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AI Glossary – Pick a Card, Start a Conversation!

104 terms. Five categories. Countless ways to explore artificial intelligence.

Artificial intelligence is changing the way we learn, work, communicate, and understand the world. But what does it all mean? And where do we begin?

The AI Glossary invites you to discover the language of AI, one card at a time. From algorithms and prompts to deepfakes and bias, each card introduces a term and explains what lies behind it. No technical background required – just curiosity, an open mind, and a willingness to ask questions.

Whether you're eight or eighty, learning in a classroom, exploring with friends, or sharing stories around the kitchen table, these cards are made for everyone.

Print it. Cut it. Keep it. Share it.
The AI Glossary is designed to be accessible and easy to use. You can print the cards at home or have them professionally produced for a more durable set.
For home printing, the cards are arranged on double-sided A4 sheets, with the front and back of each card aligned. Simply print, cut along the lines, and your cards are ready to use!
There's even a matching box to keep your collection together. Print, fold, and glue it yourself, or have the box produced alongside the cards at a print shop.

Five categories, five ways into the world of AI
The cards are organized into five colour-coded categories, each offering a different perspective:

- **Disinformation & Media Manipulation:** Discover how information can be distorted, how misleading content spreads, and how to recognize manipulation.
- **AI Fundamentals & Technologies:** Get to know the building blocks of AI and understand how machines learn, process information, and generate content.
- **AI Models & Applications:** Explore the models and tools behind chatbots, image generators, voice assistants, and other AI applications.
- **Data, Programming & Infrastructure:** Take a look behind the scenes at the data, software, and technology that make AI possible.
- **Society, Ethics & Critical Perspectives:** Ask the bigger questions about fairness, responsibility, transparency, and the impact of AI on our lives.

One deck. Many ways to play.
There's no single right way to use the AI Glossary. Pick a card, start a conversation, invent a game, or try one of these ideas:

The Daily AI Discovery
Make AI part of your daily routine! Pick one card from each of the five categories and explore the terms together. What do they mean? Where have you encountered them? Can you explain them in your own words? Five cards, five new perspectives, and perhaps a few surprising connections.

The AI Detective
Choose a card without showing its term. Read the explanation aloud while everyone else tries to guess the word. For an extra challenge, explain the term without reading the definition or using the word itself. The first person to guess correctly becomes the next detective!

Connect the Dots
Draw three random cards. Can you find a connection between them? Invent a short story, describe a real-life situation, or explain how the concepts might interact. The more unexpected the combination, the more interesting the discussion!

AI in Everyday Life
Pick a card and think of a situation in which the concept might appear in your everyday life. At school? At work? On social media? In the news? Share your examples and discover how AI-related technologies and questions are already part of our world.

The Classroom Challenge
Divide into small groups and give each group a selection of cards. Ask them to create a mini-presentation, a drawing, or a real-world example illustrating their terms. Then let the groups teach one another. Everyone becomes an AI expert for a few minutes!

Across Generations
Bring the cards to a family gathering or an intergenerational workshop. Pick a term and compare experiences: How has technology changed over the years? Which developments are exciting, confusing, or concerning? The cards become conversation starters connecting different generations and perspectives.

Ready to Make Connections? Meet the AI Memory Game!
How well do you know the language of AI? It's time to put your knowledge, curiosity, and memory to the test!
The **AI Memory Game** features 30 selected terms – six from each of the five categories. But this isn't your typical memory game!

Here's the twist: Each card has two parts: one featuring an AI-related term and the other explaining a different term. Your mission is to find the cards that belong together and connect each term to its correct explanation.

Find it. Match it. Connect it!
Spread the cards out on a table, face up. Pick a card, read its term, and search for the card containing the matching explanation. Place the two cards next to each other so that the term and its definition meet. Then continue with the next term, gradually building a chain of connected cards.
The more connections you make, the more the bigger picture of AI begins to emerge!

One Table, Many Minds
In the classroom, push several tables together to create one large playing surface. Spread out the cards and work as a team to build five connected chains – one for each category. Read the definitions aloud, discuss possible matches, and help one another find the right connections.
For a quicker game, start with just one category and its six terms. Ready for a bigger challenge? Mix all 30 cards and see if you can sort them into their categories while making the right connections.

Make It a Memory Challenge!
Want to test your memory even further? Take a moment to study the cards, then turn some of them face down. Can you remember which card contains the explanation you're looking for? Turn them over to check your guess and keep building your chain.
Play alone, in teams, or as one big group. You can even race against the clock – or simply take your time and explore each term together.
The real goal isn't just to remember where a card belongs. It's to understand why it belongs there. Every match is an opportunity to learn a new concept, ask a question, and make another connection in the world of AI.

Keep questioning. Keep connecting. Keep learning.
You don't have to memorize every definition or become a technology expert. The AI Glossary is about exploring unfamiliar words, discovering new perspectives, and gaining the confidence to ask better questions.
Use the cards to challenge assumptions, spark discussions, and share knowledge. Create your own rules, combine activities, or invent entirely new games.

Because understanding AI doesn't have to start with a screen.
Sometimes, it starts with a card – and a good conversation.



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AI Fundamentals & Technologies

AI-generated (or generative)

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AI Fundamentals & Technologies

Algorithm

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AI Fundamentals & Technologies

Artificial intelligence

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AI Fundamentals & Technologies

Automation

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AI Fundamentals
& Technologies

AI-generated (or generative)

New content produced automatically by a generative artificial intelligence model from a training dataset.

AI Fundamentals
& Technologies

Algorithm

An ordered set of instructions for solving problems or completing tasks, much like a cooking recipe. In computing, algorithms are written in code to analyze data and provide answers, sometimes by following strict rules or using learning systems. In the context of artificial intelligence, the term is used as a synonym for a model, although a model itself may contain multiple algorithms.

AI Fundamentals
& Technologies

Artificial intelligence

A computer science-based discipline that investigates the creation of computational structures to solve tasks requiring at least a minimal degree of intelligence, such as data analysis and extracting value from unstructured information such as text or images. Proper implementation and application of these systems often requires the input of professionals from different fields, and is therefore considered to be interdisciplinary.

AI Fundamentals
& Technologies

Automation

The reduction of human intervention in a process in favor of a mechanical system capable of replicating the task from instructions.

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AI Fundamentals & Technologies

Deep learning

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Fine-tuning

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Hallucinations

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AI Fundamentals & Technologies

Machine learning

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Deep learning

A type of machine learning in which layers upon layers of neural networks are stacked together to add depth to information processing, thereby optimizing techniques and potentially increasing the system's capabilities. In this type of learning, tracing system responses can prove especially difficult, which makes further progress in terms of explainability essential.

AI Fundamentals
& Technologies

Fine-tuning

The process of training an existing model to perform a further, more specific task on a dataset. In language processing, this is often used as a second layer to translate, classify, or detect elements in a text after that text has been vectorized by a pre-trained language model.

AI Fundamentals
& Technologies

Hallucinations

Situations in which artificial intelligence models, especially those based on deep learning, generate incorrect, irrelevant, or fictitious responses that do not align with real data or established facts.

AI Fundamentals
& Technologies

Machine learning

A computing technology that uses data models to analyze large volumes of information, learning from statistical patterns to predict responses to new data.

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Natural language

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Natural language processing

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Neural network

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Parameter

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Natural language

This refers to the communication systems used by humans to express ideas, emotions, and concepts both verbally and in writing. These systems are characterized by their grammatical structures and vocabularies.

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Natural language processing

A branch of artificial intelligence that focuses on the interaction between computers and humans through natural language, which then enables computers themselves to understand, interpret, and generate natural language.

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Neural network

A system composed of interconnected nodes that processes information by transmitting it throughout the network. Neural networks can learn and model complex relationships in data through training processes, adjusting their internal connections, or weights, on the basis of prediction errors.

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Parameter

An adjustable variable that influences how a machine-learning model processes information and generates predictions. During model training, parameters are modified to minimize the discrepancy between the model's predictions and the actual values in the training dataset.

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AI Fundamentals & Technologies

Prompt

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RAG

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Supervised learning

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Temperature

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& Technologies

Prompt

A text input supplied by the user that serves as a stimulus or instruction for the system to generate a response or to perform a specific task.

AI Fundamentals
& Technologies

RAG

A technique that enriches text generation by including information from private or proprietary data sources.

AI Fundamentals
& Technologies

Supervised learning

A type of machine learning in which the model extracts information from a training dataset that has been manually labeled by humans.

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Temperature

A parameter that controls the creative output and randomness of generative models. A higher temperature produces an outcome that might be considered further from expectation, while a lower temperature provides a more predictable result.

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Token

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Training

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Trans-formers

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Unsuper-vised learning

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Token

The smallest unit in natural language processing. A token often corresponds to a word, but it may also be a number, punctuation mark, or symbol.

AI Fundamentals
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Training

The stage of machine learning in which models process data over several iterations and independently infer recurring statistical patterns in order, for example, to learn how to perform a specific task.

AI Fundamentals
& Technologies

Trans-formers

A type of neural network architecture used in artificial intelligence (AI) that relies on an attention mechanism to identify relationships between different parts of input data. Transformers can process large amounts of data efficiently and are widely used in natural language processing, including machine translation, text generation, and large language models (LLMs).

AI Fundamentals
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Unsuper-vised learning

A type of machine learning in which the model independently extracts information from data without human annotations by inferring patterns and identifying regularities and anomalies.

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AI Models & Applications

Android

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Chatbot

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AI Models & Applications

ChatGPT team

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AI Models & Applications

Closed model

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AI Models &
Applications

Android

A robotic object with an external appearance similar to the human body that imitates human movements and behaviors of varying levels of sophistication, such as walking or blinking. In the context of artificial intelligence, androids are used to give intelligent systems the ability to perform tasks in both the digital and physical worlds.

AI Models &
Applications

Chatbot

An application designed to simulate conversation with a user. In its most basic form, a chatbot may follow a simple rule-based dialogue flow. More advanced versions, however, are trained models that have learned to imitate the natural qualities of human conversation. Chatbots also combine conversational abilities with broad access to data, which makes them a powerful user-experience tool.

AI Models &
Applications

ChatGPT team

A tool that uses OpenAI's most advanced language-generation model, known as GPT-4. It can generate text and images, analyze documents, and create data visualizations. Conversations within authorized accounts are not used by OpenAI to train its models and cannot be accessed from other accounts, ensuring information confidentiality.

AI Models &
Applications

Closed model

An artificial intelligence model that operates autonomously and in a closed manner without directly interacting with other external systems or applications.

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Cloned voices

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Computer vision

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Connected model

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Copilot

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Cloned voices

Speech synthesis can be used to replicate or imitate a specific person's voice, which gives rise to questions about the ethicality and legality of such technologies and their uses.

AI Models & Applications

Computer vision

An artificial intelligence discipline focused on developing systems capable of interpreting and understanding digital images and videos. It uses image-processing, machine-learning, and computer-vision techniques to analyze visual data and extract meaningful information from it.

AI Models & Applications

Connected model

An artificial intelligence model designed to interact directly with other applications, systems, or services.

AI Models & Applications

Copilot

A Microsoft tool that offers a GPT-4-based assistant to improve browsing. It can search the internet and analyze online information, answer questions about a particular topic, or reformulate supplied content to make it easier to understand.

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Dialogue flow

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Diffusion model

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Foundation model

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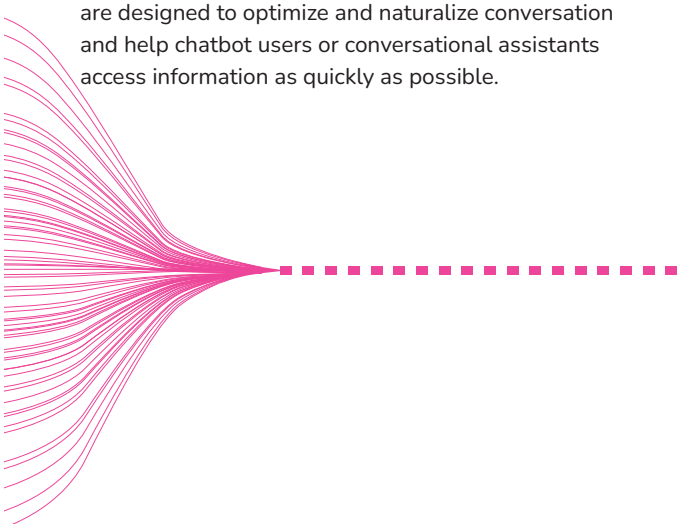
GPT

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Dialogue flow

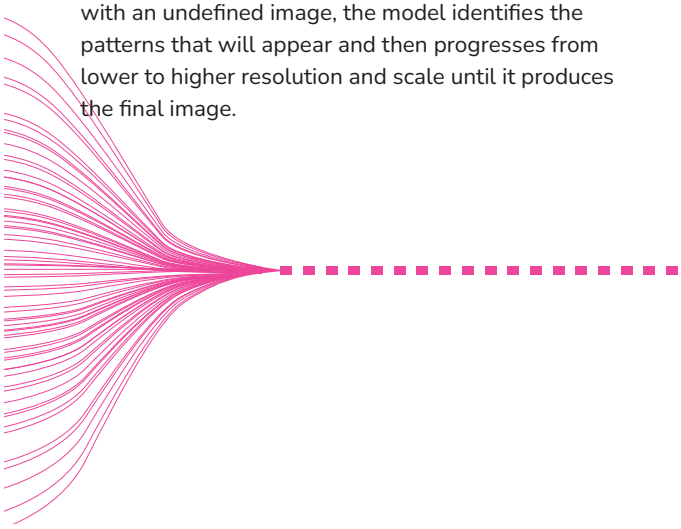
An ordered set of rules that direct and constrain the responses of a conversational model. Dialogue flows are designed to optimize and naturalize conversation and help chatbot users or conversational assistants access information as quickly as possible.



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Applications

Diffusion model

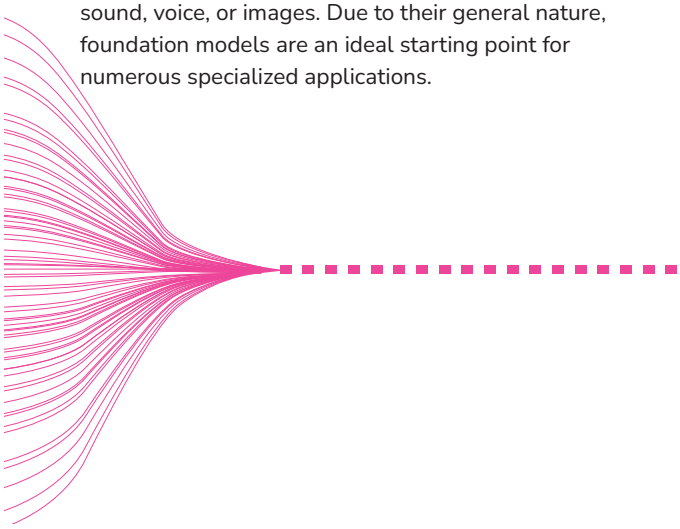
An image-generation model that gains clarity through a reverse noise-generation process. Starting with an undefined image, the model identifies the patterns that will appear and then progresses from lower to higher resolution and scale until it produces the final image.



AI Models &
Applications

Foundation model

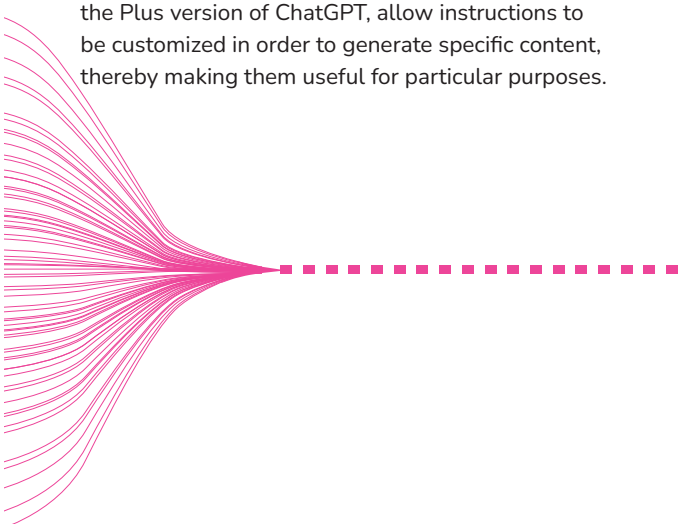
An AI model trained on large amounts of data for general-purpose tasks, typically involving text, sound, voice, or images. Due to their general nature, foundation models are an ideal starting point for numerous specialized applications.



