AI BASICS · BEGINNER · 12 MIN READ

Responsible AI: bias, copyright, deepfakes and honesty

How to use AI fairly and honestly: spot bias, respect people's work and likeness, say when AI helped, and keep a human responsible.

Pass the check (4 of 5) online to earn the “Responsible Builder” badge:
https://digitalbuilders757.com/university/study/responsible-ai-bias-copyright-deepfakes

Powerful tools need good habits

AI can draft, design and decide faster than ever, which also means it can spread mistakes, unfairness and fakes faster. Responsible AI use isn't about fear. It's a few habits that protect the people your work touches, and your own reputation.

Bias: AI can be unfair without meaning to

Models learn from huge amounts of human writing and images, including human stereotypes. Ask for 'a picture of a CEO' or a reference letter and you may see bias in who appears or how they're described. Watch most closely when AI touches decisions about people: hiring, grading, lending, housing or health. Test with different names and backgrounds, compare the results, and never let AI make those decisions alone. A person stays responsible (human in the loop).

Copyright and other people's work

Rules differ by country and are still changing, so check the law where you are and each tool's terms. In the United States, the Copyright Office's 2025 report says material made entirely by AI can't be copyrighted, while your own creative choices (what you write, select, arrange and change) can be. Practical habits: don't ask AI to copy a living artist's style to sell as theirs, don't paste in work you don't have the right to use, and check that images, music and code you publish are yours to use.

Deepfakes, likeness and honesty

- Never make fake images, video or voice of a real person without their clear permission, and never to embarrass, trick or harm anyone.
- Say when AI helped, especially in school, journalism, ads and anything people rely on. Follow your school's or employer's AI rules.
- Check facts before you share. AI can hallucinate confidently, and a fake that looks real still spreads.

- Protect personal data: don't paste other people's private information into AI tools without a good reason and permission.

Key terms

Bias (in AI)
Unfair patterns an AI picks up from its training data.

Hallucination
A confident AI answer that is false or made up.

Copyright
Legal rights over creative work. Rules for AI-made work differ by country and are still changing.

Personal data
Information about an identifiable person, like names, emails or grades; follows privacy rules.

Deepfake
Fake AI-made media of a real person, often used to mislead.

Human in the loop
A person approves important steps before they happen.

AI disclosure
A short note saying how AI helped make something.

Try it: Run a fairness check

1. Ask an AI to write a short reference letter for 'Emily, a nurse', then for 'Jamal, a nurse' with the same facts.
2. Compare the words used. Note any differences in tone or qualities.
3. Write one sentence for your project saying how and where AI helped (an AI disclosure).
4. List one decision in your project that a human, not AI, should always make.

KNOWLEDGE CHECK

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5 questions. Circle one answer for each; 4 or more correct passes. Answers are at the back.

1. Why can AI outputs be biased?

A. Models learn from human data that includes stereotypes
B. AI is programmed to be unfair on purpose by the companies that make it
C. Bias only happens with free tools
D. AI can't be biased

2. AI is helping screen job applicants. What's the responsible setup?

A. Let AI reject people automatically, since it treats every applicant exactly the same
B. AI can summarise, but a person decides, and results are checked for bias
C. Use AI to score and rank everyone, but don't tell applicants it's involved
D. Let AI make the first-round cuts on its own

3. According to the US Copyright Office's 2025 report, what can be protected by copyright?

A. Anything an AI makes on its own
B. Nothing that ever touched AI
C. The human creative contributions, like what you write, select and arrange
D. Only images, never text

4. A friend asks you to make a funny fake video of a classmate. What do you do?

A. Make it if it's funny and everyone in the group chat agrees
B. Make it, but only share it in a small private group chat
C. Use a different classmate
D. Don't make it without the person's clear permission

5. What's an AI disclosure?

A. A short note saying how AI helped make something
B. A bug report
C. A legal form you must file before publishing anything made with AI
D. An AI model's password

Official sites

US Copyright Office: AI report, Part 2 (copyrightability): https://copyright.gov/newsnet/2025/1060.html
Library of Congress blog: inside the Part 2 report: https://blogs.loc.gov/copyright/2025/02/inside-the-copyright-offices-report-copyright-and-artificial-intelligence-part-2-copyrightability/

Last reviewed 2026-11-25. AI tools change fast; check each tool's own site for current features, plans and prices.

ANSWER KEY

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1. A: Models learn from human data that includes stereotypes
Models reflect patterns in their training data, good and bad, so we test and check.

2. B: AI can summarise, but a person decides, and results are checked for bias
Decisions about people need human accountability and fairness checks.

3. C: The human creative contributions, like what you write, select and arrange
Purely AI-made material isn't protected, but human creative choices can be. Rules vary by country.

4. D: Don't make it without the person's clear permission
Deepfakes of real people without consent can cause real harm, and may be against school rules or the law.

5. A: A short note saying how AI helped make something
Being open about AI help builds trust and follows many schools' and employers' rules.