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The 15 Biggest Risks Of Artificial Intelligence

By **Bernard Marr**, Contributor. ⓘ[Follow Author](#)

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As the world witnesses unprecedented growth in artificial intelligence (AI) technologies, it's essential to consider the potential risks and challenges associated with their widespread adoption.

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The 15 Biggest Risks Of Artificial Intelligence
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AI does present some significant dangers — from job displacement to security and privacy concerns — and encouraging awareness of issues helps us engage in conversations about AI's legal, ethical, and societal implications.

Here are the biggest risks of artificial intelligence:

1. Lack of Transparency

Lack of transparency in AI systems, particularly in deep learning models that can be complex and difficult to interpret, is a pressing issue. This opaqueness obscures the decision-making processes and underlying logic of these technologies.

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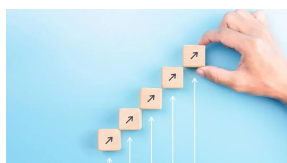
When people can't comprehend how an AI system arrives at its conclusions, it can lead to distrust and resistance to adopting these technologies.

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2. Bias and Discrimination

AI systems can inadvertently perpetuate or amplify societal biases due to biased training data or algorithmic design. To minimize discrimination and ensure fairness, it is crucial to invest in the development of unbiased algorithms and diverse training data sets.

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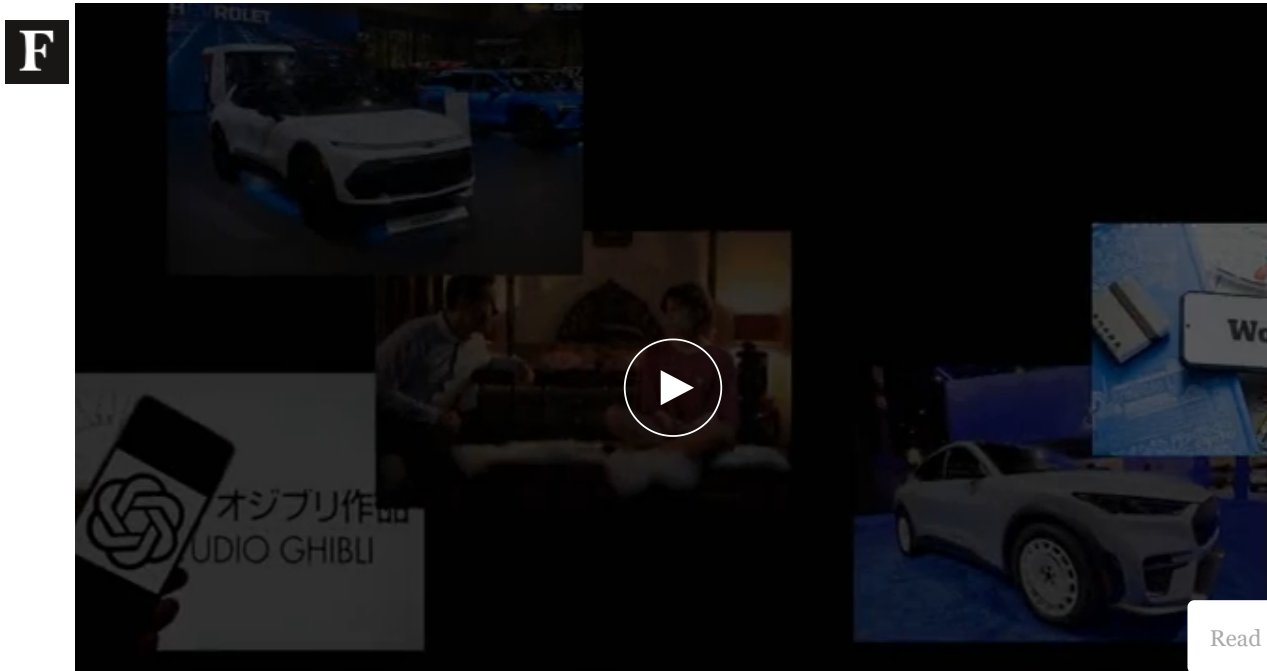
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4. Ethical Dilemmas

Instilling moral and ethical values in AI systems, especially in decision-making contexts with significant consequences, presents a considerable challenge. Researchers and developers must prioritize the ethical implications of AI technologies to avoid negative societal impacts.