AI Models &
Applications

GPT

Customized assistants based on the GPT language model. These assistants, which can be created with the Plus version of ChatGPT, allow instructions to be customized in order to generate specific content, thereby making them useful for particular purposes.



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AI Models & Applications

Hugging-Chat

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Language model

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Model

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Multimodal model

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AI Models & Applications

Hugging-Chat

A conversational interface developed by Hugging Face that allows users to interact with various different AI models through a single chat.

AI Models & Applications

Language model

A model trained to extract statistical metrics from large quantities of text, thereby acquiring objective knowledge about the relevant structures of a given language. This then enables it to perform tasks on texts in that language more effectively than other models, or to generate new texts from a particular seed or prompt. In the context of artificial intelligence, these are often called large language models (LLMs), owing to the sheer volume of text used to train them.

AI Models & Applications

Model

A conceptual replica of a physical reality or real-world system that generates quantitative data, such as a pandemic, a moving meteorite, or an earthquake. In computing, this is code that extracts information and patterns from such data to produce non-obvious conclusions or to automate certain tasks, from finding an optimal route between two distinct points to classifying text or cloning a human voice.

AI Models & Applications

Multimodal model

A model that simultaneously integrates different types of data – text, image, audio, etc. – for analysis or content generation.

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Playground

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Pre-trained model

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AI Models & Applications

Predictive model

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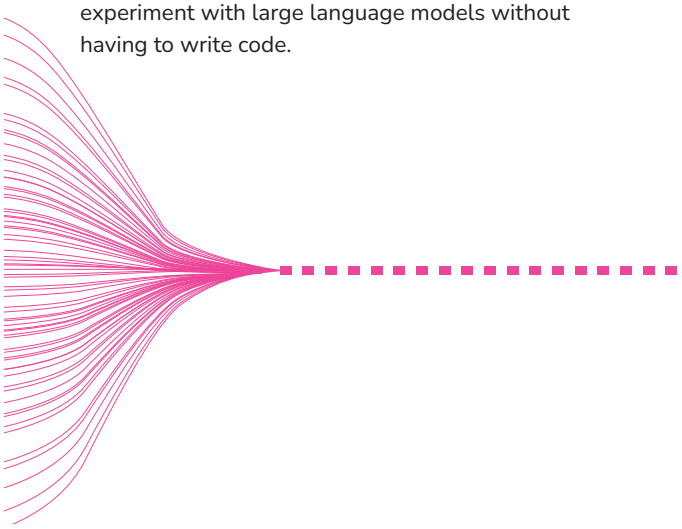
Sentiment analysis

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AI Models &
Applications

Playground

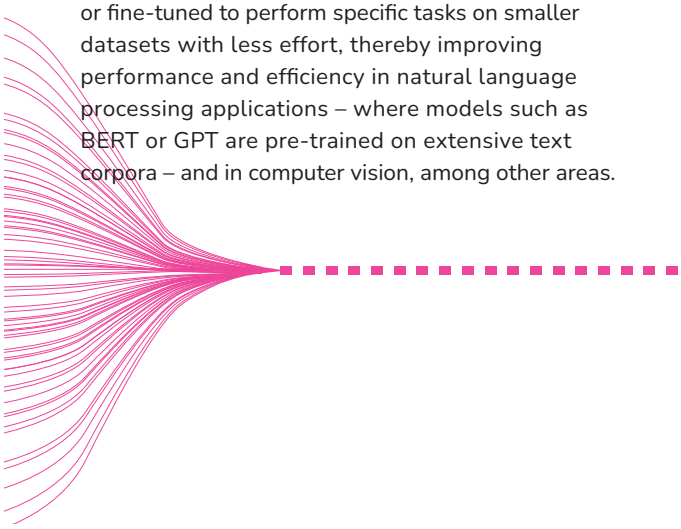
A testing environment. In language processing, this refers to an interface where anyone can test or experiment with large language models without having to write code.



AI Models &
Applications

Pre-trained model

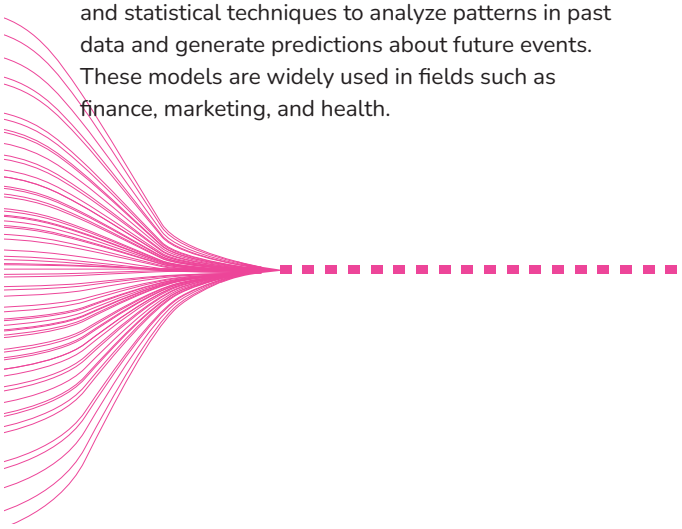
A model trained on a large dataset to perform general tasks. This model can then be adapted or fine-tuned to perform specific tasks on smaller datasets with less effort, thereby improving performance and efficiency in natural language processing applications – where models such as BERT or GPT are pre-trained on extensive text corpora – and in computer vision, among other areas.



AI Models &
Applications

Predictive model

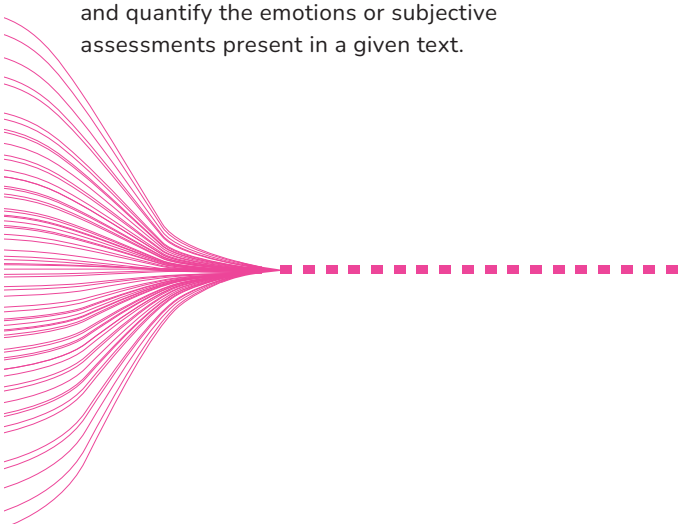
A model designed to predict future outcomes or behaviors based on historical data. It uses algorithms and statistical techniques to analyze patterns in past data and generate predictions about future events. These models are widely used in fields such as finance, marketing, and health.



AI Models &
Applications

Sentiment analysis

A technique used in natural language processing and AI-based text analytics to identify, extract, and quantify the emotions or subjective assessments present in a given text.



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AI Models & Applications

Synthetic voices

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Text-to-image model

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Text-to-speech model

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Text-to-text model

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Synthetic voices

This term refers to voices that are generated or altered by artificial intelligence, and which do not belong to any specific individual. These are created using algorithms and linguistic models that convert text into speech.

AI Models & Applications

Text-to-image model

A model that takes text as an input and generates corresponding images as an output, potentially using descriptions to create visual representations.

AI Models & Applications

Text-to-speech model

A model that converts text into speech, producing an audio output that pronounces the input text provided, thereby facilitating speech synthesis and virtual-assistant applications.

AI Models & Applications

Text-to-text model

A model that takes text as input and produces text as output, enabling tasks such as machine translation, text summarization, and text generation.

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Text-to-video model

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Voice assistant

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Data, Programming & Infrastructure

Annotation

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Data, Programming & Infrastructure

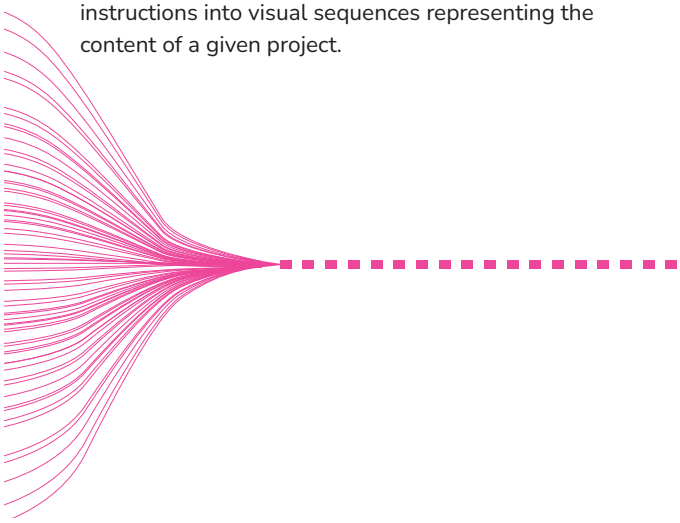
API

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AI Models &
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Text-to-video model

An artificial intelligence model that converts text instructions into visual sequences representing the content of a given project.

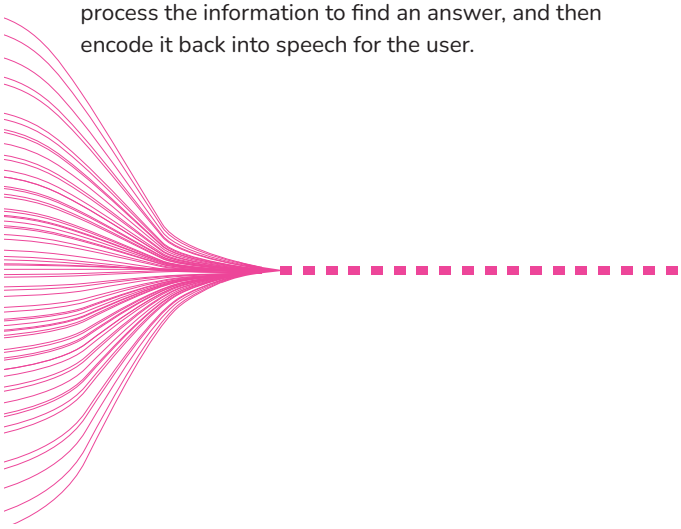


Data, Programming &
Infrastructure

AI Models &
Applications

Voice assistant

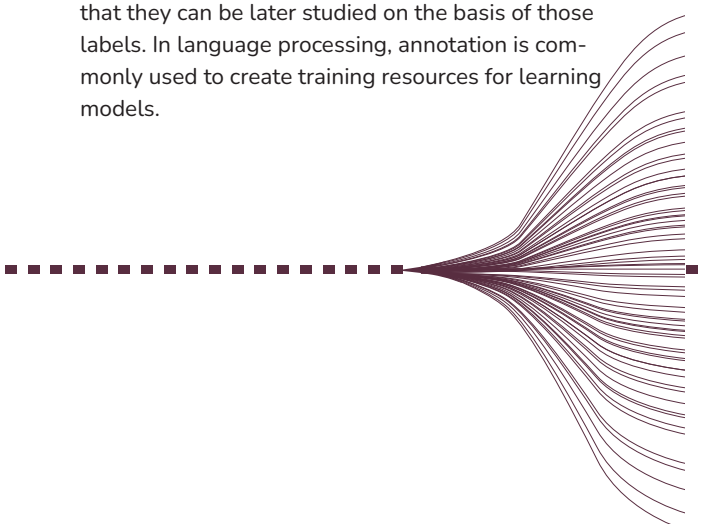
Also known as a smart speaker, these are language-processing systems that receive spoken instructions, process the information to find an answer, and then encode it back into speech for the user.



Data, Programming &
Infrastructure

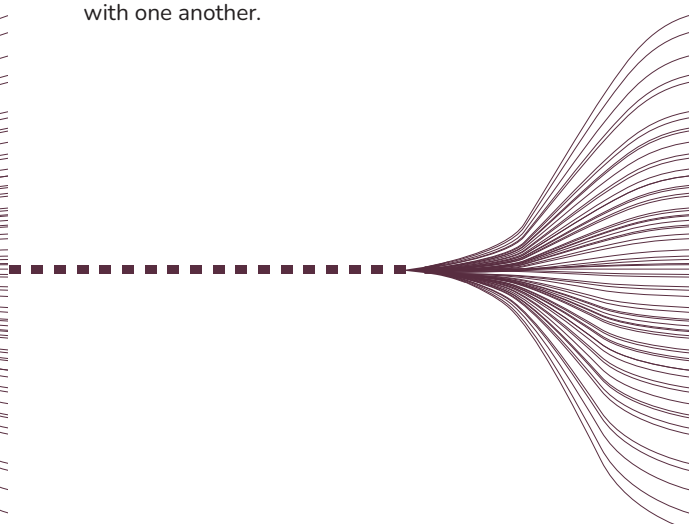
Annotation

The process of assigning labels to specific elements – generally digital ones, such as texts or images – so that they can be later studied on the basis of those labels. In language processing, annotation is commonly used to create training resources for learning models.



API

A set of rules and protocols that enables separate applications or different services to communicate with one another.



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Data, Programming & Infrastructure

Big data



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Data, Programming & Infrastructure

Cluster



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Data, Programming & Infrastructure

Clustering

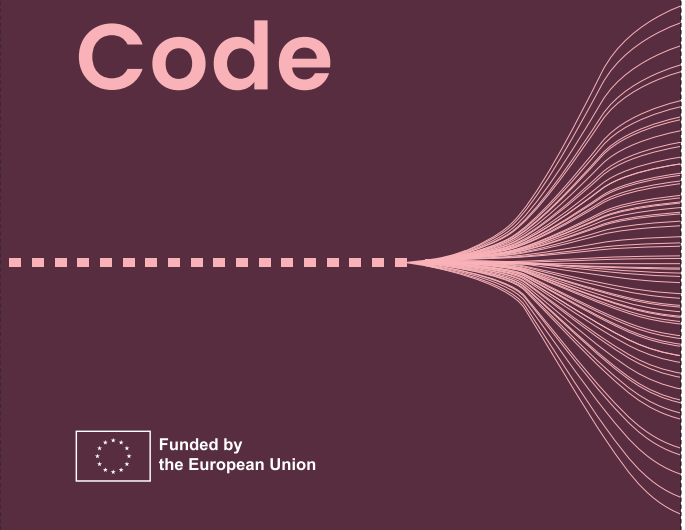


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Data, Programming & Infrastructure

Code

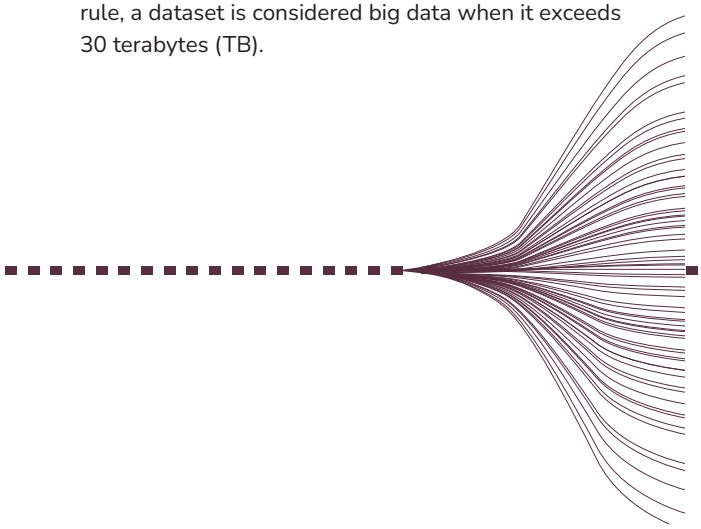


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Data, Programming & Infrastructure

Big data

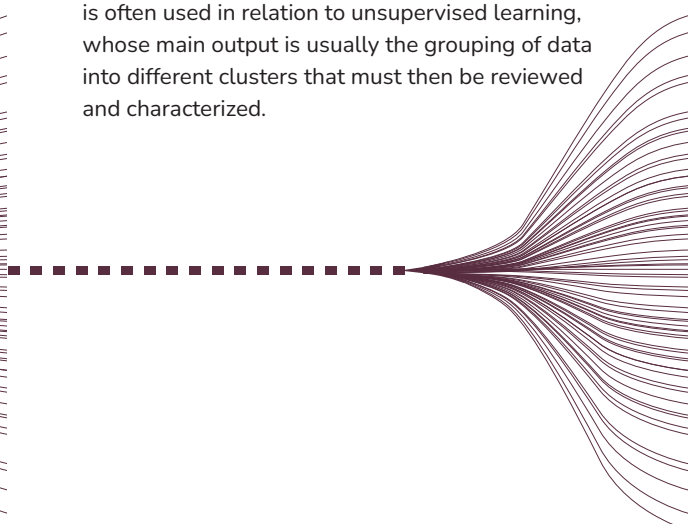
This refers both to very large datasets and to the techniques used to work with them. As a general rule, a dataset is considered big data when it exceeds 30 terabytes (TB).



