



AI in
Education
Is It a Good
Thing, or Not?

* Data and Best Practices

Data is an essential component of AI systems.

AI systems collect and generate data on a large scale and at high speed. It's a whirlwind that can make us feel overwhelmed and anxious, and for good reason.

What choices do we have with respect to the sharing of our data?
What power do we have to act?
What are our responsibilities?

Collected Data

When we're on the Internet, companies and their AI systems collect a wealth of data to optimize their performance.

There are two types of data collected: behavioural data and declarative data.

Behavioural Data

Behavioural data is generated automatically and collected without us necessarily being aware of it, like our browsing history, time spent on a post, number of clicks on a website, geolocation, etc. These are traces of our behaviour that are collected and stored in huge data centres.

Behavioural data is the most widely collected and used by AI systems.



Declarative Data

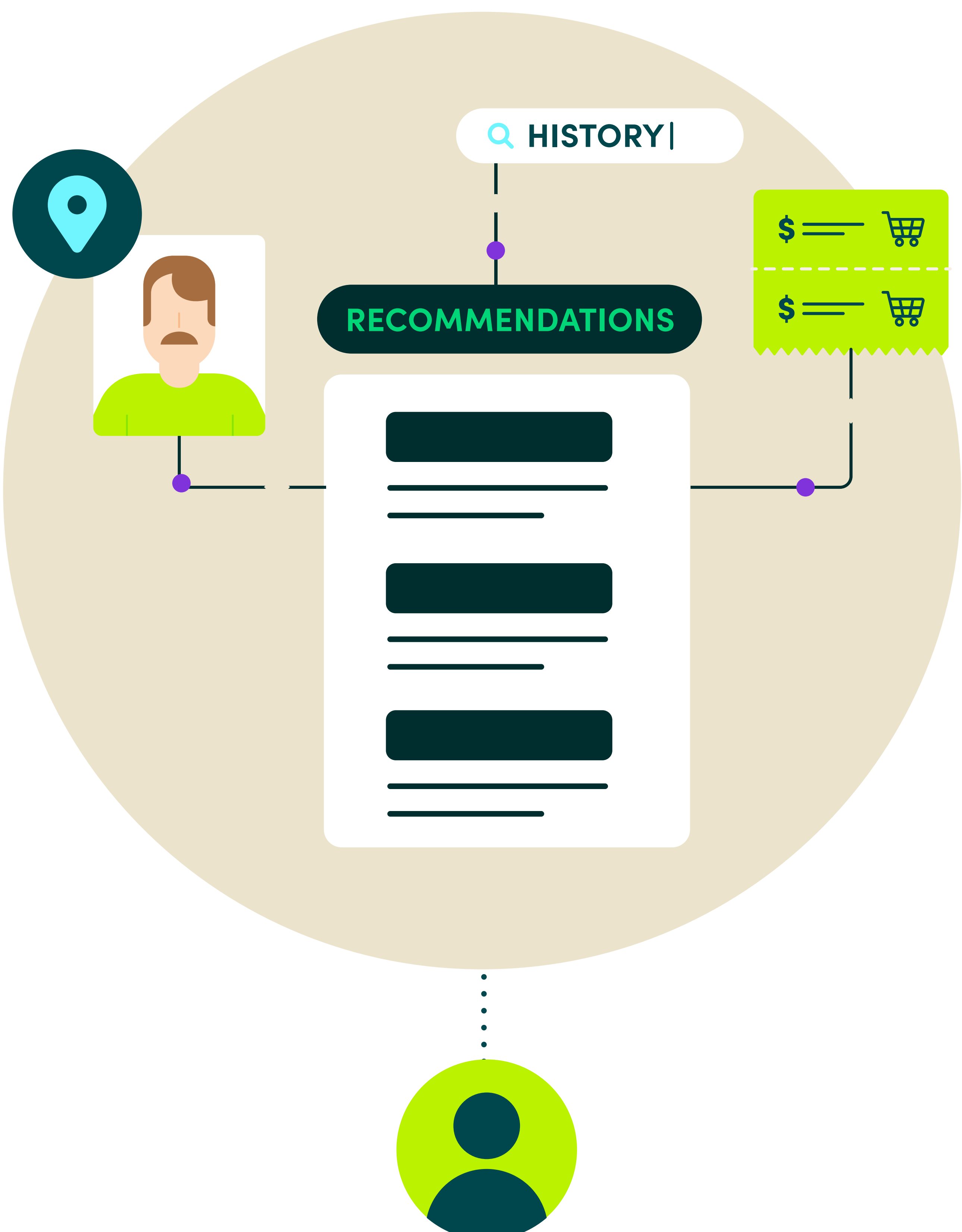
Declarative data refers to information that is voluntarily and consciously submitted online, like entering your email address in a form or posting a photo on social media.

Declarative data represents a very small portion of the personal data used by AI systems.

Collected Data

Why Collect so Much Data?

There are several reasons for this massive collection of data.



To Provide a Personalized Experience

Data collection provides users with a personalized experience, including through targeted advertising. This is why, after visiting car websites, we're likely to see multiple car sales ads.



To Better Predict Certain Needs

Data also allows the design of increasingly powerful AI systems that can better predict certain needs. Studies show that, based on this information, some AI systems can infer our beliefs, preferences, and certain personality traits.



To Sell Data

The data collected therefore has value, and it can be sold. This is something to keep in mind when downloading a free app. Nothing is truly free. In many cases, revenue relies on other business strategies, such as selling user information.

Collected Data

How to Limit Data Sharing?

When we visit a web page, it places a cookie in our browser. This is a small file that keeps track of all the actions we take on the site.

Some cookies are necessary for the site to function properly, such as remembering the contents of a shopping cart. Other cookies are optional and are mainly used for targeted advertising.



Choose Local Options

Quebec and Canadian companies are subject to various regulations that govern the protection of personal information. This is not the case in all countries.

Give your Consent, or Not!

The law requires websites to ask for our consent before placing cookies and collecting our data. If a website doesn't ask for our consent, this is cause for concern.

Take the Time to Choose

A responsibly and transparently designed website should allow us to easily choose which data we agree to share. We should be able to refuse optional cookies in whole or in part. These choices should be clearly indicated and accessible in one or two clicks.

Generated Data

AI systems use a lot of data, but they also generate it!

All outputs from AI systems, such as text, images, and videos, can be published, shared, and distributed.

But who is the author of these publications?
The AI system?



Plagiarism Risk

Taking an entire text generated by an AI system and presenting it as your own is a form of plagiarism, even if the AI does not hold copyright over its responses.

There's no formal legal obligation to cite an AI system, unless required by your institution.

It's a matter of intellectual honesty and transparency.

Humans Are Responsible

AI systems themselves can plagiarize by reproducing sentences from existing sources without citing them. If we copy plagiarism produced by an AI, we are the ones at fault.



The responsibility lies with the human, not the machine, to verify sources and ensure they are properly cited.



**Data
and Best Practices**

Video 04

View the video!

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