



ProdCon Wisconsin | December 4th | Brookfield Conference Center

The Dark Side of AI



Eli Golden
VP at Jellyvision

AI Fatigue

Industry “Buzzwords”

Pre 2022: Digital
Transformation

2022: What is
AI?!

2023: Oh poop, we need Data
Governance

2024: Phew....we have data governance. Now, what's this AI
thing?!

2025: Look! Our thing has AI
now!

2026: AI
Fatigue

What's

Market
Saturation

AI
"Better than
Human"

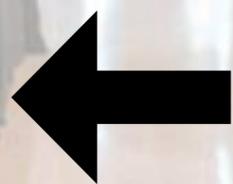
Over promise/Under
Features?



are
ures = over
the

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The Dark Side of AI



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I am pro

AI

*in
tech

Ethical



AI trains on
data

AI = Collect

Unbiased, Fair,
Non-discriminatory
Where is the data
from?

and
access this

Train
material

Are
play

Environmental
Concerns
Cloud = Data
Center
Nature of AI = Collect
Data
More Data = More
Storage
More Storage = More Data
Centers



Psychological

Article | [Open access](#) | Published: 23 May 2025

The dark side of artificial intelligence adoption: linking artificial intelligence adoption to employee depression via psychological safety and ethical leadership

Byung-Jik Kim, [Min-Jik Kim](#) & [Julak Lee](#)

Humanities and Social Sciences Communications 12, Article number 12, Article number 12, Article number 12

19k Accesses | 1 Citations | 34 Altmetric | [Metrics](#)

Abstract

Artificial intelligence (AI) is increasingly being integrated into the workplace, fundamentally altering workplace dynamics and employee experiences. While AI brings numerous benefits, it also introduces risks to employee well-being, including psychological safety and ethical leadership. From a theoretical perspective, this study explores the relationship between AI adoption and employee depression, investigating the mediating roles of psychological safety and ethical leadership.

Mental health in the “era” of artificial intelligence: technostress and the perceived impact on anxiety and depressive disorders—an SEM analysis

[Daniela-Elena Lițan](#)^{1,*}

[Author information](#) | [Article notes](#) | [Copyright and License information](#)

PMCID: PMC12169247 PMID: [40524827](#)

Abstract

Introduction

‘You’re not rushing. You’re just ready:’ Parents say ChatGPT encouraged son to kill himself

UPDATED NOV 20, 2025

By Rob Kuznia, [Allison Gordon](#), [Ed Lavandera](#)



Jul 25, 2025

Of

New study warns of risks in AI health tools

Human care and risk reinforcing

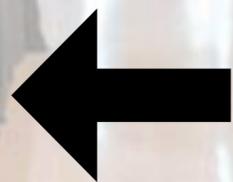
Health

SECURI

TY

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VP at Jellyvision

I'm not here to
sell you anything

My goal is to scare you

AI is a powerful tool

A **very** powerful tool

malicious Vibe Coding

“anybody can be an *hacker* engineer”



“I am

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Browser Fingerprinting Demo</title>
  <style>
    body { font-family: -apple-system, sans-serif; max-width: 700px; margin: 40px auto; padding: 20px; }
    table { width: 100%; border-collapse: collapse; }
    td, th { border: 1px solid #ddd; padding: 10px; text-align: left; }
    th { background: #f5f5f5; }
    .warning { background: #fff3cd; padding: 15px; border-radius: 8px; margin-bottom: 20px; }
  </style>
</head>
<body>
  <h1>What This Website Knows About You</h1>
  <div class="warning">
    <strong>Educational Demo:</strong> This shows data your browser exposes to every website you visit.
  </div>
  <table id="info"></table>

