

Bot or not?

How to keep it real in the age of AI.



Become an AI rebel (for good!)

_____ play a central role in technology development, and design choices can lead to real harms.

Development and use of AI with consideration of the human impact, incorporating _____, _____, and _____.

Purple teaming is a combination of _____ and _____.

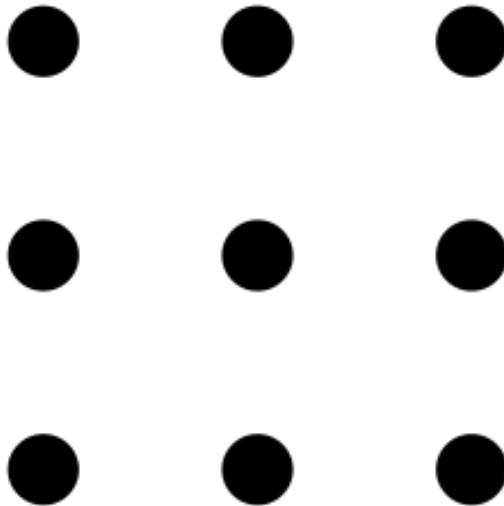
Instead of teams working _____, purple teaming brings everyone _____.

Including many _____ is important because it helps us detect more biases, vulnerabilities, and weaknesses.

Can you connect all nine dots?

Rules:

- Connect all nine dots.
- You can only use four lines, and they must be straight.
- Do not lift your pencil or retrace your lines.



Flip the page for some hints that might help,
and to learn how this puzzle connects to AI.

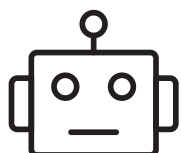
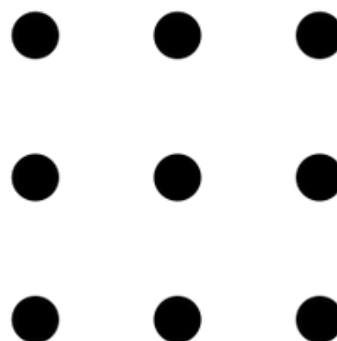
Think outside the box. Literally.



Hint

The nine-dot puzzle tricks people because we assume the lines must stay inside the "box" of dots — even though that's not a rule! This hidden assumption makes the puzzle seem impossible.

Once you draw outside that imaginary box, it's possible to solve. Give it another try!



Hidden assumptions in AI

AI can get trapped the same way. When AI learns from biased data, it picks up on our hidden assumptions and treats them like rules.

An AI trained only on photos of male doctors would always generate images of male doctors, even though doctors can be any gender! The AI learned the hidden rule that "doctors = men" from its training data.

These hidden biases can cause real problems, so it's important to find and fix them. At TELUS, we detect these assumptions and correct them through Purple Teaming to make AI fair for everyone.

Your voice matters!

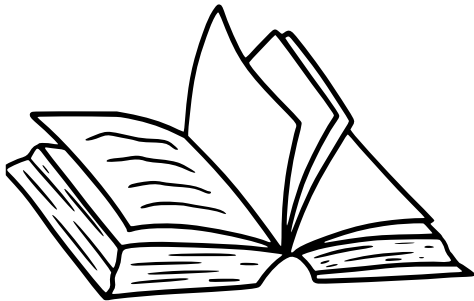
TELUS asked over one thousand Gen Z Canadians what they think about AI. This is what they said...

90%

say they used AI in the past year.

17%

feel that AI is the biggest challenge facing Canadians, the highest concern of all the groups we surveyed.



Top two areas Gen Z thinks AI could do the most good in:

- Education (46%)
- Accessibility and inclusion (39%)



Information finding (46%)

was the most common use of AI by teens, followed by skill learning (30%) and productivity tasks (28%).

65%

think AI can increase quality of life.

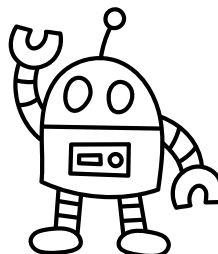


70%

think AI poses serious risks that society is not fully prepared to address.

15%

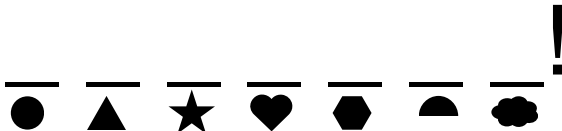
say they've used AI companions in the past year.



