

Bæredygtighed / Produktivitet /
Slop / Kritisk tænkning /
Suverænitæt

Et AI-Kritisk katalog udarbejdet som forberedelse til et
foredrag for FOF den 1.10.2025

Index over kilder

Introduktion

- ❑ [Boston Consulting Group](#) (3)
- ❑ [MIT Harmtracker](#) (4)

Slop

- [Ignores retracted articles](#) (15)
- [Antallet af falske videnskabelige artikler stiger](#) (16)
- [Workslop](#) (17)
- [Downplay symptoms](#) (18)
- [Hallucinations are inevitable](#) (19)

Bæredygtighed

- [Brug af AI næsten tredoblet](#) (5)
- [Ekspllosion i DKs strømforbrug](#) (6)
- [Forventet EI-forbrug](#) (7)
- [Google vanishes carbon zero pledge](#) (8)
- [Algorithmically Facilitated Emissions](#) (9)
- [Co-pilot prompt på ”børnetøj”](#) (10)

Kritisk Tænkning

- [Cognitive offloading](#) (20)
- [Students’ over-reliance](#) (21)
- [Cognitive ease at a cost](#) (22)
- [Self reported critical thinking](#) (23)
- [Teachers work & AI](#) (24)
- [Critical thinking in the age of AI](#) (25)
- [Against Uncritical use in academia](#) (26)

Produktivitet

- [Large Language Models, Small Labor Market Effects](#) (11)
- [Mit 95%](#) (12)
- [Open source productivity](#) (13)
- [Monetize ads in chatGPT](#) (14)

Suverænitet

- [Digital suverænitet DK](#) (27)

Anbefaling

- [Retningslinjer for teknokommunikation](#) (28)

Om mig

- Docent på Erhvervsakademi København, forsker i "Bæredygtighed i Københavnske Erhverv" (BiKE) og i "Deceptive Design"
- Hovedinteresse: at sortere "policy papers" i teknologifilosofiske kategorier
- To seneste udgivelser: "[Digitaliseringens Brudte Løfter](#)" (2024) og "[Bæredygtighed i digital praksis](#)" (2025)
- Jeg er meget glad for invitationen i dag, det har især været en god anledning til at sortere i kilder der har fanget min opmærksomhed

Og så har jeg virkelig brug for at tale med en optimist!

”Det offentlige kan spare 104 milliarder kroner med kunstig intelligens, siger Boston Consulting Group.”

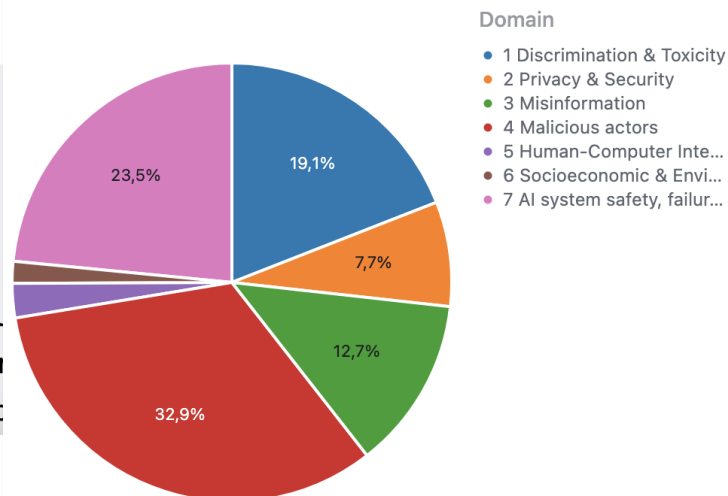
Akademikerbladet. “Berygtet konsulenthus vil ikke forklare vild påstand: ”Vi har desværre for meget på vores bord lige nu””. Set 28. september 2025.
<https://dm.dk/akademikerbladet/aktuelt/2024/februar/berygтет-konsulenthus-vil-ikke-forklare-vild-paastand-vi-har-desvaerre-for-meget-paa-vores-bord-lige-nu/>.

Tracking and classifying incidents of harm from AI

The AI Incident Tracker project classifies real-world, reported incidents by AI Risk Repository risk domain, causal factors, and harm caused.

[Explore incidents](#)[Give feedback](#)

Risk Domain (All Incidents)
Proportion of all reported incidents



1 Discrimination & Toxicity

2 Privacy & Security

3 Misinformation

4 Malicious actors

5 Human-Computer Interac...

6 Socioeconomic & Environ...

7 AI system safety, failures, ...

What is the AI Incident Tracker?

