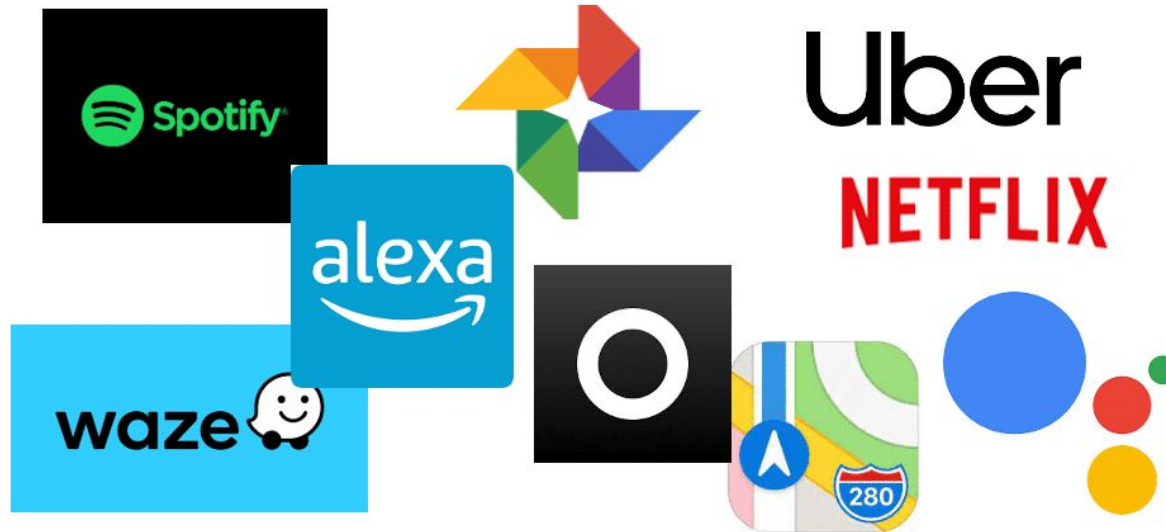
## Traditional AI vs. Gen AI

Image Source: workativ.com

# Everyday AI Tools

## AI-powered Intelligent Apps

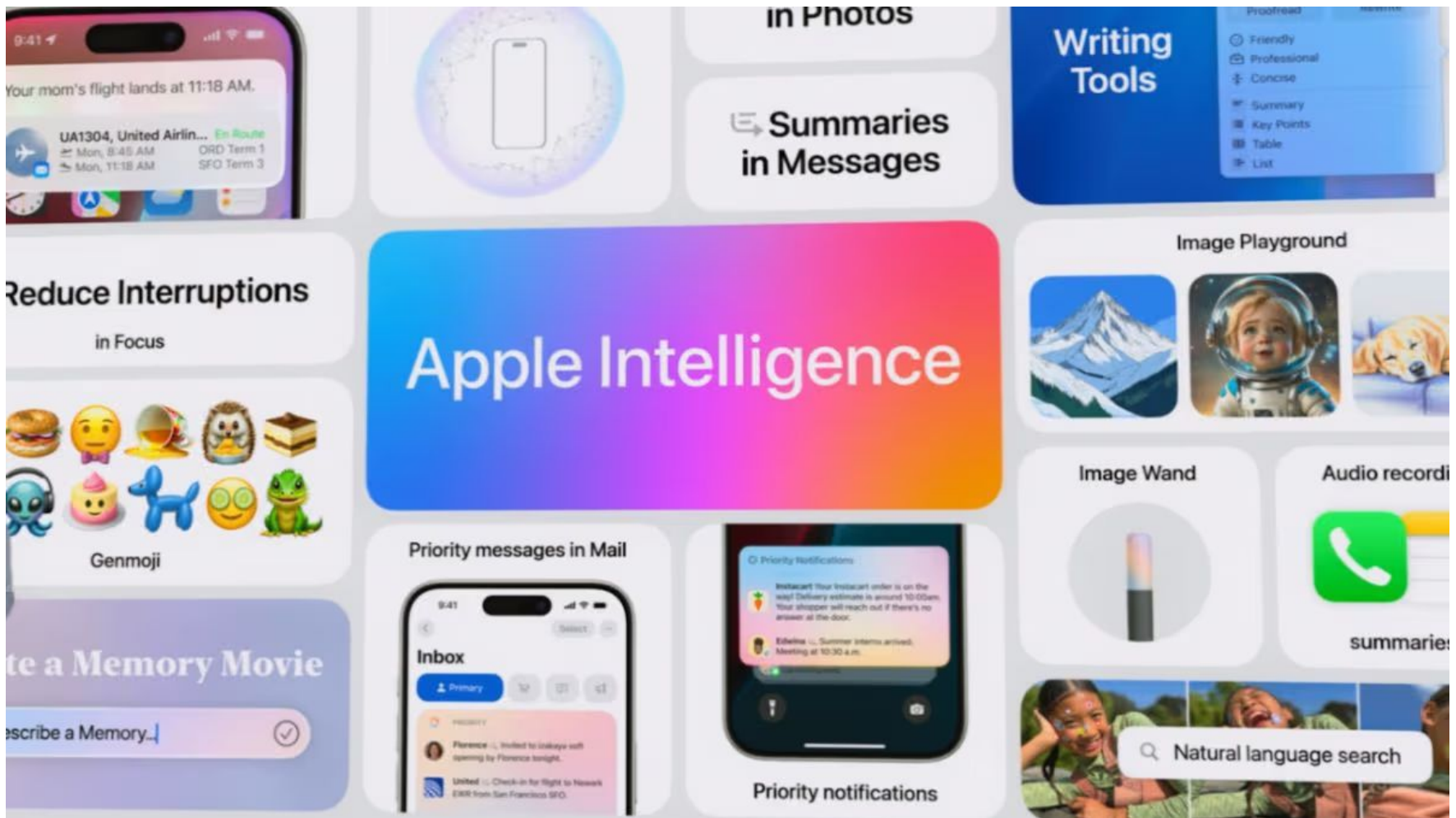
Examples of everyday AI Apps that help non-technical users manage data and analytics-intensive operations to deliver well-defined operational outcomes and a superior user experience



