

The UNext INSIDER

A SONG OF FIRE & AI

When fire was invented, one set of people probably saw it as a life-changing miracle, but some people also would have considered it an uncontrollable source of danger that could pose an existential risk. Generative AI, as we go along the path to Artificial General Intelligence, is our generation's equivalent to the invention of fire.

With the rise of ChatGPT, we've unlocked doors to new digital dimensions, without fully knowing which are good and which could be sinister. Crossing a whopping number of 1 million users within just 5 days of its launch, ChatGPT is a force to be reckoned with. Today, it has over **100 million** users and close to **1.8bn visitors per month**.

Statistics also reveal that close to **53%** of the average users cannot differentiate between the content written by a human and that by ChatGPT.

We're onto something here, aren't we?



Generative AI

Humans vs AI

THE DARKSIDE OF GENERATIVE AI

While ChatGPT is being creatively used by humans to write love letters, email headlines, assignments and homework, it is also being actively used by attackers and hackers for illicit purposes. Criminals have always been a few steps ahead in leveraging a new tool or technology to cause harm and with ChatGPT, they've proved this yet again.

Attackers are using ChatGPT to write malware codes that can also autonomously mutate. Not just that, ChatGPT is being used to target diverse target groups through instances of:



Generative AI

Humans vs AI



Targeted phishing attacks, where text with accurate grammar, tone and language make malicious mails and spams trustworthy



Identity thefts by recreating the authority, credibility, and tonality of institutions and banks for extortion



Social engineering attacks with the creation of realistic profiles and handles online to pursue people for personal information or money



Creation of malicious bots and their API linkage, again for personal details or money



Creation of sophisticated malware with zero coding or programming skills



Deepfake data such as texts and even images (remember an AI-generated image stalling the stock market a few weeks ago?)



Accurately guessing passwords and cracking CAPTCHAs and more

THE CONFLICT IS THE RESOLUTION

When it comes to tackling this, experts believe conflict is the resolution. While Generative AI is being used as a medium to trigger such actions, it is also the remedy. Websites and products can be made more secure with patched loopholes by running codes through Generative AI for bugs and vulnerabilities, paving the way for automated testing.

However, the larger solution is to insulate a building rather than deploying firefighting techniques. As cybersecurity threats continue to rise, the wise antidote is to have a strong team of cybersecurity professionals, who can harness the power of AI to tackle complex attacks and mitigate them.

At the age of digital transformation, what remains a priority is data and the first steps in protecting it is to educate professionals on possible forms of attack. It's time to implement some rules from the Art of War as the battle against machine-backed humans has just begun.



Generative AI

Humans vs AI

What Do You Think? Is Your Enterprise Workforce Competent Enough To Mitigate Advanced Cyber Threats?

Reach out to us for tailored talent transformation programs.

[Connect Now](#)