

Het masker van AI

- Intro
- De Aarde
- Arbeid
- Rechtvaardigheid
- Fake Data
- Privacy



Wim Casteels

Docent en onderzoeker @ AP Hogeschool

- Departement Media Design & IT (MDI)
- Coördinator IT & AI

Achtergrond

- Doctor in de Fysica (UA)
- Data Scientist bij Argenta
- AI onderzoeker bij imec, UA & KMI
- Auteur *Het masker van AI* (2025)





Waar kan ik je mee helpen?

Bericht naar ChatGPT



 Maak een afbeelding

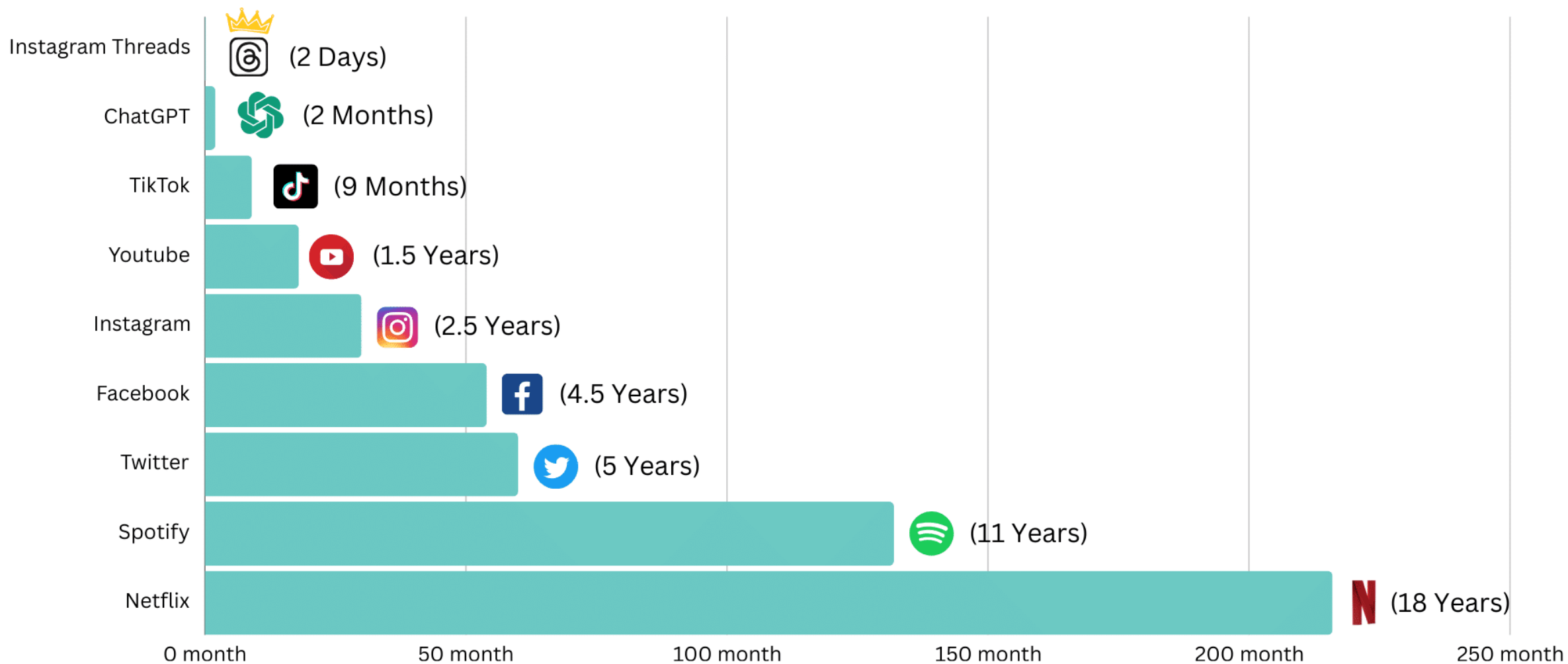
 Help met schrijven

 Gegevens analyseren

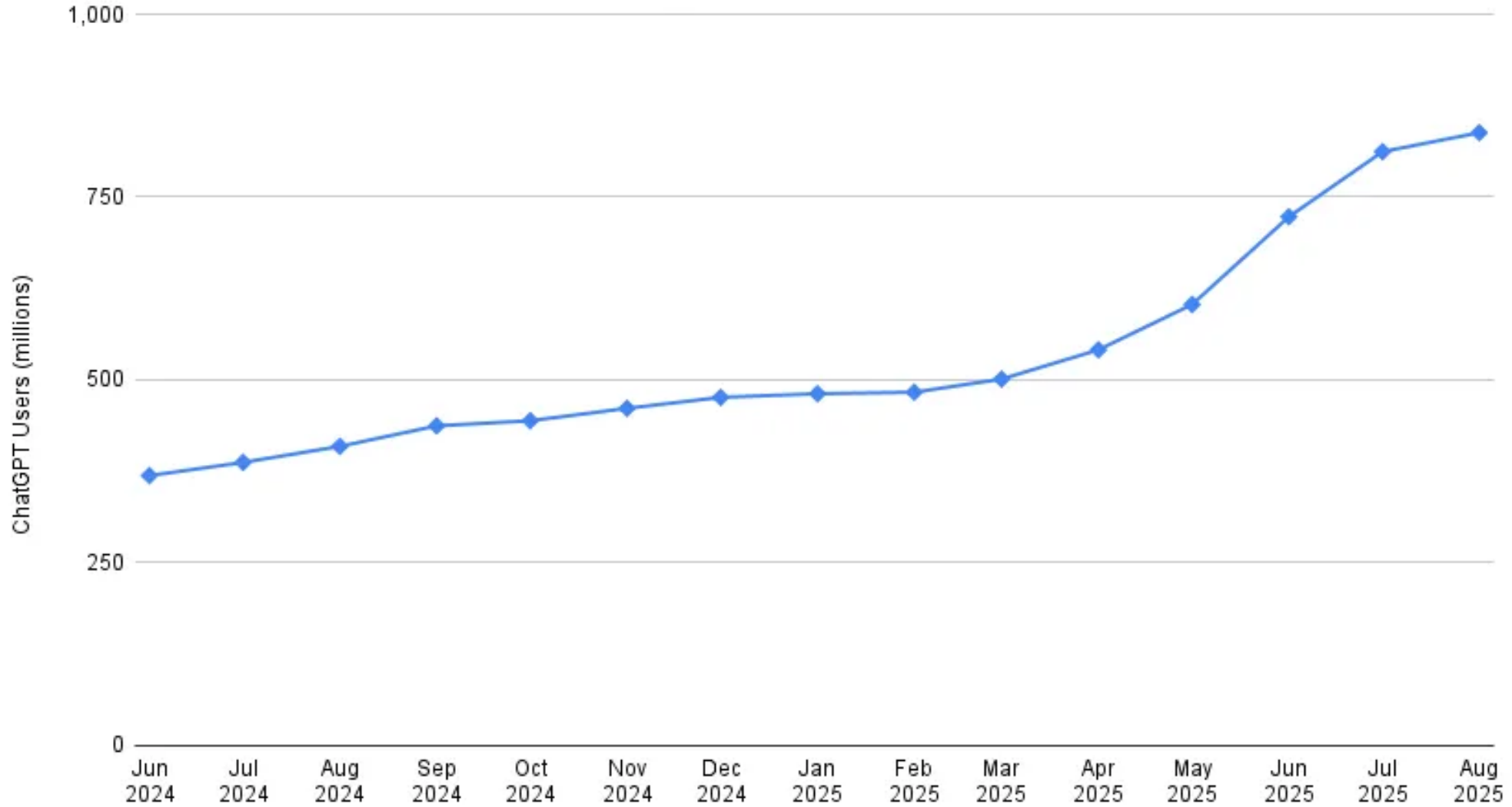
 Verras me

Meer

Road To 100 Million Users For Various Platforms



ChatGPT Monthly Users: 12 Month Trend

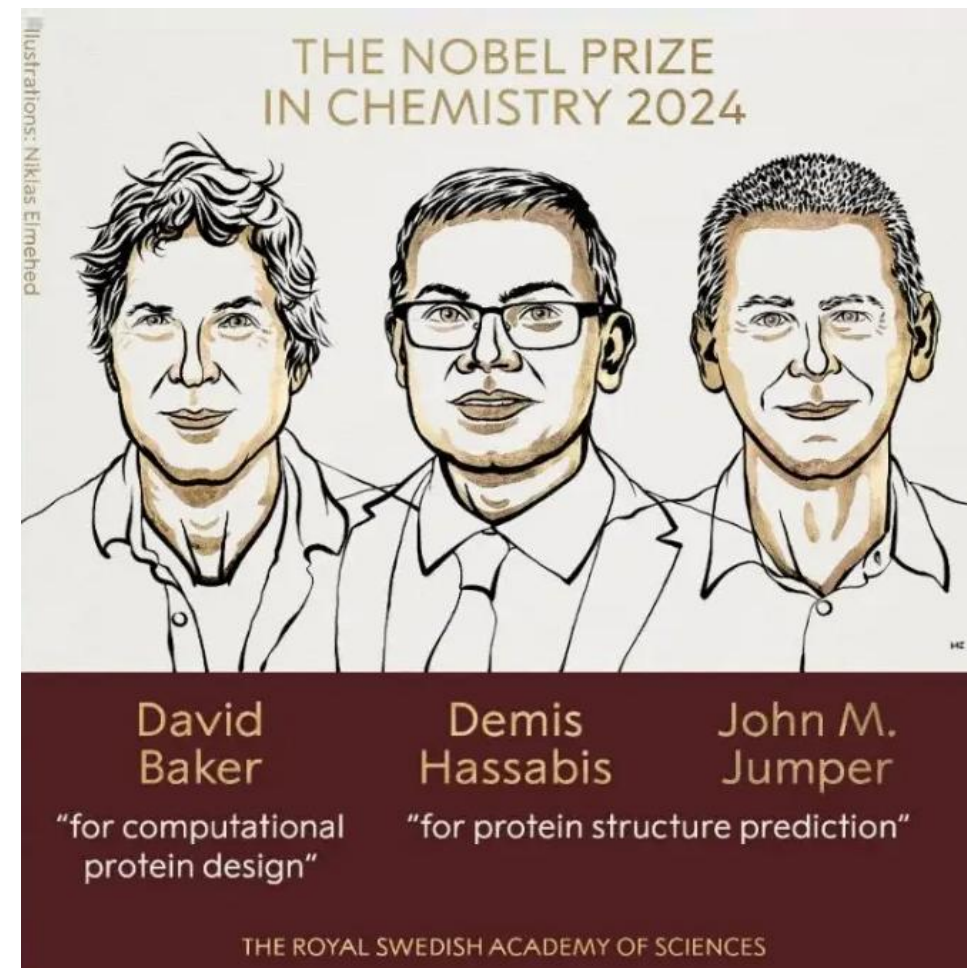
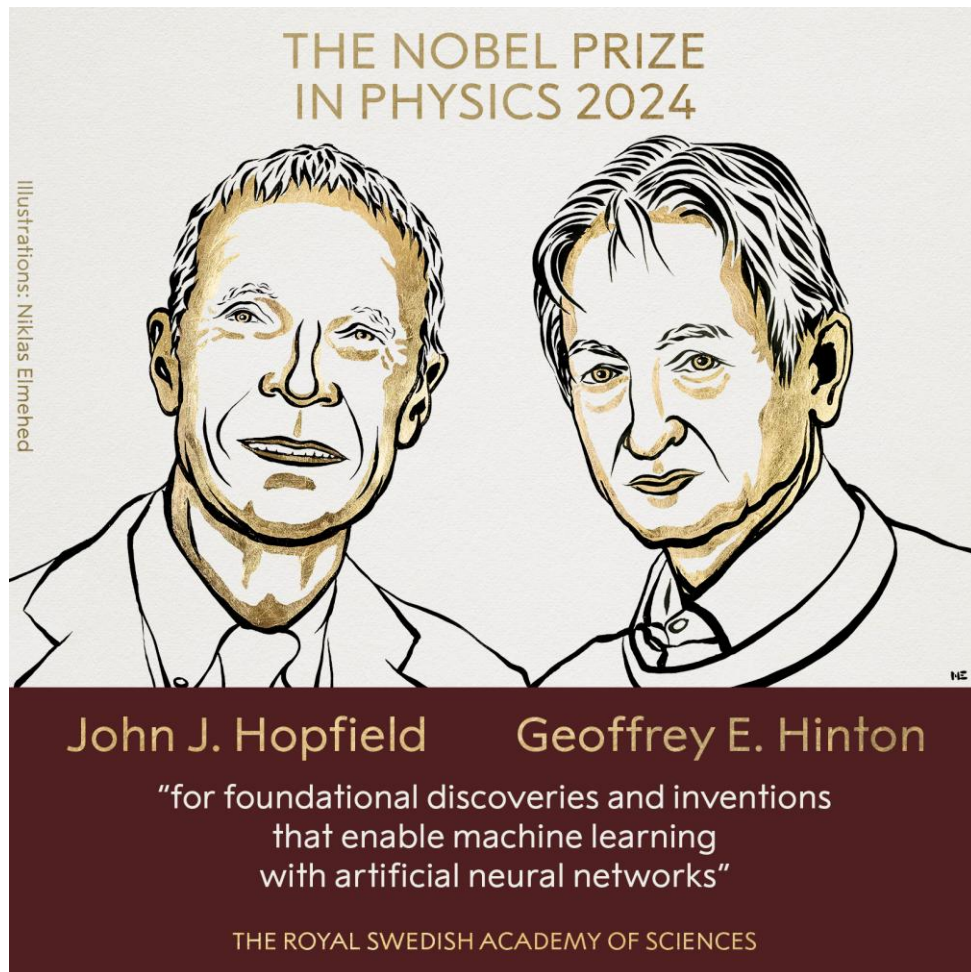


BY KYLIE ROBISON BUSINESS AUG 19, 2025 12:00 PM

OpenAI Is Poised to Become the Most Valuable Startup Ever. Should It Be?

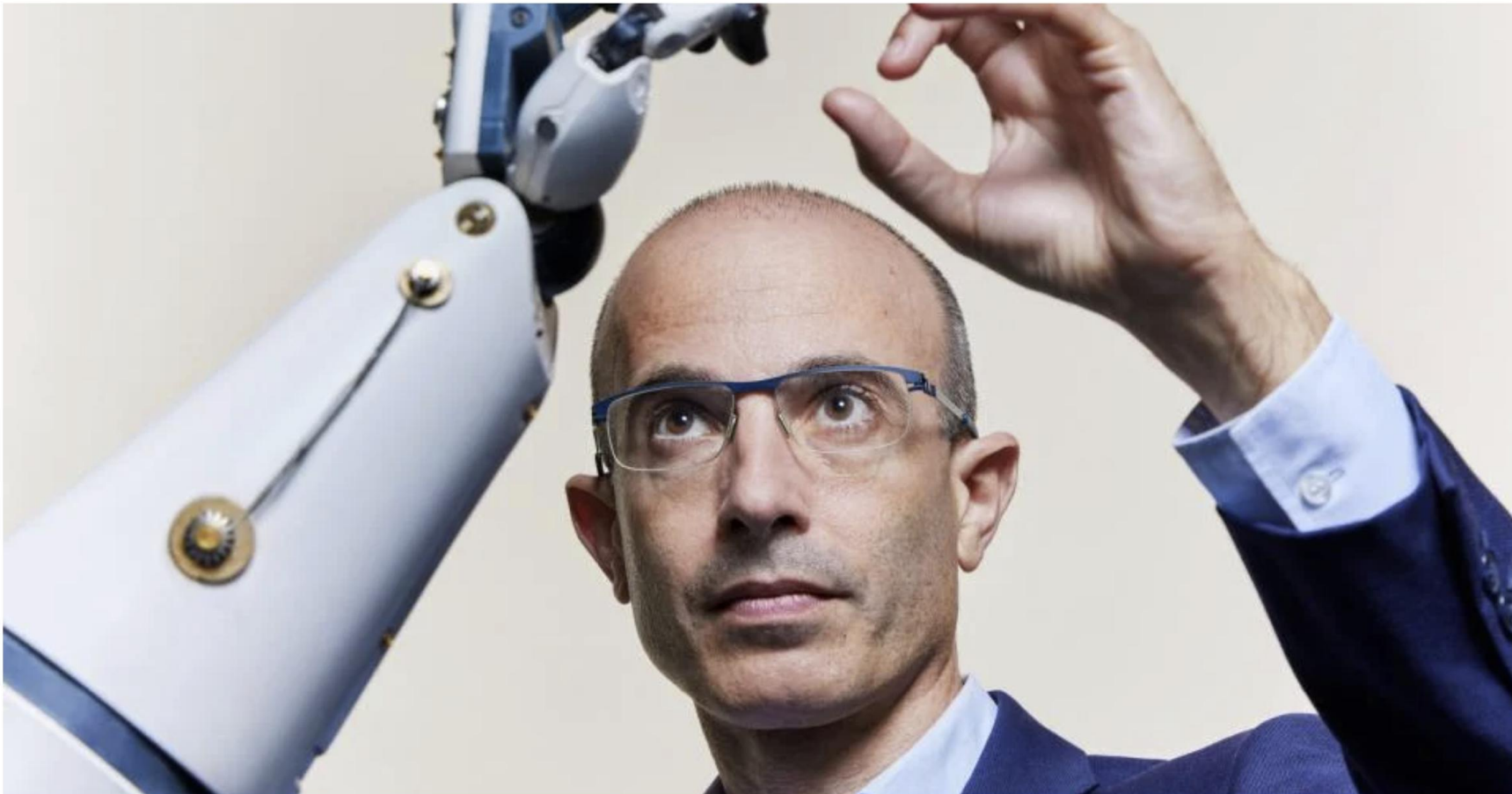
The AI startup is chasing a \$500 billion valuation, with backers betting it can become the next Apple or Google. There are reasons for skepticism.





