Review of Prof. Benito Mendoza's Talk: "Harnessing the Power of Generative AI: Responsible Utilization of AI Models for Content Generation" Works in the Works Series, Humanities Department on March 19, 2024.

Professor Benito Mendoza began his presentation "Harnessing the Power of Generative AI: Responsible Utilization of AI Models for Content Generation" with a provocative question on a slide that showed various job titles: "Which of these positions will be replaced by AI in the future?" Immediately after, the speaker added: "Is this the question that most concerns us?"

This was the introduction to a fascinating talk in which Prof. Mendoza, with enthusiasm and energetic dynamism, offered an updated view of the multiple possibilities of AI to improve our society and the concerns it raises. Before getting to the heart of the matter, Prof. Mendoza educated us by offering a precise definition of AI and a summary of its progress in the last 50 years, its distinctive subfields, and an explanation of how one of the most developed and more relevant to us as a society works, which was the core of his presentation: Generative AI (GenAI).

After contextualizing the topic, Prof. Mendoza showed us the mechanisms of how machines can generate content by learning patterns and creating an artificial language model. This lesson was not limited to understanding how predictive AI works and how these machines are trained, but also to decipher their language of numbers in which the content is coded in machine learning. The presenter emphasized the importance of communicating properly with AI and provided key information on how to feed it with appropriate well-designed prompts.

The audience were afterwards exposed to some examples of GenAI applications and its capabilities to create images, sounds, songs, videos, etc. with programs such as ChatGPT, SONA or SUNO. In addition, Prof. Mendoza shared his vast knowledge on the latest research and real applications of AI in art generation, sales, marketing, legal, medical, or industrial fields and provided examples of how AI can build a more equitable and productive society that improves human lives.

At the end of the talk, the presenter returned to the opening questions posed at the beginning of the talk, which was the gateway to an exhilarating Q&A session on the benefits and limitations of these tools. This discussion, hosted by the Humanities department, brought together perspectives from different angles of the sciences and the humanities, which is the way civilizations have evolved over time during all previous social, political, and economic revolutions.

Prof. Mendoza's remarkable presentation made us reflect on the promise of AI to bring democratizing and equalizing effects, great implications for the advancement of scientific knowledge, medicine, and humanity in general, but also on the significant risk of inappropriate use of this technology. Therefore, it is a top priority to harness the benefits of AI in a way that is consistent with our values, our traditions, our democracy, and our long-term survival on this planet.

Review by David Sánchez-Jiménez