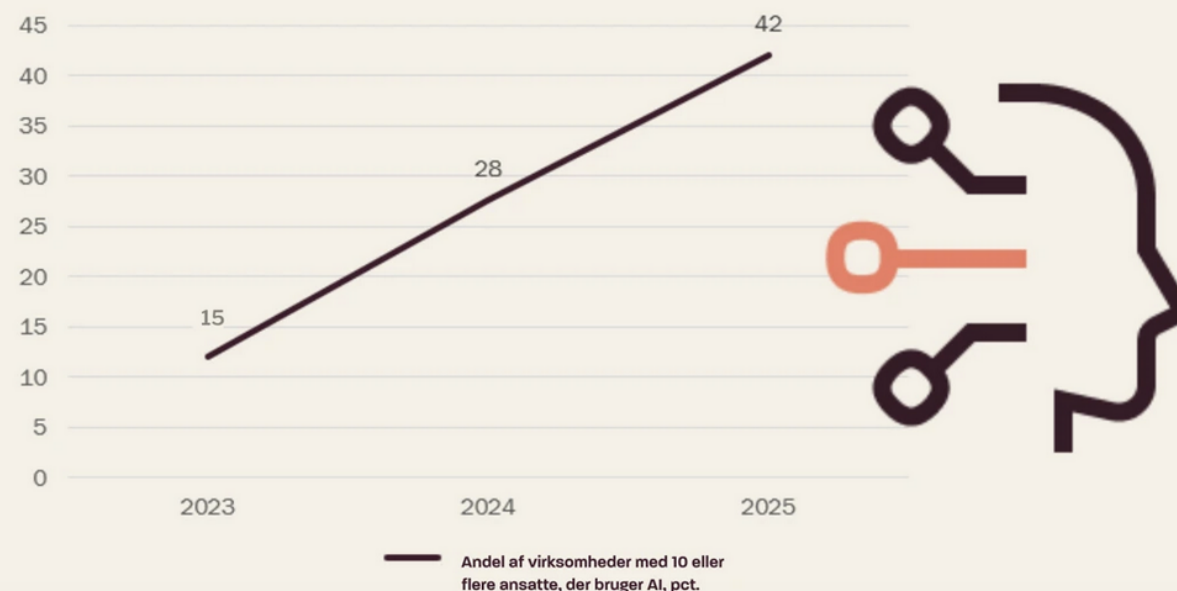
AI incidents are on the rise, yet current databases struggle with inconsistent structures. The AI Incident Tracker project addresses this by creating a tool to classify AI incidents based on their causal factors. Using an LLM, the tool processes raw reports from the [AI Incident Database](#) and categorizes them into risk domains.

“MIT AI Incident Tracker”. Set 28. september 2025.
<https://airisk.mit.edu/ai-incident-tracker>.

Brug af AI er næsten tredoblet

22.09.2025 | Kunstig intelligens

Inden for få to år er andelen af virksomheder, der benytter kunstig intelligens, steget markant. Mindre virksomheder bruger i stigende grad kunstig intelligens. Det er dog stadig de store virksomheder, som fører an.



“Brug af AI er næsten tredoblet”. 22. september 2025.

<https://digst.dk/nyheder/nyhedsarkiv/2025/september/brug-af-ai-er-naesten-tredoblet/>.

19. januar 2023 kl. 04.00 **Klima**

Prognose viser eksplosion i Danmarks strømforbrug: Grønne brændstoffer skaber massivt behov