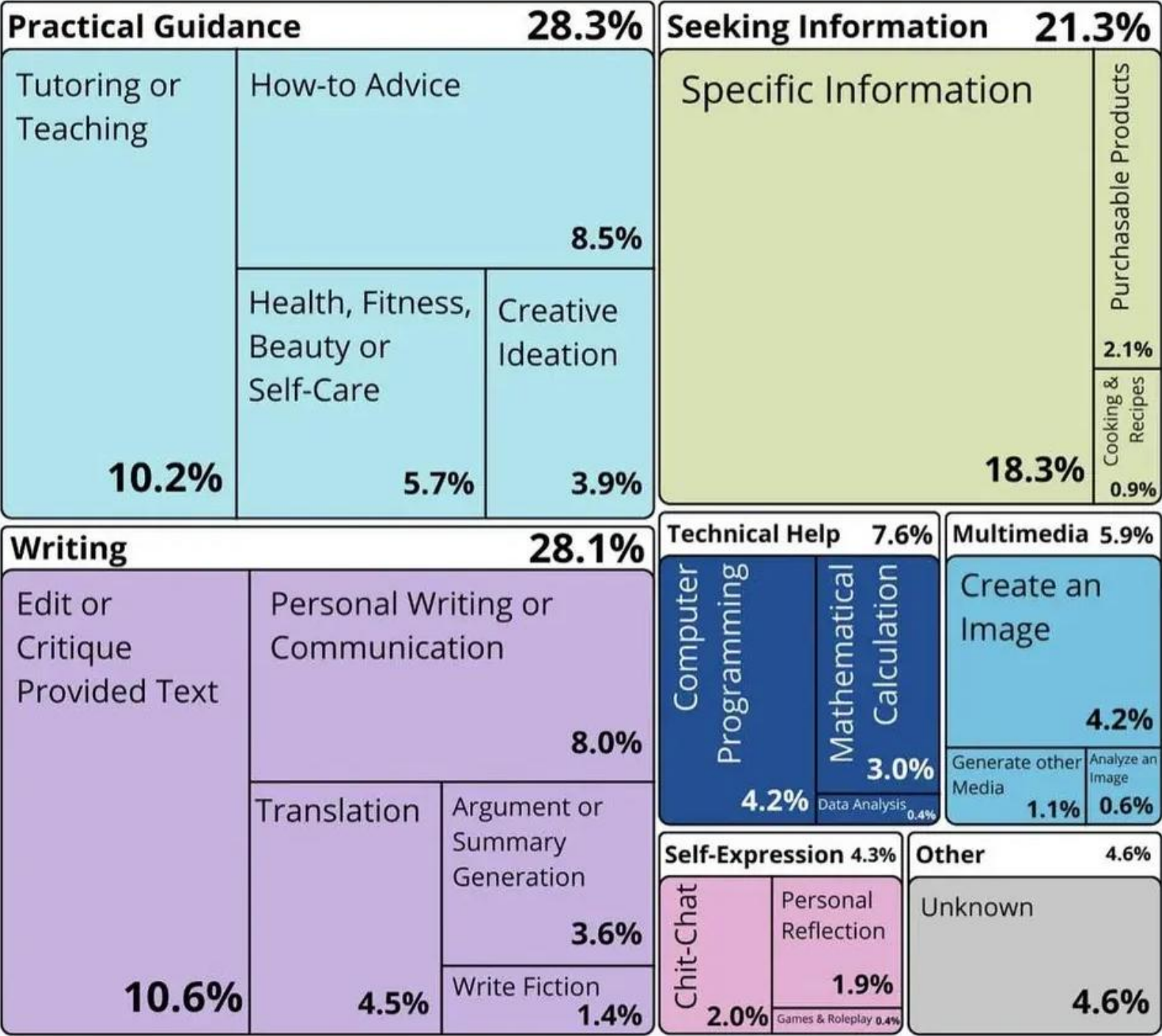
Technologie

🔒 Yuval Noah Harari: 'Artificiële intelligentie kan slaven van ons maken'



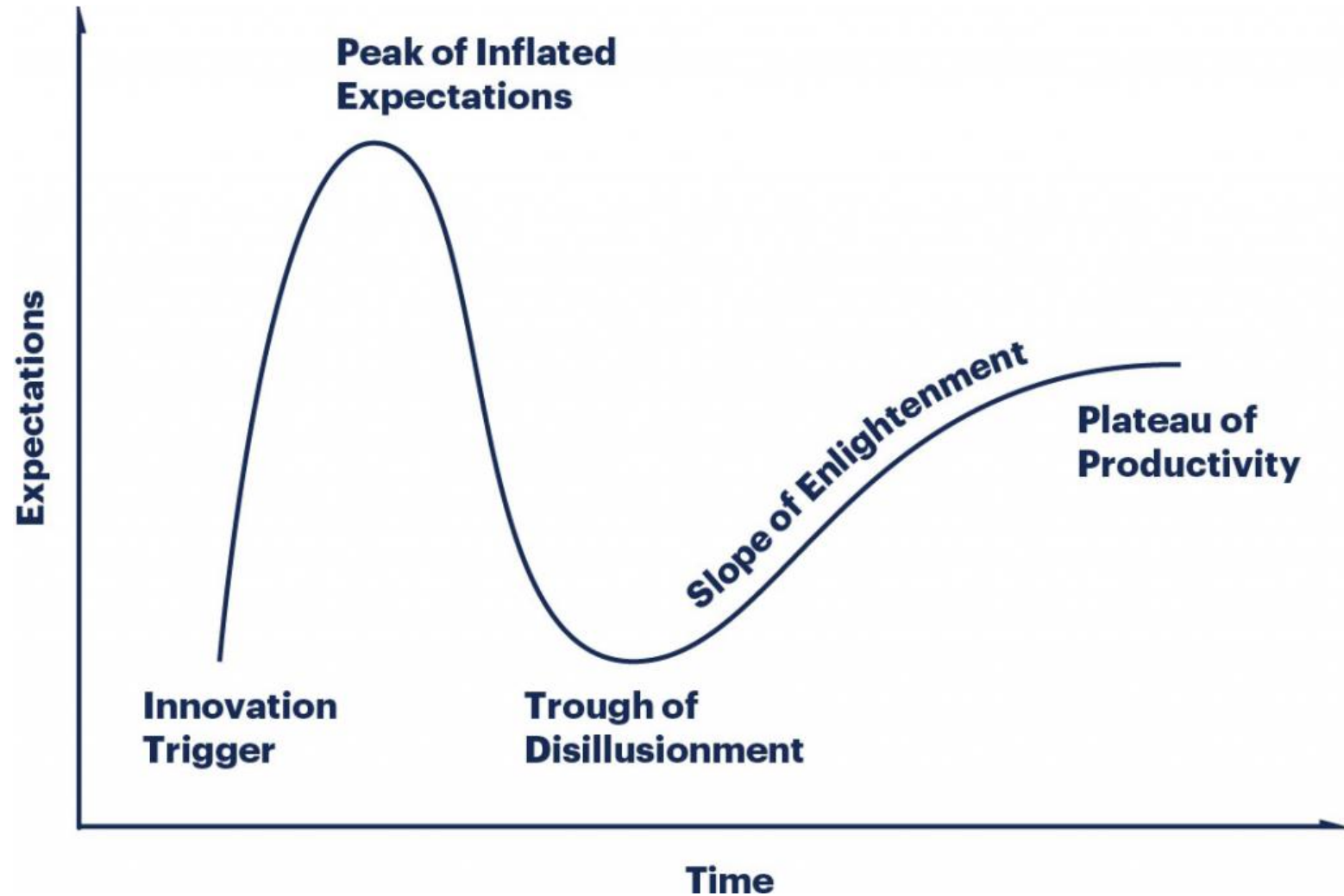
Yuval Noah Harari: 'Ik koester van nature wantrouwen tegenover revoluties.' © David Vintiner

HOW PEOPLE USE CHATGPT



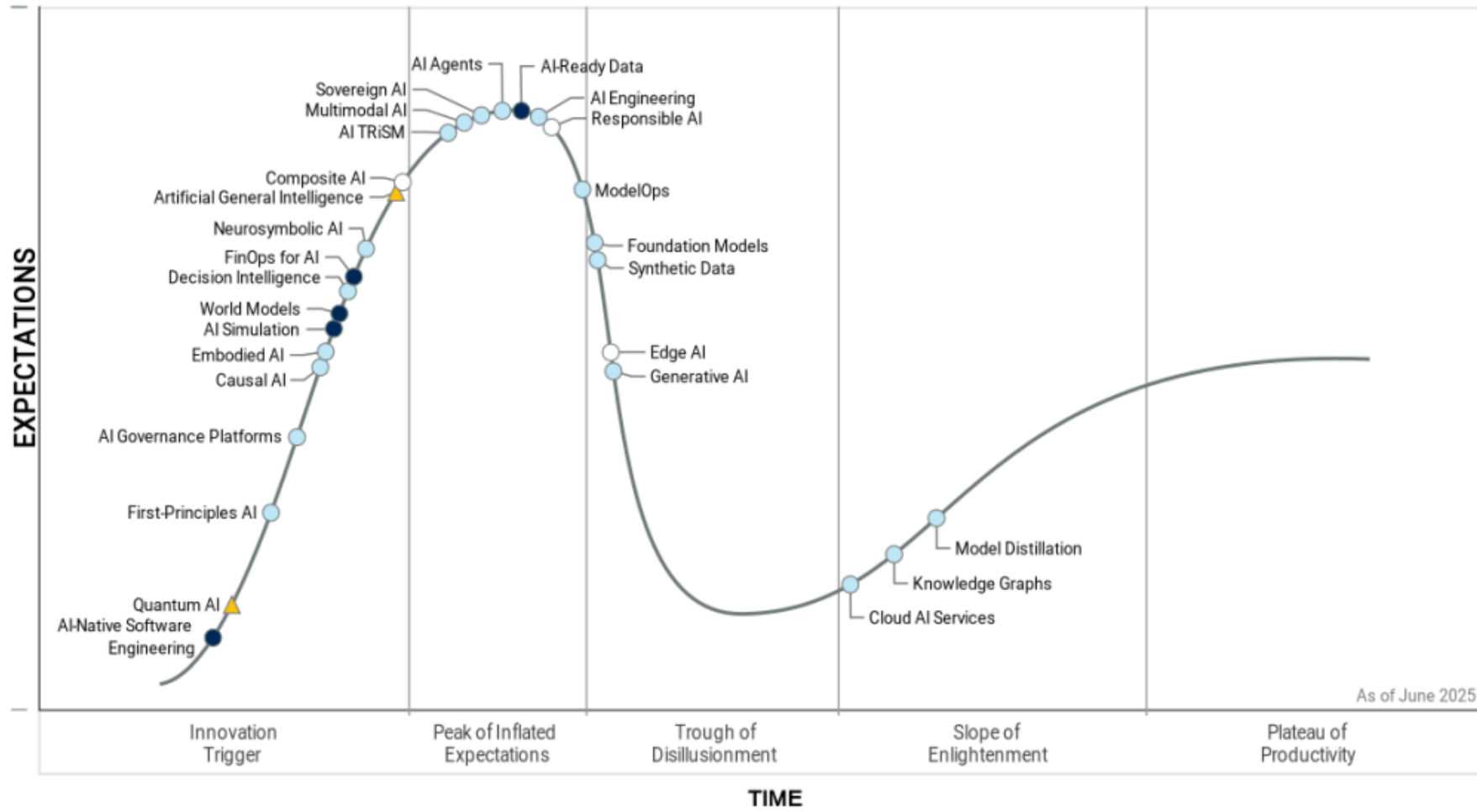
Wat is AI?

Gartner hypecycle

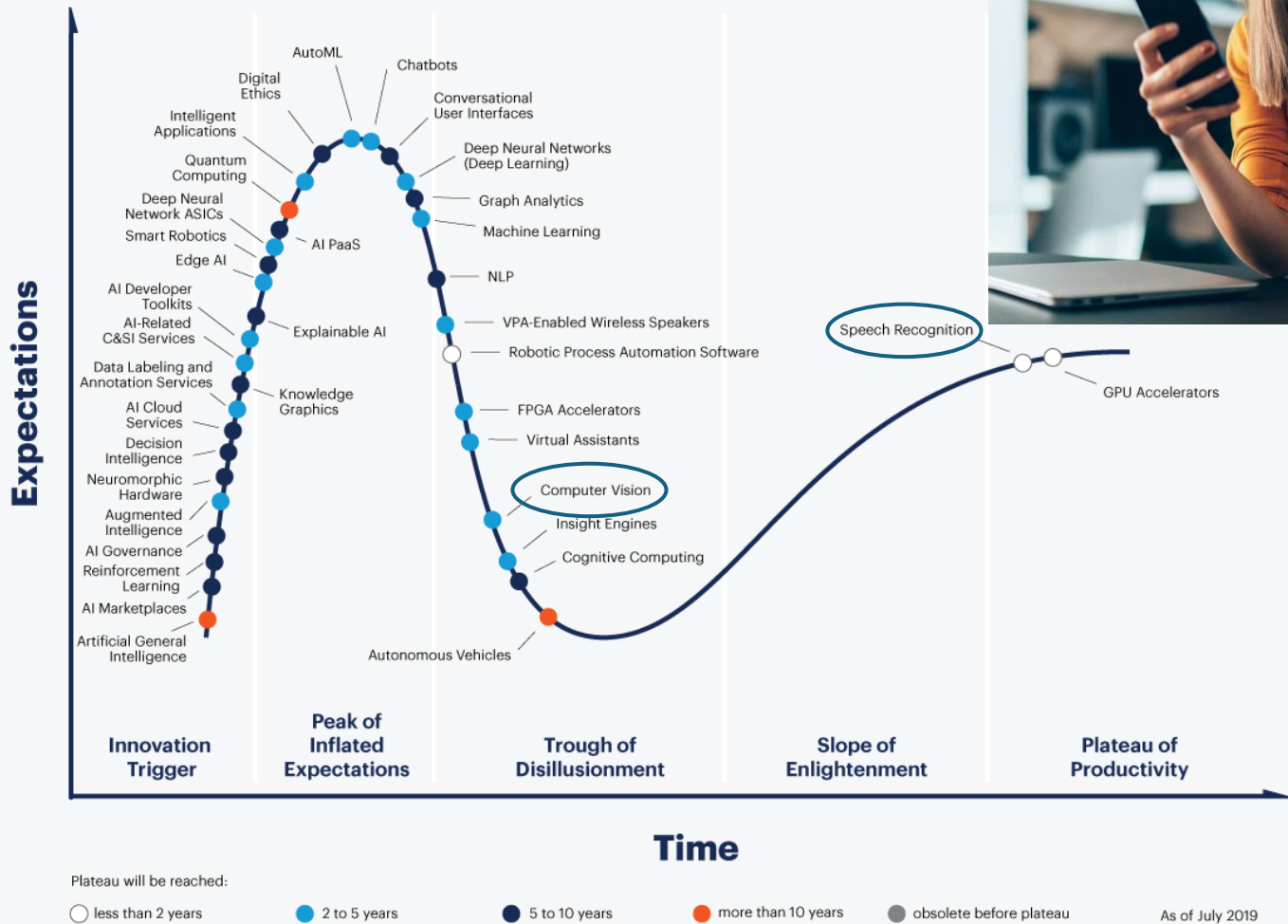


AI is niet één technologie

Hype Cycle for Artificial Intelligence, 2025



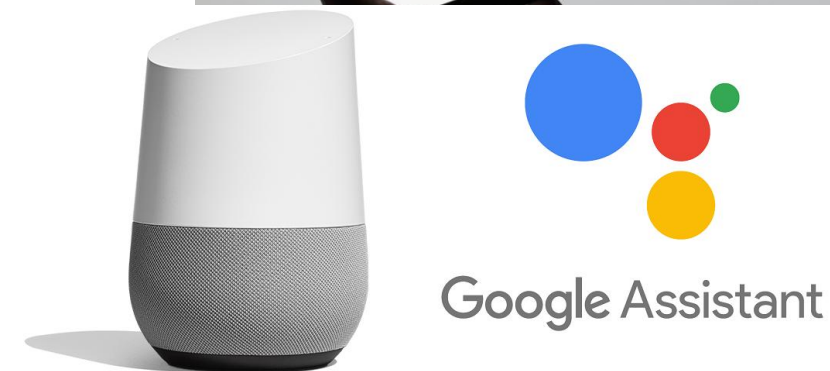
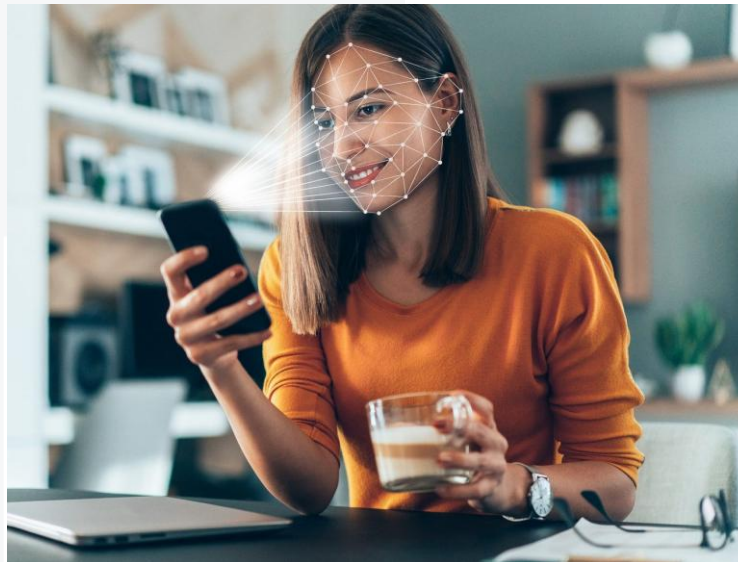
Gartner Hype Cycle for Artificial Intelligence, 2019



gartner.com/SmarterWithGartner

Source: Gartner
© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner





“As soon as it works, no one calls it AI any more.”