Data, Programming & Infrastructure

Cluster

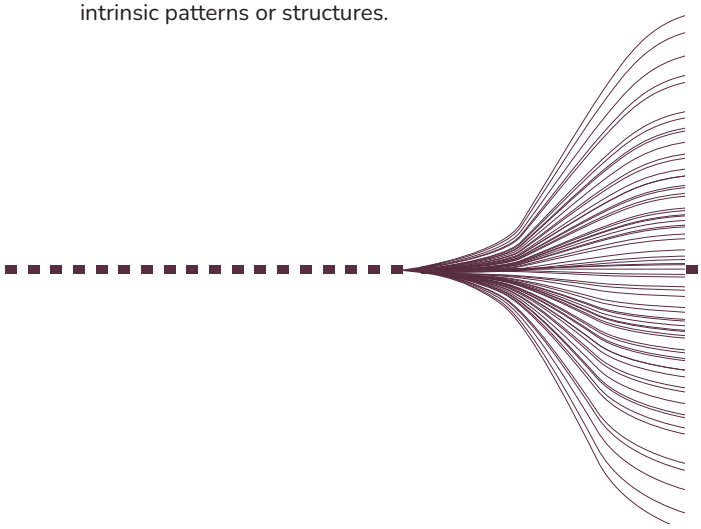
A set of data segmented or delimited according to specific characteristics from a larger set. The term is often used in relation to unsupervised learning, whose main output is usually the grouping of data into different clusters that must then be reviewed and characterized.



Data, Programming & Infrastructure

Clustering

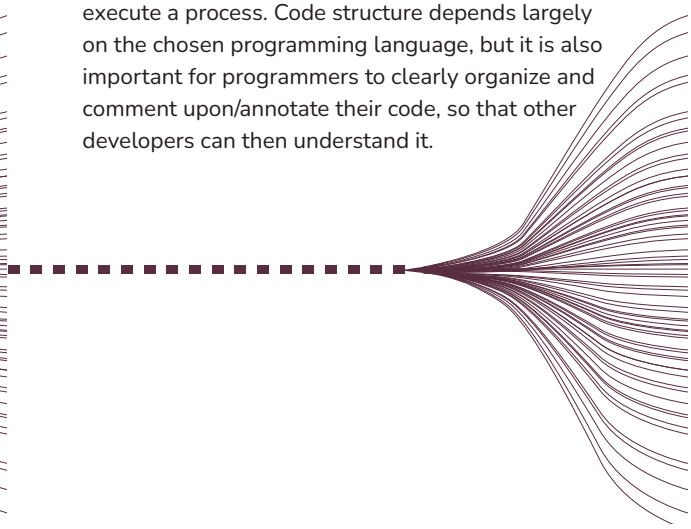
A technique used by unsupervised-learning models to group together similar data in order to discover intrinsic patterns or structures.



Data, Programming & Infrastructure

Code

Instructions written in a programming language that convey commands to a machine so that it can then execute a process. Code structure depends largely on the chosen programming language, but it is also important for programmers to clearly organize and comment upon/annotate their code, so that other developers can then understand it.



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Data, Programming & Infrastructure

Connectivity



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Data analysis

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Data point

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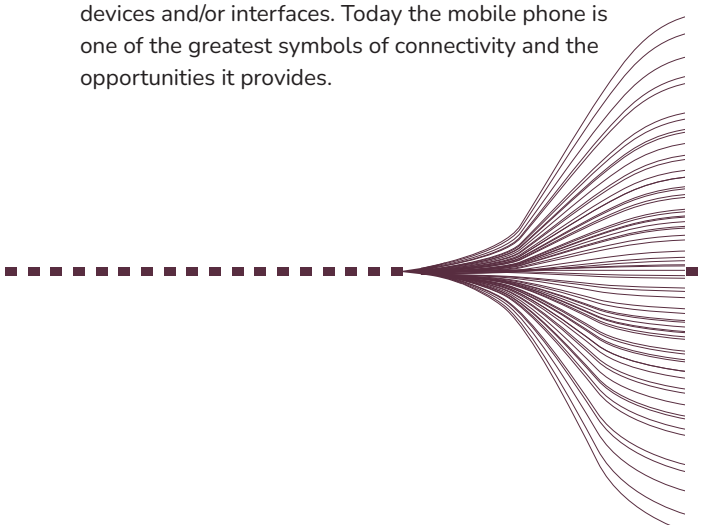
Data, Programming & Infrastructure

Data science

Data, Programming & Infrastructure

Connectivity

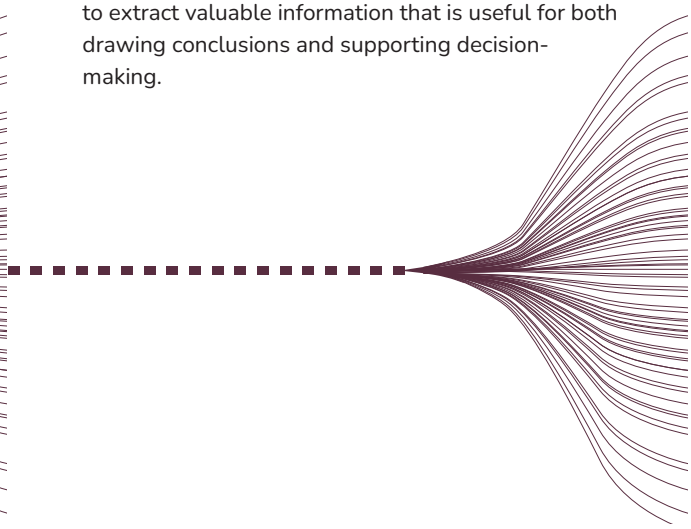
Access to information-transmission networks in the digital world, mainly the internet, through different devices and/or interfaces. Today the mobile phone is one of the greatest symbols of connectivity and the opportunities it provides.



Data, Programming & Infrastructure

Data analysis

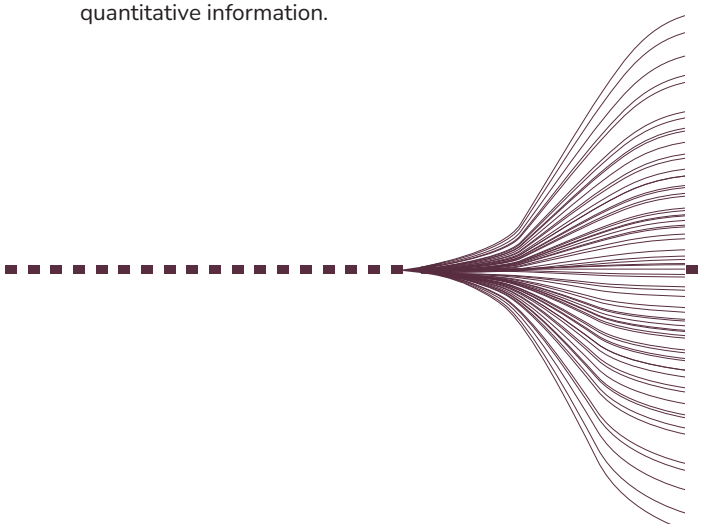
A computing process that consists of cleaning, preparing, and processing numerical or textual data to extract valuable information that is useful for both drawing conclusions and supporting decision-making.



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Data point

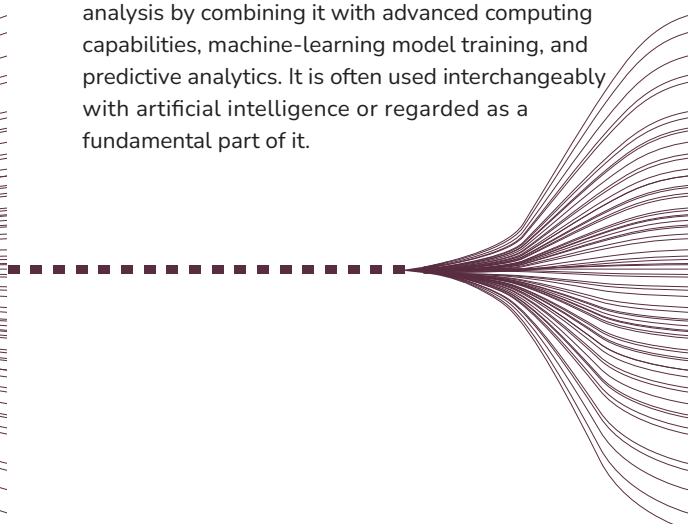
A symbolic, generally numerical representation of a complex event in the physical world that produces quantitative information.



Data, Programming & Infrastructure

Data science

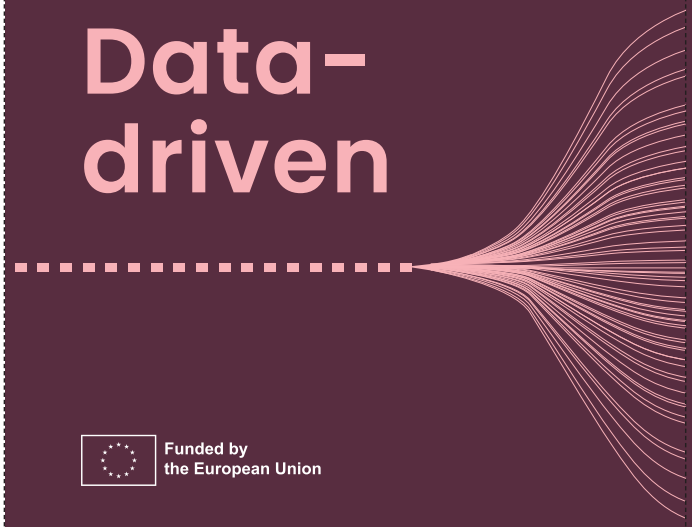
A set of techniques for extracting information from large collections of data. It goes beyond data analysis by combining it with advanced computing capabilities, machine-learning model training, and predictive analytics. It is often used interchangeably with artificial intelligence or regarded as a fundamental part of it.



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Data-driven

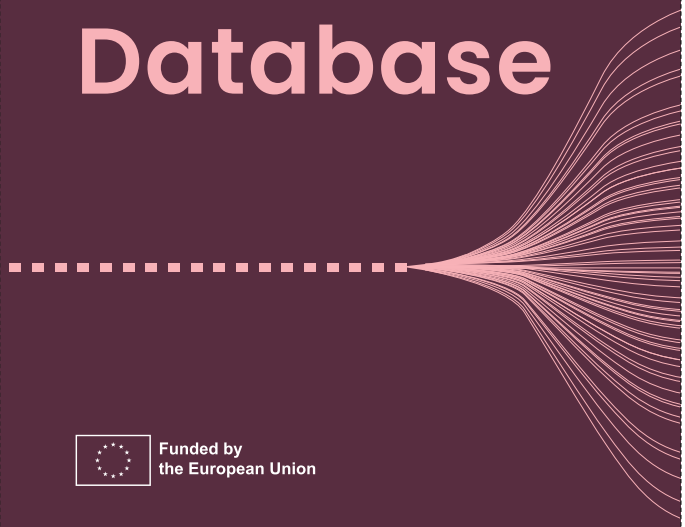


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Database

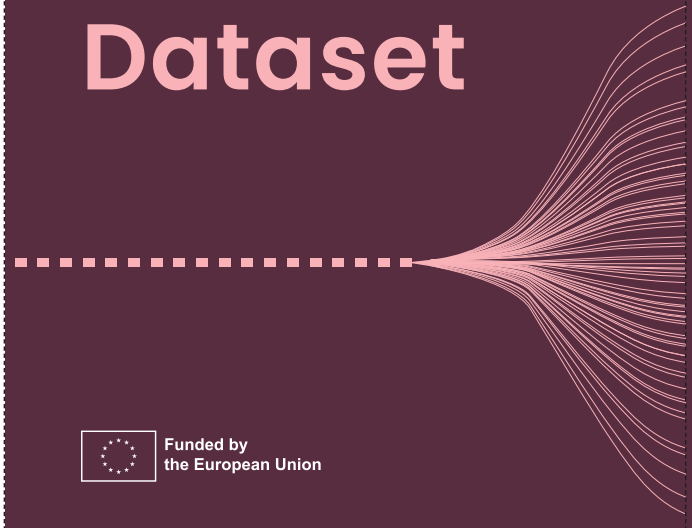


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Data, Programming & Infrastructure

Dataset

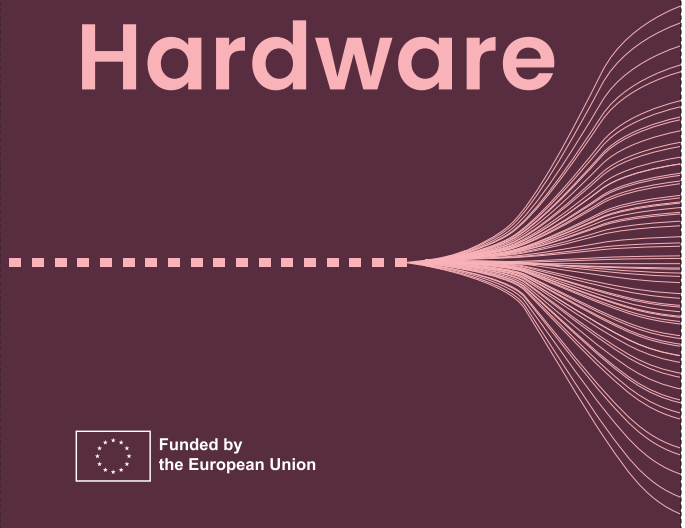


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Hardware

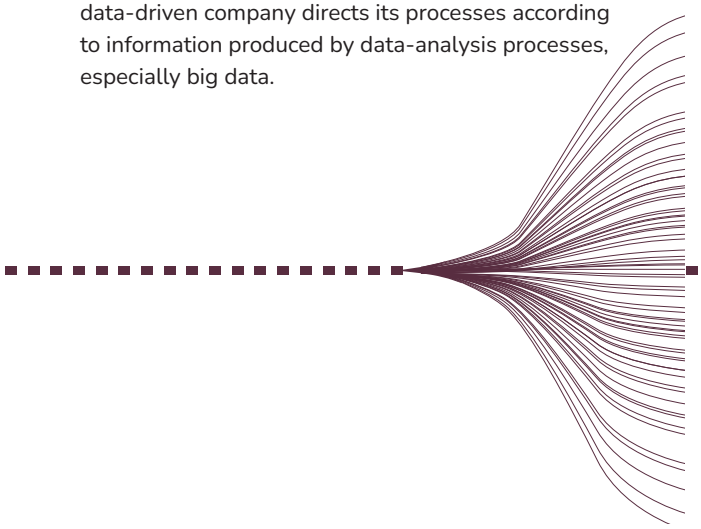


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Data, Programming &
Infrastructure

Data-driven

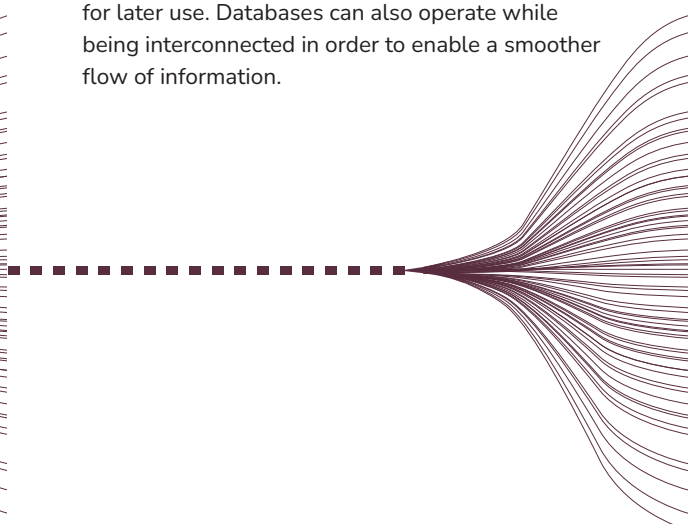
Based on data. This is a strategic concept applied mainly to decision-making within companies. A data-driven company directs its processes according to information produced by data-analysis processes, especially big data.