Daniel Bue Lauritzen Redaktør

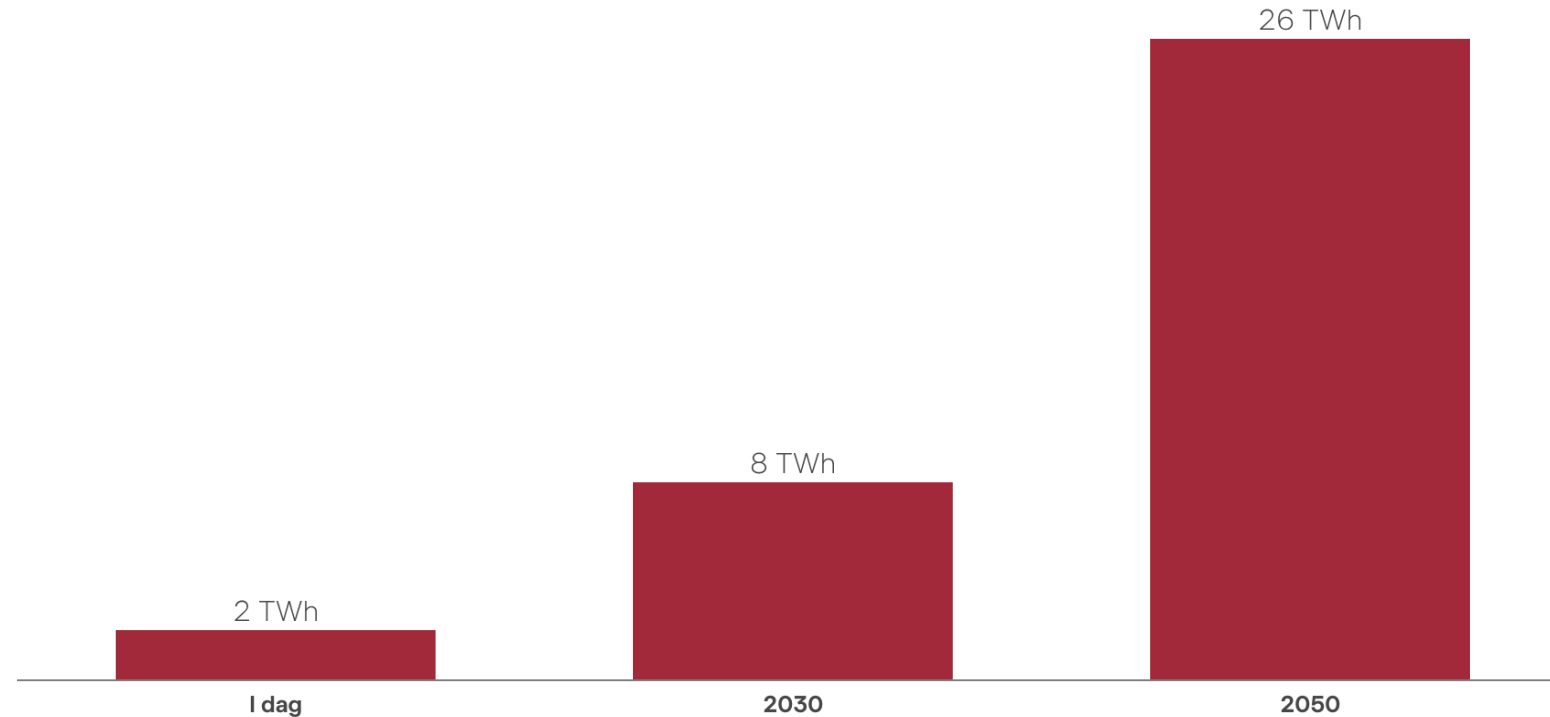
Frem mod 2050 kommer Danmarks samlede elforbrug til at vokse sig mellem seks og syv gange større.

Det anslår Energistyrelsen i dens opdaterede analyseforudsætninger til Energinet, hvor forbruget i 2050 vurderes at være på over 200 TWh.

“Prognose viser eksplosion i Danmarks strømforbrug: Grønne brændstoffer skaber massivt behov - Altinget”. 19. januar 2023.

<https://www.altinget.dk/klima/artikel/styrelsen-oeger-forventningerne-til-stroemforbruget-groenne-braendstoffer-skaber-massivt-behov>.

Forventet elforbrug i datacentre



Elforbruget i grafen er cirka-tal baseret på skøn i årets klimafremskrivning og er behæftet med stor usikkerhed.

Kilde: Klima-, Energi- og Forsyningsministeriet

Scheel, Af Agnete Finnemann. “Vi har kurs mod et el-underskud i Danmark, og det skyldes særligt én sektor”. DR, 19. maj 2025.

<https://www.dr.dk/nyheder/viden/klima/vi-har-kurs-mod-et-el-underskud-i-danmark-og-det-skyldes-saerligt-en-sektor>.

Google quietly vanishes its net zero carbon pledge



DAVID GERARD / 5 SEPTEMBER 2025 / ENERGY / 1 COMMENT

In 2020, Google CEO Sundar Pichai proudly committed Google to fighting climate change as a matter of urgency:

[\[YouTube\]](#)

The science is clear. We have until 2030 to chart a sustainable course for our planet or face the worst consequences of climate change.

... Today, I'm proud to announce that we intend to be the first major company to operate carbon free — 24 hours a day, seven days a week, 365 days a year.