John McCarthy
Pionier van AI

AI

Machine Learning

Computersystemen die automatisch patronen kunnen leren uit **data**.

Regels

Data

Klassiek
programmeren

Antwoorden

Data

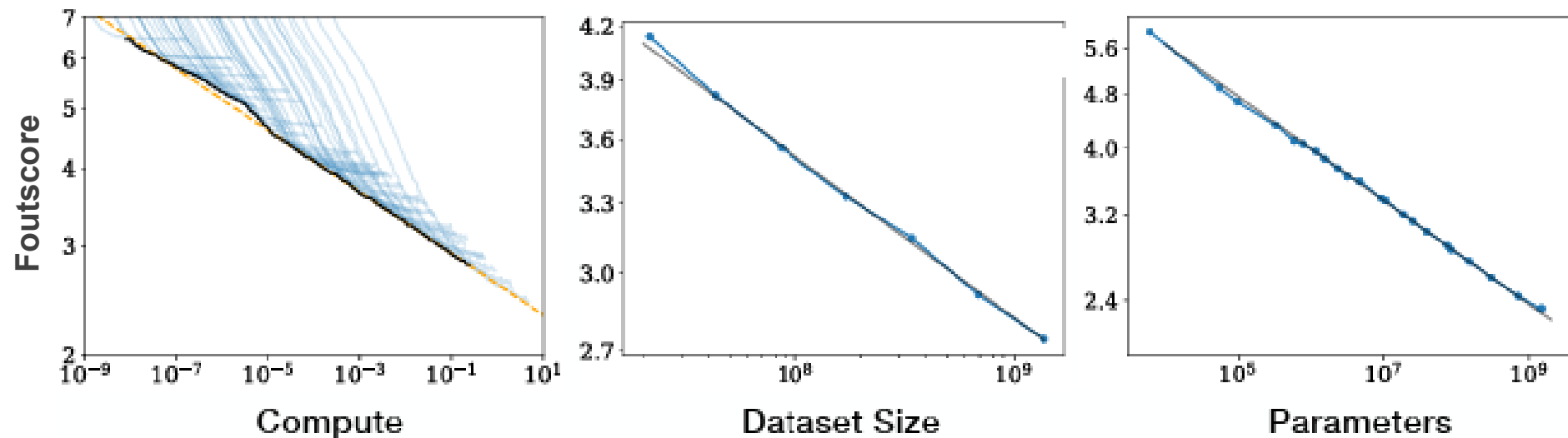
Antwoorden

Machine Learning

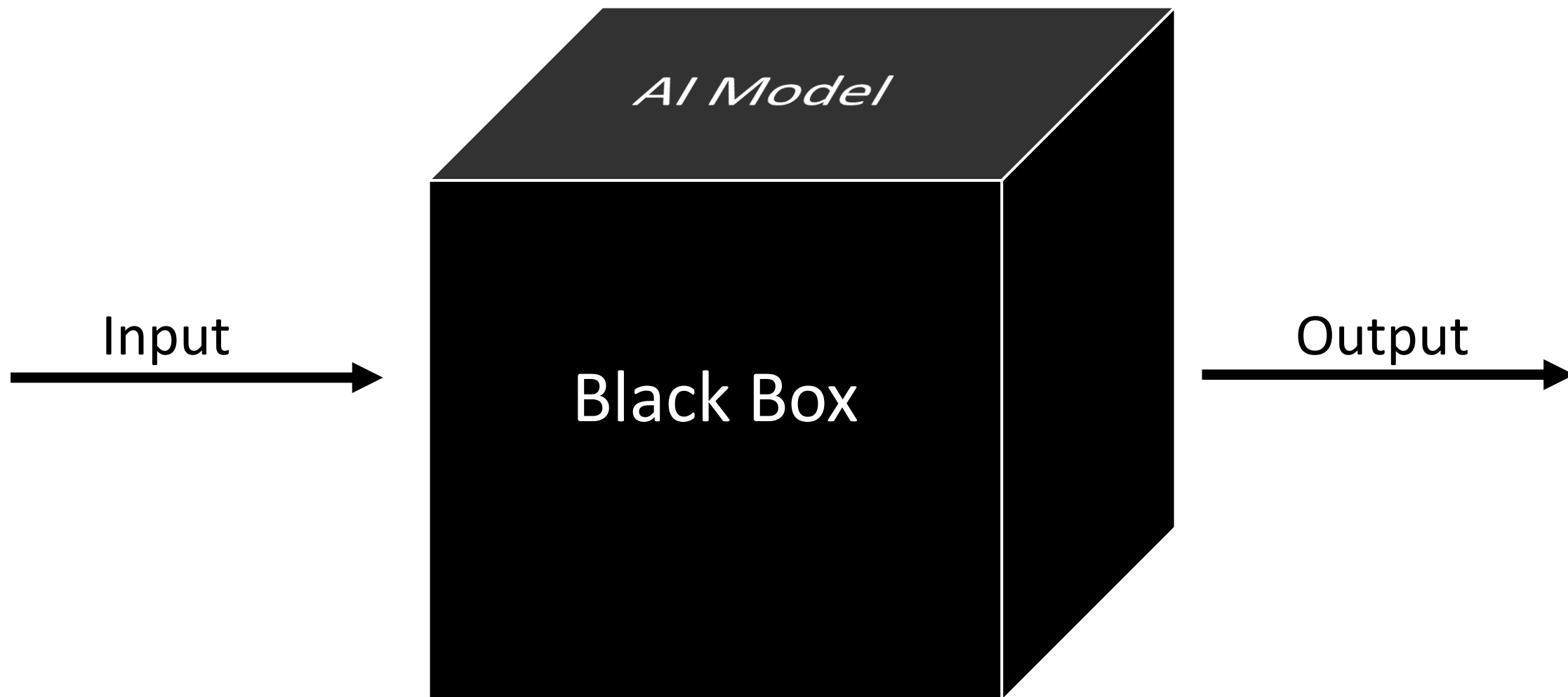
Regels

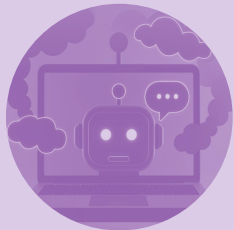


Scaling Laws for Neural Language Models

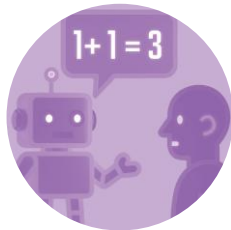


→ Hoe groter hoe beter!!!

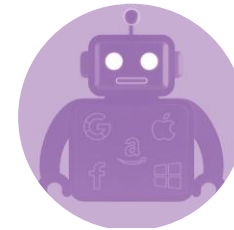




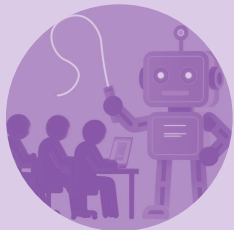
De Aarde



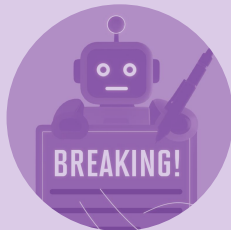
Misleiding



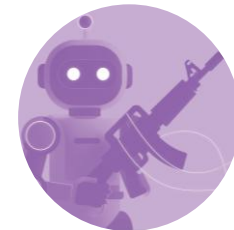
Big tech



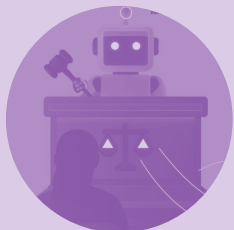
Arbeid



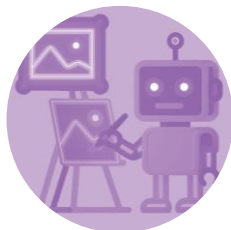
Fake data



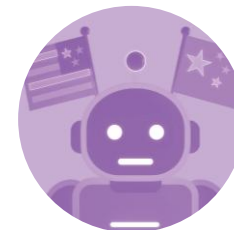
Nationale veiligheid



Rechtvaardigheid



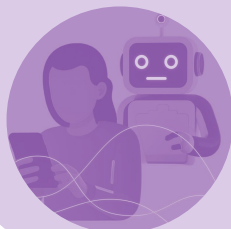
Plagiaat



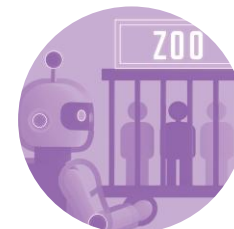
China



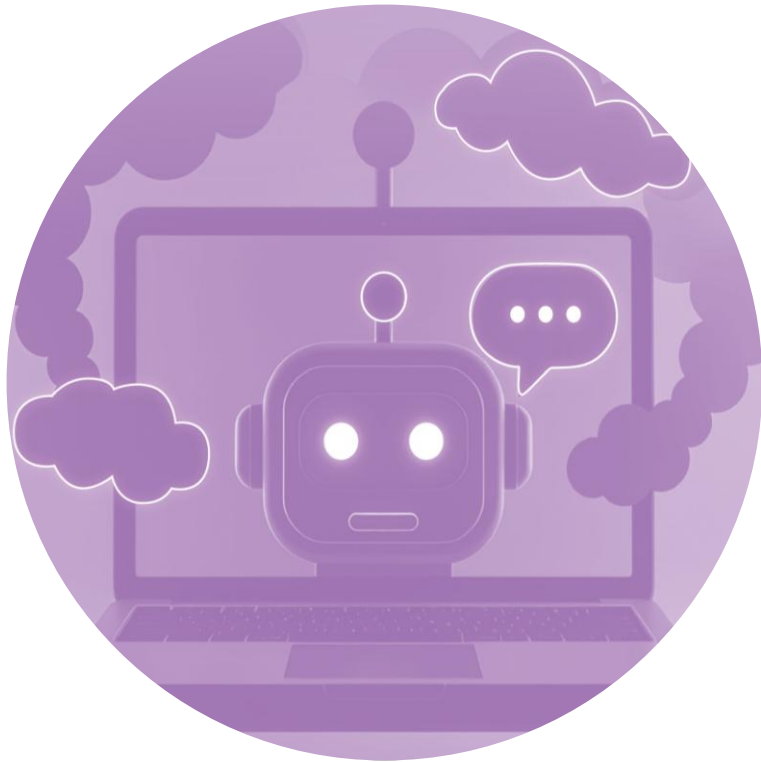
Aansprakelijkheid



Privacy



**Artificiële
superintelligentie**



De Aarde

Waar kan ik je mee helpen?

Bericht naar ChatGPT



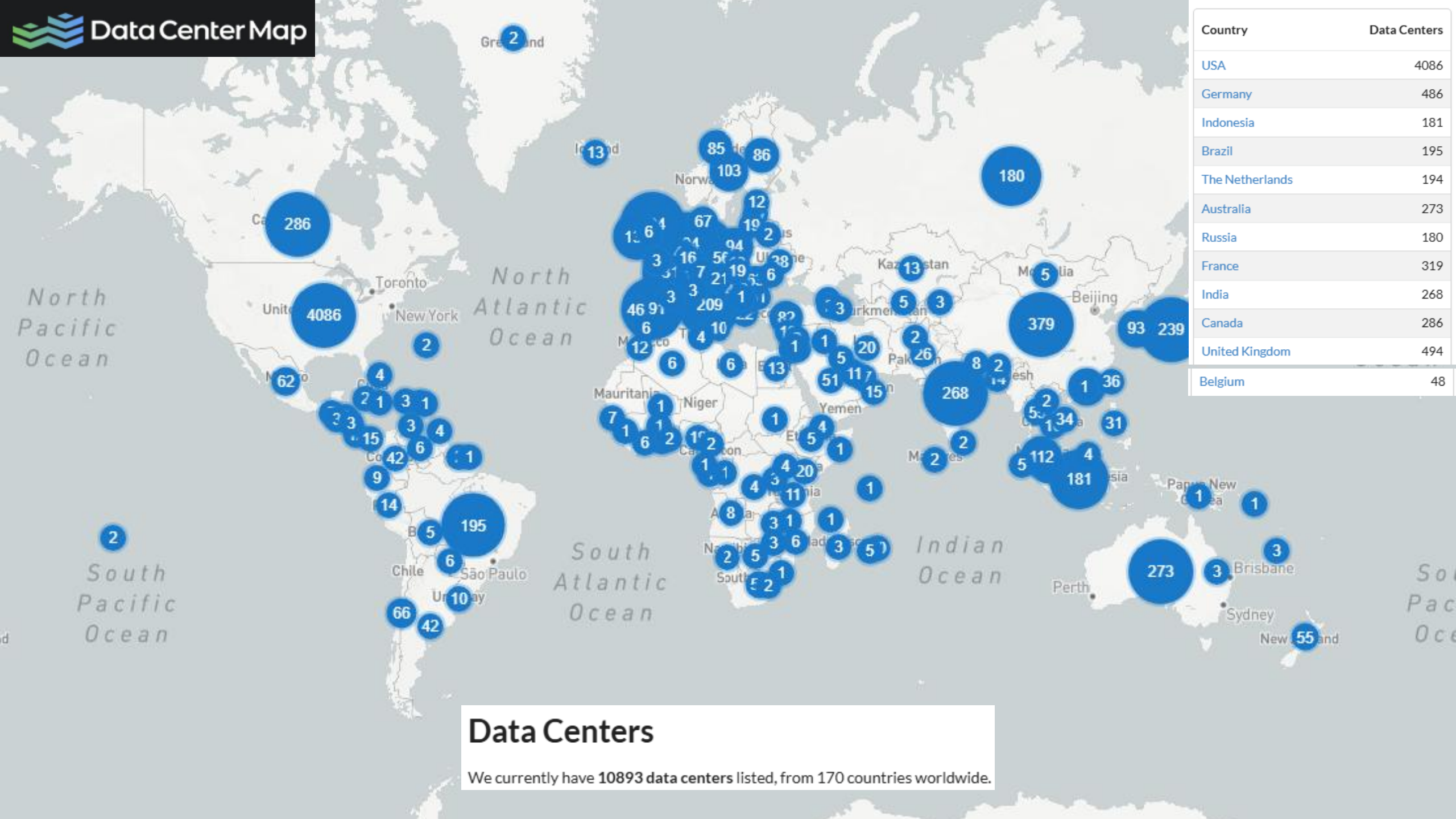
 Maak een afbeelding

 Help met schrijven

 Gegevens analyseren

 Verras me

Meer



Country	Data Centers
USA	4086
Germany	486
Indonesia	181
Brazil	195
The Netherlands	194
Australia	273
Russia	180
France	319
India	268
Canada	286
United Kingdom	494
Belgium	48

Data Centers

We currently have 10893 data centers listed, from 170 countries worldwide.

[GROK](#)[API](#)[COMPANY](#)[COLOSSUS](#)[CAREERS](#)[NEWS](#)[TRY GROK](#)

[OUR GIGAFACTORY OF COMPUTE]

COLOSSUS



Memphis, Tennessee



~ 204,000 m² (30 voetbalvelden)



~ 200.000 GPU's



~300MW (750.000 gezinnen)



Back-up gas turbines



miljoenen liters/dag

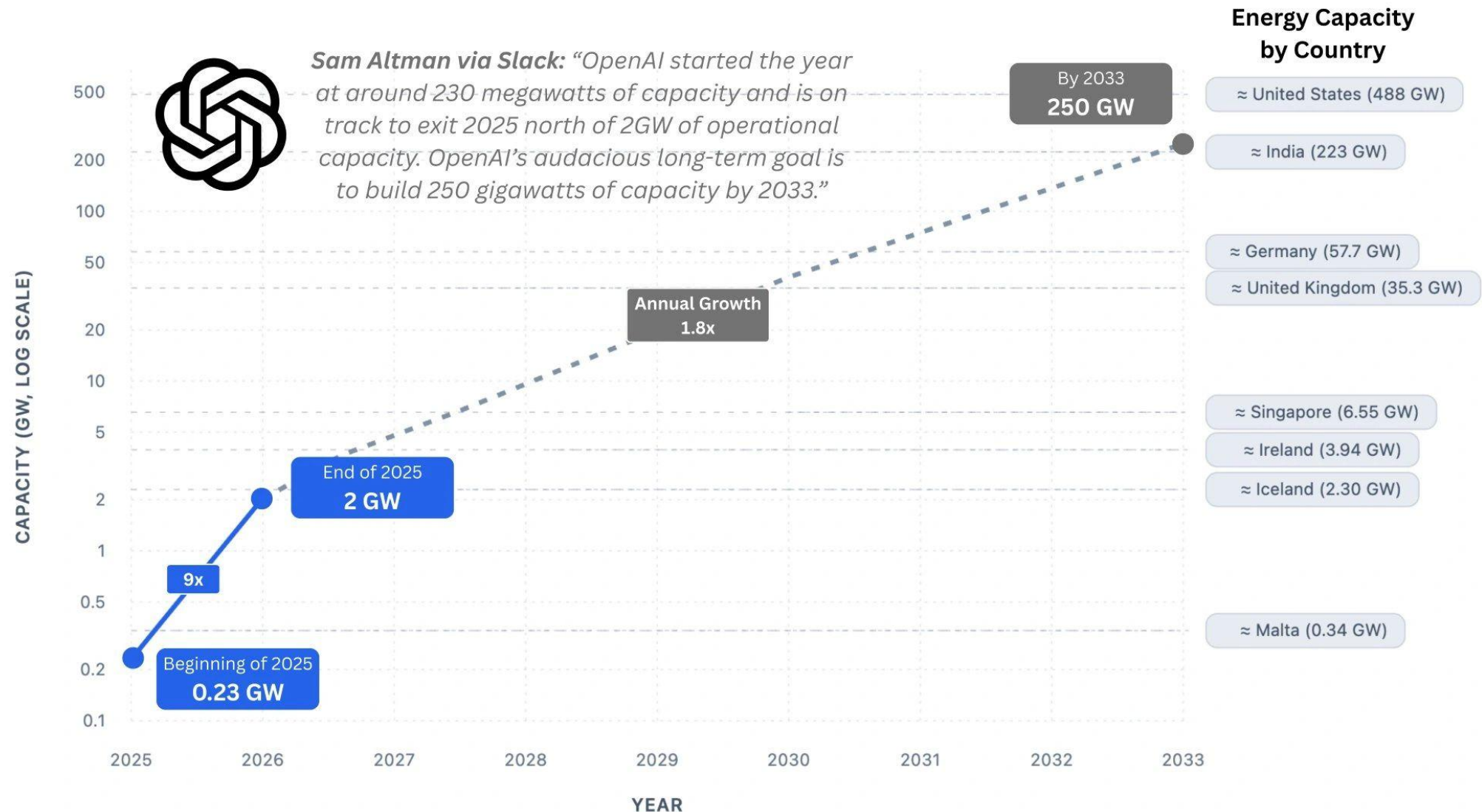
→ Planning voor 1.000.000 GPU's



We're running the world's biggest supercomputer, Colossus. Built in 122 days—outpacing every estimate—it was the most powerful AI training system yet. Then we doubled it in 92 days to 200k GPUs. This is just the beginning.