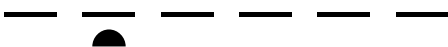
Ditch the Glitch

Decode these important principles to complete the hidden message.

Together, we can keep AI



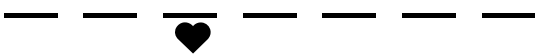
aftyes



specter



vicpray



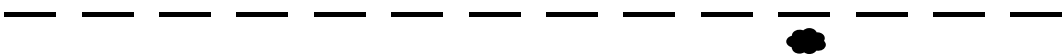
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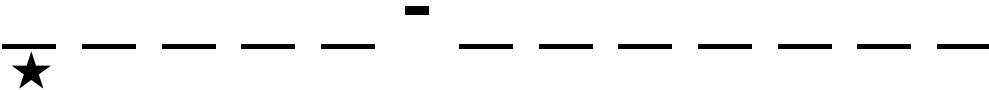
panernstracy



catabolicunity



nahum-certinc



Would you rather...

Have an AI DJ your prom

or

Have your principal DJ your prom?

See a human doctor you've known your whole life

or

See an AI doctor that has immense medical knowledge but doesn't know you?

Have an AI system decide what universities you get into

or

Have a human committee decide what universities you get into?

Let AI name your first child

or

Let a social media poll name your first child?

AI that always picks movies you'll like, but you never watch anything surprising

or

Argue with friends about what to watch for hours, but find something incredible?



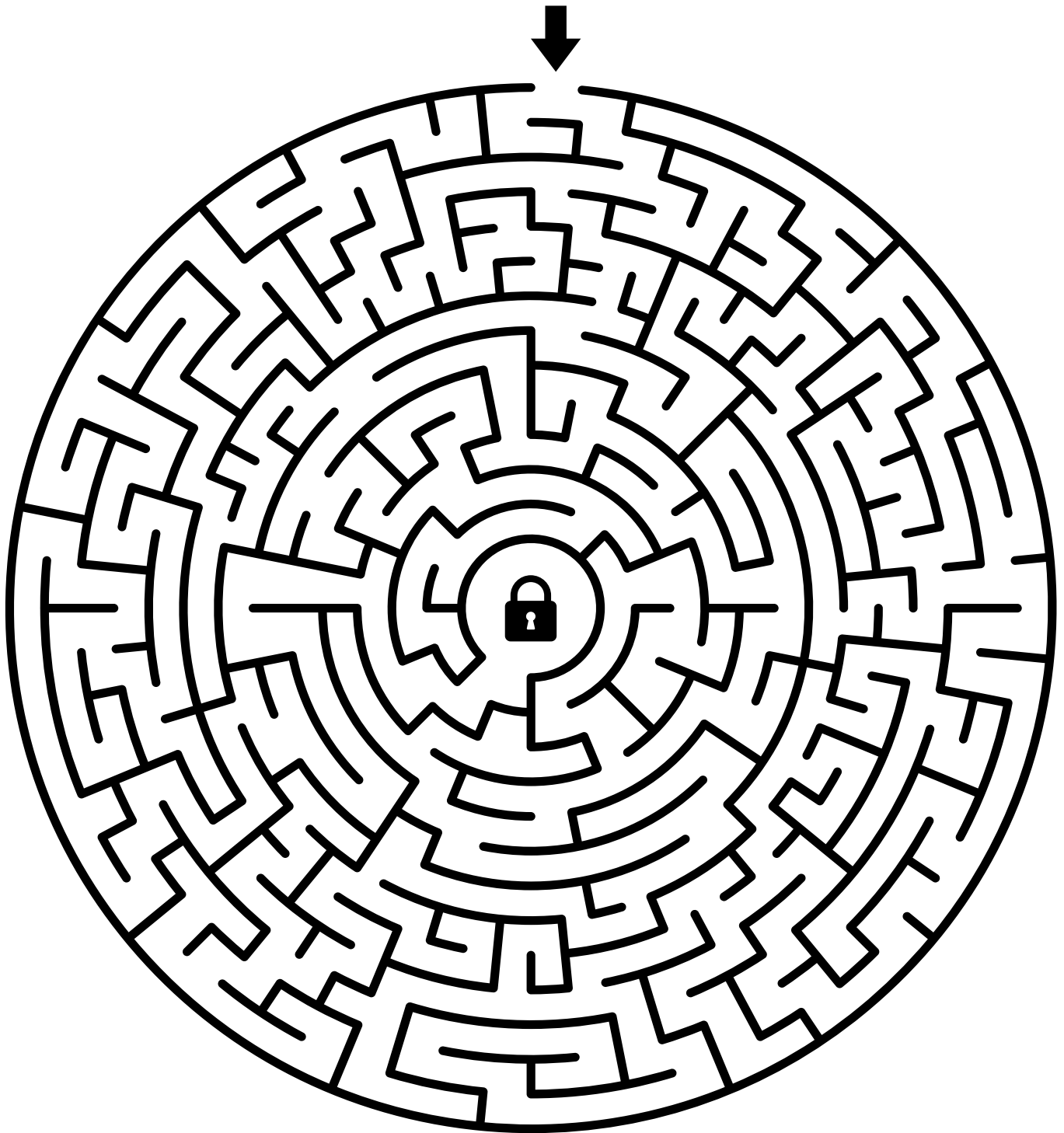
Think about it!