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# Apple Intelligence



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# Importance of Media Literacy in AI Education



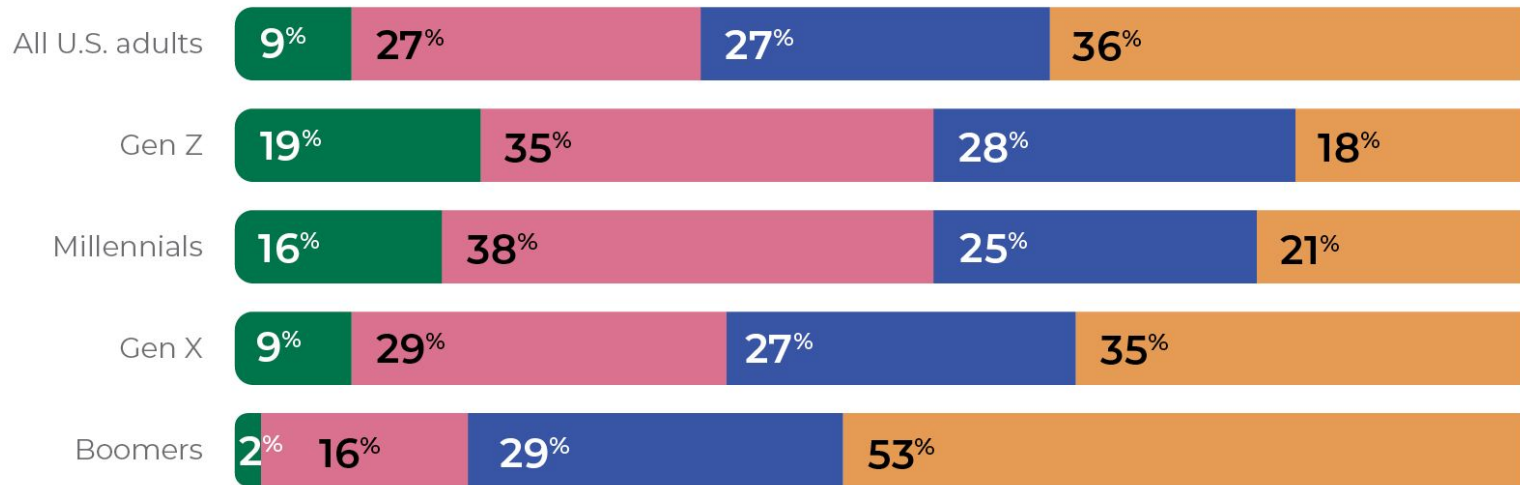
# Who is Using AI?