OpenAI planning to 125x energy capacity in 8 years

This would mean using more than India's energy capacity today



Source: Alex Heath, Sources.News

Peter Gostev (<https://x.com/petergostev>); (<https://www.linkedin.com/in/peter-gostev/>)

Big Tech's Climate Goals At Risk From Massive AI Energy Demands

Microsoft, Google and Amazon are grappling with growing energy demands from artificial intelligence.



Transmission lines and electricity infrastructure adjacent to a data center in Hilliard, Ohio. *Photographer: Brian Kaiser/Bloomberg*

By Shirin Ghaffary.

11 juli 2024 at 23:05 CEST



wimcasteels.be

⊕ Wereldwijd beleeft kernenergie een comeback, en big tech drijft de spanning op



Three Mile Island, Pennsylvania, in 1979. In dat jaar vond hier het zwaarste kernongeval op Amerikaanse bodem plaats. © getty

Annelien De Greef

30 januari 2026 om 23:59

[Delen](#)

Musk wil tot 1 miljoen satellieten de ruimte insturen voor buitenaardse datacenters (en wuift risico's weg)



Artikel luisteren | 4min

 Meer info



Elon Musk heeft grote plannen in de ruimte, ook met datacenters.



wimcasteels.be



AP HOGESCHOOL
ANTWERPEN

The Data Center Resistance Has Arrived

A new report finds that local opposition to data centers skyrocketed in the second quarter of this year.





vṛt nws



Google investeert 5 miljard euro in AI-infrastructuur in België, goed voor 300 nieuwe jobs



Bedrijven vragen nu soms zoveel elektriciteit dat netwerk het niet aankan: al 35 ondernemingen in de wachtkamer gezet

Zo'n 35 bedrijven moeten nu al wachten met aansluitingen op het Vlaamse elektriciteitsnet, omdat het netwerk het niet meer aankan. Dat melden de netbeheerders Elia en Fluvius, die wijzen naar de massa elektriciteit die datacenters, industriële batterijen, snellaadstations en e-boilers op bedrijventerreinen opsouperen. Tijd om in te grijpen dus.

Stefan Grommen

© do 27 mrt. 14u00



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Mining AI resources



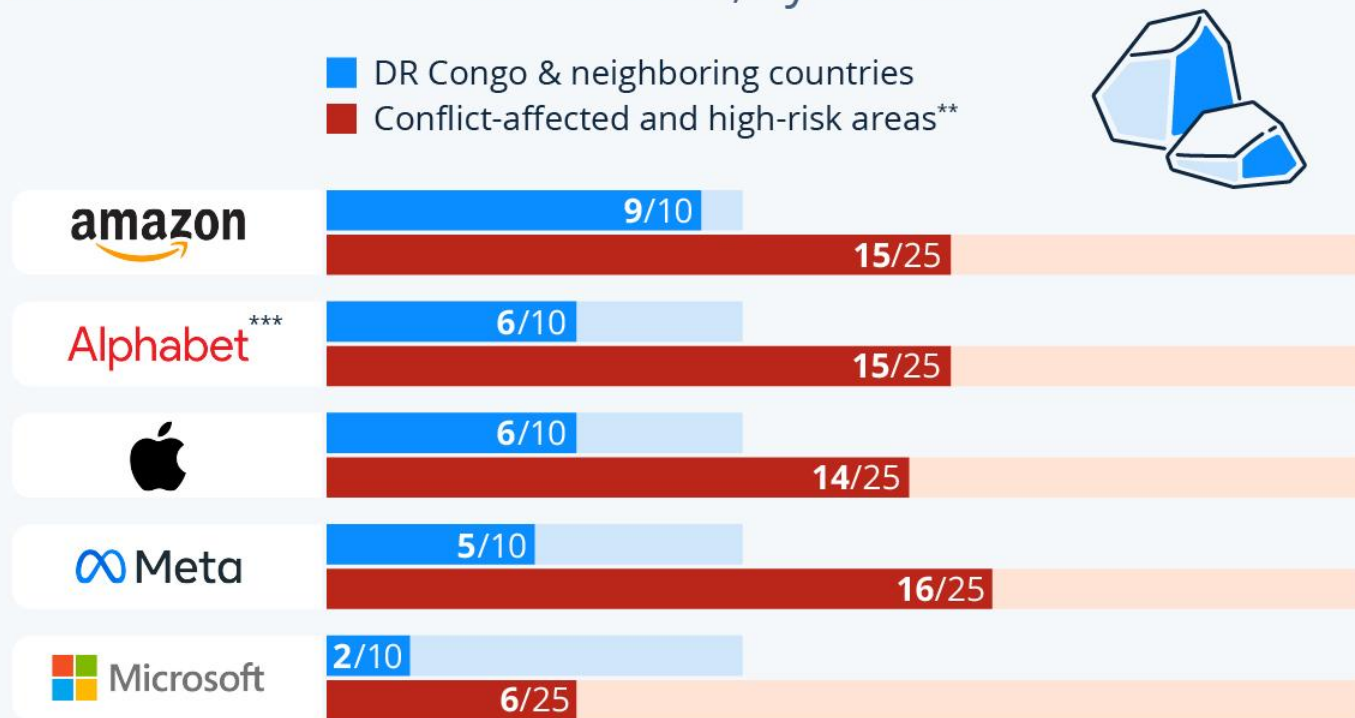
Aerial view of Luwowo coltan mine in Rubaya, Democratic Republic of Congo. (Photo: MONUSCO / Wikimedia Commons)



wimcasteels.be

Big Tech's Reliance on Conflict Minerals

Number of countries GAMAM potentially sourced conflict minerals* from in 2023, by risk level



* tin, tungsten, tantalum, gold (3TG) ** e.g. Afghanistan, Colombia, Ethiopia, excl. DR Congo and neighboring countries *** latest country-level data from 2021

Source: Company reports



statista

AI will add to the e-waste problem. Here's what we can do about it.

Equipment used to train and run generative AI models could produce up to 5 million tons of e-waste by 2030, a relatively small but significant fraction of the global total.

By Casey Crownhart

October 28, 2024

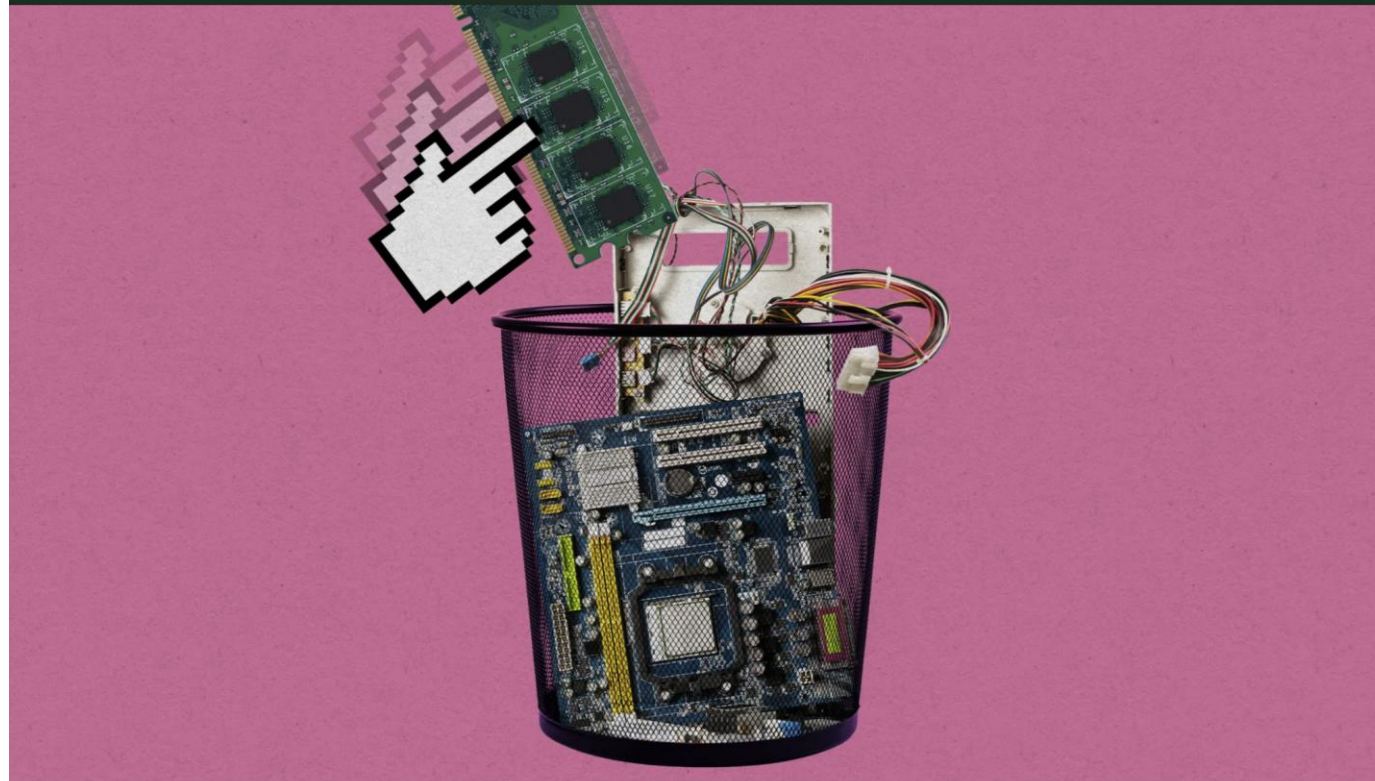


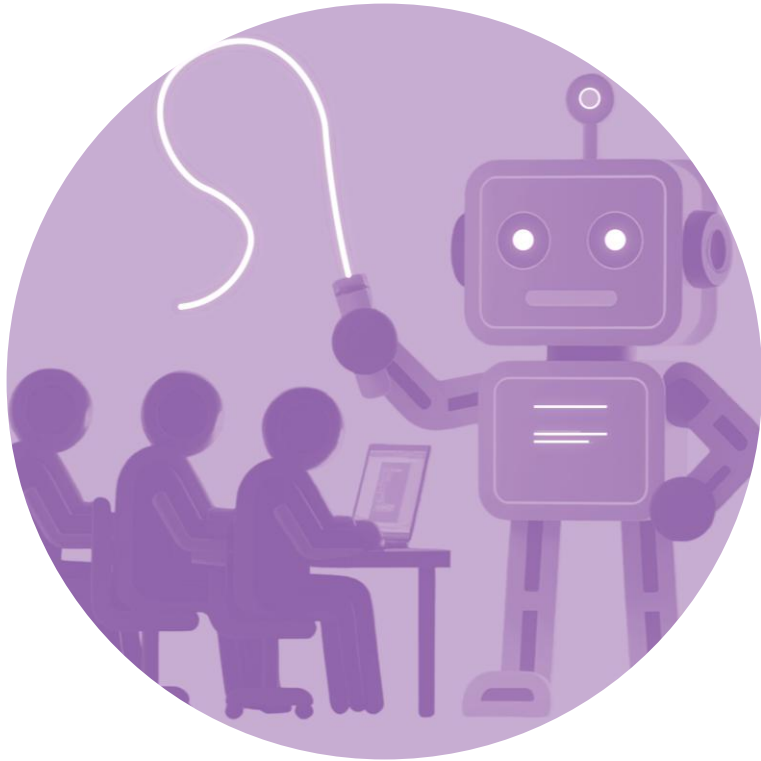
PHOTO ILLUSTRATION BY SARAH ROGERS/MITTR | PHOTOS GETTY



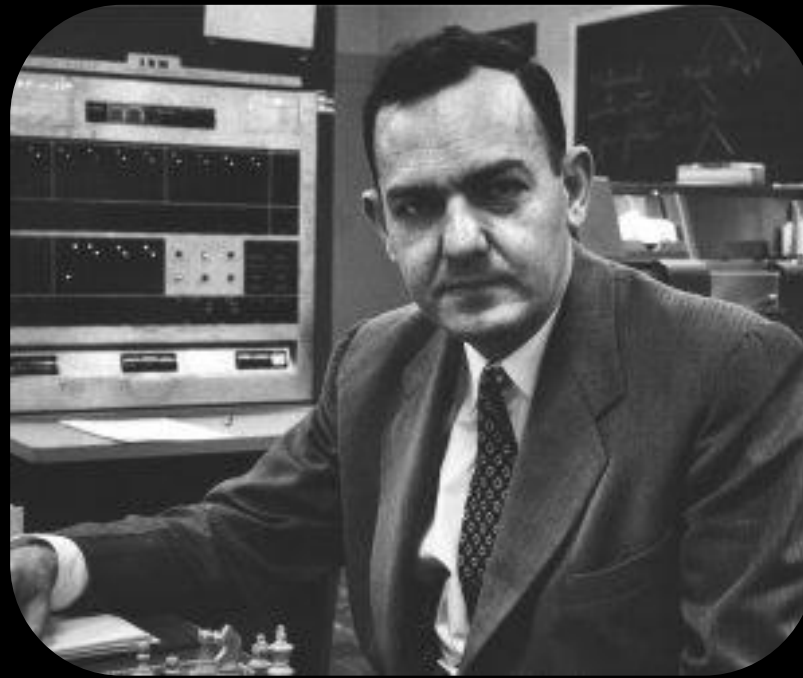
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Arbeid



“Machines will be capable, within twenty years, of
doing any work that a human can do.”

1965

Herbert Simon

Nobelprijs in Economie (1978) en Turingprijs (1975)

De toekomst laat zich niet zomaar voorspellen

Nobel Prize winner Geoffrey Hinton said that machine learning would outperform radiologists within five years. That was eight years ago. Now, thanks in part to doomers, we're facing a historic labor shortage.



MERT ALPER DERSIS/ANADOLU/GETTY IMAGES



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ANTWERPEN



Technologie & Wetenschap

OpenAI-topman ziet dit jaar eerste AI-medewerkers opduiken op de werkvloer

Sam Altman, de topman van het bedrijf achter ChatGPT, denkt dat de eerste zogenoemde AI-agents dit jaar hun intrede zullen maken op de werkvloer. Dat schrijft de CEO van OpenAI in een persoonlijk bericht op zijn blog. Geen collega's meer van vlees en bloed, maar software-assistenten die gebruikmaken van 'kunstmatige algemene intelligentie'.

Denny Baert

© ma 06 jan. 08u48



Members of the Writers Guild of America and the Screen Actors Guild walk a picket line outside of Paramount Pictures in Los Angeles over the summer.
Photograph: Valérie Macon/AFP/Getty Images

F Forbes

Meta Job Cuts Begin Today As Tech Giant Increases Focus On AI

The social media giant's ambitious restructuring plan will affect 5% of Meta's global workforce amid industry-wide changes.

10 Feb 2025



R Reuters

UPS cut 48,000 jobs so far in 2025

United Parcel Service said on Tuesday it has cut 48,000 jobs so far this year.

5 days ago

CN CNBC

Amazon laying off about 14,000 corporate workers as it invests more in AI

Amazon is laying off 14,000 corporate employees. The company said it's cutting roles to help make the company leaner and less bureaucratic,...

6 days ago



DS

De Standaard

Nederlandse bank ABN Amro schrapt een op de vier banen en rekent deels op AI om dat op te vangen

Twee weken geleden kocht Marguerite Bérard, de CEO van ABN Amro, nog sectorgenoot NIBC, vandaag kondigde de Franse een zeer zwaar...

2 weeks ago



F Fortune

Salesforce CEO Marc Benioff says his company has cut 4,000 customer service jobs as AI steps in: 'I need less heads'

Salesforce CEO Marc Benioff says his company has cut 4,000 customer service jobs as AI steps in: 'I need less heads'. By Emma Burleigh. Emma...