Some of these questions are silly, but they show something important: every choice with AI has pros and cons. Picking an AI doctor over a real doctor might mean getting faster help but losing the human connection.

Most situations aren't simply good or bad—maybe the best answer is a real doctor who uses AI to help them. Asking yourself questions can help you spot when things are more complicated than they first seem.

Mission: AI Safety

Find the path that leads to a safer digital future.



WORD SEARCH

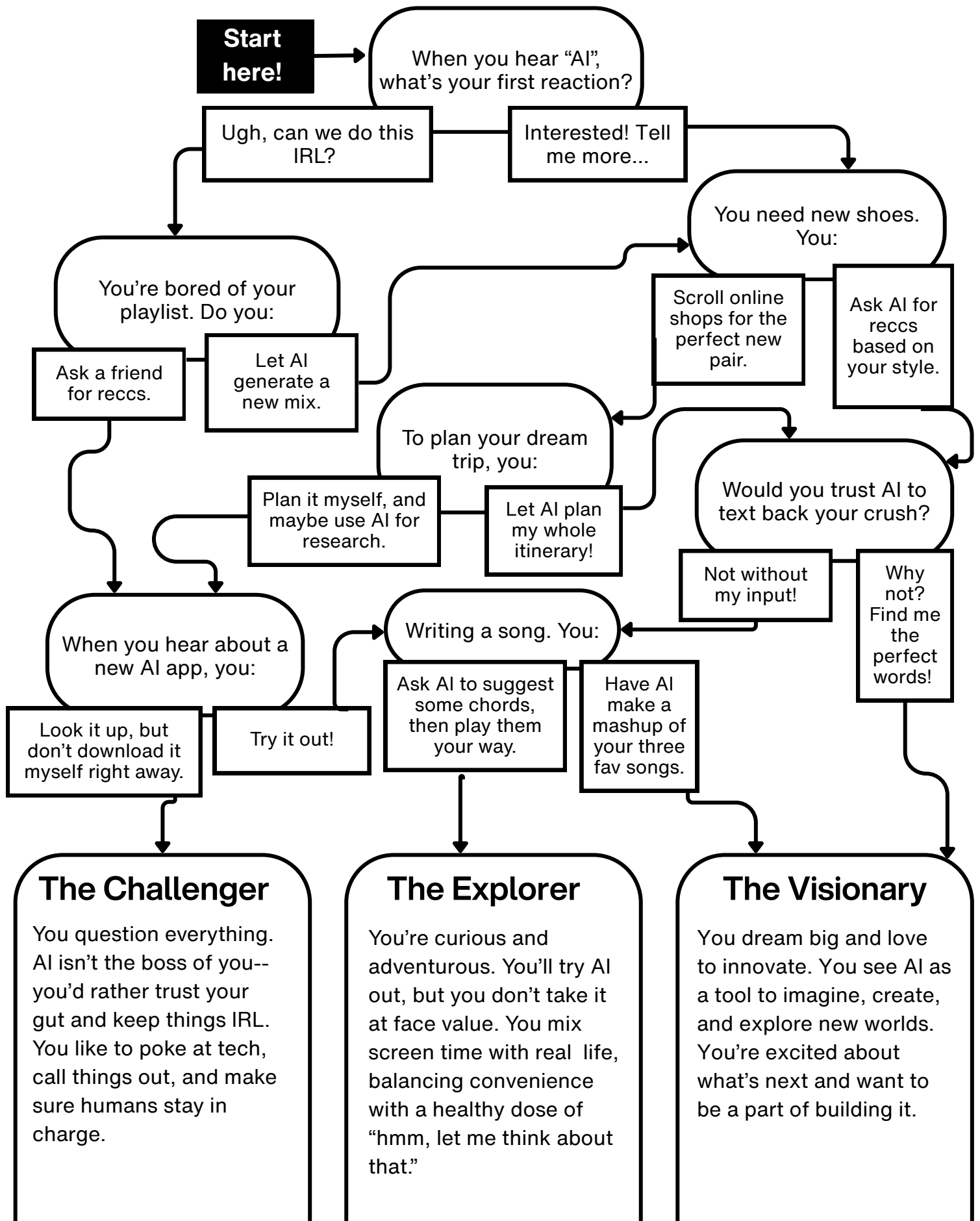
Y T I L I B A T N U O C C A
C H A T B O T A V N W Y S T
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T I U P A E S P R I V A C Y
H F V G L F A S O P O P H I
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C C A A O I E C N I C E O H
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M A H K I N Y B L O N V O M
K L I I T E E A I Q U G G A
J Y N N H S O J J A G C Y N
T U E G M S M S P G S E K X