Data, Programming &
Infrastructure

Database

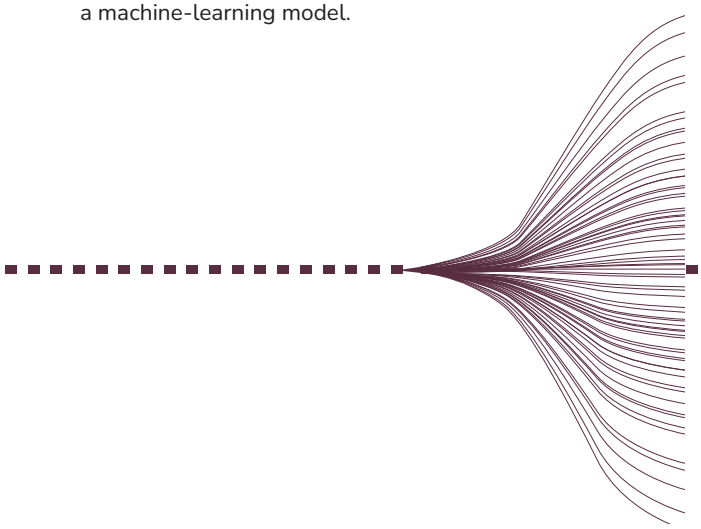
A digital repository designed to store large amounts of structured, related, and labeled data for later use. Databases can also operate while being interconnected in order to enable a smoother flow of information.



Data, Programming &
Infrastructure

Dataset

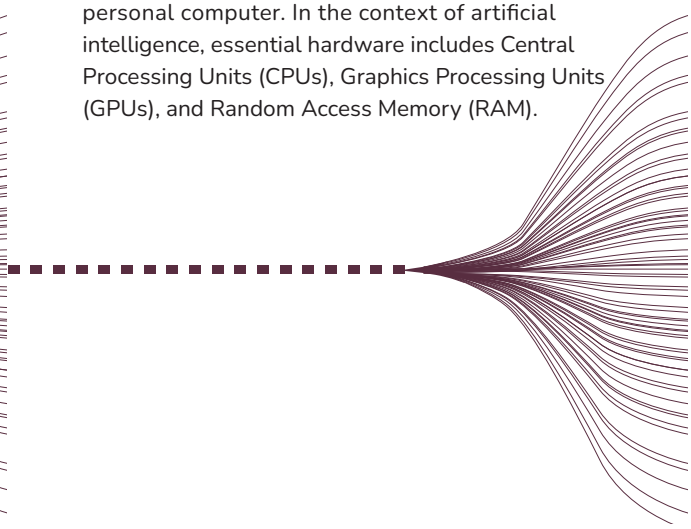
A collection of data. In some contexts, the term may refer to an annotated dataset used to train a machine-learning model.



Data, Programming &
Infrastructure

Hardware

The physical and material components that enable computing, such as the internal components of a personal computer. In the context of artificial intelligence, essential hardware includes Central Processing Units (CPUs), Graphics Processing Units (GPUs), and Random Access Memory (RAM).



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Metric

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Programming

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Software

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Data, Programming & Infrastructure

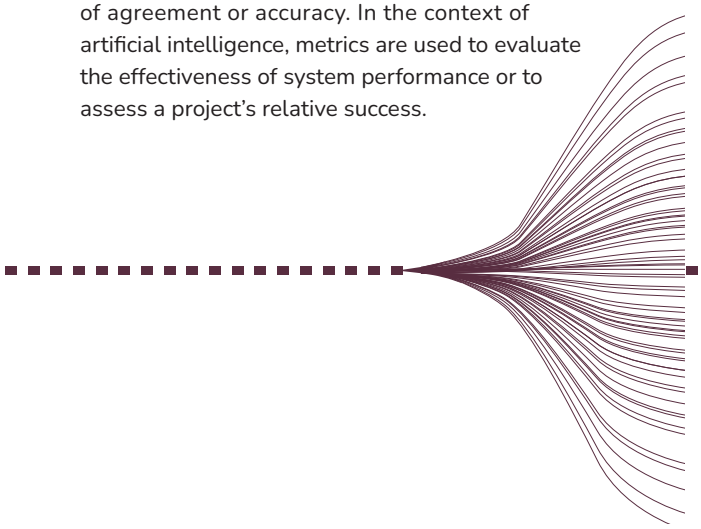
Software architecture

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Data, Programming & Infrastructure

Metric

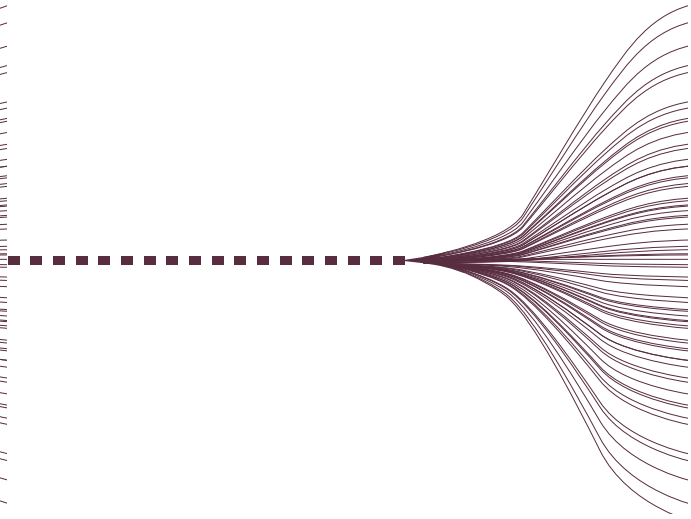
A quantitative measurement that reflects a numerical or statistical value, such as a percentage of agreement or accuracy. In the context of artificial intelligence, metrics are used to evaluate the effectiveness of system performance or to assess a project's relative success.



Data, Programming & Infrastructure

Programming

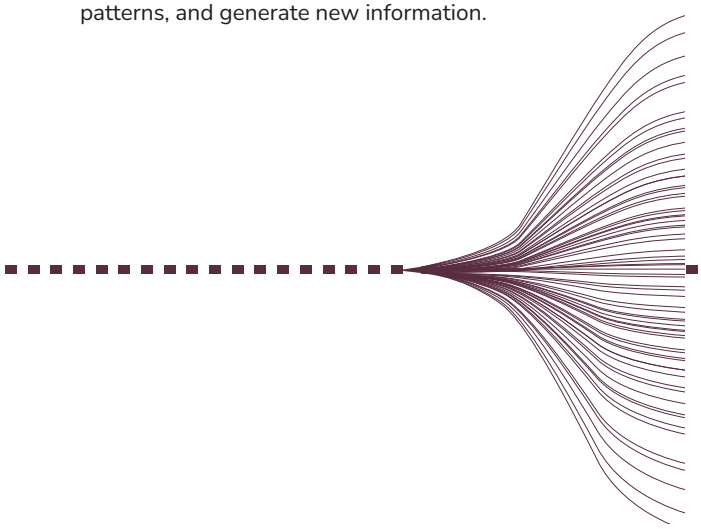
The process of creating a set of instructions that tells a computer how to carry out specific tasks.



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Software

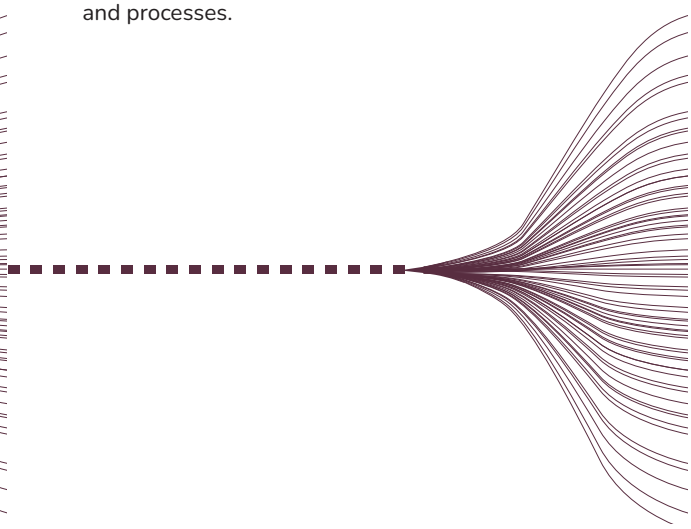
A set of instructions and calculations that makes it possible to train systems that receive data, infer patterns, and generate new information.



Data, Programming & Infrastructure

Software architecture

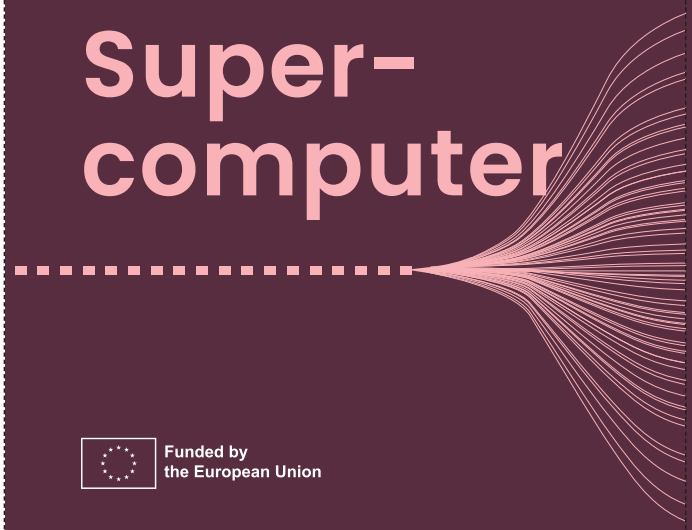
The high-level design of a computer system's infrastructure in terms of code, inputs, outputs, and processes.



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Data, Programming & Infrastructure

Super-computer

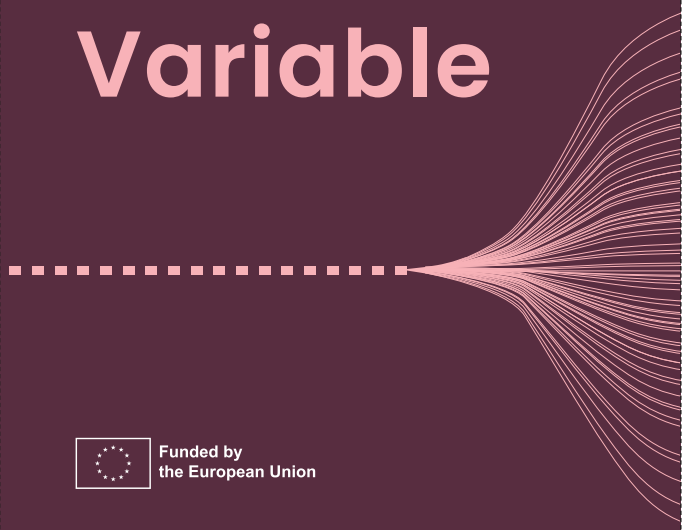


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Variable

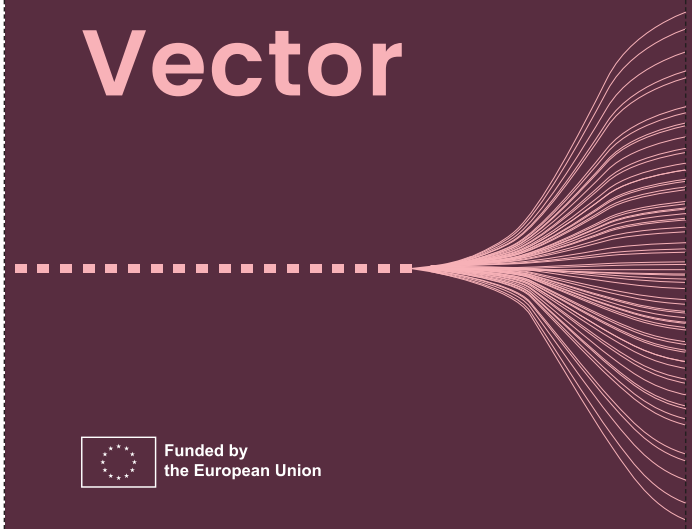


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Vector



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Vectori-zation

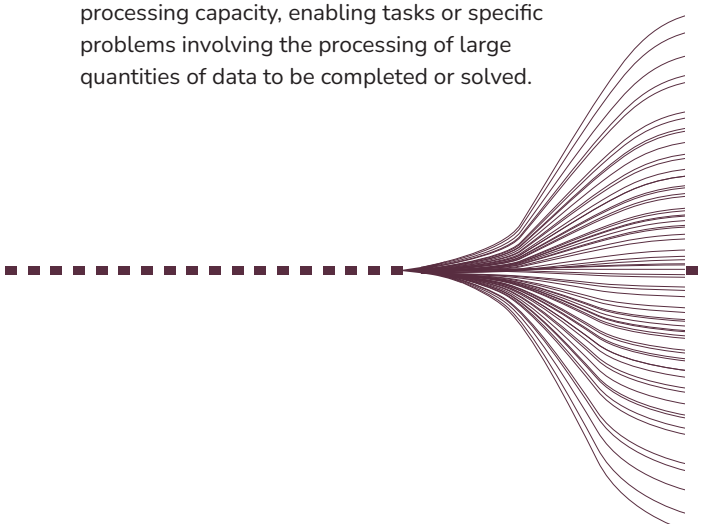


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Data, Programming & Infrastructure

Super-computer

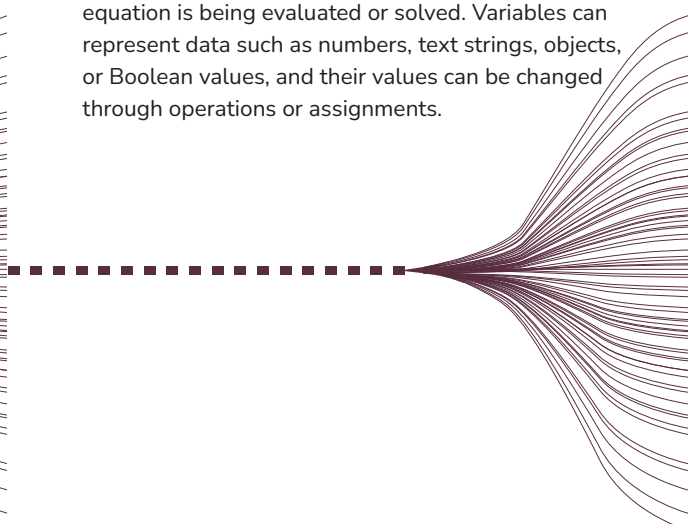
A set of computing devices connected to one another to improve speed and achieve greater processing capacity, enabling tasks or specific problems involving the processing of large quantities of data to be completed or solved.



Data, Programming & Infrastructure

Variable

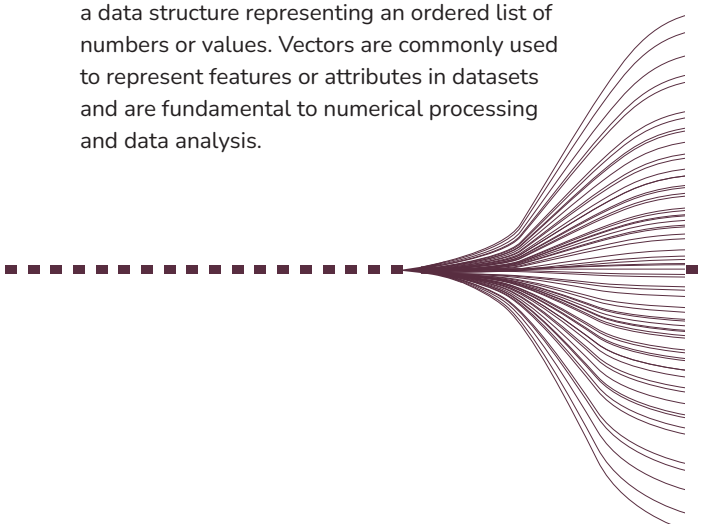
A storage location that can contain values that may change while a program is running or when an equation is being evaluated or solved. Variables can represent data such as numbers, text strings, objects, or Boolean values, and their values can be changed through operations or assignments.



Data, Programming & Infrastructure

Vector

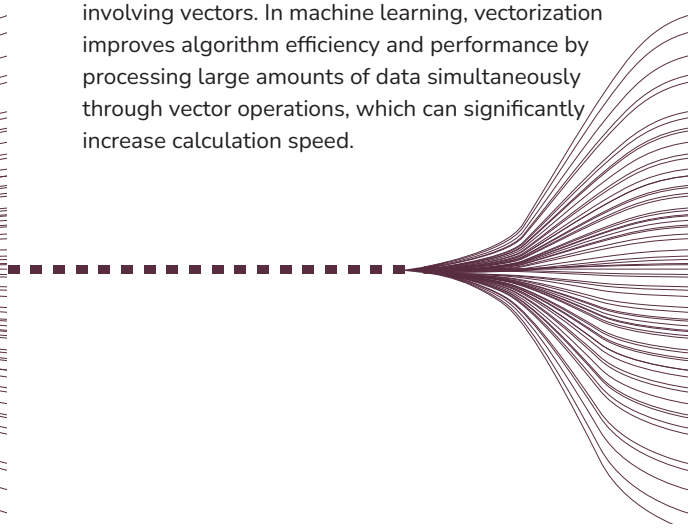
An entity that has magnitude and direction. In programming and machine learning, a vector is a data structure representing an ordered list of numbers or values. Vectors are commonly used to represent features or attributes in datasets and are fundamental to numerical processing and data analysis.