That's all very nice. But it's 2025 — we've got AI now!

By June last year, 2024, Google was warning it would [miss Pichai's 2030 net zero goal](#). Google blamed its AI buildout — the company's power usage went up 26% just in 2024. By October, Google was [signing new contracts for coal power](#).

Now Google's net-zero pledge has quietly vanished from its Sustainability website. Canada's National Observer dug back through the history of the page, and Google removed it in June this year. [\[National Observer, archive\]](#)

Some Google pages still have the 2030 goal. Google insists it's very committed! But the Google Environment 2025 report is calling Pichai's 2030 declaration "climate moonshots."

Google has also been falling in line with the Mr. Bully administration as fast as it can. At the "Hill & Valley Forum 2025: Rebuilding America," interior secretary Doug Burgum blamed Silicon Valley being "extremists": [\[YouTube, 0:51:09 on\]](#)

Gerard, David.
"Google Quietly Vanishes Its Net Zero Carbon Pledge". *Pivot to AI*, 5. september 2025. <https://pivot-to-ai.com/2025/09/05/google-quietly-vanishes-its-net-zero-carbon-commitment/>.

”Algoritmisk faciliterede emissioner”

Unsustainable artificial intelligence and algorithmically facilitated emissions: The case for emissions-reduction-by-design

Jutta Haider  , Malte Rödl , and James White  [View all authors and affiliations](#)

[All Articles](#) | <https://doi.org/10.1177/20539517251365226>

 Contents

 PDF/EPUB

 Cite

 Share options

 Information, rights and permissions

 Metrics and citations

 Figures and tables

Abstract

This commentary discusses the role of increasingly artificial intelligence-infused big tech platforms in facilitating and normalising high-emission lifestyles and consumption practices. It introduces the notion of algorithmically facilitated emissions to initiate a shift from a logic of ‘climate collapse by design’ to a logic of ‘emissions reduction by design’. Reducing consumption-based emissions from high-income households and countries is critical for avoiding runaway climate change, and it necessitates redesigning the digital infrastructures that connect production and consumption. Big tech's high-reach artificial intelligence platforms hold a central infrastructural position in many markets and societies. They discursively turn issues into commodities, thereby incentivising unsustainable mass consumption and high-carbon lifestyles. A main argument advanced in the article is that algorithmic and environmental harms are inextricably linked, but neither research nor policy has the terminology to discuss and address this. While the direct negative effects of artificial intelligence development, foundation model training, data centres, and digital devices on the environment are receiving increasing attention in academia and society, the downstream harms resulting from the environmentally unsustainable values underpinning decisions made by artificial intelligence-infused general-purpose platforms remain largely unnoticed. The commentary proposes that the development and impact assessment of big tech platforms ought to be brought in line with a default logic of ‘emissions reduction by design’. For this purpose, we introduce the concept of algorithmically facilitated emissions, defined as downstream emissions that are made possible, more likely, or more intense because people or organisations act in response to or anticipate algorithmic decisions that prioritise high-carbon practices and lifestyles.

Similar articles:

 Restricted access

[Cities and Greenhouse Gas Emissions: Moving Forward](#)

Show Details ▾

 Open Access

[Google Search and the creation of ignorance: The case of the climate crisis](#)

Show Details ▾

 Open Access

[Undermining competition, undermining markets? Implications of Big Tech and digital personal data for competition policy](#)

Show Details ▾

[View More](#)

Haider, J., Rödl, M., & White, J. (2025). Unsustainable artificial intelligence and algorithmically facilitated emissions: The case for emissions-reduction-by-design. *Big Data & Society*, 12(3). <https://doi.org/10.1177/20539517251365226> (Original work published 2025)

9

børnetøj|



Her er et overblik over nogle af de bedste steder at købe **børnetøj i København**, både fysisk og online – med fokus på kvalitet, design og bæredygtighed:

Fysiske og Online Butikker med Børnetøj

1. Kalle Børnetøj & Sko – Charlottenlund

- Eksklusivt udvalg af internationale mærker til børn i alderen 0–18 år.
- Fokus på kvalitet og stil siden 1971.
- Tilbyder gaveindpakning og fri fragt over 500 kr.
- Adresse: Jægersborg Allé 41, 2920 Charlottenlund
- Webshop: kalle-boernetoej.com ¹



Large Language Models, Small Labor Market Effects

University of Chicago, Becker Friedman Institute for Economics Working Paper No. 2025-56