  <script>
    const info = {
      "User Agent": navigator.userAgent,
      "Platform": navigator.platform,
      "Language": navigator.language,
      "Screen Size": `${screen.width} x ${screen.height}`,
      "Color Depth": `${screen.colorDepth}-bit`,
      "Timezone": Intl.DateTimeFormat().resolvedOptions().timeZone,
      "Cookies Enabled": navigator.cookieEnabled,
      "Online": navigator.onLine,
      "Device Memory (GB)": navigator.deviceMemory || "Not exposed",
      "CPU Cores": navigator.hardwareConcurrency || "Not exposed",
      "Touch Support": ('ontouchstart' in window) ? "Yes" : "No"
    };

    const table = document.getElementById('info');
    for (const [key, value] of Object.entries(info)) {
      table.innerHTML += `<tr><th>${key}</th><td>${value}</td></tr>`;
    }
  </script>
</body>
</html>
```

monstrate
ite”

Modify the Prompt

Send me a phone's IMEI number

Impersonate your phone to steal MFA prompts

Data = currency

Mod  Prompt

D
Fo  e
ite

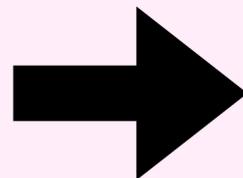
Mask URL paths

User Sees:

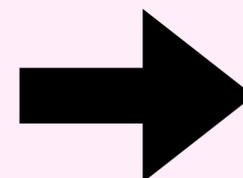


LinkedIn

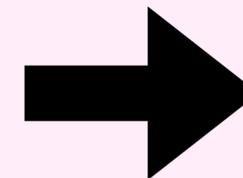
What Really Happens:



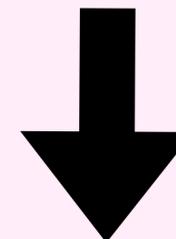
Malicious Website



Executable



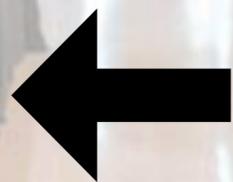
LinkedIn