Data, Programming & Infrastructure

Vectori-zation

The process of converting operations or calculations involving scalar data into operations or calculations involving vectors. In machine learning, vectorization improves algorithm efficiency and performance by processing large amounts of data simultaneously through vector operations, which can significantly increase calculation speed.



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Disinformation & Media Manipulation

Coordinated Inauthentic Behavior (CIB)



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Disinformation & Media Manipulation

Foreign Information Manipulation and Interference (FIMI)



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Disinformation & Media Manipulation

Media spoofing



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Disinformation & Media Manipulation

Information laundering

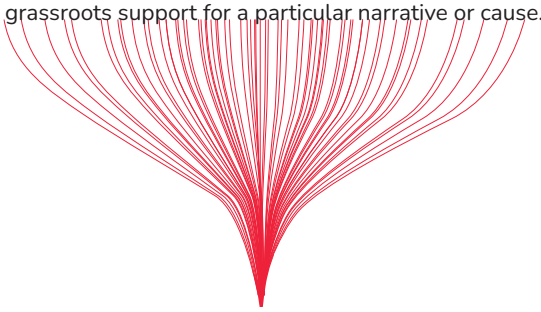


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Disinformation &
Media Manipulation

Coordinated Inauthentic Behavior (CIB)

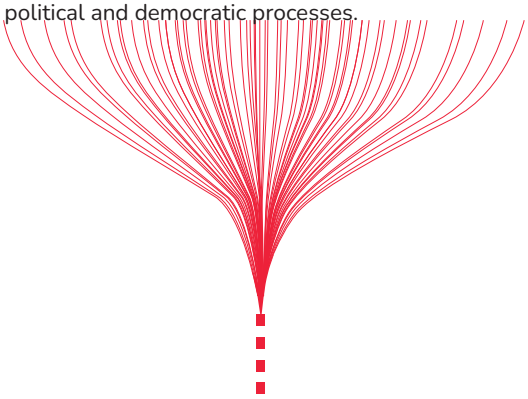
Organized online activity in which multiple accounts carry out coordinated actions while concealing or misrepresenting their identities, affiliations, or intentions. Often involving fake accounts, CIB seeks to manipulate public debate, artificially amplify content, or create the appearance of genuine grassroots support for a particular narrative or cause.



Disinformation &
Media Manipulation

Foreign Information Manipulation and Interference (FIMI)

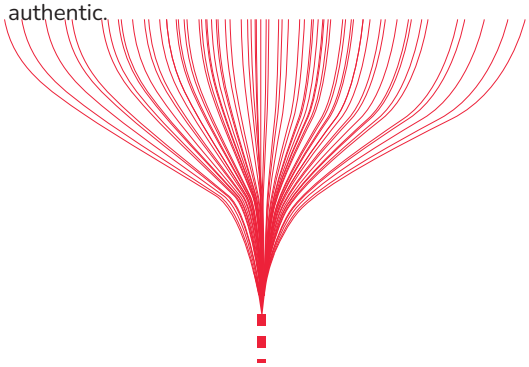
Intentional and coordinated efforts by foreign state or non-state actors, including their proxies, to manipulate information. FIMI can involve disinformation and other deceptive practices intended to influence public opinion, deepen divisions, undermine trust, or interfere with political and democratic processes.



Disinformation &
Media Manipulation

Media spoofing

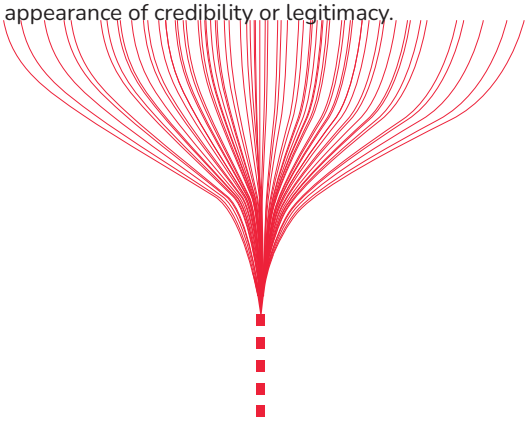
A manipulation technique in which online content imitates the appearance, branding, or identity of a legitimate media organization or other trusted source. This can take the form of fake articles, websites, social media accounts, or other visual materials, which are designed to make false or manipulated information appear credible and authentic.



Disinformation &
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Information laundering

The process of disguising the true origin or nature of manipulated or unreliable information by disseminating it through different sources, platforms, or intermediaries. Repetition and attribution across this network can gradually grant this information the appearance of credibility or legitimacy.



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Disinformation & Media Manipulation

Outrage pipeline

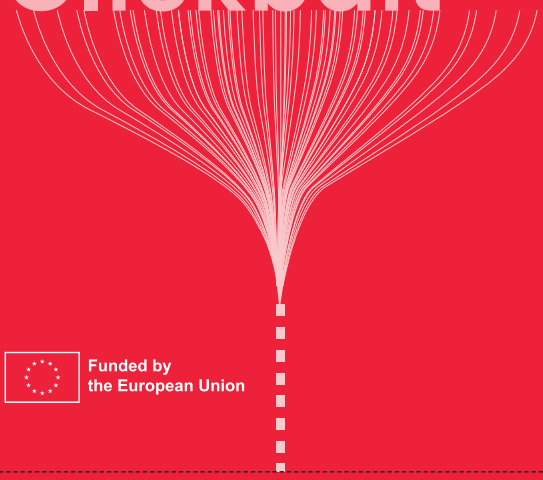


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Disinformation & Media Manipulation

Clickbait



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Disinformation & Media Manipulation

Fake news



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Media manipulation

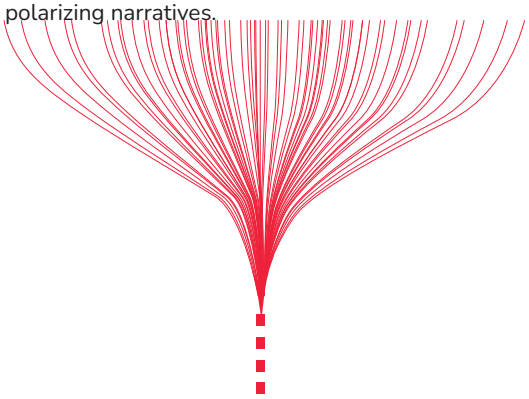


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Disinformation &
Media Manipulation

Outrage pipeline

A process through which provocative or emotionally-charged content is amplified and circulated because it generates attention and engagement. As content spreads across platforms, influencer accounts, or media outlets, the perceived outrage can increase its visibility and push audiences toward increasingly polarizing narratives.



Disinformation &
Media Manipulation

Fake news

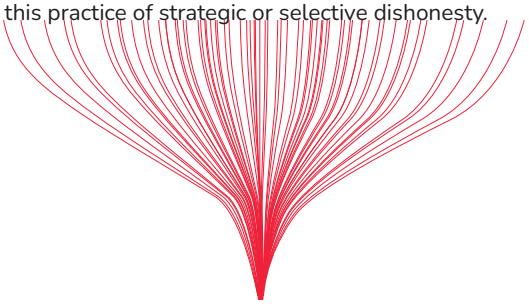
Fake news denotes false or misleading information presented as authentic news. This can take the form of misinformation, disinformation, propaganda, or hoaxes. While it is typically employed for fraudulent or politically motivated purposes, it is often difficult to distinguish fake news from the actual truth, leading to the spread of divergent worldviews, alternative facts, and perceived realities that are mutually exclusive to their own information ecosystems.



Disinformation &
Media Manipulation

Clickbait

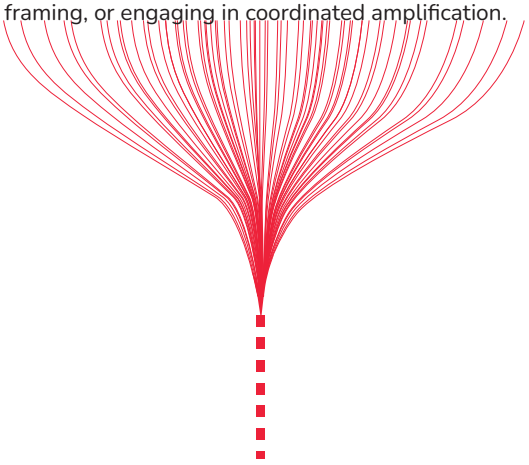
Online content that is designed to be visually enticing while lacking in actual substance. It can take the form of text, image, or video, but is typically marked by a degree of self-indulgence and superficiality that, when interrogated, reveals the basic premise to be either an exaggeration, a misdirection, or simply a lie. Clickbait thrives in digital environments where clicks, watch-time, or views correlate to income or popularity, thereby creating a monetary or social incentive for this practice of strategic or selective dishonesty.



Disinformation &
Media Manipulation

Media manipulation

The intentional use of content, images, narratives, or distribution methods to influence perception, opinion, or behavior. This may involve spreading falsehoods and decontextualized information, using misleading framing, or engaging in coordinated amplification.



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Disinformation & Media Manipulation

Debunking



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Disinformation & Media Manipulation

Prebunking



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Disinformation & Media Manipulation

Polarization



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Disinformation & Media Manipulation

The Volkov Incident

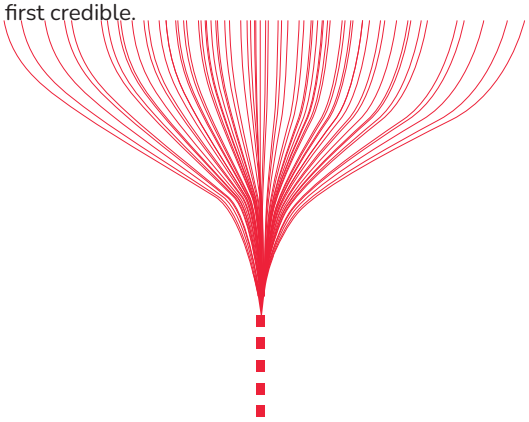


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Disinformation &
Media Manipulation

Debunking

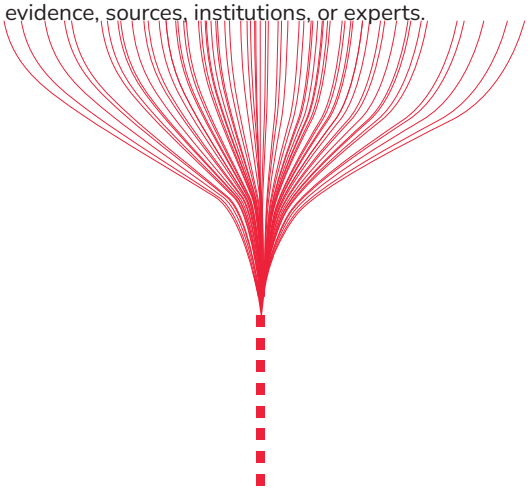
A corrective intervention carried out as a response to the circulation of false or misleading information. This often involves double-checking sources, establishing context, and explaining the errors or techniques that made the original content appear at first credible.



Disinformation &
Media Manipulation

Polarization

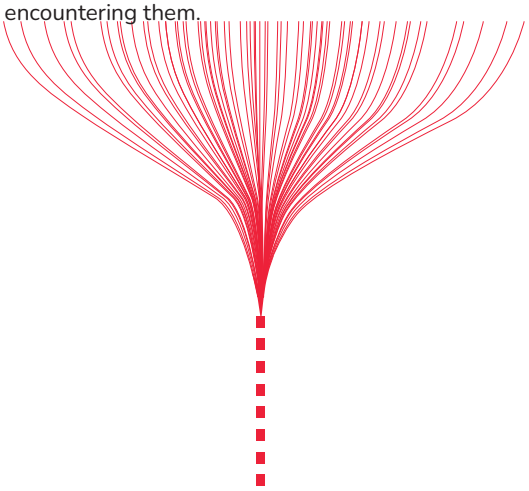
A process in which opinions or identities are increasingly organized around opposing positions. This can shape how different groups interpret the same evidence, sources, institutions, or experts.



Disinformation &
Media Manipulation

Prebunking

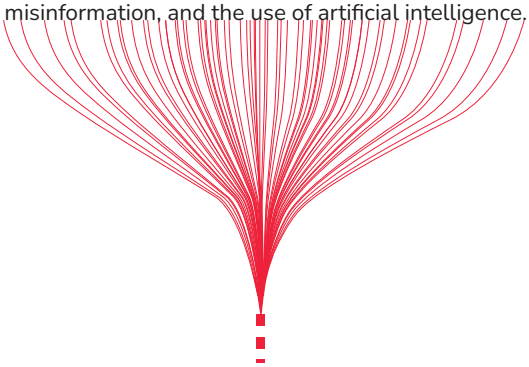
A preventive strategy that guards against the spread of disinformation, which teaches people to recognize and identify manipulation techniques prior to encountering them.



Disinformation &
Media Manipulation

The Volkov Incident

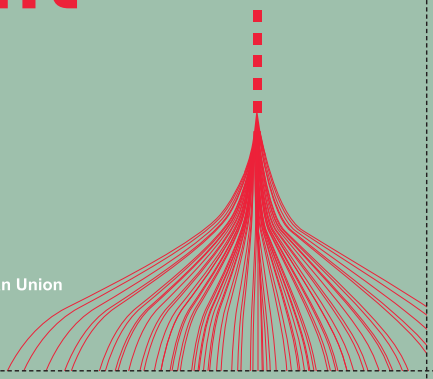
The Volkov Incident occurred in 2021 when several European politicians were deceived by certain individuals posing as Leonid Volkov, aide to Russian opposition leader Alexei Navalny, through the use of deepfake technology. The incident led to increased skepticism around government security and a rise in concern about political manipulation, the spread of misinformation, and the use of artificial intelligence.



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Society, Ethics & Critical Perspectives

Algorithmic audit

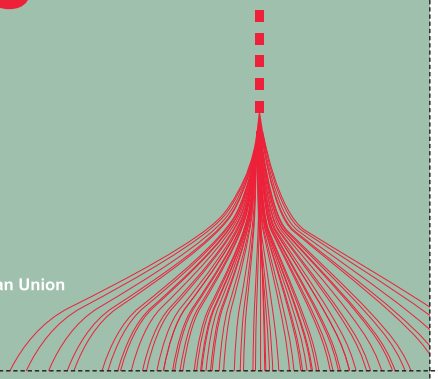


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Society, Ethics & Critical Perspectives

Automation bias

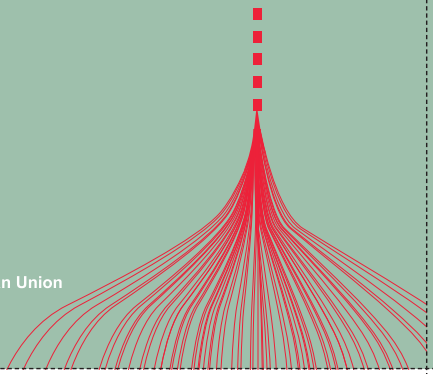


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Society, Ethics & Critical Perspectives

Bias

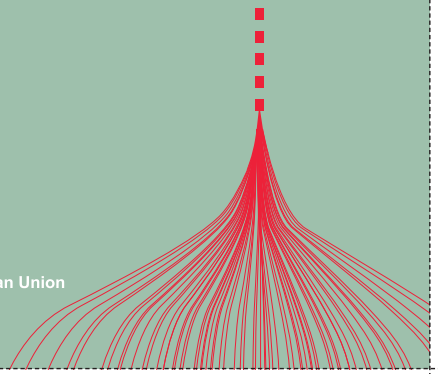


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Society, Ethics & Critical Perspectives

Black box

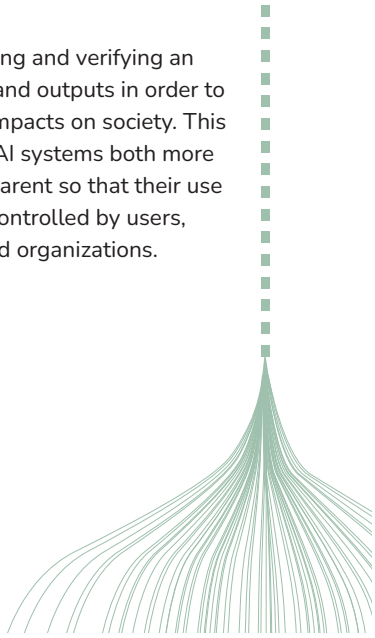


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Society, Ethics &
Critical Perspectives

Algorithmic audit

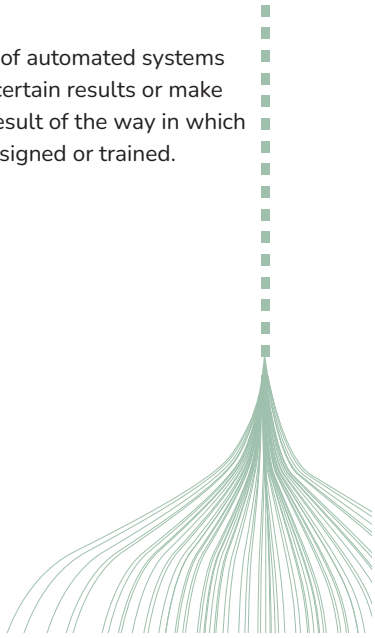
The process of inspecting and verifying an algorithm's processes and outputs in order to prevent any negative impacts on society. This practice aims to make AI systems both more explainable and transparent so that their use can be regulated and controlled by users, citizens, companies, and organizations.