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5. Security Risks

As AI technologies become increasingly sophisticated, the security risks associated with their use and the potential for misuse also increase. Hackers and malicious actors can harness the power of AI to develop more advanced cyberattacks, bypass security measures, and exploit vulnerabilities in systems.

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organizations need to develop best practices for secure AI development and deployment and foster international cooperation to establish global norms and regulations that protect against AI security threats.

6. Concentration of Power

The risk of AI development being dominated by a small number of large corporations and governments could exacerbate inequality and limit diversity in AI applications. Encouraging decentralized and collaborative AI development is key to avoiding a concentration of power.

7. Dependence on AI

Overreliance on AI systems may lead to a loss of creativity, critical thinking skills, and human intuition. Striking a balance between AI-assisted decision-making and human input is vital to preserving our cognitive abilities.

8. Job Displacement

AI-driven automation has the potential to lead to job losses across various industries, particularly for low-skilled workers (although there is evidence that AI and other emerging technologies will *create* more jobs than it *eliminates*).

As AI technologies continue to develop and become more efficient, the workforce must adapt and acquire new skills to remain relevant in the changing landscape. This is especially true for lower-skilled workers in the current labor force.

9. Economic Inequality

AI has the potential to contribute to economic inequality by disproportionately benefiting wealthy individuals and corporations. As we talked about above, job losses due to AI-driven automation are more likely to affect low-skilled workers, leading to a growing income gap and reduced opportunities for social mobility.

The concentration of AI development and ownership within a small number of large corporations and governments can exacerbate this inequality as they accumulate wealth and power while smaller businesses struggle to compete. Policies and initiatives that promote economic equity—like reskilling programs, social safety nets, and inclusive AI development that ensures a more balanced distribution of opportunities — can help combat economic inequality.

10. Legal and Regulatory Challenges

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11. AI Arms Race

The risk of countries engaging in an AI arms race could lead to the rapid development of AI technologies with potentially harmful consequences.

Recently, more than a thousand technology researchers and leaders, including Apple co-founder Steve Wozniak, have urged intelligence labs to [pause the development of advanced AI systems](#). The letter states that AI tools present “profound risks to society and humanity.”

In the letter, the leaders said:

"Humanity can enjoy a flourishing future with AI. Having succeeded in creating powerful AI systems, we can now enjoy an 'AI summer' in which we reap the rewards, engineer these systems for the clear benefit of all, and give society a chance to adapt."

12. Loss of Human Connection

Increasing reliance on AI-driven communication and interactions could lead to diminished empathy, social skills, and human connections. To preserve the essence of our social nature, we must strive to maintain a balance between technology and human interaction.

13. Misinformation and Manipulation

AI-generated content, such as deepfakes, contributes to the spread of false information and the manipulation of public opinion. Efforts to detect and combat AI-generated misinformation are critical in preserving the integrity of information in the digital age.

In a [Stanford University study](#) on the most pressing dangers of AI, researchers said:

“AI systems are being used in the service of disinformation on the internet, giving them the potential to become a threat to democracy and a tool for fascism. From deepfake videos to online bots manipulating public discourse by feigning consensus and spreading fake news, there is the danger of AI systems undermining social trust. The technology can be co-opted by criminals, rogue states, ideological extremists, or simply special interest groups, to manipulate people for economic gain or political advantage.”

14. Unintended Consequences

AI systems, due to their complexity and lack of human oversight, might exhibit unexpected behaviors or make decisions with unforeseen consequences. This unpredictability can result in outcomes that

15. Existential Risks

The development of artificial general intelligence (AGI) that surpasses human intelligence raises long-term concerns for humanity. The prospect of AGI could lead to unintended and potentially catastrophic consequences, as these advanced AI systems may not be aligned with human values or priorities.

To mitigate these risks, the AI research community needs to actively engage in safety research, collaborate on ethical guidelines, and promote transparency in AGI development. Ensuring that AGI serves the best interests of humanity and does not pose a threat to our existence is paramount.

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Let's discuss the perennial question – how often should publishers post to stay relevant?

With one billion people around the world coming to TikTok¹ every month to be entertained as they learn, laugh and discover something new, it's more important than ever for publishers to prioritize posting cadence.



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Regular posting (both during and outside of major events) is crucial, whether they're focused on sports, news, entertainment or lifestyle content. By leveraging a consistent posting cadence, you can maintain visibility, engagement and audience growth, all the while becoming a reliable source for the TikTok Community.