Barna

## Younger Generations Are More Likely to Use AI

How often are you using AI in your personal life?

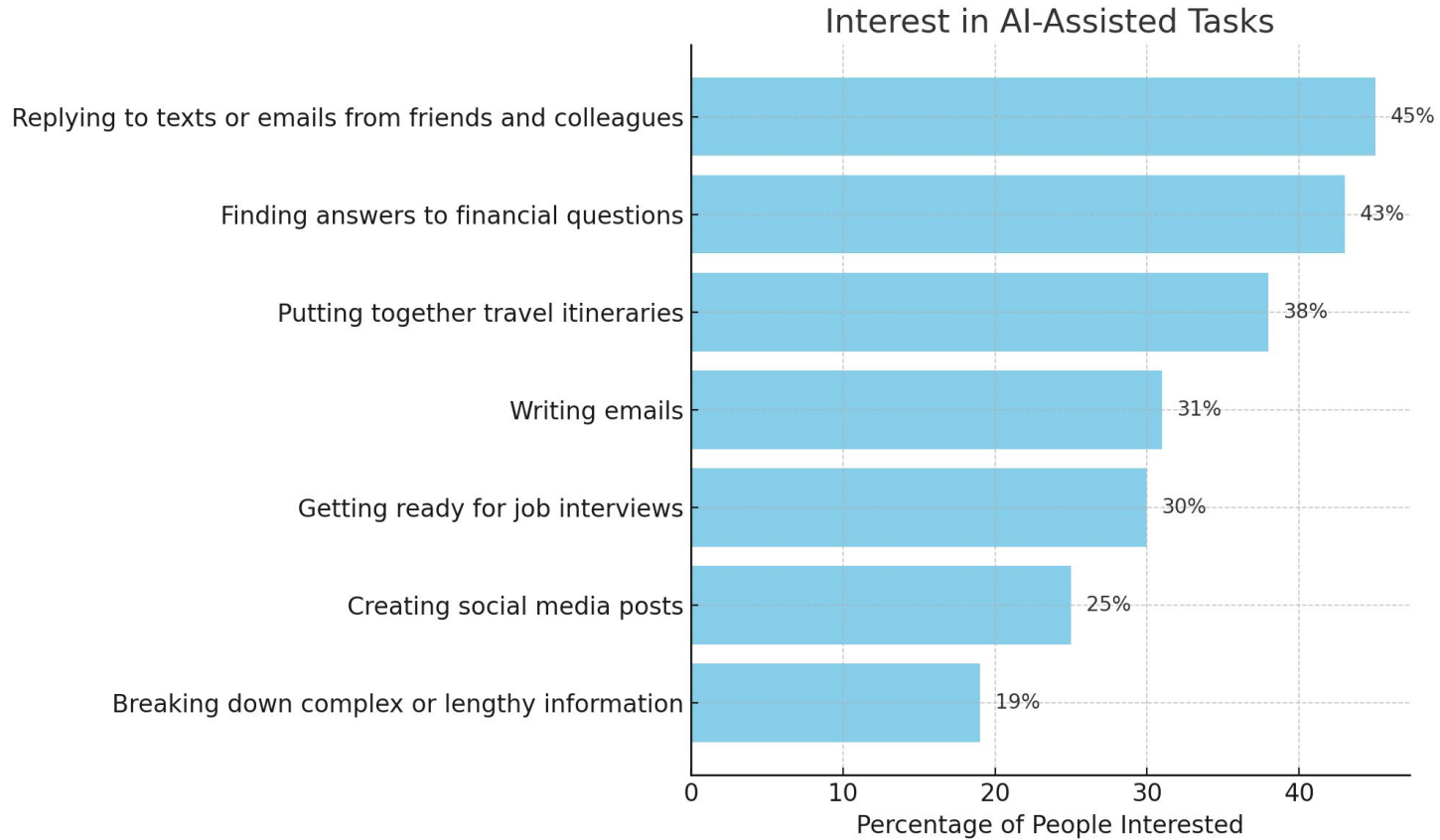
● Often ● Sometimes ● Not very much ● Not at all



n=1,500 U.S. adults, July 28–August 7, 2023.