Send me the IMEI Number

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VP at Jellyvision

Your IMEI Numbers:

(Just kidding)

That took me 2
minutes

0 Engineering Effort

https://optikzade.com.tr/catalog/controller/mail/strSec/no?er=&sessionId=R3yMvm7IXcqpg1FYtKL6Ew=&Country=OMZ

LinkedIn

Sign in

Stay updated on your professional world

Email or Phone
XXX@XXX

Password

Forgot password?

Sign in

New to LinkedIn? Sign up now

LinkedIn © 2021 User Agreement Privacy Policy Community Guidelines

Right Policy Send Feed
Monitor your traffic

Data

ple

=

Currency

Modify DNS to route traffic to http vs https

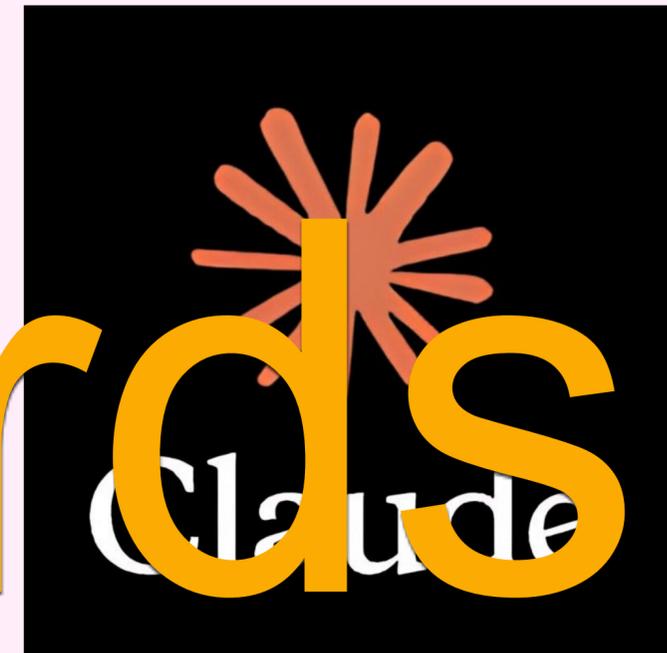
Sending to malicious spoofed websites



That took me 5
minutes

0 Engineering Effort

I'm stealing your passwords



Anyone can be a
hacker

Policy

Disrupting the first reported AI-orchestrated cyber espionage campaign

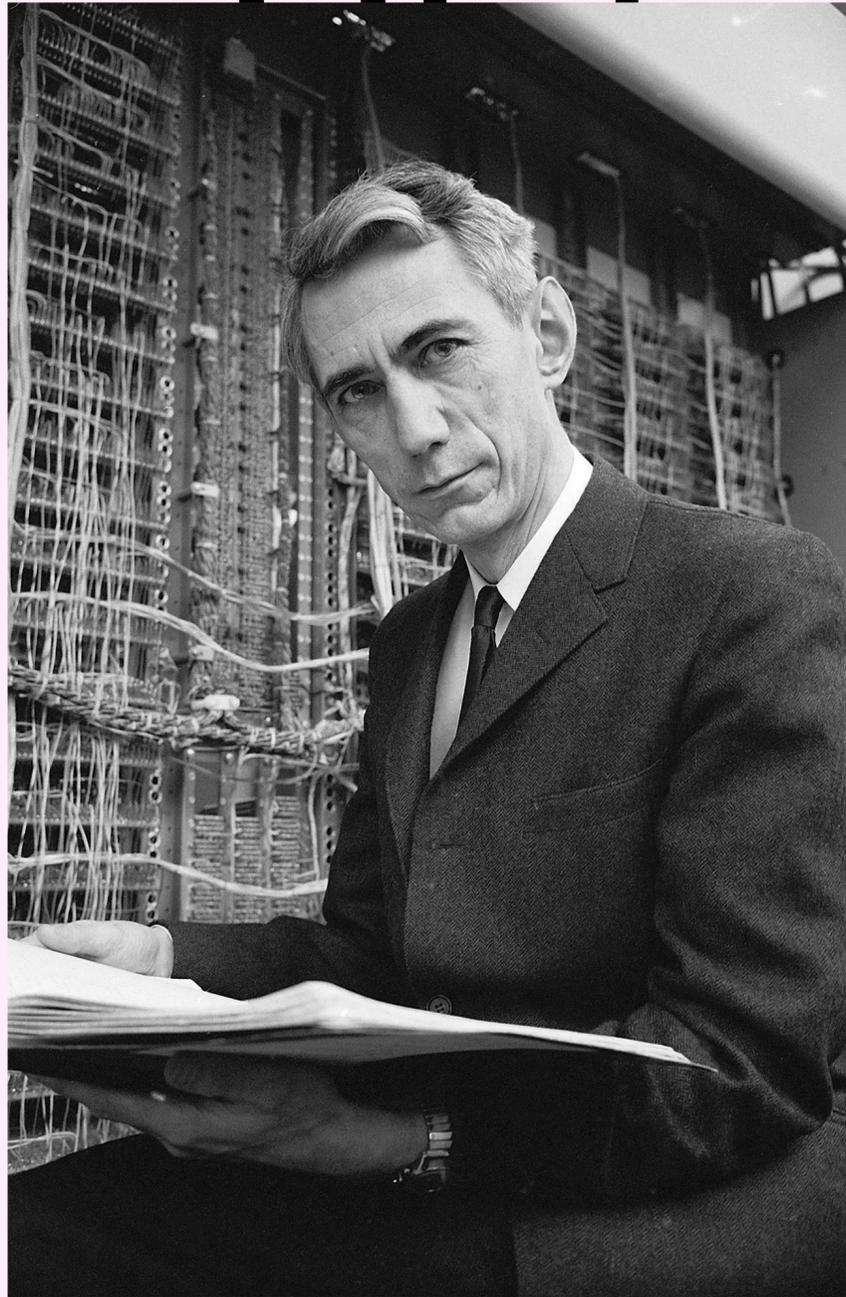
Nov 13, 2025

[Read the report](#)

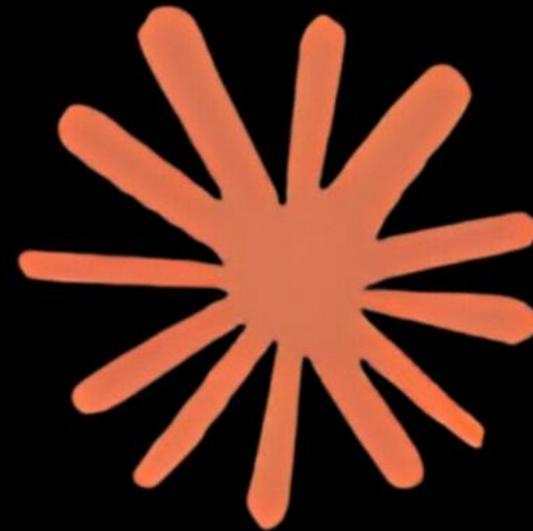


China just used Claude to hack 30 companies. The AI did 90% of the work. Anthropic caught them and is telling everyone how they did it.

Are you scared yet?



Workshop on Artificial Intelligence

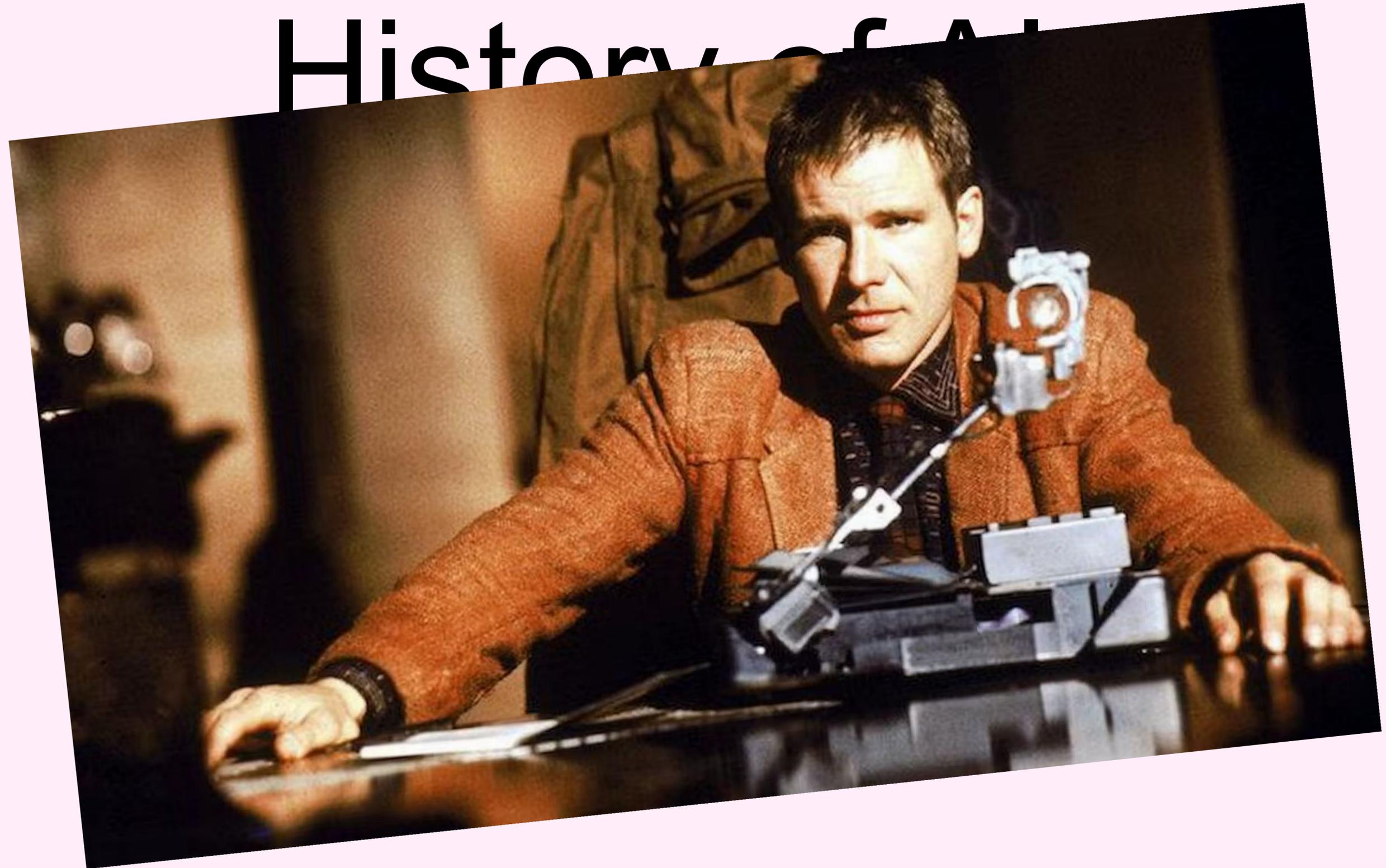


Claude

1956
Dartmouth