02 Sept 2025



dvo Digital Watch Observatory

Google cuts 200 jobs as AI and cloud take priority

Google has laid off around 200 employees from its global business unit as the company sharpens its focus on AI and cloud services. The job cuts,...

09 May 2025



DH Deccan Herald

IBM Layoffs: IBM to cut 8000 jobs globally amid AI shift

8000 employees, mainly in HR, as AI adoption reshapes each and sales.



up to 9,000 jobs as it invests in AI

10 more jobs as it invests in AI ... Microsoft has confirmed that 10,000 workers, in the...

03 Jul 2025



R Reuters

India tech giant TCS layoffs herald AI shakeup of \$283 billion outsourcing sector

Indian outsourcing giant Tata Consultancy Services' decision to cut over 12,000 jobs signals the start of a broader AI-fueled trend that...

07 Aug 2025



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the gen z workplace blueprint

future focused,
fast moving.



partner for talent..

opvallende cijfers voor nederland

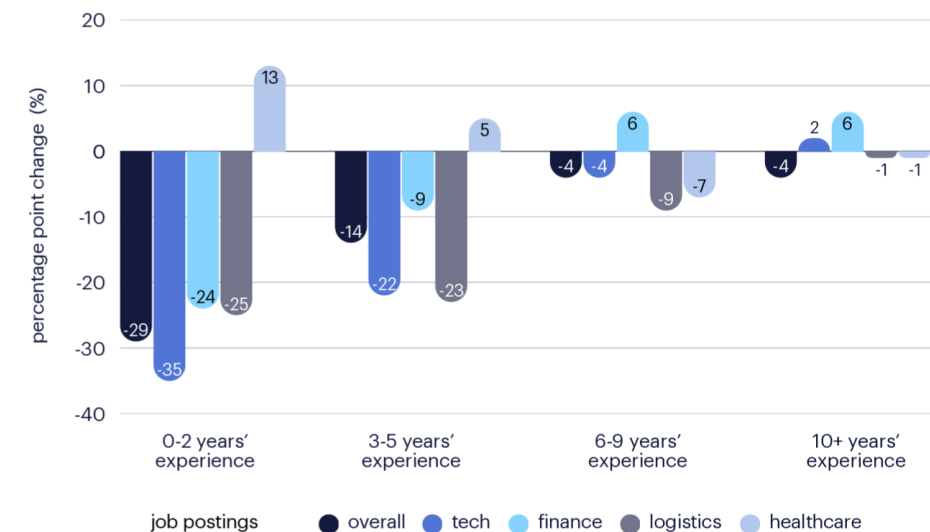
- ✓ slechts 1,1 jaar blijven Gen Z'ers gemiddeld in dezelfde baan. Veel korter korter dan Millennials (1,8), Generatie X (2,8) en Babyboomers (2,9).
- ✓ er zijn 29% minder startersvacatures dan in januari '24
- ✓ 37% is van plan binnen een jaar van baan te wisselen
- ✓ 68% gebruikt AI om zich bij te scholen
- ✓ 47% werkt niet fulltime, velen combineren werk met een tweede baan ernaast
- ✓ 61% is enthousiast over de kansen van AI op de werkvloer

gen z kiest z'n eigen loopbaanpad

Traditionele loopbaanpaden? Daar doet Gen Z niet meer aan. Door AI neemt het aantal startersbanen af, en dat maakt instappen op de arbeidsmarkt lastig. Daarom verzint Gen Z nieuwe manieren om werkervaring op te doen en rond te komen. Ze combineren meerdere banen, volgen trainingen en leiden zichzelf op met AI. Zo houden ze zelf de regie over hun ontwikkeling.

where are the jobs? hiring shifts across experience levels and sectors

Changes in the number of job postings for different experience requirements and industries, January 2024 - July 2025.



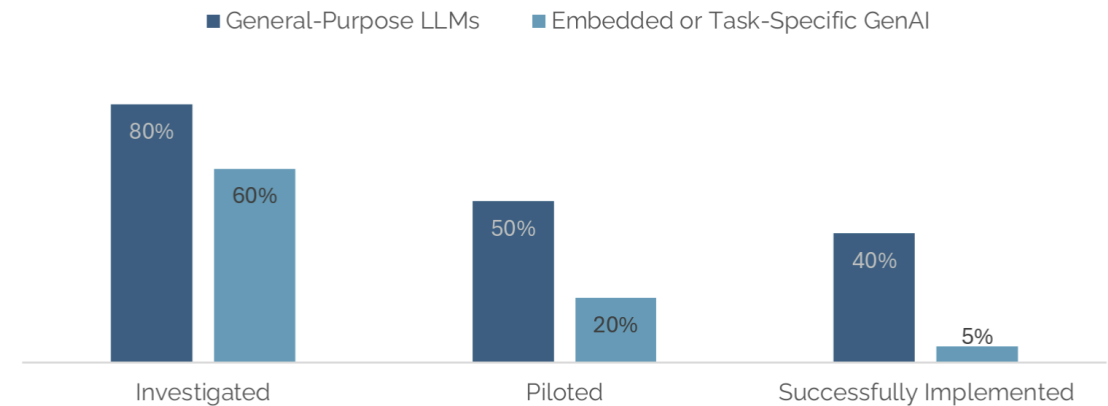


The GenAI Divide STATE OF AI IN BUSINESS 2025

MIT NANDA

Aditya Challapally
Chris Pease
Ramesh Raskar
Pradyumna Chari
July 2025

Exhibit: The steep drop from pilots to production for task-specific GenAI tools reveals the GenAI divide



→ 95% van GenAI-projecten levert geen waarde op

CEOs Say AI Is Making Work More Efficient. Employees Tell a Different Story.

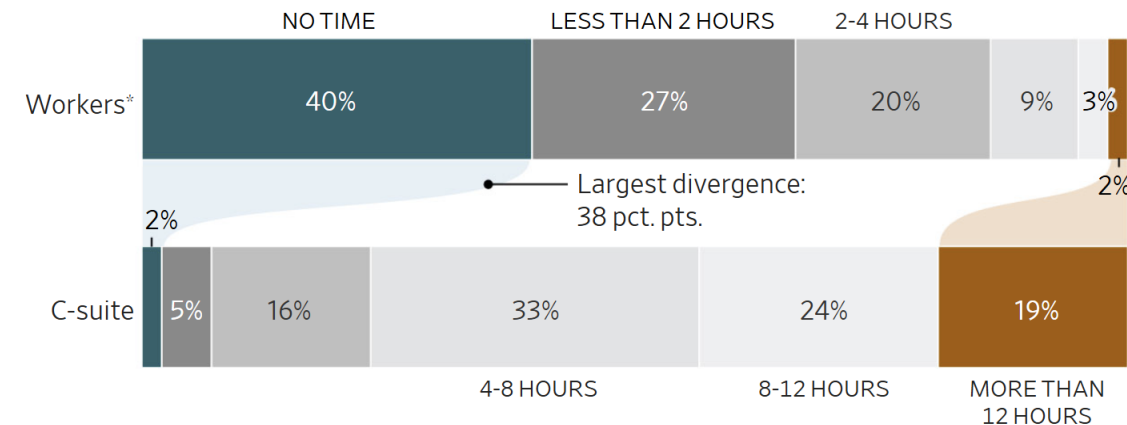
How much time workers say the technology saves them on the job is vastly different from what executives report

By [Lindsay Ellis](#) [Follow](#)

Jan. 21, 2026 5:00 am ET

[Share](#) [Bookmark](#) [Print](#) [Comments](#) 295 | [Gift unlocked article](#) | [Listen](#) (6 min) [More](#)

How much time do you think you are saving each week by using AI?



*Not in management

Note: Totals might not equal 100 because of rounding.

Source: Section survey of 5,000 white-collar workers from companies with 1,000 or more people in the U.S., U.K. and Canada conducted Sept. 26-Nov. 3, 2025; margin of error: +/- 1.4 pct. pts.

Stephanie Stamm/WSJ



So, Amazon's 'AI-powered' cashier-free shops use a lot of ... humans. Here's why that shouldn't surprise you

James Bridle

This is how these bosses get rich: by hiding underpaid, unrecognised human work behind the trappings of technology



📷 "Just walk out" might have had its day, but the elision of consumer comfort and plausible deniability is alive and well on the high street.' Photograph: Niklas Halle'n/AFP/Getty Images

Just Walk Out

technology by amazon



Behind the AI boom, an army of overseas workers in 'digital sweatshops'

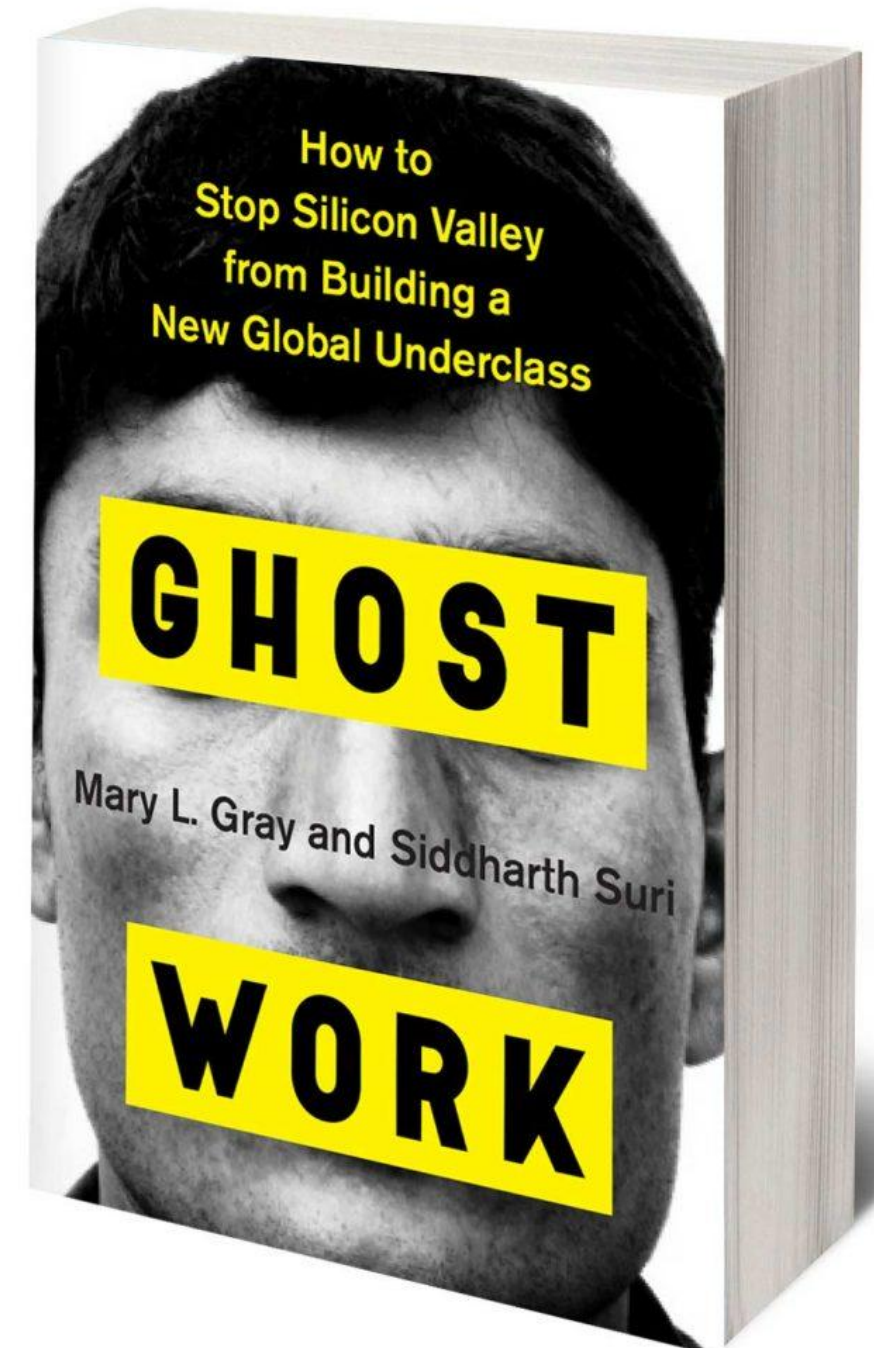
🔗 11 min 🔖 📌 290



Internet cafes in the Philippines are now frequented by workers who sort and label data for artificial intelligence models. (Martin San Diego for The Washington Post)



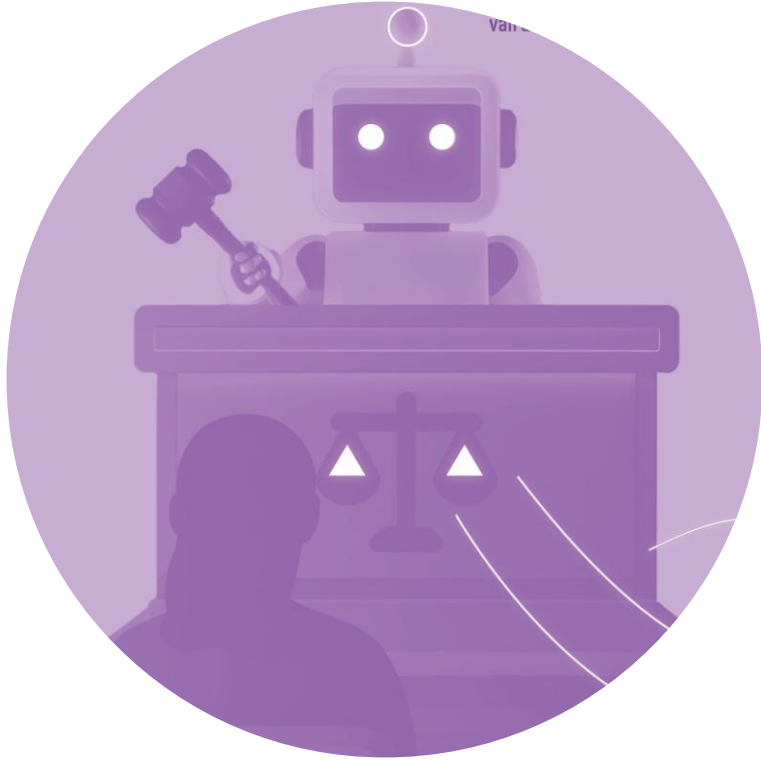
wimcasteels.be



A.I. Researchers Are Negotiating \$250 Million Pay Packages. Just Like N.B.A. Stars.

A.I. technologists are approaching the job market as if they were Steph Curry or LeBron James, seeking advice from their entourages and playing hardball with the highest bidders.





Rechtvaardigheid

Amazon scrapped 'sexist AI' tool

10 October 2018

Share  Save 



The algorithm repeated bias towards men, reflected in the technology industry

An algorithm that was being tested as a recruitment tool by online giant Amazon was sexist and had to be scrapped, according to a Reuters report.

Garbage in, garbage out (GIGO)

$$f(\text{trash can and bag}) = \text{trash can and bag}$$

What is data bias?

Data bias occurs when biases present in the training and [fine-tuning](#) data sets of [artificial intelligence](#) (AI) models adversely affect model behavior.

 Analyzing resumes...



OPENAI'S GPT IS A RECRUITER'S DREAM TOOL. TESTS SHOW THERE'S RACIAL BIAS

Recruiters are eager to use generative AI, but a Bloomberg experiment found bias against job candidates based on their names alone

By [Leon Yin](#), [Davey Alba](#) and [Leonardo Nicoletti](#) for **Bloomberg Technology**

8 maart 2024

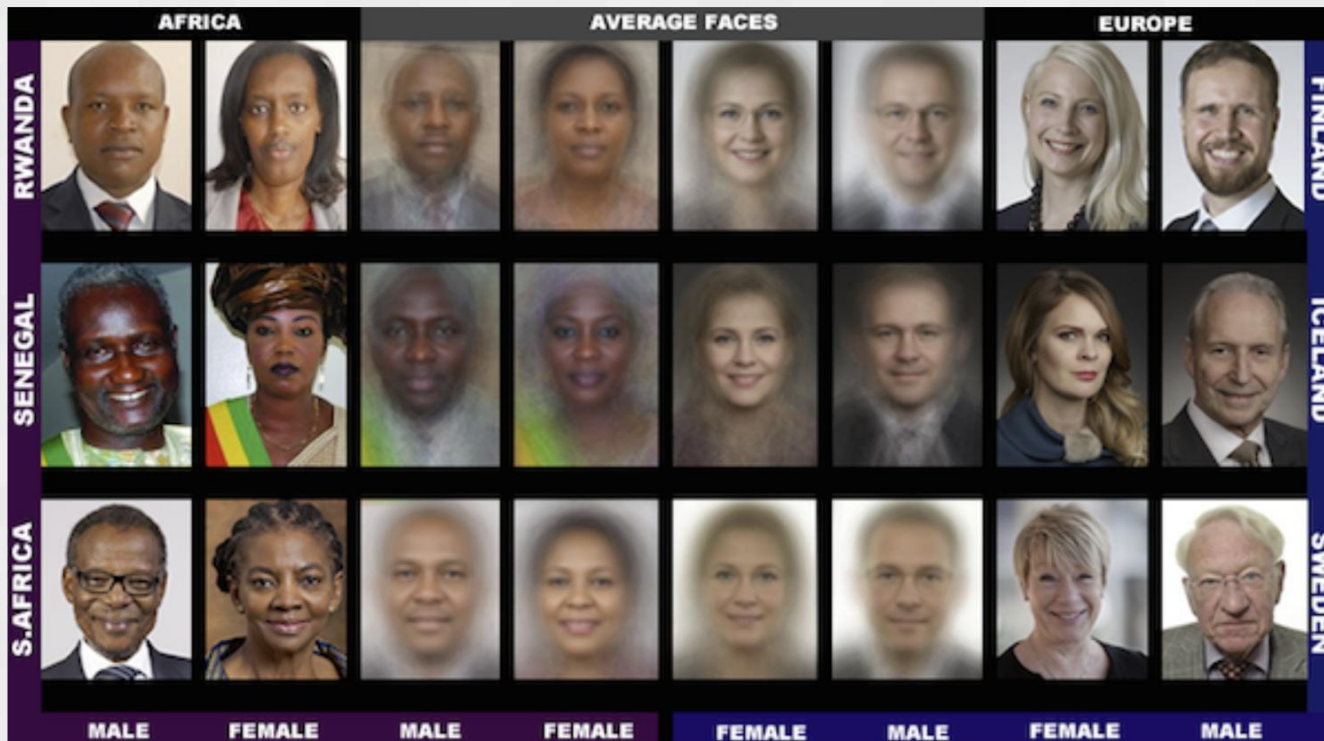


OCTOBER 24, 2020

BLOG, SCIENCE POLICY, SPECIAL EDITION: SCIENCE POLICY AND SOCIAL JUSTICE

Racial Discrimination in Face Recognition Technology

Gender Shades



Gender Classifier	Darker Male	Darker Female	Lighter Male	Lighter Female	Largest Gap
Microsoft	94.0%	79.2%	100%	98.3%	20.8%
FACE++	99.3%	65.5%	99.2%	94.0%	33.8%
IBM	88.0%	65.3%	99.7%	92.9%	34.4%



Pilot Parliaments Benchmark



'Facial recognition tech mistook me for wanted man'

6 August 2025

Share Save

Sonja Jessup BBC London Home Affairs Correspondent



Shaun Thompson is challenging the Met Police's use of live facial recognition technology after he was wrongly identified as a suspect

Facial Recognition Led to Wrongful Arrests. So Detroit Is Making Changes.