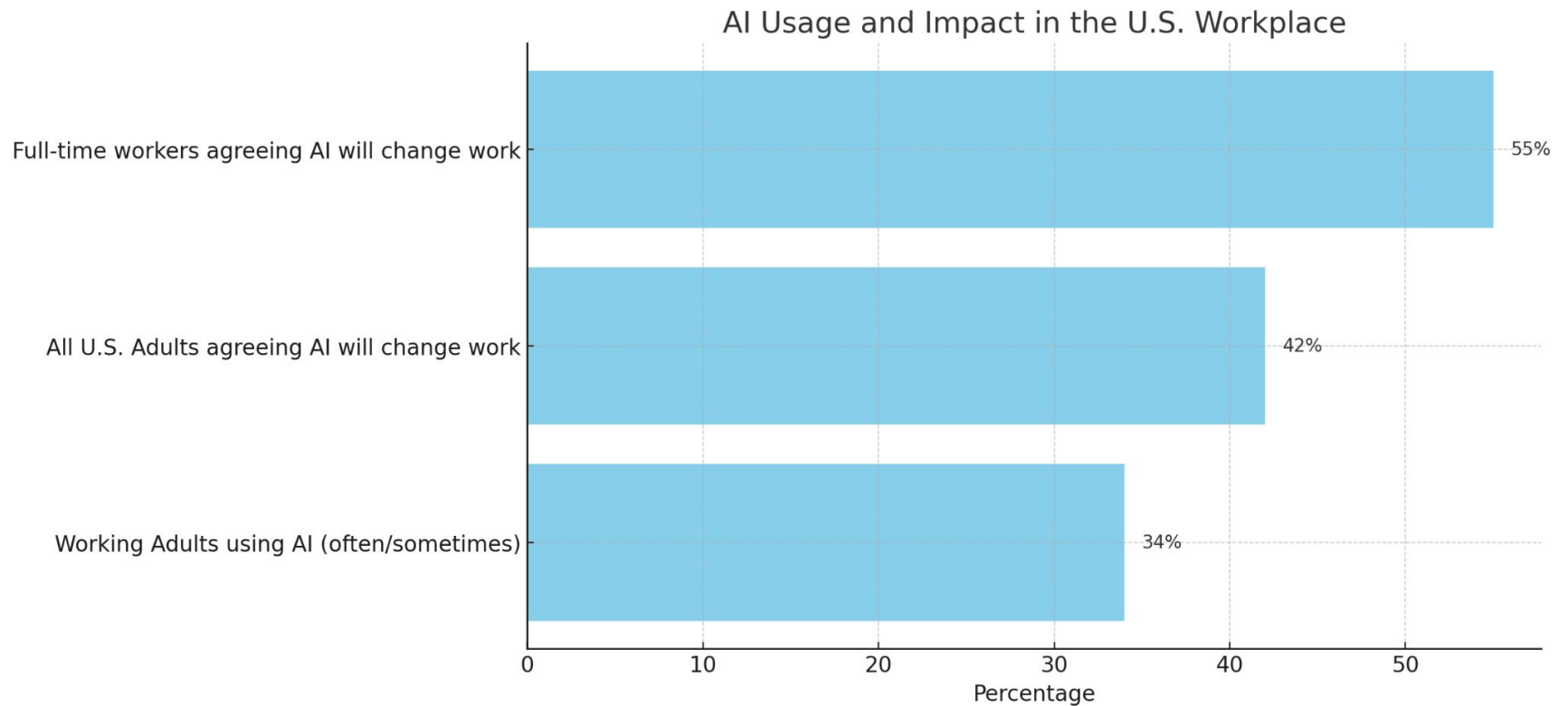
Image Source: Barna

# Interest in AI-Assisted Tasks



Source: Forbes Advisor Survey 2024

# AI Impact on Workplace



# AI Importance: Career Readiness

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- Career Readiness - Can help people with their jobs to be more efficient. Companies will start using tools like Microsoft Co-pilot and for those that understand how to use it, they will become efficient quicker. In addition, AI education can result in increased job opportunities.





# AI Importance: Social Benefits

- Social benefits - inclusion of those with other abilities, medical advances, small business solutions, translation tools to break down communication barriers and lead to more collaboration and social justice awareness of what tools mean.





# AI Importance: Learning Benefits

- Enhanced Learning - Can make learning more engaging and assist with critical thinking and identifying gaps. In addition, it helps with awareness of misinformation, disinformation and scams.



# AI Concerns: Job Loss

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Generative AI tools could theoretically automate work that takes as much as

**70%**

of an employee's time



# AI Concerns: Bias

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The data is trained by scraping data that is already biased. In addition, the data it is being trained from is by a human who also has biases.