Bias
Privacy
Fairness
Data
Ethics

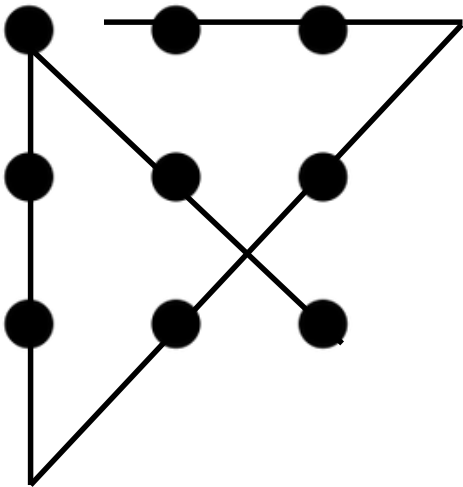
Chatbot
Safety
Transparency
Accountability
Governance

Machine
Learning
Artificial
Technology
Trust

What's your AI identity?



Answers



Safety

Respect

Privacy

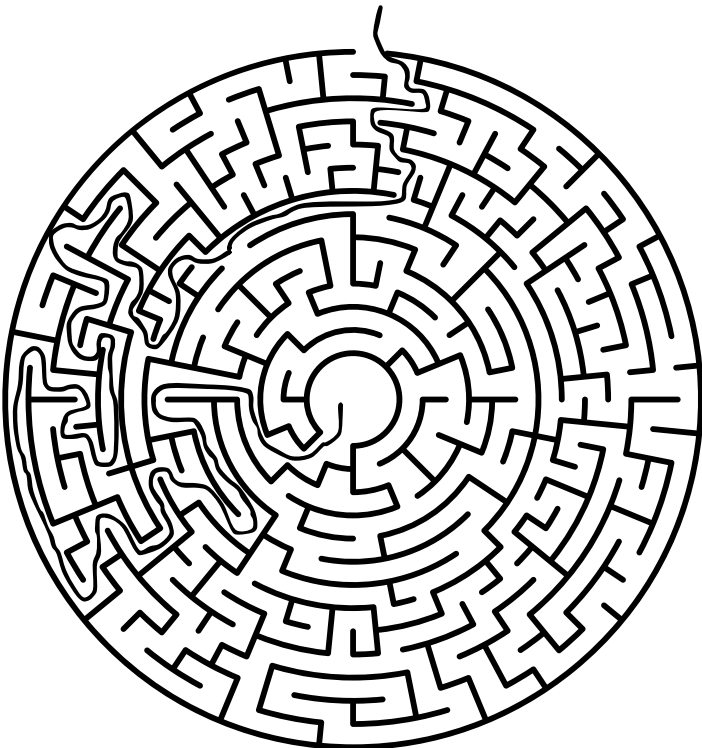
Fairness

Transparency

Accountability

Human-centric

Together we can keep AI **ethical**.



TELUS Wise responsible AI helps teens learn more about artificial intelligence, build critical thinking skills, identify common myths, and dive deeper into AI ethics. To learn more visit telus.com/Wise and telus.com/ResponsibleAI.