117 Pages • Posted: 17 Apr 2025 • Last revised: 13 May 2025

[Anders Humlum](#)

University of Chicago - Booth School of Business

[Emilie Vestergaard](#)

University of Copenhagen, Department of Economics, Students

 [There are 2 versions of this paper](#)

Date Written: April 15, 2025

Abstract

We examine the labor market effects of AI chatbots using two large-scale adoption surveys (late 2023 and 2024) covering 11 exposed occupations (25,000 workers, 7,000 workplaces), linked to matched employer-

Humlum, Anders, og Emilie Vestergaard. *Large Language Models, Small Labor Market Effects*. 17. april 2025.
<https://dx.doi.org/10.2139/ssrn.5219933>.

NEWSLETTERS · CFO DAILY

MIT report: 95% of generative AI pilots at companies are failing



BY **SHERYL ESTRADA**

SENIOR WRITER AND AUTHOR OF CFO DAILY

August 18, 2025 at 6:54 AM EDT

SHARE

Estrada, Sheryl. “MIT Report: 95% of Generative AI Pilots at Companies Are Failing”. Fortune. Set 28. september 2025. <https://fortune.com/2025/08/18/mit-report-95-percent-generative-ai-pilots-at-companies-failing-cfo/>.

[Submitted on 12 Jul 2025 (v1), last revised 25 Jul 2025 (this version, v2)]

Measuring the Impact of Early-2025 AI on Experienced Open-Source Developer Productivity

Joel Becker, Nate Rush, Elizabeth Barnes, David Rein

Despite widespread adoption, the impact of AI tools on software development in the wild remains understudied. We conduct a randomized controlled trial (RCT) to understand how AI tools at the February–June 2025 frontier affect the productivity of experienced open-source developers. 16 developers with moderate AI experience complete 246 tasks in mature projects on which they have an average of 5 years of prior experience. Each task is randomly assigned to allow or disallow usage of early 2025 AI tools. When AI tools are allowed, developers primarily use Cursor Pro, a popular code editor, and Claude 3.5/3.7 Sonnet. Before starting tasks, developers forecast that allowing AI will reduce completion time by 24%. After completing the study, developers estimate that allowing AI reduced completion time by 20%. Surprisingly, we find that allowing AI actually increases completion time by 19%—AI tooling slowed developers down. This slowdown also contradicts predictions from experts in economics (39% shorter) and ML (38% shorter). To understand this result, we collect and evaluate evidence for 20 properties of our setting that a priori could contribute to the observed slowdown effect—for example, the size and quality standards of projects, or prior developer experience with AI tooling. Although the influence of experimental artifacts cannot be ruled out, the results primarily be a function of our experimental design.

Comments: 51 pages, 8 tables, 22 figures

Subjects: **Artificial Intelligence (cs.AI)**; Human-Computer Interactions

ACM classes: I.2

Cite as: [arXiv:2507.09089](https://arxiv.org/abs/2507.09089) [cs.AI]

(or [arXiv:2507.09089v2](https://arxiv.org/abs/2507.09089v2) [cs.AI] for this version)

<https://doi.org/10.48550/arXiv.2507.09089> 

We conduct a randomized controlled trial (RCT) to understand how early-2025 AI tools affect the productivity of experienced open-source developers working on their own repositories. Surprisingly, we find that when developers use AI tools, they take 19% longer than without—AI makes them slower. We view this result as a snapshot of early-2025 AI capabilities in one relevant setting; as these systems continue to rapidly evolve, we plan on continuing to use this methodology to help estimate AI acceleration

Becker, Joel, Nate Rush, Elizabeth Barnes, og David Rein.
“Measuring the Impact of Early-2025 AI on Experienced
Open-Source Developer Productivity”. arXiv:2507.09089.
Preprint, arXiv, 25. juli 2025.
<https://doi.org/10.48550/arXiv.2507.09089>.

ChatGPT Advertising: Inside Your (And OpenAI's) Next Revenue Channel

What do Amazon, Netflix, and ChatGPT have in common? (And no, it's not AI). It's advertising. Like the most popular platforms on the web, from Instagram to Google, OpenAI plans to monetize its AI chat platform through paid ads.

Berry, Sarah. "ChatGPT Advertising: Inside Your (And OpenAI's) Next Revenue Channel". *SEO.Com*, 2. maj 2025. <https://www.seo.com/blog/chatgpt-advertising/>.