<https://www.youtube.com/watch?v=rf68wQDVEho>



# AI Concerns: Consent

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The data that has been scraped is not data that most people have given these companies permission to use. Copyright and AI laws are grey.



<https://youtu.be/kUUievwKEaM?feature=shared>

# AI Concerns: Hallucinations

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Without human interaction AI misinformation can run rampant.



<https://youtu.be/avEPVMmjRM0?feature=shared>



# AI Concerns: Deep Fakes

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Spreading of disinformation and scamming. How can we digitally watermark voices and images.



<https://youtu.be/tEgLKil9qck?feature=shared>

# Open AI Sora

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- Real or Human?

[https://www.youtube.com/watch?v=HK6y8DAPN\\_0&t=23s](https://www.youtube.com/watch?v=HK6y8DAPN_0&t=23s)

# AI Concerns: Climate Change

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1 ChatGPT search  
uses nearly

10x the electricity of  
a typical internet  
search.



<https://www.youtube.com/watch?v=SkWzwoDIGmE>

# The Future of AI

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AI Transparency deals with concepts such as explainable AI (XAI) - Understanding how data predictions and algorithms are produced help people to understand the influence of decisions made.

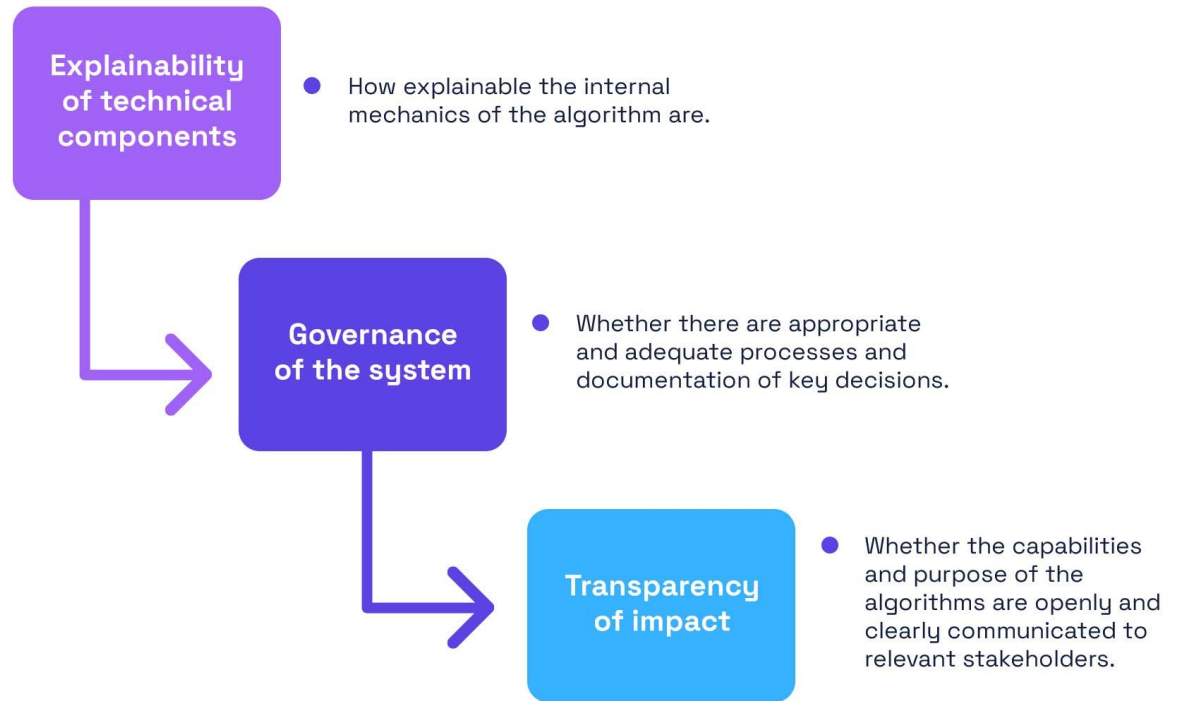


Image credit - Holistic AI



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# Strategies for Educating Adult Patrons About AI