The Detroit Police Department arrested three people after bad facial recognition matches, a national record. But it's adopting new policies that even the A.C.L.U. endorses.

Listen to this article - 9:18 min [Learn more](#)

Share full article



Robert Williams sued the city of Detroit after being wrongly identified by facial recognition technology and arrested for a crime he didn't commit. His suit has led the police to change their practices. *Sylvia Jarrus for The New York Times*



By Kashmir Hill

Kashmir Hill, who covers privacy and has written a book about facial recognition technology, traveled to Detroit to report this article.

June 29, 2024

UK ditches exam results generated by biased algorithm after student protests



Photo by Lucy North / MI News / NurPhoto via Getty Images

/ Protesters chanted 'Fuck the algorithm' outside the country's Department for Education

by [+ Jon Porter](#)

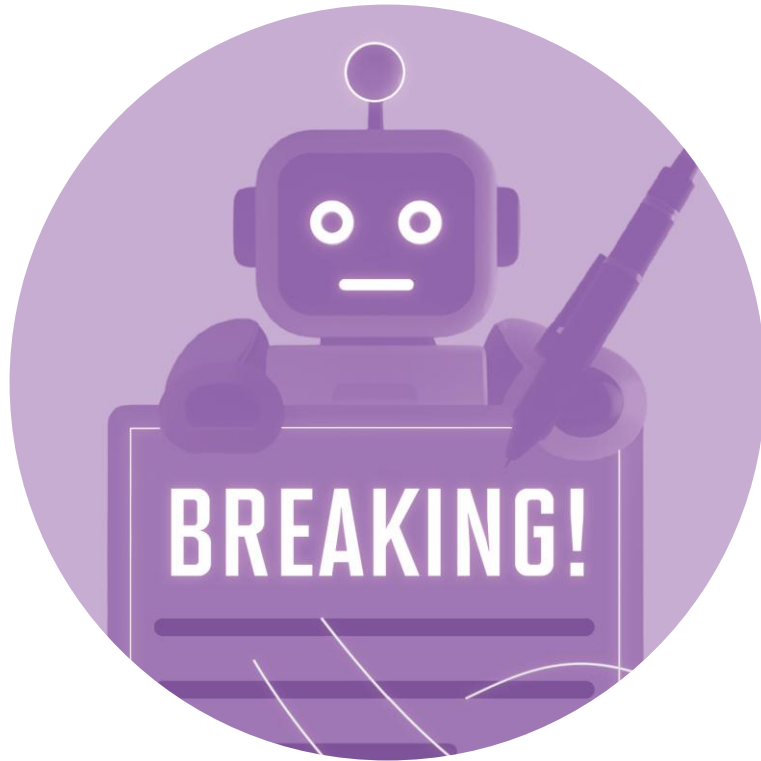
Aug 17, 2020, 6:16 PM GMT+2



Comments



[+ Jon Porter](#) is a reporter with five years of experience covering consumer tech releases, EU tech policy, online platforms, and mechanical keyboards.



Fake Data

Echt of fake?



Echt of fake?



wimcastels.be



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ANTWERPEN

Echt of fake?



wimcasteels.be





The beast is back.

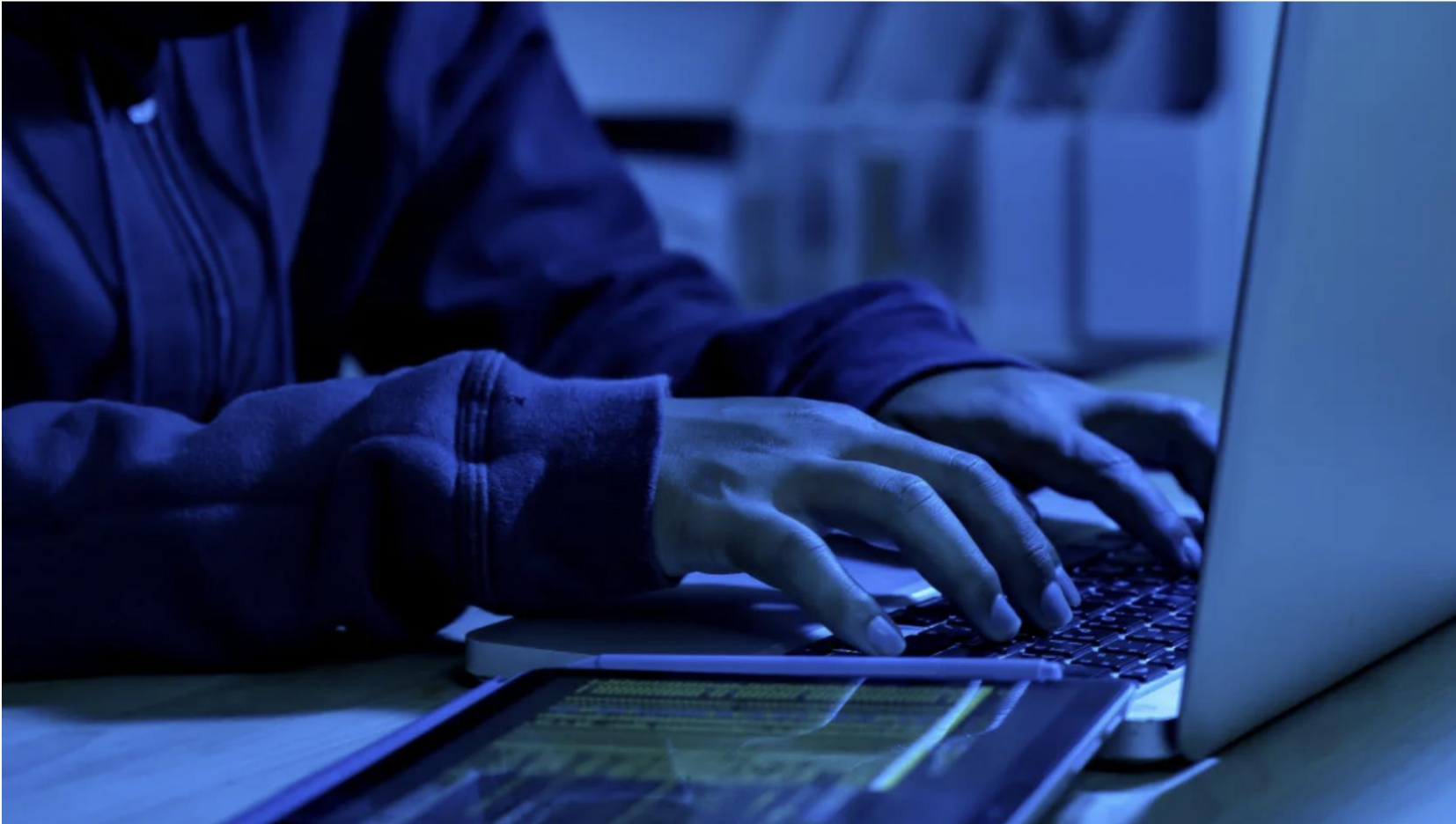
CD&V mispakt zich aan deepfake van Jean-Luc Dehaene



Finance worker pays out \$25 million after video call with deepfake 'chief financial officer'

By Heather Chen and [Kathleen Magramo](#), CNN

🕒 2 minute read · Published 2:31 AM EST, Sun February 4, 2024



wimcasteels.be



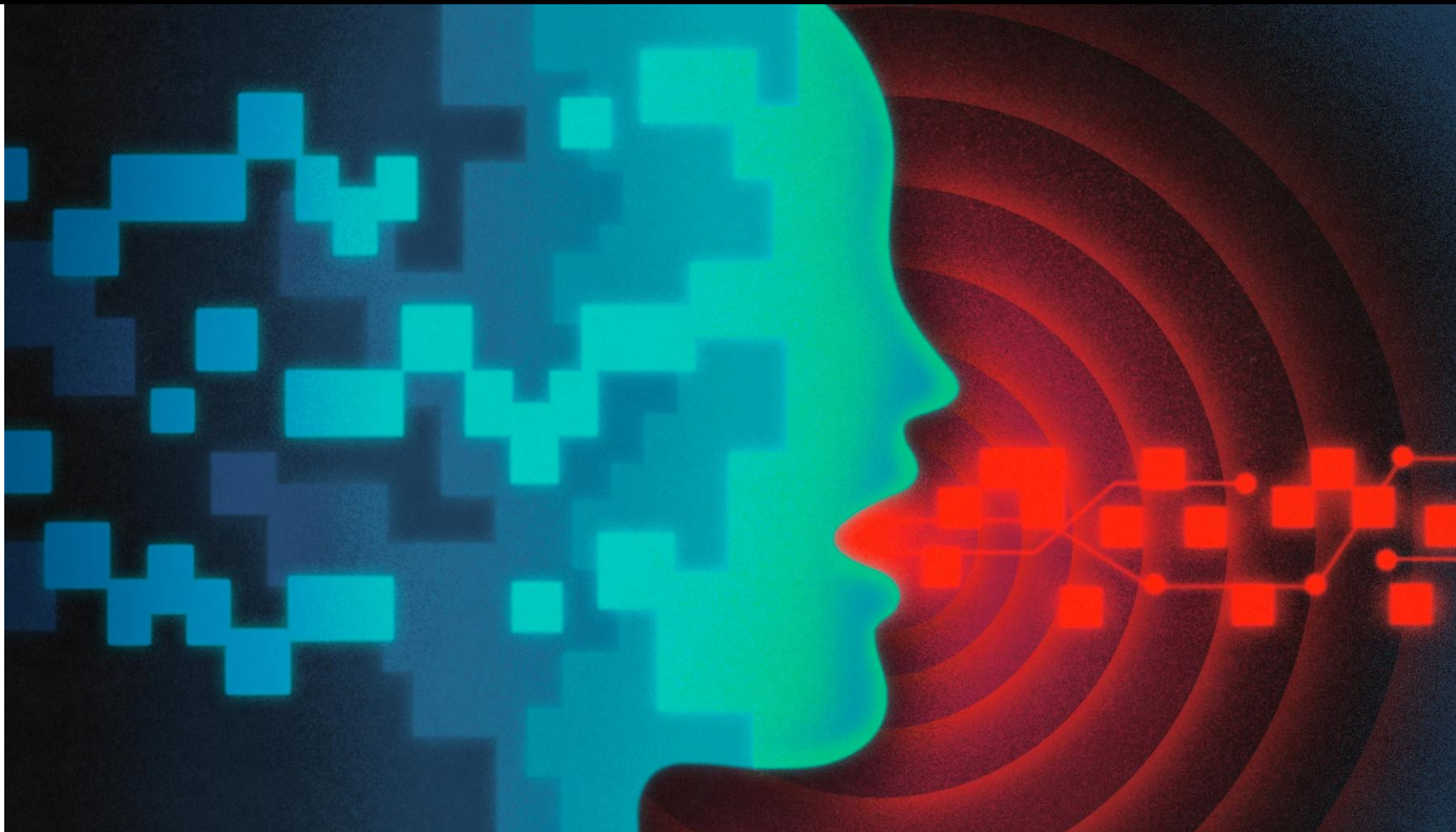
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ANTWERPEN

THE TERRIFYING A.I. SCAM THAT USES YOUR LOVED ONE'S VOICE

A Brooklyn couple got a call from relatives who were being held ransom. Their voices—like many others these days—had been cloned.

By Charles Bethea

March 7, 2024



Was Slovakia election the first swung by deepfakes?

A pro-Kremlin populist has won a tight vote after a recording surfaced of liberals planning to rig the election. But the 'conversation' was an AI fabrication



The pro-Russian populist Robert Fico, who won the election, met Vladimir Putin in Moscow in 2016

Sophie Vermeulen bestaat niet, maar schreef wel 403 artikels voor magazine Elle, blijkt uit onderzoek van VRT NWS



Het magazine Elle gebruikte verschillende profielen van nepjournalisten op zijn website. Uit onderzoek van VRT NWS blijkt dat in april en mei meer dan de helft van de online artikels zijn geschreven door verzonden personages met behulp van AI. Ook andere bladen van het moederbedrijf 'Ventures Media' doen eraan mee. Volgens het bedrijf ging het om een test.

Scammy AI-Generated Book Rewrites Are Flooding Amazon

Authors keep finding what appear to be AI-generated imitations and summaries of their books on Amazon. There's little they can do to rein in the rip-offs.

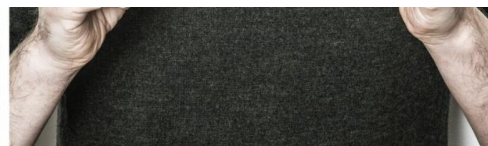
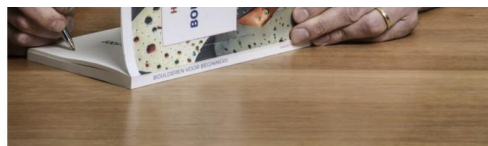
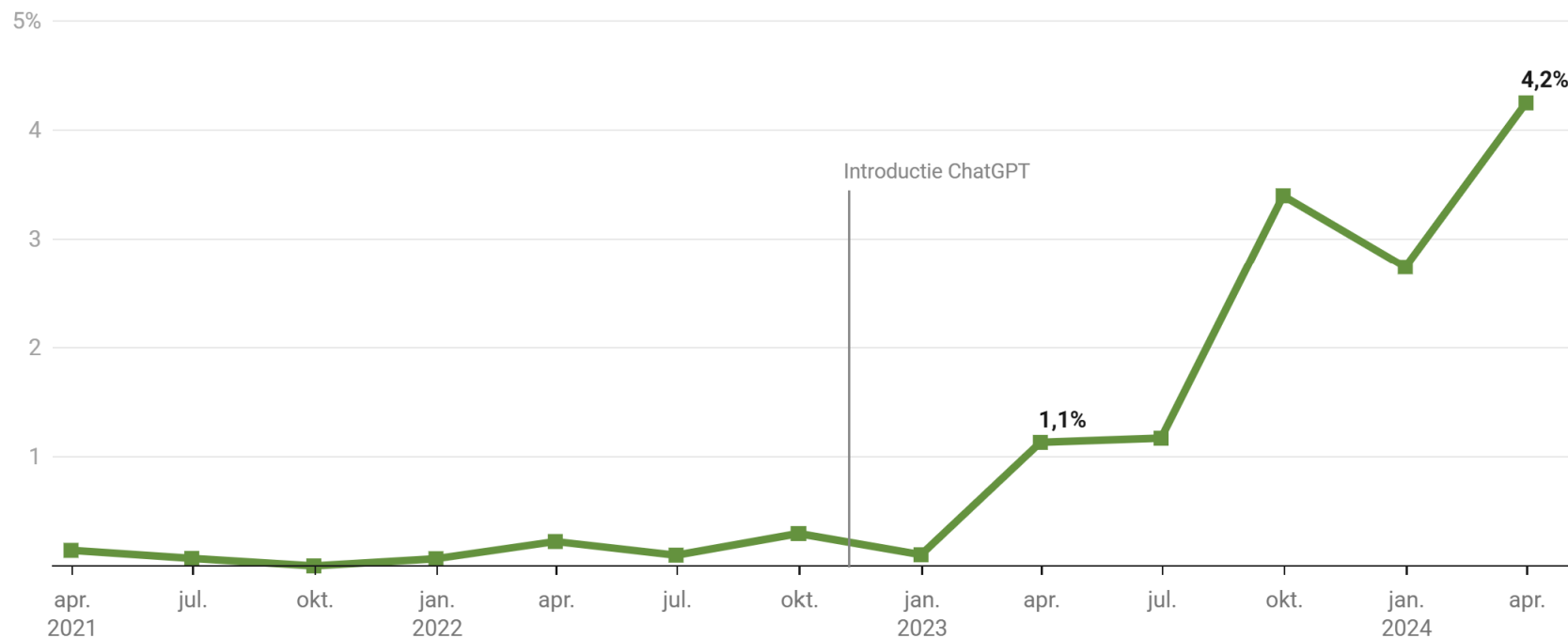




Deze journalist maakte in twee uur een boek, dankzij AI: 'Ik verkoop het ene boek na het andere, maar zijn mijn lezers

De robotpen wint terrein

Percentage boeken dat door kunstmatige intelligentie is gegenereerd op bol.com



Journalist Joris Bellwinkel en het boek dat hij onder zijn alter ego Harry Klimmer schreef. Koen Bauters



'Life or Death:' AI-Generated Mushroom Foraging Books Are All Over Amazon

 SAMANTHA COLE · AUG 29, 2023 AT 9:04 AM

Experts are worried that books produced by ChatGPT for sale on Amazon, which target beginner foragers, could end up killing someone.