Newsletter Podcasts

c&en
CHEMICAL & ENGINEERING NEWS

News Publishing

ChatGPT tends to ignore retractions on scientific papers

Study finds the chatbot doesn't acknowledge concerns with problematic studies

by **Dalmeet Singh Chawla**, special to C&EN

August 15, 2025 • 3 min read

SHARE 

Chawla, Dalmeet Singh, special to C, og EN. “ChatGPT Tends to Ignore Retractions on Scientific Papers”. Chemical & Engineering News, 21. januar 2025. <https://cen.acs.org/policy/publishing/ChatGPT-tends-ignore-retractions-scientific/103/web/2025/08>.

Døssing, Sebastian. "Antallet af falske videnskabelige artikler stiger hvert år: »Hvis disse tendenser ikke stoppes, vil videnskaben blive ødelagt« | Ingeniøren". 5. august 2025. <https://ing.dk/artikel/antallet-af-falske-videnskabelige-artikler-stiger-hvert-aar-hvis-disse-tendenser-ikke-stoppes-vil>.

Antallet af falske videnskabelige artikler stiger hvert år: »Hvis disse tendenser ikke stoppes, vil videnskaben blive ødelagt«

Forskning · 5. august kl. 14:31 · 1 kommentar



AI-Generated “Workslop” Is Destroying Productivity

by Kate Niederhoffer, Gabriella Rosen Kellerman, Angela Lee, Alex Liebscher, Kristina Rapuano and Jeffrey T. Hancock

September 22, 2025, Updated September 25, 2025



Niederhoffer, Kate, Gabriella Rosen Kellerman, Angela Lee, Alex Liebscher, Kristina Rapuano, og Jeffrey T. Hancock. “AI-Generated ‘Workslop’ Is Destroying Productivity”. *Harvard Business Review*, u.å. Set 28. september 2025.

<https://hbr.org/2025/09/ai-generated-workslop-is-destroying-productivity>,
<https://hbr.org/2025/09/ai-generated-workslop-is-destroying-productivity>.

 NOT COLOR BLIND

AI medical tools found to downplay symptoms of women, ethnic minorities

Bias-reflecting LLMs lead to inferior medical advice for female, Black, and Asian patients.

MELISSA HEIKKILÄ, FINANCIAL TIMES – 19. SEP. 2025 15.30 | 94



➔ Many hospitals and doctors globally are using LLMs such as Gemini and ChatGPT. Credit: FT montage/Getty Images

Artificial intelligence tools used by doctors risk leading to worse health outcomes for women and ethnic minorities, as a growing body of research shows that many large language models downplay the symptoms of these patients.

A series of recent studies have found that the uptake of AI models across the healthcare sector could lead to biased medical decisions, reinforcing patterns of under-treatment that already exist across different groups in Western societies.

Times, Financial. “AI Medical Tools Found to Downplay Symptoms of Women, Ethnic Minorities”. Ars Technica, 19. september 2025. <https://www.ft.com/content/128ee880-acdb-42fb-8bc0-ea9b71ca11a8>.

OpenAI admits AI hallucinations are mathematically inevitable, not just engineering flaws

News

Sep 18, 2025 • 6 mins

Artificial Intelligence

Technology Industry

“OpenAI Admits AI Hallucinations Are Mathematically Inevitable, Not Just Engineering Flaws”. *Computerworld*, u.å. Set 28. september 2025.

<https://www.computerworld.com/article/4059383/openai-admits-ai-hallucinations-are-mathematically-inevitable-not-just-engineering-flaws.html>.

Open Access

Article

AI Tools in Society: Impacts on Cognitive Offloading and the Future of Critical Thinking

by Michael Gerlich  

Center for Strategic Corporate Foresight and Sustainability, SBS Swiss Business School, 8302 Kloten-Zurich, Switzerland

Societies **2025**, 15(1), 6; <https://doi.org/10.3390/soc15010006>

Submission received: 14 October 2024 / Revised: 18 December 2024 / Accepted: 29 December 2024 /

Published: 3 January 2025 / Corrected: 10 September 2025

Gerlich, M. AI Tools in Society: Impacts on Cognitive Offloading and the Future of Critical Thinking. *Societies* **2025**, 15, 6. <https://doi.org/10.3390/soc15010006>

Research | [Open access](#) | Published: 18 June 2024

The effects of over-reliance on AI dialogue systems on students' cognitive abilities: a systematic review

[Chunpeng Zhai](#) , [Santoso Wibowo](#) & [Lily D. Li](#)