Society, Ethics &
Critical Perspectives

Automation bias

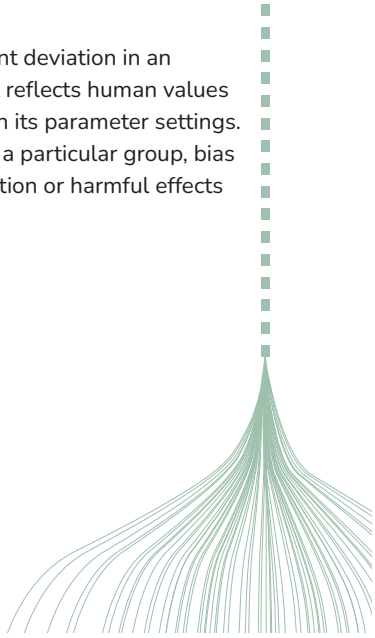
The inherent tendency of automated systems or algorithms to favor certain results or make biased decisions as a result of the way in which they were originally designed or trained.



Society, Ethics &
Critical Perspectives

Bias

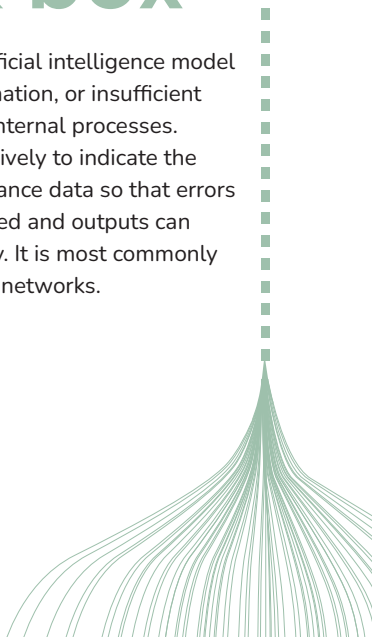
A specific and consistent deviation in an algorithm's output that reflects human values present in the data or in its parameter settings. When directed toward a particular group, bias can result in discrimination or harmful effects for social minorities.



Society, Ethics &
Critical Perspectives

Black box

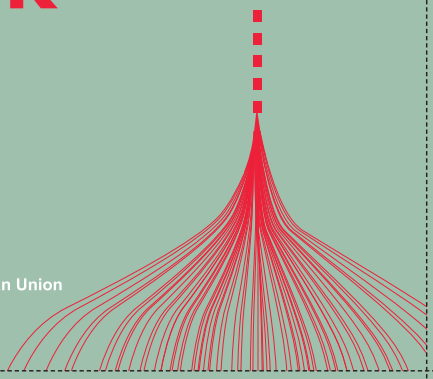
A non-explainable artificial intelligence model that provides no information, or insufficient information, about its internal processes. The term is used negatively to indicate the need for more performance data so that errors can be adequately traced and outputs can be understood logically. It is most commonly applied to deep neural networks.



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Boundary work

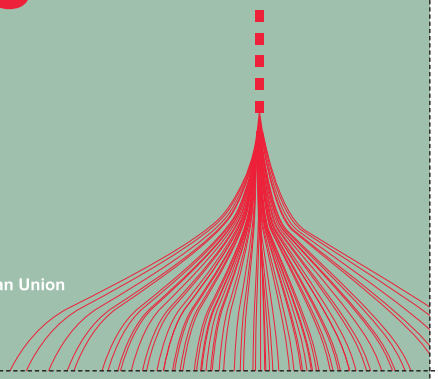


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Society, Ethics & Critical Perspectives

Confirmation bias

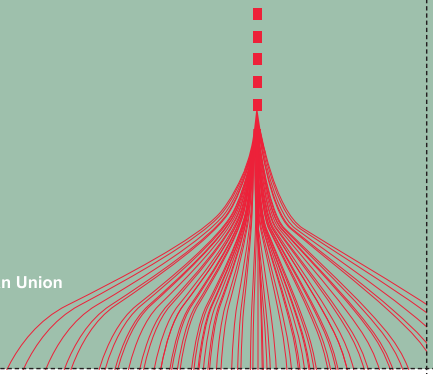


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Society, Ethics & Critical Perspectives

Consciousness /Conscience

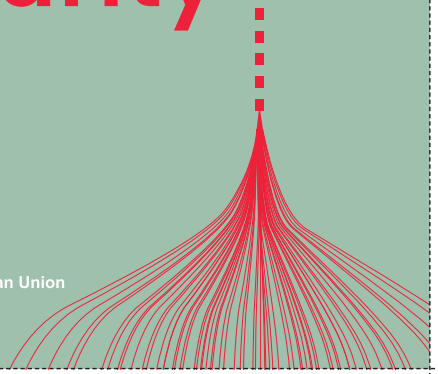


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Society, Ethics & Critical Perspectives

Cyber-security

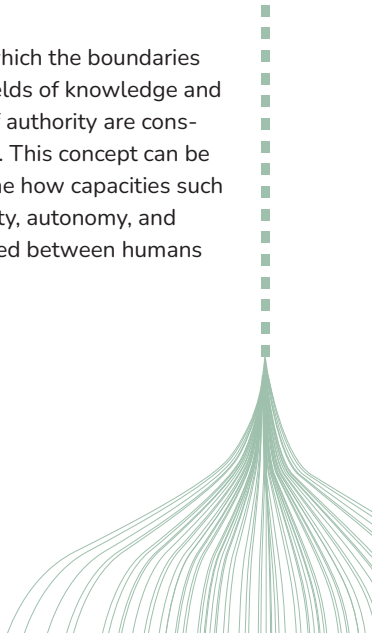


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Society, Ethics &
Critical Perspectives

Boundary work

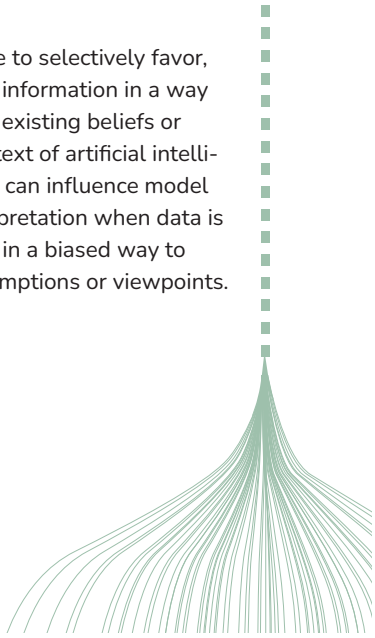
The process through which the boundaries between categories, fields of knowledge and expertise, and forms of authority are constructed and negotiated. This concept can be applied to AI to examine how capacities such as intelligence, creativity, autonomy, and responsibility are divided between humans and technical systems.



Society, Ethics &
Critical Perspectives

Confirmation bias

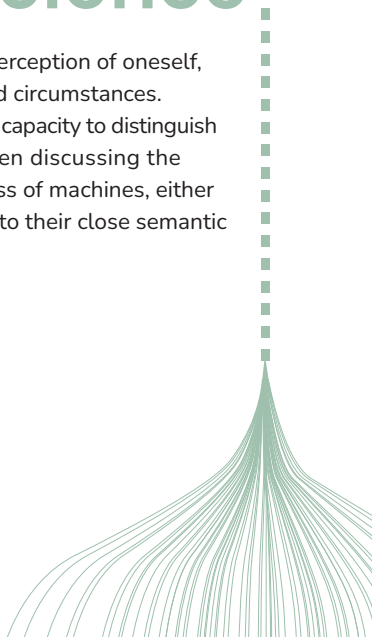
The tendency of people to selectively favor, interpret, or remember information in a way that confirms their pre-existing beliefs or hypotheses. In the context of artificial intelligence, this type of bias can influence model development and interpretation when data is selected or interpreted in a biased way to confirm particular assumptions or viewpoints.



Society, Ethics &
Critical Perspectives

Consciousness /Conscience

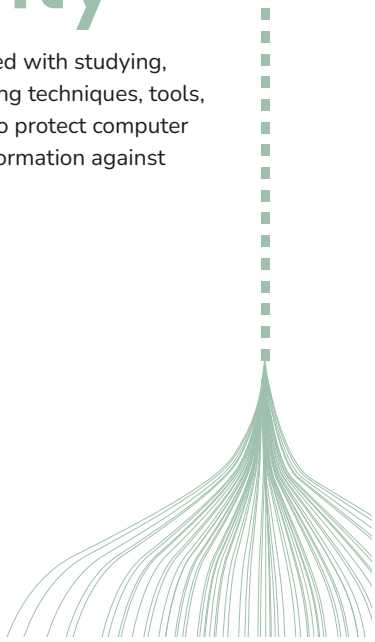
Consciousness is the perception of oneself, one's surroundings, and circumstances. Conscience is the moral capacity to distinguish right from wrong. When discussing the supposed consciousness of machines, either term may be used due to their close semantic relationship.



Society, Ethics &
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Cyber-security

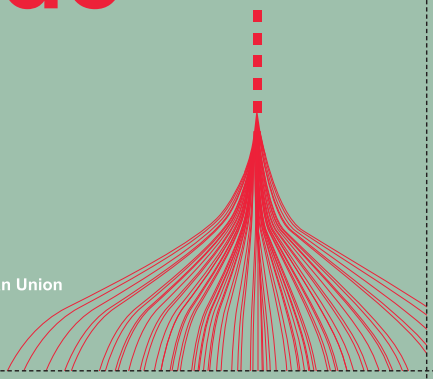
The discipline concerned with studying, developing, and applying techniques, tools, and policies intended to protect computer systems and digital information against cyber threats.



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Society, Ethics & Critical Perspectives

Digital divide

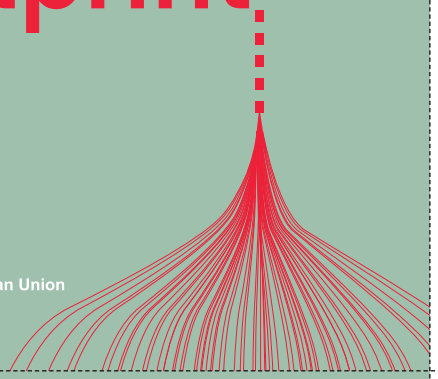


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Digital footprint

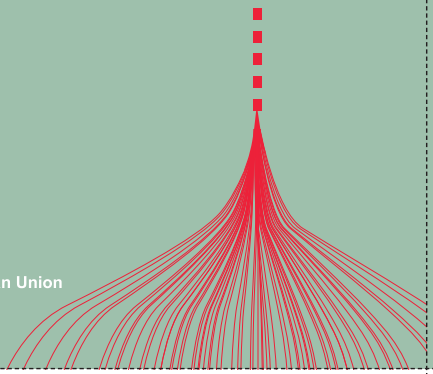


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Disclaimer

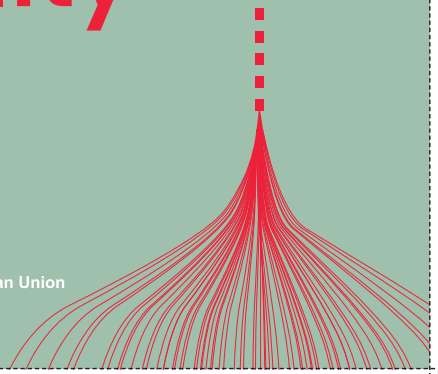


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Explain-ability

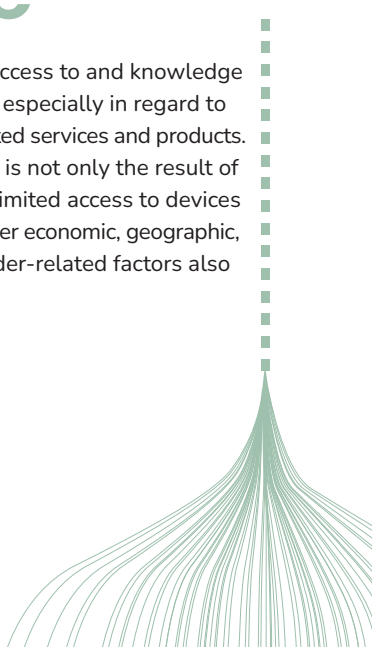


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Society, Ethics &
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Digital divide

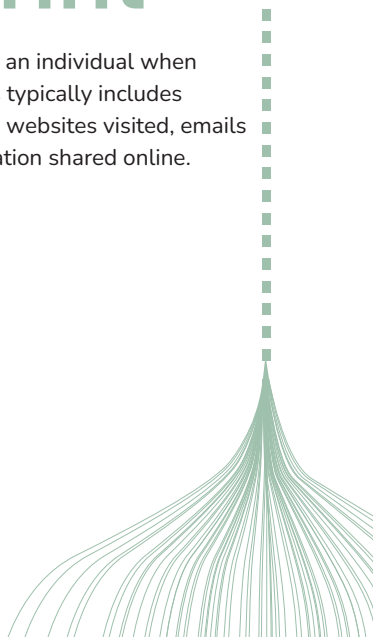
Inequality in terms of access to and knowledge of digital technologies, especially in regard to the internet and all related services and products. Importantly, this divide is not only the result of either an increased or limited access to devices themselves. Various other economic, geographic, demographic, and gender-related factors also play a key role.



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Digital footprint

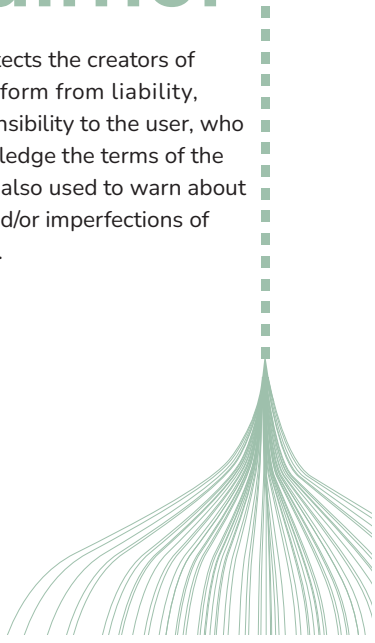
The trail of data left by an individual when using the internet. This typically includes information concerning websites visited, emails sent, and other information shared online.



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Disclaimer

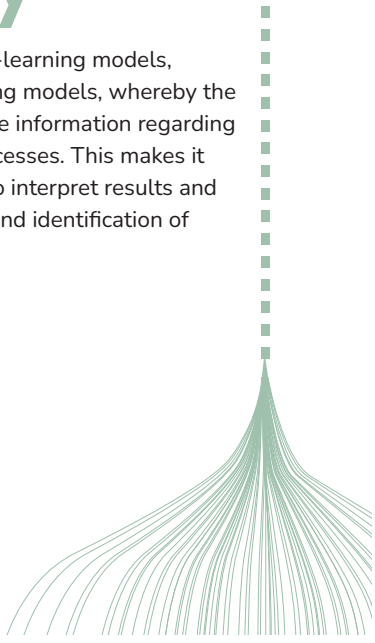
A legal notice that protects the creators of a given system or platform from liability, transferring that responsibility to the user, who must explicitly acknowledge the terms of the notice. Disclaimers are also used to warn about potential limitations and/or imperfections of the system or platform.