On TikTok, content fuels connection, celebration and engagement. Whether it's a major event like awards nights, championship games or movie premieres, the conversations you create on the platform are crucial to your marketing success.

In order to remain relevant, it's no longer an option to show up during just those major moments—you must also occupy the space in between.

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66%

of social and video platform
users consider TikTok content
culturally relevant.

Source: TikTok Marketing Science, Business Impact Through Relevance, US, UK, AU, conducted by WARC, August 2024.

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Swap To An “Always on Approach” For Success

Insight: Those who post multiple times a day experience higher video views and exposure on the For You Feed.

Adopting an always-on approach helps your brand maintain a consistent presence that keeps you top of mind, turning casual viewers into loyal followers.

Your Best Practices for Posting Cadence by Vertical

Here’s how publishers across sports, news, and lifestyle can optimize their posting frequency to maximize engagement.

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Sports

During Events:

- Capitalize on **live moments**, **key highlights** of the event, and **behind-the-scenes access** during these sports events to leverage the energy of the high-intensity moments that can amplify your reach.
- Consider the key highlight of a game-winning shot—posting instantly after can drive massive engagement, as audiences relive and celebrate the glory (or the tragedy!) of this viral moment.
- What about an on-field dispute that was settled by a referee? A soundbite, opinion piece or replay allows your audience to continue the conversation.
- Where's the insider intel? Lean into conversations with athletes and coaches that add value for your audience, as they begin to associate your brand with authentic, behind-the-scenes access (and a deeper connection to the sports they love!).

Outside of Events:

- It's just as important to keep the momentum going outside of events, with fan stories, player spotlights, and trend-driven content.
- Between major sporting events and seasons, there are endless opportunities to maintain your posting cadence and land on the FYP of new audiences.
- Posting content like recaps, throwbacks, fun facts about players, or User-Generated Content from fans keeps the buzz alive (and fans engaged) off-field and post-season, ensuring that you remain relevant year-round.

News

Breaking News:

- News breaks faster than ever in today's digital age, and speed is everything. But it's not just speed that matters—it's about **being first, with accuracy**.
- When news is breaking, your posting cadence will naturally increase, as you bring your audience up to speed with updates and new developments.
- Delivering quick clips, informative explainers and expert commentary helps build trust and credibility with your audience.
- As an example, think of how publishers cover weather updates or emergency events. They're on the ground, supplying critical information and reliable, real-time updates that audiences require. Being the voice of authority during breaking news events creates a lasting impression and fosters loyalty with your audience—positioning you as the authoritative source for all their future needs.

Outside of Breaking News:

- To ensure your publication has staying power on the platform, don't let your posting cadence slide when news is slow. This is the time to leverage evergreen educational pieces, create a new series of deep dives into ongoing issues, or host a community Q&A that adds endless value for your audience.
- Here's an example—delving into historical context pieces or providing explainers on trending issues leads to thought-provoking conversations with your audience. You might analyze emerging technologies or trends, or engage an industry expert to weigh in on matters that affect communities at large.

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that make sense for lifestyle publishers, so what do you have on your posting schedule?

- Lifestyle is about the here and now—so lean into trend-driven content to align your brand with your audience and subtly let them know that you're the one with your finger on the pulse. Provide live coverage at key events, and post these in real-time wherever possible to make sure that you're not missing the boat.
- You could also consider how leveraging creator collaborations can connect you to new audiences, whilst giving your brand a relatable face. Spend a day in the life of a collaborator, or feature them as a guest host.
- Here's an example—during NYFW, post daily recap videos that showcase runway trends, behind-the-scenes glimpses and interviews with models, it-people and designers to drive sustained engagement and keep your brand in the conversation.

sharing behind-the-scenes content, practical how-tos and compelling stories that you know will resonate with your audience.

- Not sure what will resonate best? This is your time to test, analyze and iterate your off-peak content, to learn what matters most to your audience, and captures the attention of new viewers.

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The Takeaway for Publishers

The publishers who are winning on TikTok don't just show up for the world's major moments—they've built an always-on strategy that grows audiences, fosters loyalty and results in revenue.

Sources:

1. TikTok internal data, 2025

 TikTok

By [TikTok](#), [BRANDVOICE](#) | Paid Program. [TikTok](#) is where you can unleash your brand's creative side. A fully immersive no judgment world where there's an audience for every voice. No matter how big or small your business, no matter what you're making or selling, we believe your brand deserves to be discovered on [TikTok](#).

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