[Smart Learning Environments](#) **11**, Article number: 28 (2024) | [Cite this article](#)

408k Accesses | **354** Citations | **391** Altmetric | [Metrics](#)

Zhai, C., Wibowo, S. & Li, L.D. The effects of over-reliance on AI dialogue systems on students' cognitive abilities: a systematic review. *Smart Learn. Environ.* **11**, 28 (2024).
<https://doi.org/10.1186/s40561-024-00316-7>

Cognitive ease at a cost: LLMs reduce mental effort but compromise depth in student scientific inquiry

Matthias Stadler^a  , Maria Bannert^b , Michael Sailer^c 

[Show more](#) 

 Add to Mendeley  Share  Cite

<https://doi.org/10.1016/j.chb.2024.108386> 

[Get rights and content](#) 

Under a Creative Commons [license](#) 

 [Open access](#) 

Matthias Stadler, Maria Bannert, Michael Sailer,
"Cognitive ease at a cost: LLMs reduce mental effort but compromise depth in student scientific inquiry," Computers in Human Behavior, Volume 160, 2024, 108386, ISSN 0747-5632, <https://doi.org/10.1016/j.chb.2024.108386>.

RESEARCH-ARTICLE | OPEN ACCESS | 



The Impact of Generative AI on Critical Thinking: Self-Reported Reductions in Cognitive Effort and Confidence Effects From a Survey of Knowledge Workers

Authors:  [Hao-Ping \(Hank\) Lee](#),  [Advait Sarkar](#),  [Lev Tankelevitch](#),  [Ian Drosos](#),  [Sean Rintel](#),  [Richard Banks](#),  [Nicholas Wilson](#) | [Authors Info & Claims](#)

CHI '25: Proceedings of the 2025 CHI Conference on Human Factors in Computing Systems • Article No.: 1121, Pages 1 - 22
<https://doi.org/10.1145/3706598.3713778>

Hao-Ping (Hank) Lee, Advait Sarkar, Lev Tankelevitch, Ian Drosos, Sean Rintel, Richard Banks, and Nicholas Wilson. 2025. The Impact of Generative AI on Critical Thinking: Self-Reported Reductions in Cognitive Effort and Confidence Effects From a Survey of Knowledge Workers. In Proceedings of the 2025 CHI Conference on Human Factors in Computing Systems (CHI '25). Association for Computing Machinery, New York, NY, USA, Article 1121, 1–22.
<https://doi.org/10.1145/3706598.3713778>

When the prompting stops: exploring teachers' work around the educational frailties of generative AI tools

Neil Selwyn , Marita Ljungqvist & Anders Sonesson

Pages 310-323 | Received 07 Apr 2025, Accepted 16 Jul 2025, Published online: 23 Jul 2025

 Cite this article  <https://doi.org/10.1080/17439884.2025.2537959>



 Full Article  Figures & data  References  Citations  Metrics  Licensing  Reprints & Permissions  View PDF  View EPUB

Teachers are now encouraged to use generative artificial intelligence (GenAI) tools to complete various school-related administrative tasks, with the promise of saving considerable amounts of time and effort. Drawing on interviews from 57 teachers across eight schools in Sweden and Australia, this paper explores teachers' experiences when working with GenAI. In particular, it focuses on the large amounts of work that teachers put into reviewing, repairing and sometimes completely reworking AI-produced outputs that they perceive to be deficient. Rather than reflecting teachers' lack of skill in prompting GenAI effectively, the paper shows how this work foregrounds the educational limitations and frailties of AI and other automated technologies – with teachers having to act on a wide range of complex professional judgements around pedagogical appropriateness, social relations and overall educational value to bear on AI-generated content. The paper concludes by considering the need to challenge ongoing industry and policy claims around the labour-saving benefits of artificial intelligence in education, and instead focus on the ways in which these technologies are dependent on the hidden labour of humans to co-produce the illusion of automation.

Selwyn, N., Ljungqvist, M., & Sonesson, A. (2025). When the prompting stops: exploring teachers' work around the educational frailties of generative AI tools. *Learning, Media and Technology*, 50(3), 310–323. <https://doi.org/10.1080/17439884.2025.2537959>

CONCLUSION

We end our call for a research agenda about critical thinking and GenAI with an assertion that both individual and social critical thinking will be essential for students to succeed in the AI era. Students will need individual critical thinking to evaluate GenAI outputs, identifying poor-quality, inaccurate, and confabulated information. Individual critical thinking also can help them interpret GenAI output with an awareness of its potential biases, and, in so doing, reduce the harm of those biases. Finally, individual critical thinking enables students to use GenAI constructively, by taking its output as a *starting point* rather than an ending point, by challenging the AI tool (Mollick, 2024), and improving on its output by exerting their own judgment.