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Explain-ability

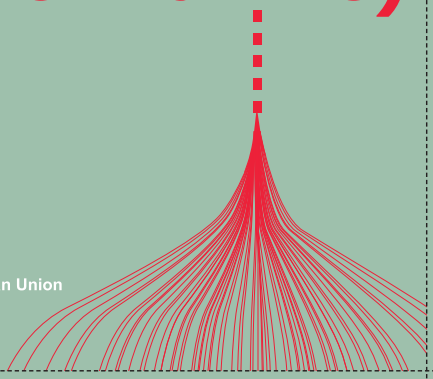
A property of machine-learning models, especially deep-learning models, whereby the model itself can provide information regarding its various internal processes. This makes it easier for developers to interpret results and allows for the tracing and identification of errors and biases.



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Society, Ethics & Critical Perspectives

Generative (or semantic) gap

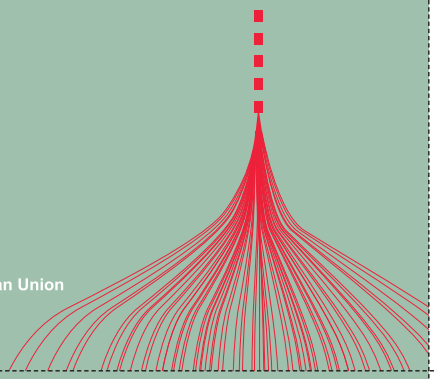


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Society, Ethics & Critical Perspectives

Ghost work

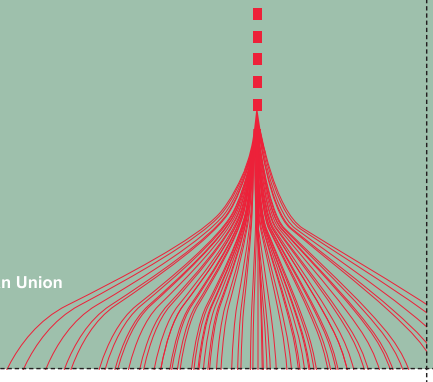


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Hype

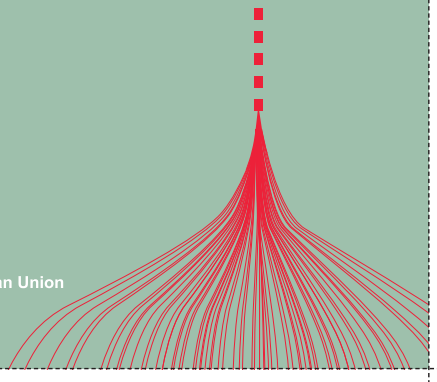


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Illusionism

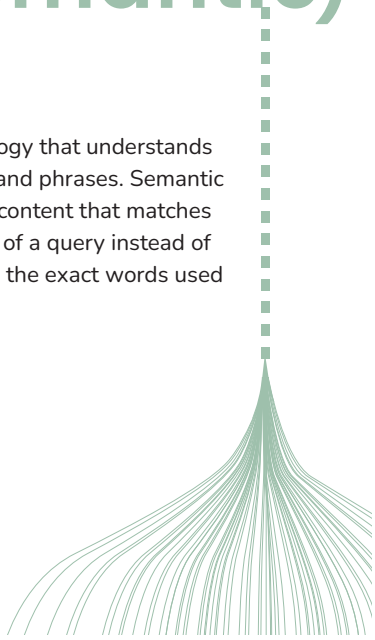


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Generative (or semantic) gap

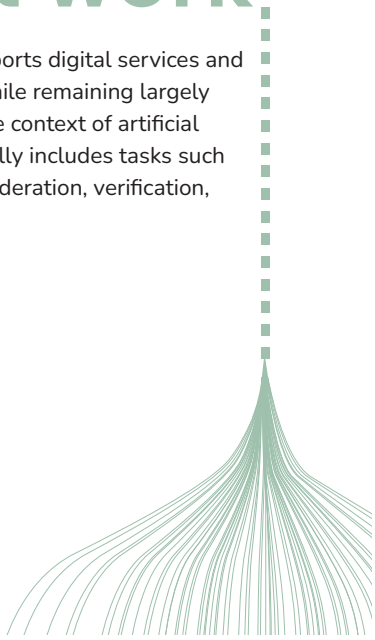
Search-engine technology that understands the meaning of words and phrases. Semantic search results present content that matches the perceived meaning of a query instead of being strictly limited to the exact words used in the search.



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Critical Perspectives

Ghost work

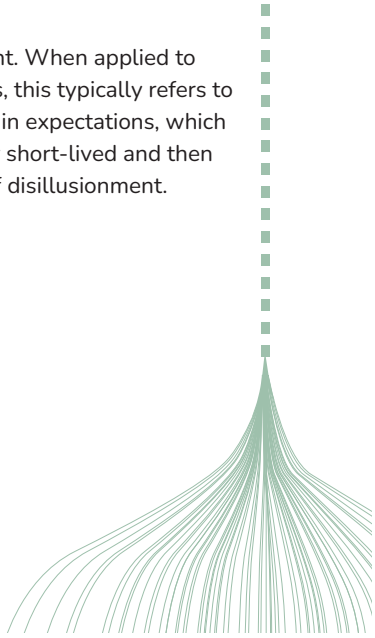
Human labor that supports digital services and automated systems while remaining largely invisible to users. In the context of artificial intelligence, this typically includes tasks such as data annotation, moderation, verification, and correction.



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Hype

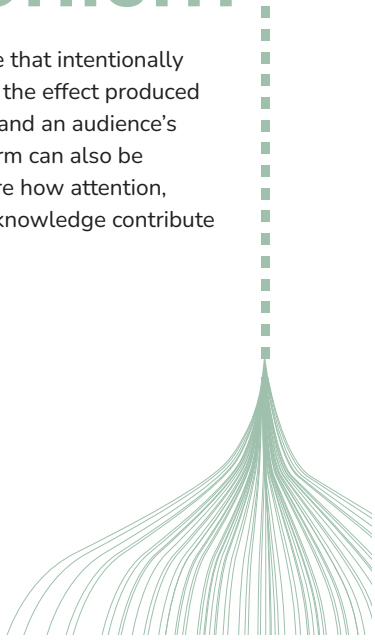
Exaggerated excitement. When applied to technological advances, this typically refers to a disproportionate rise in expectations, which is usually temporary or short-lived and then followed by a period of disillusionment.



Society, Ethics &
Critical Perspectives

Illusionism

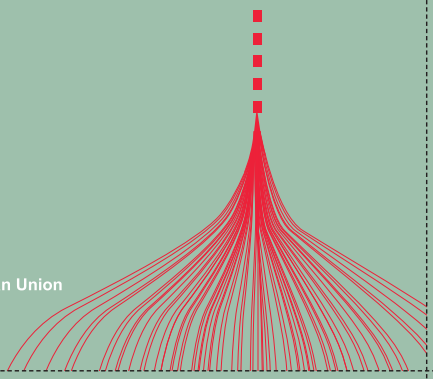
A performative practice that intentionally creates a gap between the effect produced by a given mechanism and an audience's perception of it. The term can also be used to critically explore how attention, expectation, and prior knowledge contribute to shape perception.



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Innovation

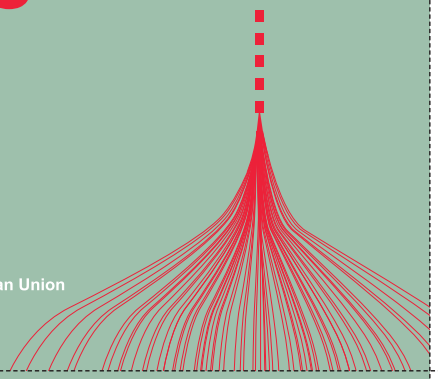


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Interaction bias

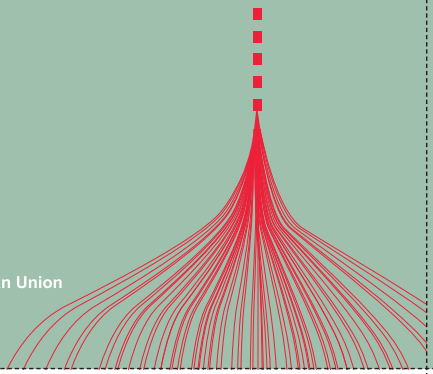


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Jailbreaking

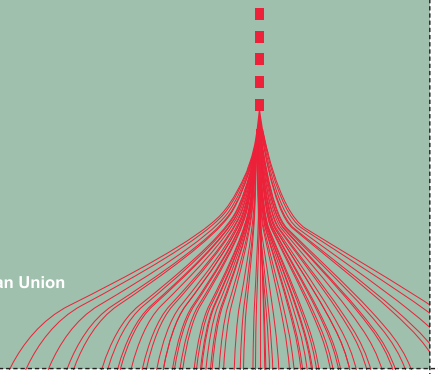


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Society, Ethics & Critical Perspectives

Potemkin AI

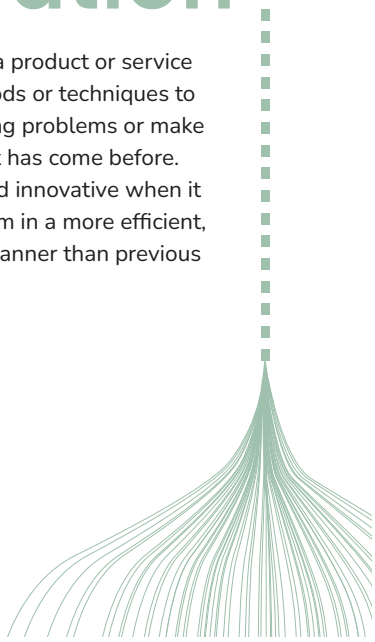


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Innovation

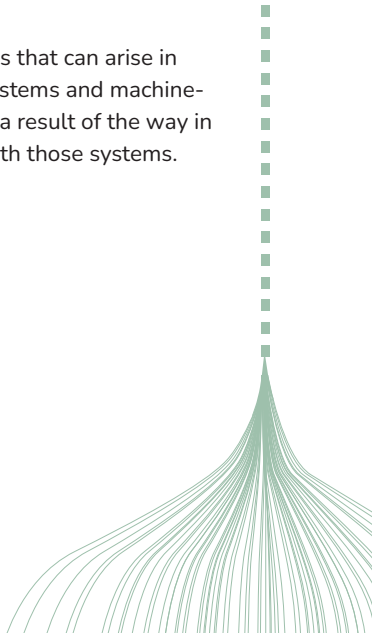
The process by which a product or service establishes new methods or techniques to find solutions to existing problems or make improvements on what has come before. A solution is considered innovative when it solves a known problem in a more efficient, quick, or sustainable manner than previous attempts.



Society, Ethics &
Critical Perspectives

Interaction bias

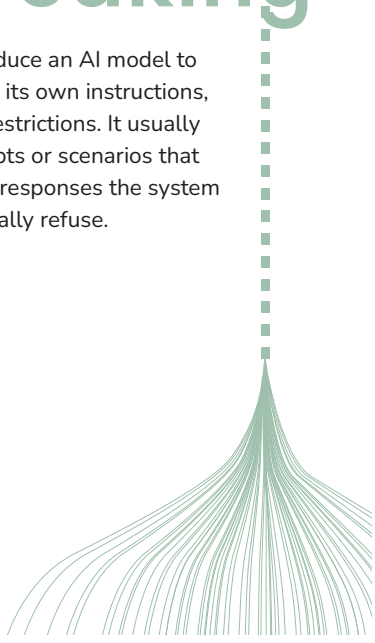
Prejudices or distortions that can arise in artificial intelligence systems and machine-learning algorithms as a result of the way in which users interact with those systems.



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Jailbreaking

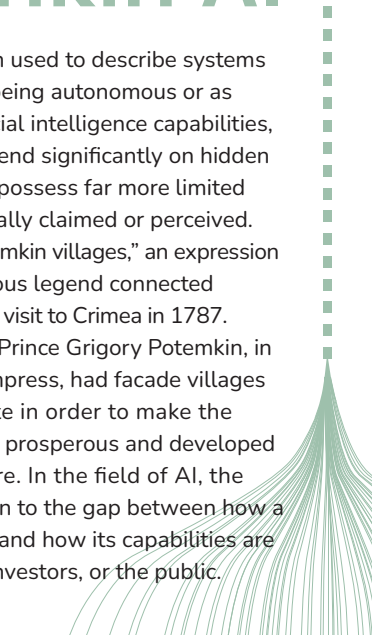
A technique used to induce an AI model to either ignore or bypass its own instructions, protocols, and safety restrictions. It usually relies on specific prompts or scenarios that are designed to obtain responses the system would otherwise normally refuse.



Society, Ethics &
Critical Perspectives

Potemkin AI

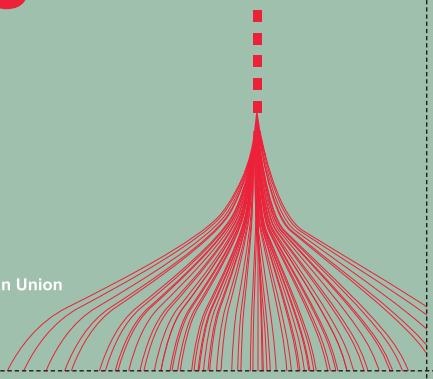
A pejorative expression used to describe systems that are presented as being autonomous or as having advanced artificial intelligence capabilities, but which actually depend significantly on hidden human intervention or possess far more limited capabilities than originally claimed or perceived. The term refers to “Potemkin villages,” an expression originating from a famous legend connected to Catherine the Great’s visit to Crimea in 1787. According to the story, Prince Grigory Potemkin, in a bid to impress the empress, had facade villages erected along the route in order to make the territories appear more prosperous and developed than they actually were. In the field of AI, the concept draws attention to the gap between how a system actually works and how its capabilities are represented to users, investors, or the public.



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Society, Ethics & Critical Perspectives

Selection bias

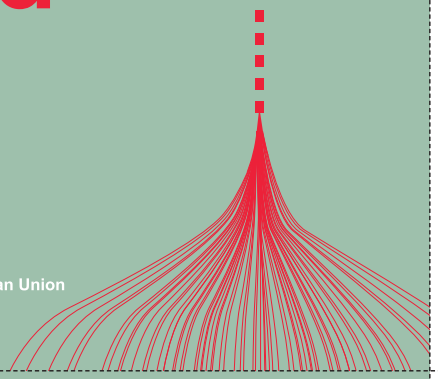


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Sensitive data

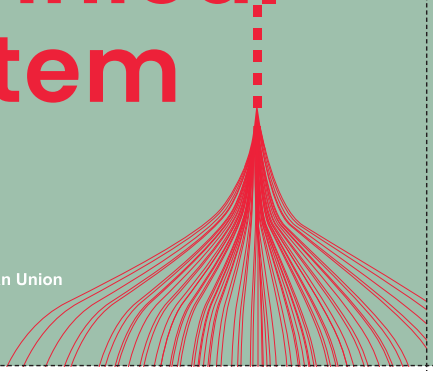


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Socio-technical system

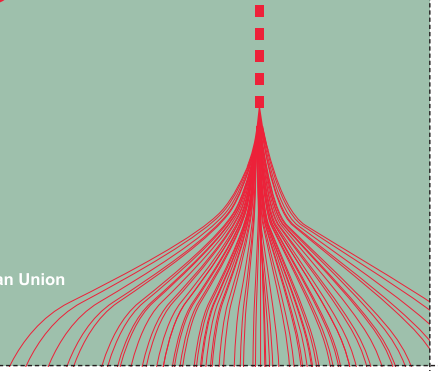


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Society, Ethics & Critical Perspectives

Technology gap

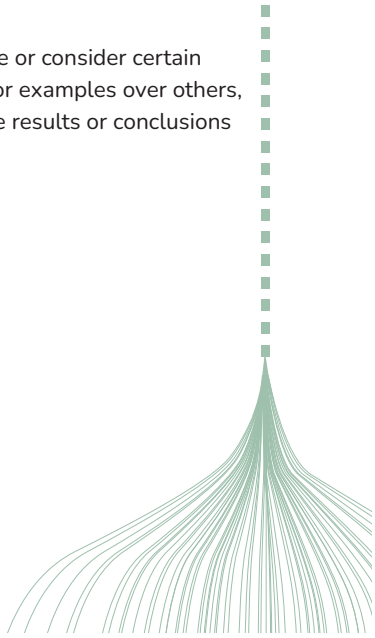


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Critical Perspectives

Selection bias

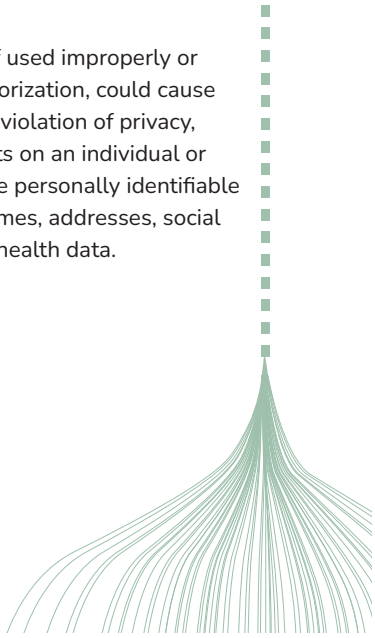
The tendency to choose or consider certain datasets, information, or examples over others, which can influence the results or conclusions of any given analysis.