# Popular Tools & Their Uses

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zoom



::: Whisper

Gemini

Claude

- Meeting Notes
- Flyers
- Create invitations
- Write a speech or presentation
- Write Letters
- Marketing
- Lesson Plans & Tutorials
- Develop budgets & Project Plans
- Language Translation & Support
- Customer Service
- Business Name Generator
- Create Music - beats/lyrics
- Write Books
- Create Videos
- Create blog posts
- Write Code
- Generate Images
- Help you understand a legal or health document
- Help with research

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# ChatGPT

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## Pros:

- Content Generation
- Automate tedious tasks
- Constant availability
- Multilingual capability

## Cons:

- Lack of understanding human emotions
- Outdated datasets (free)
- Factual inaccuracies
- Biases

# Microsoft Co-Pilot

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## Pros:

- Integration w/365
- Collaboration
- Improved Productivity
- Security

## Cons:

- Privacy
- Glitches
- Costs

# Perplexity AI

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## Pros:

- Sources
- Anonymity
- Answering questions
- Ease of use

## Cons:

- Lacks a vast amount of indexed data
- Thread crash
- Not error proof



# Strategy Steps 1-8: Your Tasks

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1. Get familiar with various AI tools
2. Practice better prompt engineering techniques
3. Seek professional development training on AI tools
4. Ensure you understand data privacy and security
5. Follow AI blogs, podcasts, experts on LinkedIn or X
6. Constantly pay attention to the news and research about AI
7. Pay attention to copyright cases involving AI
8. Attend AI related conferences that aren't library focused

# Strategy Steps 1-5: Educating Patrons

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1. Conduct Tech Talks from industry experts, local small businesses that might be using it, or patrons that might use it in unique ways
2. Create classes such as:
  - a. AI 101 or AI Basics
  - b. How to Use AI (can be specific to a tool)
  - c. How to Use AI For ... (can be a specific task)
  - d. Being safe with AI (covering the AI concerns)
  - e. Be sure to make classes interactive and explain pros and cons
3. Create social experiments such as: Use games/quizzes to see if people can identify whether an image or text is AI. Turn it into a challenge and share results w/patron at your local library.
4. Create AI reading lists, if you library has a podcast, incorporate AI updates
5. Have an AI movie night and have open community discussion about AI afterwards.

# Resources

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## *Sites*

[AI Test for Older Adults](#) by AARP

[Database of AI Tools](#) by Futurepedia.io

[AI Literacy Lessons Grade 6-12](#) by CommonSense.org

[AI & The Future of Teaching and Learning Report](#) by The Dept. of Ed.

[AI Creation Tool for Girls](#) by GirlsJam.ai

[How AI Is Trained](#) by Google QuickDraw

[Real or AI Quiz](#) - by Britannica Education

## *Podcasts & Youtubes*

[Hard Fork](#) by NY Times

[Machine Learning Street Talk \(MLST\)](#)

## *Books*

**Brave New Worlds: How AI Will Revolutionize Education** by Salman Khan

**Teaching with AI: A Practical Guide to a new Era of Human Learning** by Jose Antonio Bowen & C. Edward Watson

**Coded Bias** by Dr. Joy Buolamwini

**Unmasking AI** by Dr. Joy Buolamwini

**Weapons of Math Destruction** by Cathy O'Neill

**Algorithms of Oppression** by Safiya Noble

# Contact Me

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[!\[\]\(dfbd6b3763a6d1d9afaa974f64e2e4b5\_img.jpg\)](#) | [!\[\]\(b89ecf30df3dbaee65fa9f1829524a6e\_img.jpg\)](#) | [!\[\]\(12caa8c16ee33cc266cee3a47dfba46b\_img.jpg\)](#) | @DrBrandyMcNeil



# Q&A

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# Please join us for the rest of the series!

A promotional card for a webinar series. The background is a close-up of a person's hands typing on a laptop keyboard. Overlaid on the image is a semi-transparent white box containing text. The text is in a clean, sans-serif font. The top line is the largest, followed by a smaller line, and then two lines of smaller text at the bottom.

## Media Literacy Education for Adult Audiences: Free Webinar Series

*ALA Public Programs Office*

Sep 16, 2024

What determines the information that shows up in online search results? Why do results vary from person to person when the same search terms are used? Why do vacation ads appear across different websites after searching for a travel agent? The answers to these questions point to a set of structures that affect the information we all see and find online.

Join us for the Media Literacy Education for Adult Audiences: Architecture of the Internet webinar series, a five-part series that will focus on shedding light on the often-overlooked aspects of the internet that

<https://bit.ly/media-lit-series>

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