Social critical thinking is also imperative for our students' current and future interaction with GenAI. Social critical thinking will enable our students to identify missing perspectives, marginalized voices, and taken-for-granted societal assumptions in GenAI output. Social critical thinking enables students to be more thoughtful in their use of GenAI outputs, interpreting it with an understanding of the socially constructed nature of norms and values, and questioning seemingly universal truths expressed by the GenAI. Finally, social critical thinking can help students work with an awareness of the potential for institutions—private and public—to misuse GenAI, as well as the potential for GenAI to mislead individuals.

Barbara Z. Larson, Christine Moser, Arran Caza, Katrin Muehlfeld, and Laura A. Colombo, 2024: Critical Thinking in the Age of Generative AI. *AMLE*, **23**, 373–378, <https://doi.org/10.5465/amle.2024.0338>

Against the Uncritical Adoption of 'AI' Technologies in Academia

Guest, Olivia ; Suarez, Marcela ; Müller, Barbara ; van Meerkerk, Edwin ;
Oude Groote Beverborg, Arnoud ; de Haan, Ronald ; Reyes Elizondo, Andrea ;
Blokpoel, Mark ; Scharfenberg, Natalia ; Kleinherenbrink, Annelies ; Camerino, Ileana ;
Woensdregt, Marieke ; Monett, Dagmar ; Brown, Jed ; Avraamidou, Lucy ;
Alenda-Demoutiez, Juliette ; Hermans, Felienne ; van Rooij, Iris 

Under the banner of progress, products have been uncritically adopted or even imposed on users — in past centuries with tobacco and combustion engines, and in the 21st with social media. For these collective blunders, we now regret our involvement or apathy as scientists, and society struggles to put the genie back in the bottle. Currently, we are similarly entangled with artificial intelligence (AI) technology. For example, software updates are rolled out seamlessly and non-consensually, Microsoft Office is bundled with chatbots, and we, our students, and our employers have had no say, as it is not considered a valid position to reject AI technologies in our teaching and research. This is why in June 2025, we co-authored an Open Letter calling on our employers to reverse and rethink their stance on uncritically adopting AI technologies. In this position piece, we expound on why universities must take their role seriously to *a)* counter the technology industry's marketing, hype, and harm; and to *b)* safeguard higher education, critical thinking, expertise, academic freedom, and scientific integrity. We include pointers to relevant work to further inform our colleagues.

Guest, Olivia, Marcela Suarez, Barbara Müller, m.fl.
“Against the Uncritical Adoption of ‘AI’ Technologies in
Academia”. Preprint, Zenodo, 5. september 2025.
<https://doi.org/10.5281/zenodo.17065099>.

"Over 74% of all publicly listed European companies depend on US-based tech services, like Google and Microsoft. This means their sensitive business data, including the 117 emails workers receive on average each day, budgets, client lists, and memos from the CEO, are exposed to: AI training, Foreign pressure, Warrantless surveillance. Digital sovereignty is an illusion when Europe's infrastructure is controlled from abroad"

proton.me/business/europe-tech...



1		Iceland	97%	▼
2		Norway	96%	▼
3		Ireland	93%	▼
4		Finland	92%	▼
5		Sweden	91%	▼
6		Denmark	89%	▼

Proton. "Europe's Tech Sovereignty Watch | Proton for Business". Set 28. september 2025. <https://proton.me/business/europe-tech-watch/>.

Forslag: Anbefalinger til virksomheders teknomarkedsføring

- Det er ikke nok at sandsynliggøre en effekt, den skal også dokumenteres
- Effekter skal måles på tværs af værdikæden
- Man må ikke udelade negative informationer
- Man må ikke tage æren for almindeligt forekommende praksis

Parafrase af: Forbrugerombudsmanden. *Virksomheders miljømarkedsføring*
Forbrugerombudsmandens anbefalinger. 2024.

<https://forbrugerombudsmanden.dk/media/e4bdf1uo/virksomheders-miljoemarkedsfoering-forbrugerombudsmandens-anbefalinger.pdf>.

Tak for opmærksomheden!

mail@jesperbalslev.dk

jeba@ek.dk