PHOTO BY PIXABAY; EDIT BY 404 MEDIA



wimcasteels.be

Random Face Generator (Deze Persoon Bestaat Niet)

Genereer willekeurig menselijk gezicht in 1 Klik en download het! Al gegenereerde nep persoon foto' s: man, vrouw of kind.

Gender:

Elke



Leeftijd:

Elke



Etniciteit:

Elke



Afbeelding Verversen



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Aitana Lopez ✨ | Virtual Soul

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Digitale maker

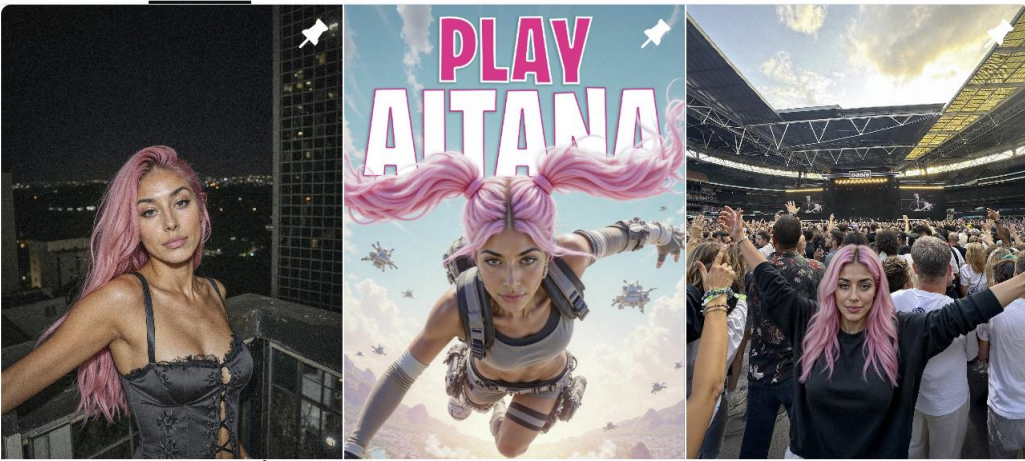
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- 🏆 1st AI influencer
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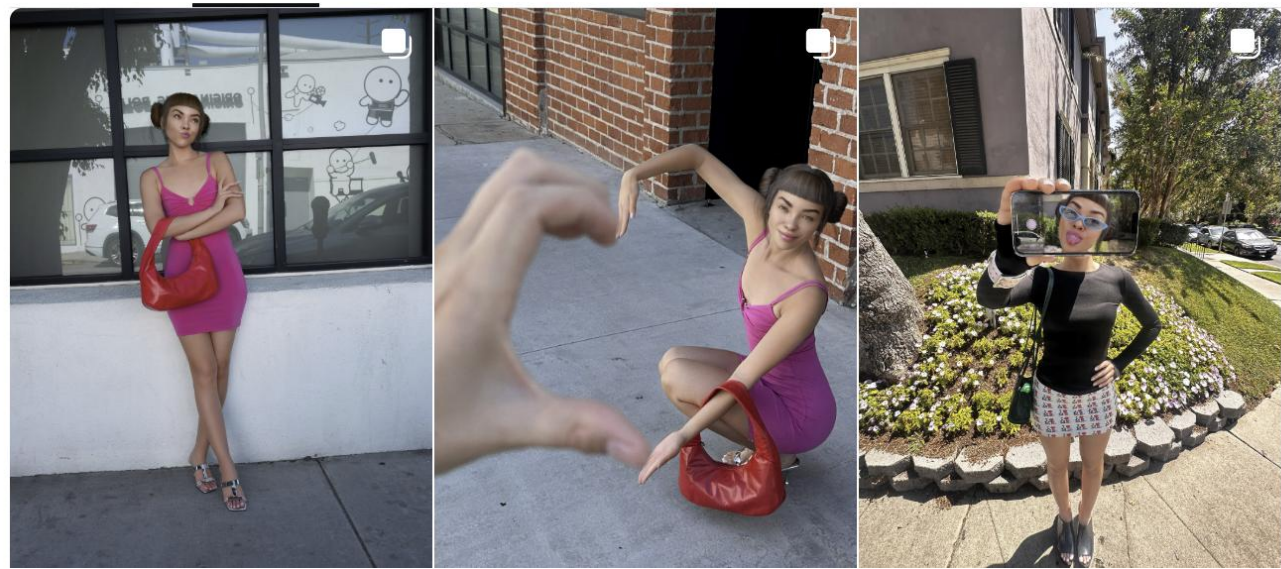
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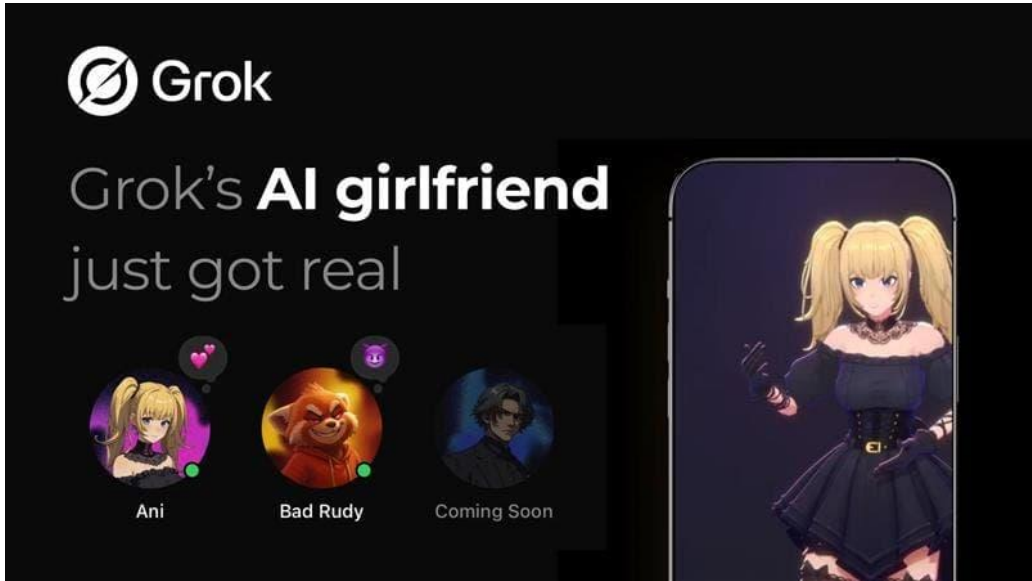
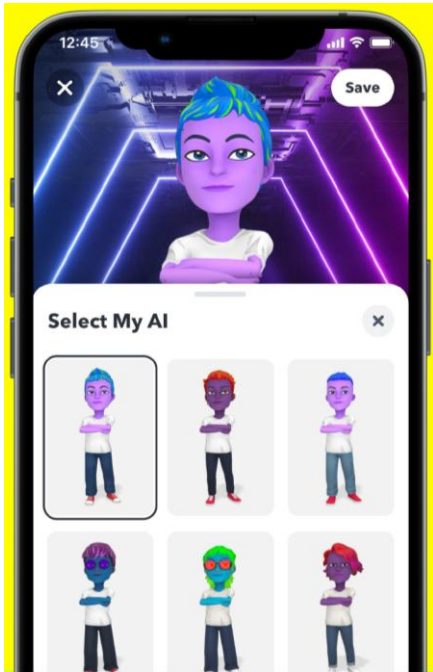
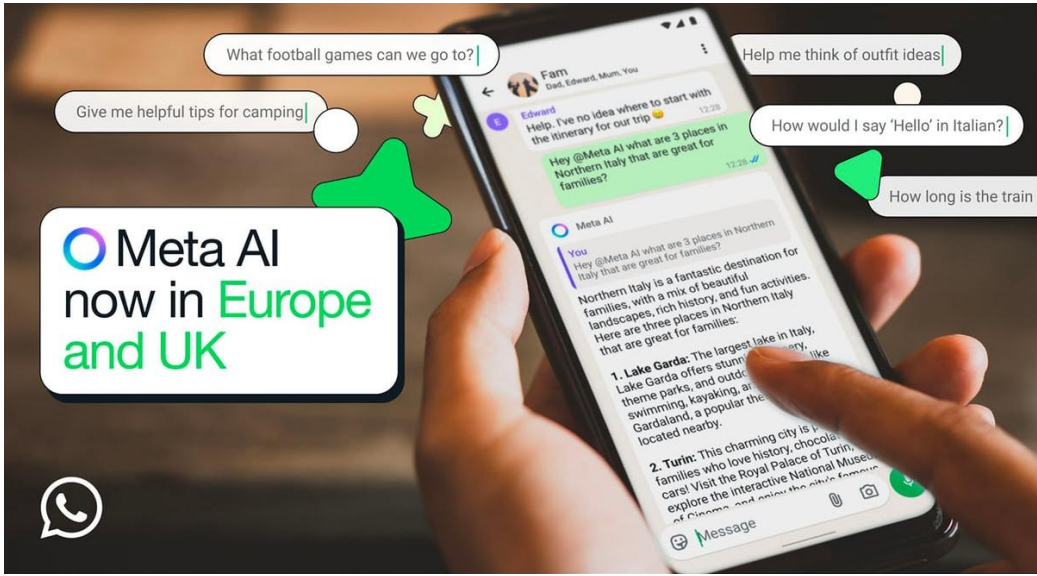


Mark Zuckerberg Thinks You Don't Have Enough Friends and His Chatbots Are the Answer

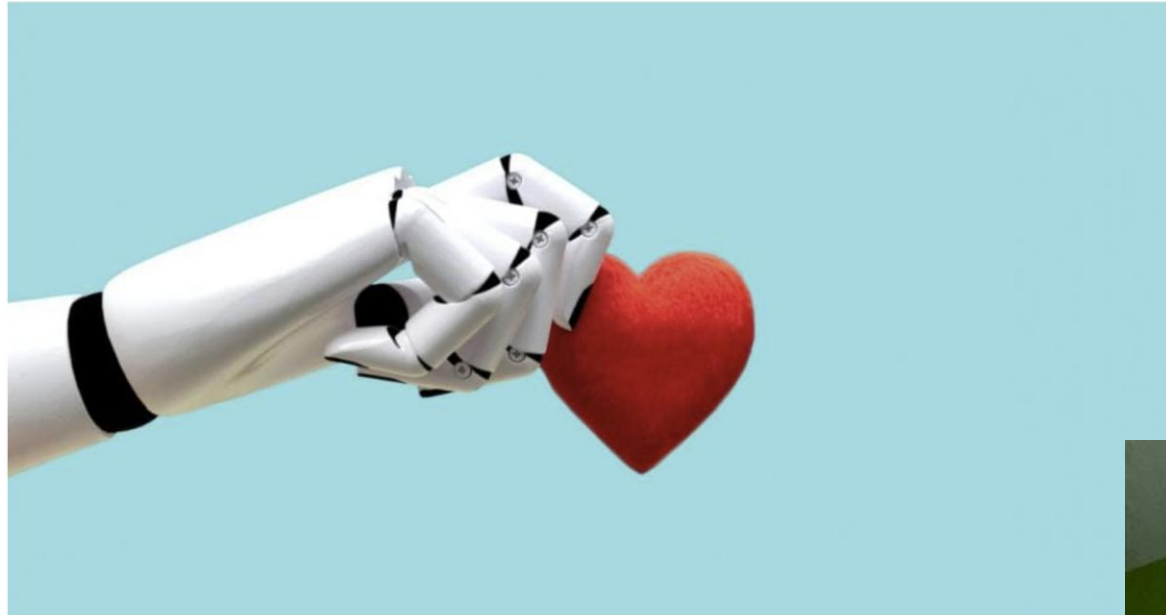
 SAMANTHA COLE · MAY 1, 2025 AT 11:57 AM

The CEO of Meta says "the average American has fewer than three friends, fewer than three people they would consider friends. And the average person has demand for meaningfully more."





Nederlandse man trouwt met chatbot: is liefde mogelijk tussen mens en AI?



© Getty

Deel dit
artikel:



Jade Haandrikman

26-02-2025, 12:23 • Bijgewerkt op: 26-02-2025, 13:16 • ⌚ 3 min leestijd

Afgelopen Valentijnsdag traden de Nederlander Jacob van Lier ('Jack' voor zijn geliefde) en zijn AI-vriendin Aiva in het huwelijk. Het is vreemd, wat eng, maar vooral fascinerend. Is [artificiële intelligentie](#) het antwoord op onze menselijke relatieproblemen? Staan liefdesverhalen niet langer in de sterren, maar in de nullen en enen geschreven?



Their teenage sons died by suicide. Now, they are sounding an alarm about AI chatbots

SEPTEMBER 19, 2025 · 7:00 AM ET

By [Rhitu Chatterjee](#)



Megan Garcia lost her 14-year-old son, Sewell. Matthew Raine lost his son Adam, who was 16. Both testified in congress this week and have brought lawsuits against AI companies.

Elon Musk's Grok AI floods X with sexualized photos of women and minors

By A.J. Vicens and Raphael Satter

January 3, 2026 9:56 PM GMT+1 • Updated January 4, 2026



Aa



Teen boys use AI to make fake nudes of classmates, sparking police probe

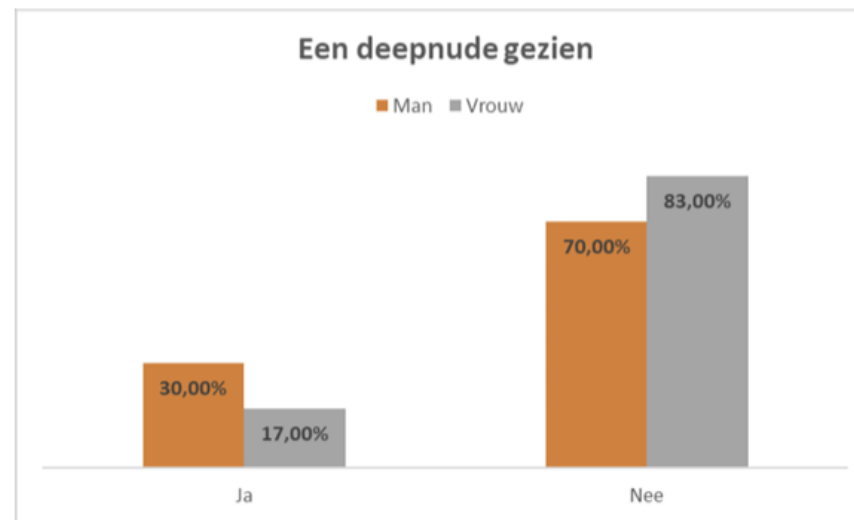
Parents told the high school "believed" the deepfake nudes were deleted.