Society, Ethics &
Critical Perspectives

Sensitive data

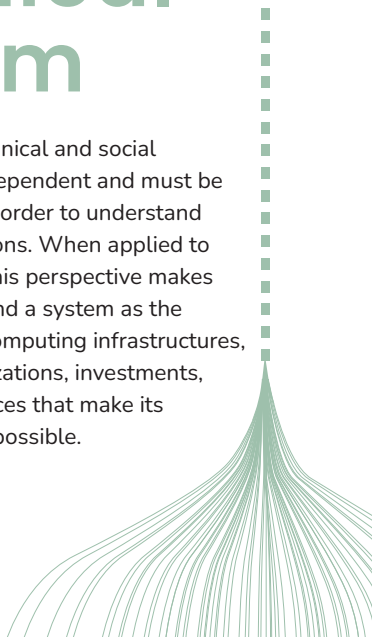
Any information that, if used improperly or disclosed without authorization, could cause harm, discrimination, a violation of privacy, or other negative effects on an individual or group. This may include personally identifiable information such as names, addresses, social security numbers, and health data.



Society, Ethics &
Critical Perspectives

Socio-technical system

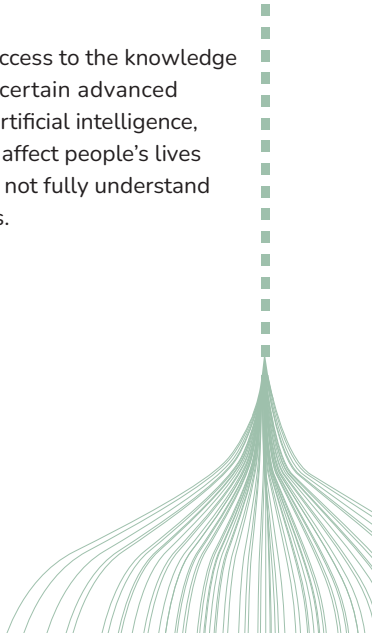
A system in which technical and social components are interdependent and must be considered together in order to understand how the system functions. When applied to artificial intelligence, this perspective makes it possible to understand a system as the combination of data, computing infrastructures, energy, people, organizations, investments, regulations, and practices that make its development and use possible.



Society, Ethics &
Critical Perspectives

Technology gap

Inequality in terms of access to the knowledge and understanding of certain advanced technologies, such as artificial intelligence, which can significantly affect people's lives even though many will not fully understand their wider implications.



Glossary of Debunking Tactics

START

Artificial intelligence

AI Fundamentals & Technologies

A computer science-based discipline that investigates the creation of computational structures to solve tasks requiring at least a minimal degree of intelligence, such as data analysis and extracting value from unstructured information such as text or images. Proper implementation and application of these systems often requires the input of professionals from different fields, and is therefore considered to be interdisciplinary.

Chatbot

AI Models & Applications

An application designed to simulate conversation with a user. In its most basic form, a chatbot may follow a simple rule-based dialogue flow. More advanced versions, however, are trained models that have learned to imitate the natural qualities of human conversation. Chatbots also combine conversational abilities with broad access to data, which makes them a powerful user-experience tool.

Dataset

Data, Programming & Infrastructure

A collection of data. In some contexts, the term may refer to an annotated dataset used to train a machine-learning model.

Coordinated Inauthentic Behavior (CIB)

Disinformation & Media Manipulation

Organized online activity in which multiple accounts carry out coordinated actions while concealing or misrepresenting their identities, affiliations, or intentions. Often involving fake accounts, CIB seeks to manipulate public debate, artificially amplify content, or create the appearance of genuine grassroots support for a particular narrative or cause.

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Bias

Society, Ethics & Critical Perspectives

A specific and consistent deviation in an algorithm's output that reflects human values present in the data or in its parameter settings. When directed toward a particular group, bias can result in discrimination or harmful effects for social minorities.

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Algorithm

AI Fundamentals & Technologies

An ordered set of instructions for solving problems or completing tasks, much like a cooking recipe. In computing, algorithms are written in code to analyze data and provide answers, sometimes by following strict rules or using learning systems. In the context of artificial intelligence, the term is used as a synonym for a model, although a model itself may contain multiple algorithms.

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Language model

AI Models & Applications

A model trained to extract statistical metrics from large quantities of text, thereby acquiring objective knowledge about the relevant structures of a given language. This then enables it to perform tasks on texts in that language more effectively than other models, or to generate new texts from a particular seed or prompt. In the context of artificial intelligence, these are often called large language models (LLMs), owing to the sheer volume of text used to train them.

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Annotation

Data, Programming & Infrastructure

The process of assigning labels to specific elements – generally digital ones, such as texts or images – so that they can be later studied on the basis of those labels. In language processing, annotation is commonly used to create training resources for learning models.

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Media manipulation

Disinformation & Media Manipulation

The intentional use of content, images, narratives, or distribution methods to influence perception, opinion, or behavior. This may involve spreading falsehoods and decontextualized information, using misleading framing, or engaging in coordinated amplification.

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Black box

Society, Ethics & Critical Perspectives

A non-explainable artificial intelligence model that provides no information, or insufficient information, about its internal processes. The term is used negatively to indicate the need for more performance data so that errors can be adequately traced and outputs can be understood logically. It is most commonly applied to deep neural networks.

fAIr Media

Machine learning

AI Fundamentals & Technologies

A computing technology that uses data models to analyze large volumes of information, learning from statistical patterns to predict responses to new data.

fAIr Media

Multimodal model

AI Models & Applications

A model that simultaneously integrates different types of data – text, image, audio, etc. – for analysis or content generation.

fAIr Media

Big data

Data, Programming & Infrastructure

This refers both to very large datasets and to the techniques used to work with them. As a general rule, a dataset is considered big data when it exceeds 30 terabytes (TB).

fAIr Media

Fake news

Disinformation & Media Manipulation

Fake news denotes false or misleading information presented as authentic news. This can take the form of misinformation, disinformation, propaganda, or hoaxes. While it is typically employed for fraudulent or politically motivated purposes, it is often difficult to distinguish fake news from the actual truth, leading to the spread of divergent worldviews, alternative facts, and perceived realities that are mutually exclusive to their own information ecosystems.

fAIr Media

Explainability

Society, Ethics & Critical Perspectives

A property of machine-learning models, especially deep-learning models, whereby the model itself can provide information regarding its various internal processes. This makes it easier for developers to interpret results and allows for the tracing and identification of errors and biases.

fAIr Media

Deep learning

AI Fundamentals & Technologies

A type of machine learning in which layers upon layers of neural networks are stacked together to add depth to information processing, thereby optimizing techniques and potentially increasing the system's capabilities. In this type of learning, tracing system responses can prove especially difficult, which makes further progress in terms of explainability essential.

fAIr Media

Diffusion model

AI Models & Applications

An image-generation model that gains clarity through a reverse noise-generation process. Starting with an undefined image, the model identifies the patterns that will appear and then progresses from lower to higher resolution and scale until it produces the final image.

fAIr Media

Data analysis

Data, Programming & Infrastructure

A computing process that consists of cleaning, preparing, and processing numerical or textual data to extract valuable information that is useful for both drawing conclusions and supporting decision-making.

fAIr Media

Clickbait

Disinformation & Media Manipulation

Online content that is designed to be visually enticing while lacking in actual substance. It can take the form of text, image, or video, but is typically marked by a degree of self-indulgence and superficiality that, when interrogated, reveals the basic premise to be either an exaggeration, a misdirection, or simply a lie. Clickbait thrives in digital environments where clicks, watch-time, or views correlate to income or popularity, thereby creating a monetary or social incentive for this practice of strategic or selective dishonesty.

fAIr Media

Digital divide

Society, Ethics & Critical Perspectives

Inequality in terms of access to and knowledge of digital technologies, especially in regard to the internet and all related services and products. Importantly, this divide is not only the result of either an increased or limited access to devices themselves. Various other economic, geographic, demographic, and gender-related factors also play a key role.

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Neural network

AI Fundamentals & Technologies

A system composed of interconnected nodes that processes information by transmitting it throughout the network. Neural networks can learn and model complex relationships in data through training processes, adjusting their internal connections, or weights, on the basis of prediction errors.

fAIr Media

Text-to-image model

AI Models & Applications

A model that takes text as an input and generates corresponding images as an output, potentially using descriptions to create visual representations.

fAIr Media

API

Data, Programming & Infrastructure

A set of rules and protocols that enables separate applications or different services to communicate with one another.

fAIr Media

Debunking

Disinformation & Media Manipulation

A corrective intervention carried out as a response to the circulation of false or misleading information. This often involves double-checking sources, establishing context, and explaining the errors or techniques that made the original content appear at first credible.

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Ghost work

Society, Ethics & Critical Perspectives

Human labor that supports digital services and automated systems while remaining largely invisible to users. In the context of artificial intelligence, this typically includes tasks such as data annotation, moderation, verification, and correction.

fAIr Media

Transformers

AI Fundamentals & Technologies

A type of neural network architecture used in artificial intelligence (AI) that relies on an attention mechanism to identify relationships between different parts of input data. Transformers can process large amounts of data efficiently and are widely used in natural language processing, including machine translation, text generation, and large language models (LLMs).

fAIr Media

Voice assistant

AI Models & Applications

Also known as a smart speaker, these are language-processing systems that receive spoken instructions, process the information to find an answer, and then encode it back into speech for the user.

fAIr Media

Hardware

Data, Programming & Infrastructure

The physical and material components that enable computing, such as the internal components of a personal computer. In the context of artificial intelligence, essential hardware includes Central Processing Units (CPUs), Graphics Processing Units (GPUs), and Random Access Memory (RAM).

fAIr Media

Prebunking

Disinformation & Media Manipulation

A preventive strategy that guards against the spread of disinformation, which teaches people to recognize and identify manipulation techniques prior to encountering them.

fAIr Media

Sociotechnical system

Society, Ethics & Critical Perspectives

A system in which technical and social components are interdependent and must be considered together in order to understand how the system functions. When applied to artificial intelligence, this perspective makes it possible to understand a system as the combination of data, computing infrastructures, energy, people, organizations, investments, regulations, and practices that make its development and use possible.

Glossary of Debunking Tactics

END

AI Glossary_Domino > **Solutions**

Disinformation & Media Manipulation

Coordinated Inauthentic Behavior (CIB)
Organized online activity in which multiple accounts carry out coordinated actions while concealing or misrepresenting their identities, affiliations, or intentions. Often involving fake accounts, CIB seeks to manipulate public debate, artificially amplify content, or create the appearance of genuine grassroots support for a particular narrative or cause.

Media manipulation
The intentional use of content, images, narratives, or distribution methods to influence perception, opinion, or behavior. This may involve spreading falsehoods and decontextualized information, using misleading framing, or engaging in coordinated amplification.

Fake news
Fake news denotes false or misleading information presented as authentic news. This can take the form of misinformation, disinformation, propaganda, or hoaxes. While it is typically employed for fraudulent or politically motivated purposes, it is often difficult to distinguish fake news from the actual truth, leading to the spread of divergent worldviews, alternative facts, and perceived realities that are mutually exclusive to their own information ecosystems.

Clickbait
Online content that is designed to be visually enticing while lacking in actual substance. It can take the form of text, image, or video, but is typically marked by a degree of self-indulgence and superficiality that, when interrogated, reveals the basic premise to be either an exaggeration, a misdirection, or simply a lie. Clickbait thrives in digital environments where clicks, watch-time, or views correlate to income or popularity, thereby creating a monetary or social incentive for this practice of strategic or selective dishonesty.

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A corrective intervention carried out as a response to the circulation of false or misleading information. This often involves double-checking sources, establishing context, and explaining the errors or techniques that made the original content appear at first credible.

Prebunking
A preventive strategy that guards against the spread of disinformation, which teaches people to recognize and identify manipulation techniques prior to encountering them.

AI Fundamentals & Technologies

Artificial intelligence
A computer science-based discipline that investigates the creation of computational structures to solve tasks requiring at least a minimal degree of intelligence, such as data analysis and extracting value from unstructured information such as text or images. Proper implementation and application of these systems often requires the input of professionals from different fields, and is therefore considered to be interdisciplinary.

Algorithm
An ordered set of instructions for solving problems or completing tasks, much like a cooking recipe. In computing, algorithms are written in code to analyze data and provide answers, sometimes by following strict rules or using learning systems. In the context of artificial intelligence, the term is used as a synonym for a model, although a model itself may contain multiple algorithms.

Machine learning
A computing technology that uses data models to analyze large volumes of information, learning from statistical patterns to predict responses to new data.

Deep learning
A type of machine learning in which layers upon layers of neural networks are stacked together to add depth to information processing, thereby optimizing techniques and potentially increasing the system's capabilities. In this type of learning, tracing system responses can prove especially difficult, which makes further progress in terms of explainability essential.

Neural network
A system composed of interconnected nodes that processes information by transmitting it throughout the network. Neural networks can learn and model complex relationships in data through training processes, adjusting their internal connections, or weights, on the basis of prediction errors.

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A type of neural network architecture used in artificial intelligence (AI) that relies on an attention mechanism to identify relationships between different parts of input data. Transformers can process large amounts of data efficiently and are widely used in natural language processing, including machine translation, text generation, and large language models (LLMs).

AI Models & Applications

Chatbot
An application designed to simulate conversation with a user. In its most basic form, a chatbot may follow a simple rule-based dialogue flow. More advanced versions, however, are trained models that have learned to imitate the natural qualities of human conversation. Chatbots also combine conversational abilities with broad access to data, which makes them a powerful user-experience tool.

Language model
A model trained to extract statistical metrics from large quantities of text, thereby acquiring objective knowledge about the relevant structures of a given language. This then enables it to perform tasks on texts in that language more effectively than other models, or to generate new texts from a particular seed or prompt. In the context of artificial intelligence, these are often called large language models (LLMs), owing to the sheer volume of text used to train them.

Multimodal model
A model that simultaneously integrates different types of data – text, image, audio, etc. – for analysis or content generation.

Diffusion model
An image-generation model that gains clarity through a reverse noise-generation process. Starting with an undefined image, the model identifies the patterns that will appear and then progresses from lower to higher resolution and scale until it produces the final image.

Text-to-image model
A model that takes text as an input and generates corresponding images as an output, potentially using descriptions to create visual representations.

Voice assistant
Also known as a smart speaker, these are language-processing systems that receive spoken instructions, process the information to find an answer, and then encode it back into speech for the user.

Data, Programming & Infrastructure

Dataset
A collection of data. In some contexts, the term may refer to an annotated dataset used to train a machine-learning model.

Annotation
The process of assigning labels to specific elements – generally digital ones, such as texts or images – so that they can be later studied on the basis of those labels. In language processing, annotation is commonly used to create training resources for learning models.

Big data
This refers both to very large datasets and to the techniques used to work with them. As a general rule, a dataset is considered big data when it exceeds 30 terabytes (TB).

Data analysis
A computing process that consists of cleaning, preparing, and processing numerical or textual data to extract valuable information that is useful for both drawing conclusions and supporting decision-making.

API
A set of rules and protocols that enables separate applications or different services to communicate with one another.

Hardware
The physical and material components that enable computing, such as the internal components of a personal computer. In the context of artificial intelligence, essential hardware includes Central Processing Units (CPUs), Graphics Processing Units (GPUs), and Random Access Memory (RAM).

Society, Ethics & Critical Perspectives

Bias
A specific and consistent deviation in an algorithm's output that reflects human values present in the data or in its parameter settings. When directed toward a particular group, bias can result in discrimination or harmful effects for social minorities.

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Ghost work
Human labor that supports digital services and automated systems while remaining largely invisible to users. In the context of artificial intelligence, this typically includes tasks such as data annotation, moderation, verification, and correction.

Sociotechnical system
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