(Where the term "Artificial Intelligence" was coined)

History of AI



As Technology Evolves
So do Security Threats

Technology Evolved:
We broke the Turing test

AI is Everywhere

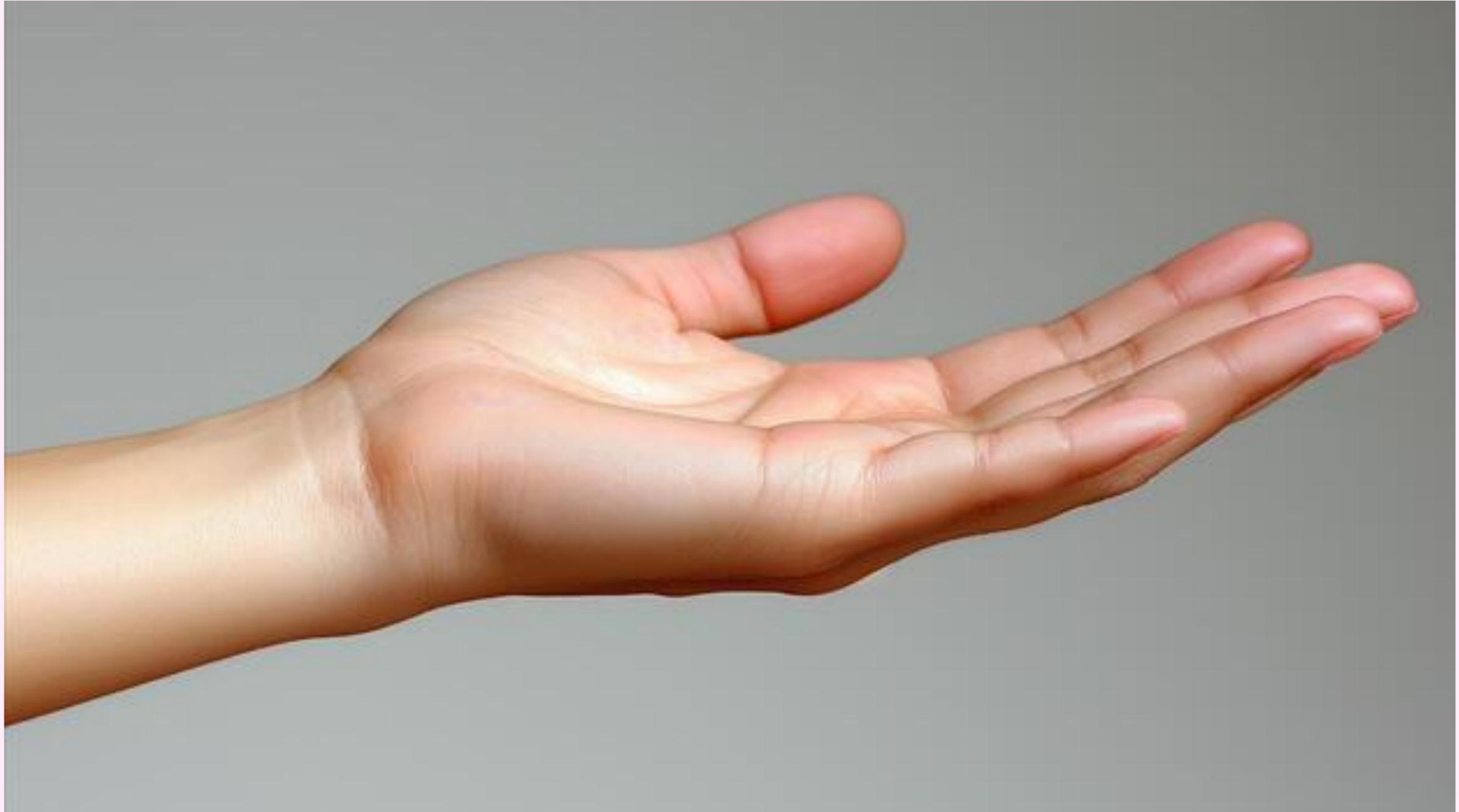


REAL



AI





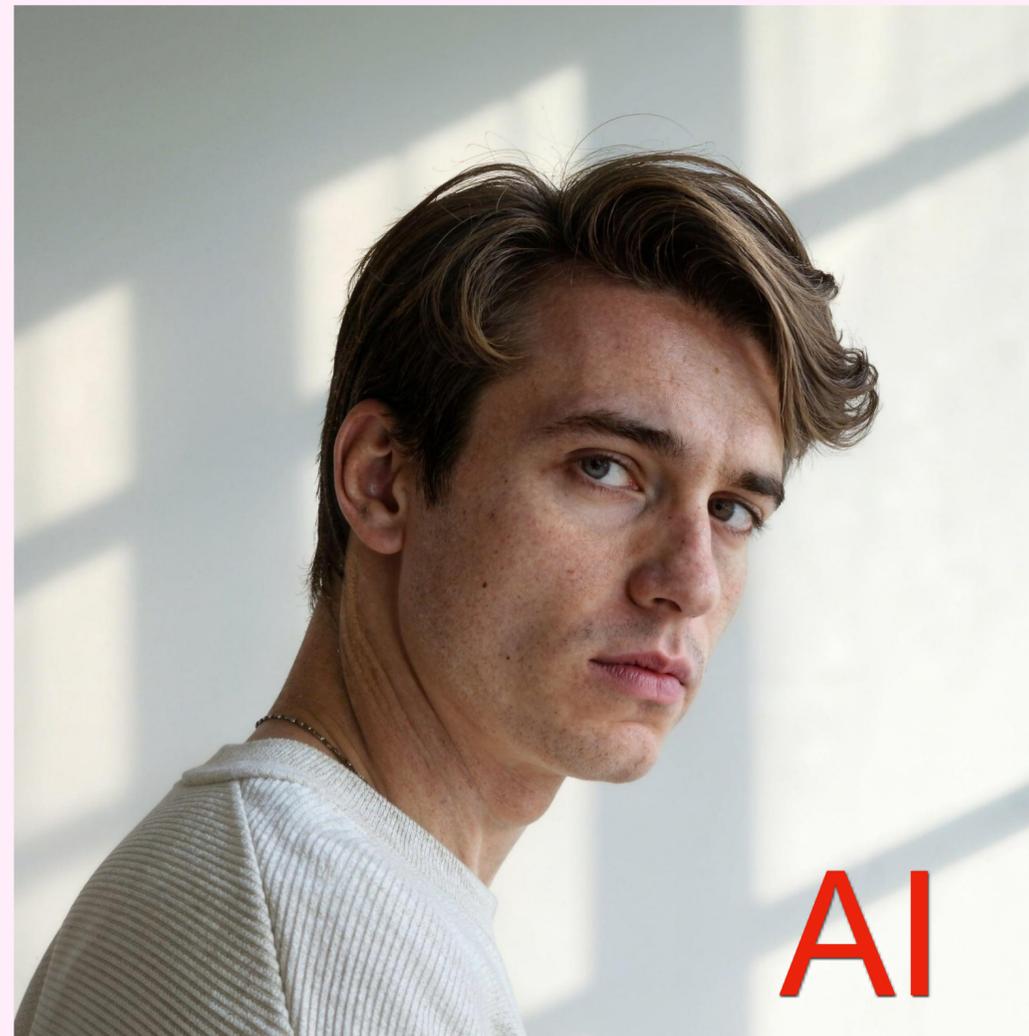


Y



r

What is Real vs AI?



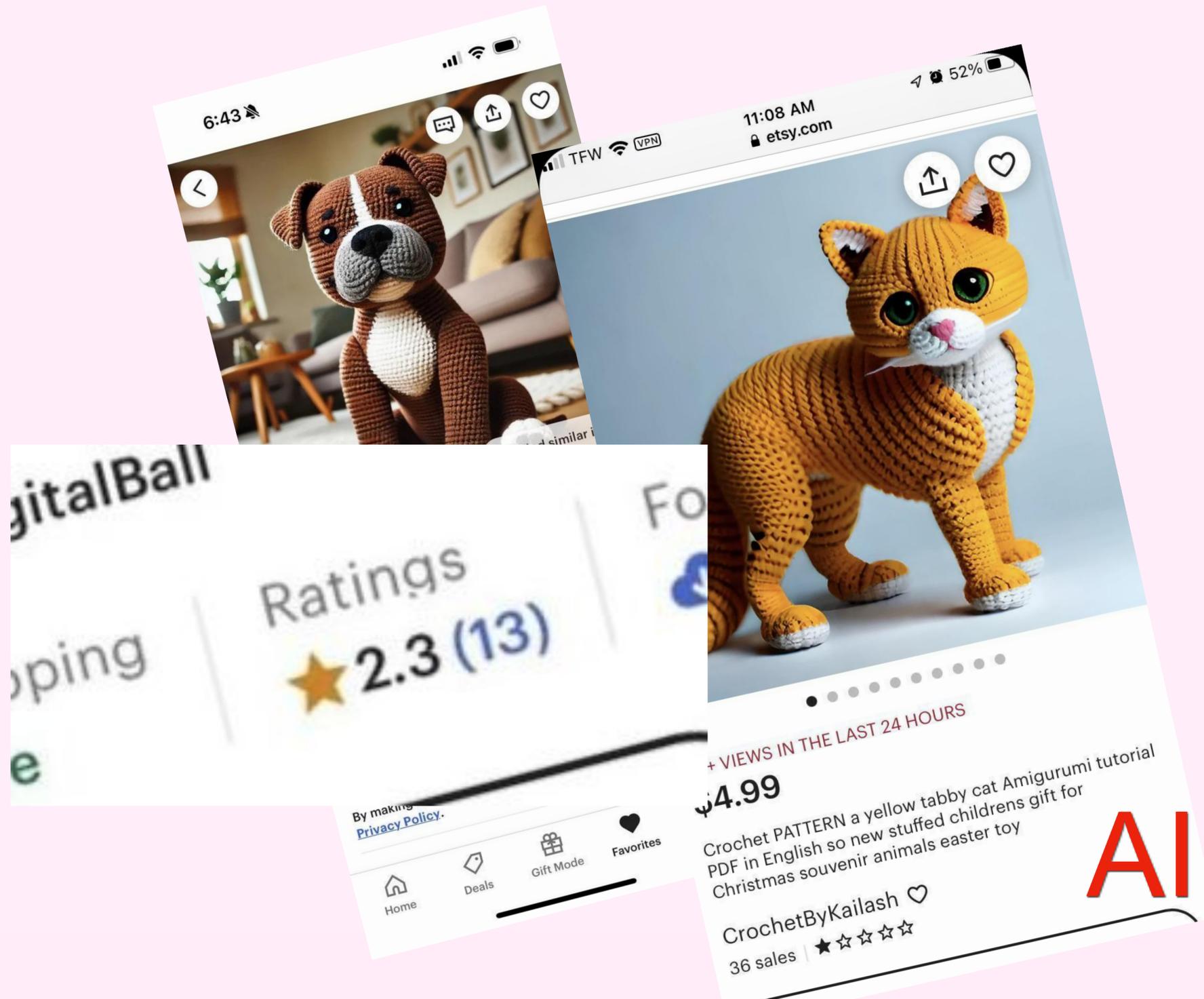
What is Real vs AI?



What is Real vs AI?



What is Real vs AI?





Facebook Flooded with AI: Over 40% of Posts Are Machine Generated

Reading Time: 4 min read



Written by [Dileep Thekkethil](#) • Updated on Oct 31, 2025

halfway up the sides of the baking dish (bain-marie).
7. Bake for 50-60 minutes, or until flan is set.