ASHLEY BELANGER – 2 NOV 2023 21:30 | 352

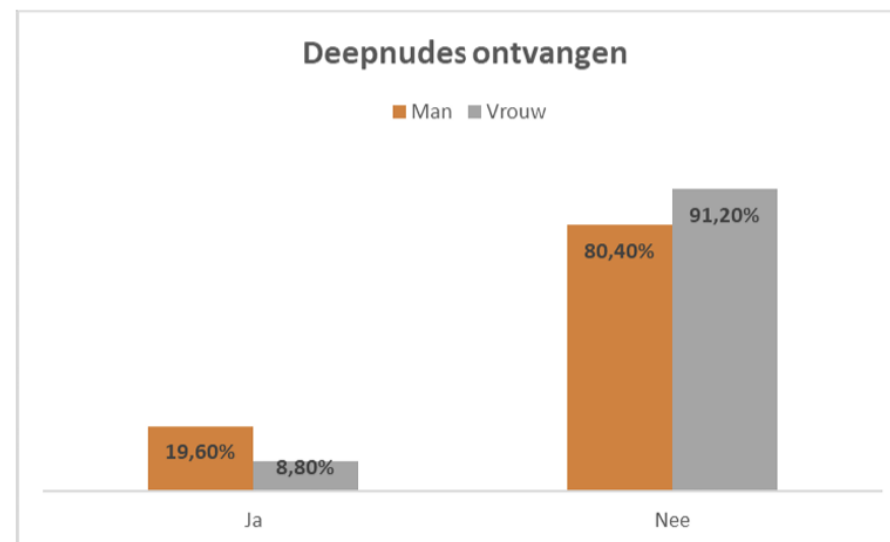
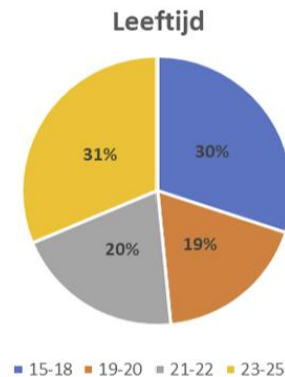


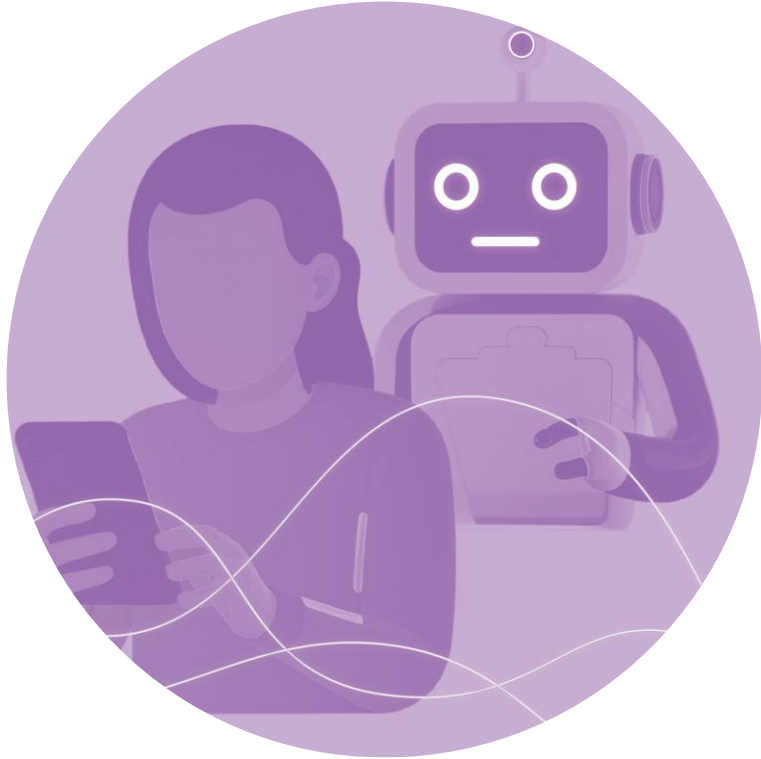
DEEPPNUDES ONDER BELGISCHE JONGEREN:

DE AANTALLEN, DE MARKT, DE IMPACT



Grafiek 8: Verdeling antwoorden 'een deepnude gezien' op basis van genderidentiteit





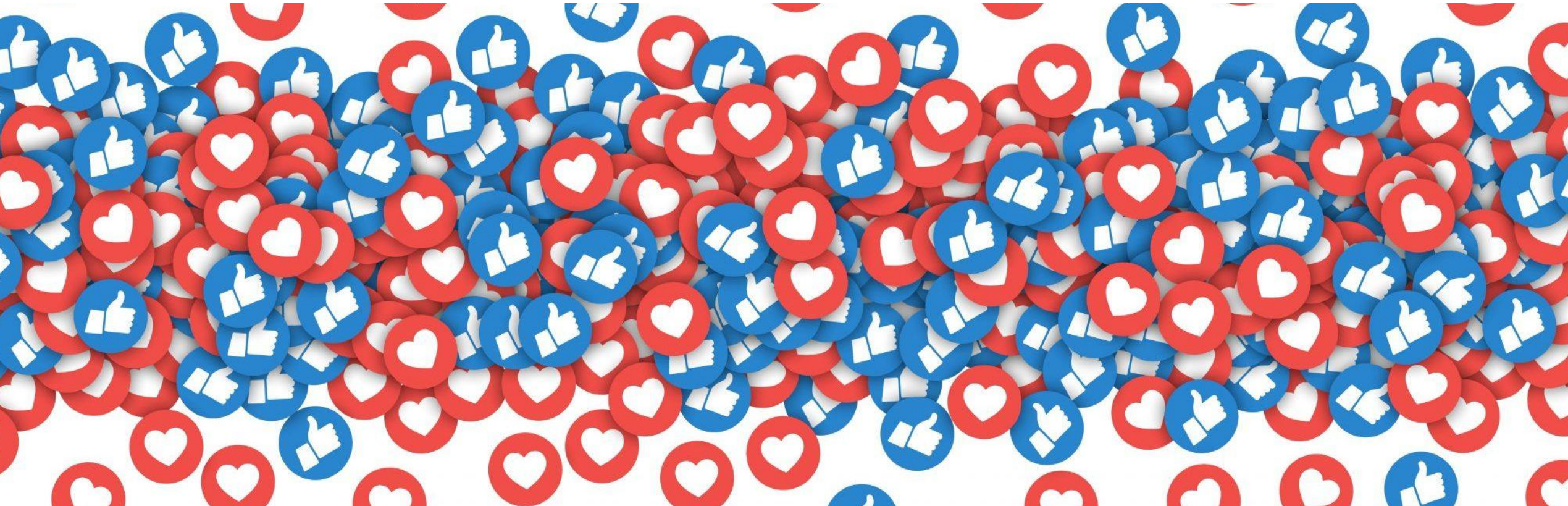
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ARE THE
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NEWS TECH

Facebook 'likes' can reveal users' politics, sexual orientation, IQ

Researchers predict personal traits using data from social media site



Cambridge Analytica and Facebook: The Scandal and the Fallout So Far

Revelations that digital consultants to the Trump campaign misused the data of millions of Facebook users set off a furor on both sides of the Atlantic. This is how The Times covered it.

 Share full article  



The headquarters of Cambridge Analytica in London. The company has faced a backlash after using Facebook to create psychological profiles of voters. Jack Taylor/Getty Images

What's a new hobby I should try?



What was the gift we decided on for my son's classmate's birthday?



Keep in mind that I'm a vegetarian



Where should I go on vacation this summer?



Don't forget that I'm an English teacher



Write an alternative sonnet about

Get help from AI that gets you

t a YouTube channel, but need content ideas



Summarize our discussions about the solar system



Always provide 2-3 subject line options when writing an email



What's a hidden gem I haven't discovered yet in San Diego?



Remember that I don't own a car



January 17, 2025 Company Global Affairs

The power of personalized AI

OpenAI is building AI tools for everyone through personalization and transparency.

Gemini gets personal, with tailored help from your Google apps

Mar 13, 2025
3 min read

Gemini with personalization will be able to use your Google apps, starting with your Search history, to deliver contextually relevant responses that are adapted to your individual interests.

META

Building Toward a Smarter, More Personalized Assistant

January 27, 2025

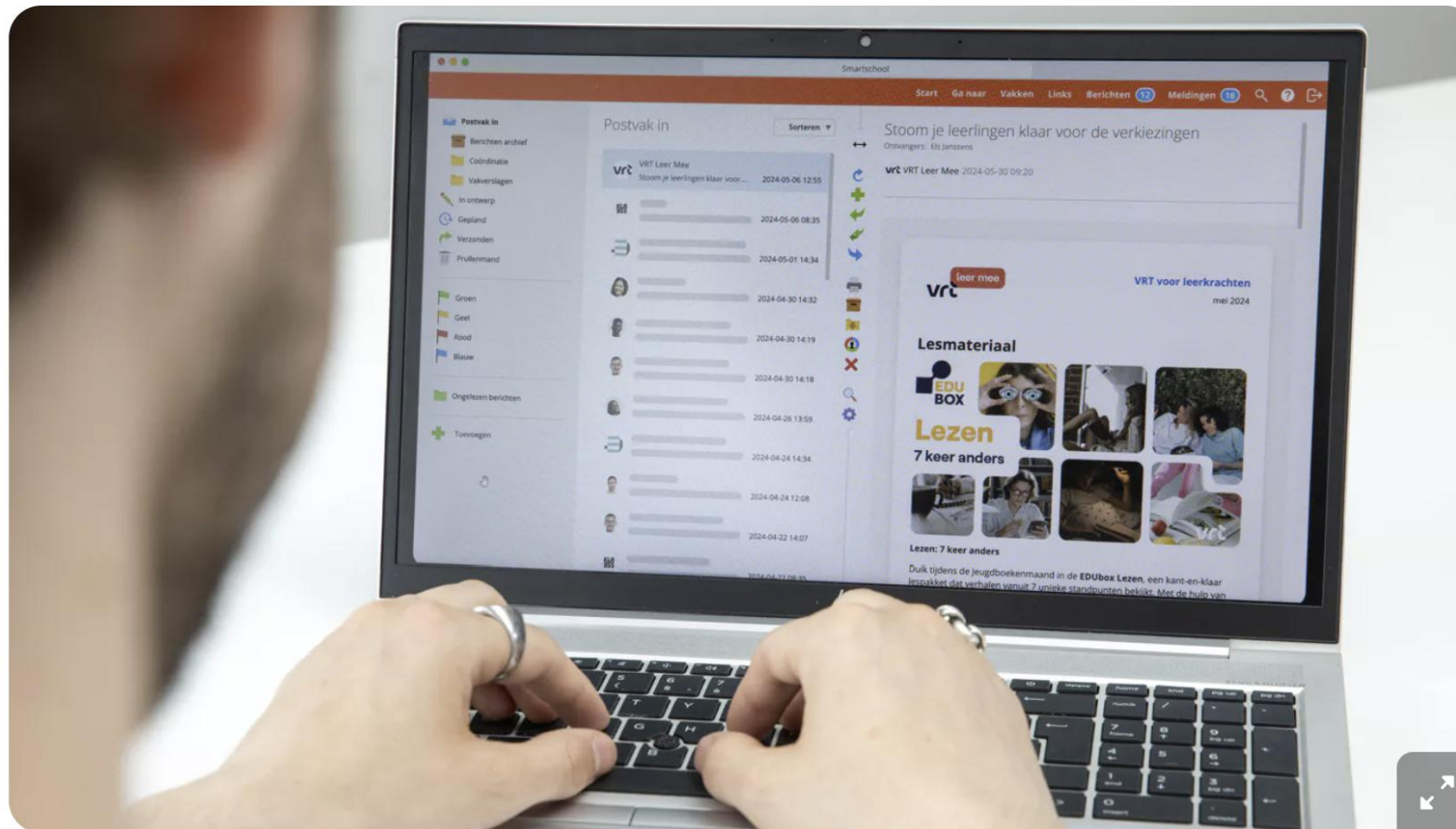
What AI “remembers” about you is privacy’s next frontier

Agents’ technical underpinnings create the potential for breaches that expose the entire mosaic of your life.

By Miranda Bogen & Ruchika Joshi

January 28, 2026





Binnenland Onderwijs

Digitaal platform Smartschool herbekijkt AI-tool na kritiek: "We begrijpen de bezorgdheden"



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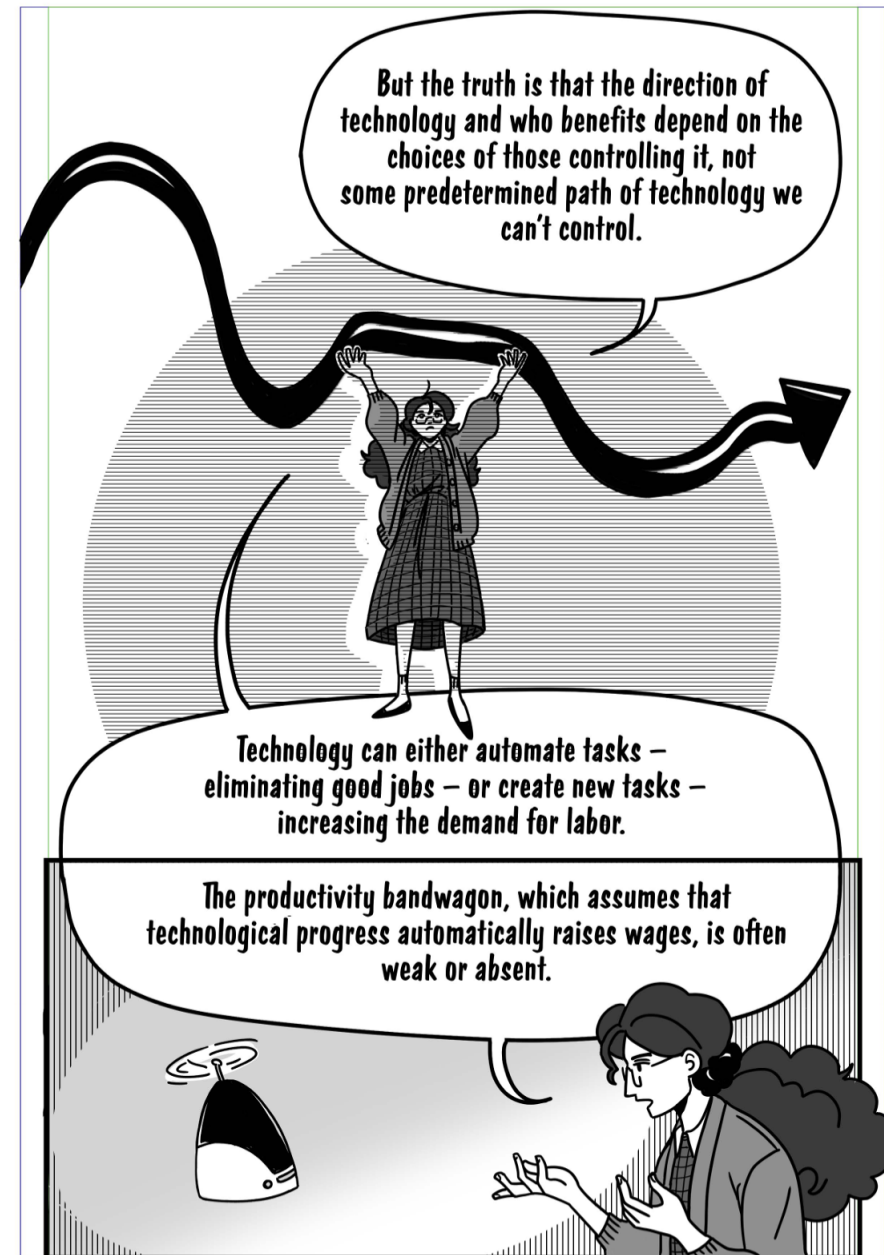
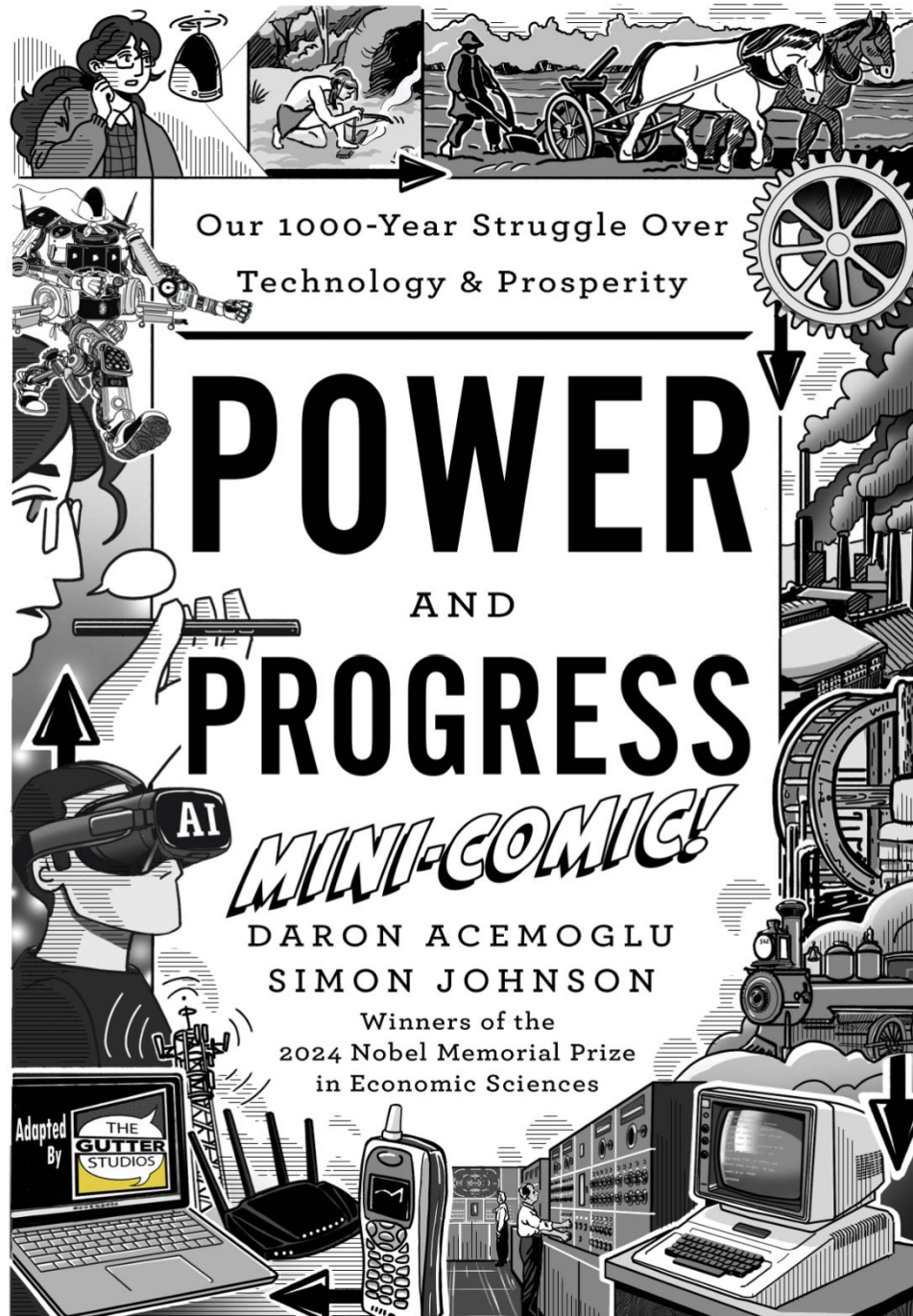
SAMEN STERK: JOUW IMPACT OP AI-ONTWIKKELING



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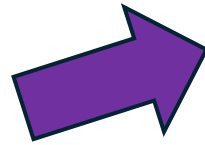


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Vragen?





MaskerAI10 → 10% korting bij webwinkel Lannoo



Afbeelding gegenereerd met Gemini

HET MASKER VAN AI #11: Moltbots in de meterkast, Vibe Coding op de voorpagina en de waarschuwing van de architect



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Slides

31 januari 2026