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CREATE CHANGE

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University of Maryland

Generative AI: With Great Power Comes Great Responsibility

Generative AI Tools, like ChatGPT, Gemini, Copilot, Firefly and Midjourney, provide powerful features for users, but also bring substantial dangers. Generating text, answering questions, summarizing documents, and writing code are common text-based applications, complemented by multimedia images, videos, songs, and speech. Generative AI products are startlingly impressive, but alarmingly flawed. Potential dangers include errors from “hallucinations”, biased statements, violations of privacy, and copyright infringement. Can these dangers be prevented or mitigated sufficiently to bring commercial success beyond the initial bubble of excitement?

MONDAY 31 MARCH 2025
2pm Seminar, 3.30-4pm Complimentary Afternoon Tea
UQ Advanced Engineering Building (49), Room 316

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BEN SHNEIDERMAN (<http://www.cs.umd.edu/~ben>) is an Emeritus Distinguished University Professor in the Department of Computer Science and Founding Director (1983-2000) of the Human-Computer Interaction Laboratory (<http://hcil.umd.edu>) at the University of Maryland. He is a Fellow of the AAAS, ACM, IEEE, NAI, and the Visualization Academy and a Member of the U.S. National Academy of Engineering. He has received six honorary doctorates in recognition of his pioneering contributions to human-computer interaction and information visualization. His widely-used contributions include the clickable highlighted web-links, high-precision touchscreen keyboards for mobile devices, and tagging for photos. Shneiderman's information visualization innovations include dynamic query sliders for Spotfire, development of treemaps for viewing hierarchical data, novel network visualizations for NodeXL, and event sequence analysis for electronic health records.

Ben is the lead author of *Designing the User Interface: Strategies for Effective Human-Computer Interaction* (6th ed., 2016). He co-authored *Readings in Information Visualization: Using Vision to Think* (1999) and *Analyzing Social Media Networks with NodeXL* (2nd edition, 2019). His book *Leonardo's Laptop* (MIT Press) won the IEEE book award for Distinguished Literary Contribution. *The New ABCs of Research: Achieving Breakthrough Collaborations* (Oxford, 2016) describes how research can produce higher impacts. His book, *Human-Centered AI*, published by Oxford University Press in 2022, was the winner of the Association of American Publishers award for Computer and Information Systems.