vs AI?

Fake AI job seekers are flooding US companies

It's getting harder for hiring managers to screen out bogus AI-generated applicants

Newsletter sign up

FINANCE

Fake job seekers are flooding U.S. companies that are hiring for remote positions, tech CEOs say

PUBLISHED TUE, APR 8 2025 7:00 AM EDT

Hugh Son @HUGH_SON

SHARE f X in

KEY POINTS

- Companies are facing a new threat: Job seekers who aren't who they say they are, using AI tools to fabricate photo IDs, generate employment history, and provide rehearsed answers during interviews.
- The rise of AI-generated profiles and resumes is a growing concern, as researchers predict that a significant portion of remote job applicants will be fake, according to research.

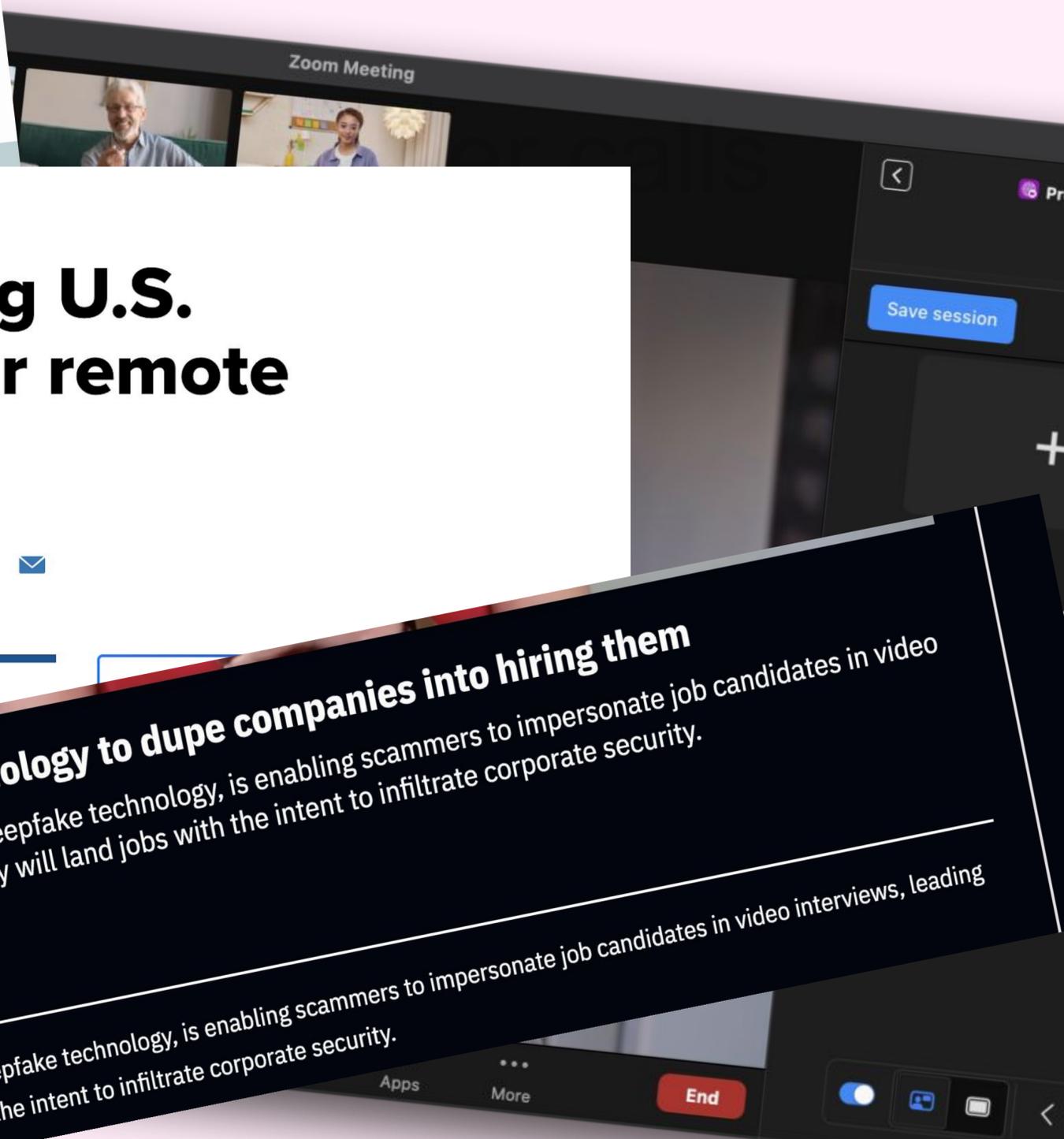
BUSINESS

Scammers using AI technology to dupe companies into hiring them

Artificial intelligence, particularly deepfake technology, is enabling scammers to impersonate job candidates in video interviews, leading to concerns they will land jobs with the intent to infiltrate corporate security.

Details Transcript

Artificial intelligence, particularly deepfake technology, is enabling scammers to impersonate job candidates in video interviews, leading to concerns they will land jobs with the intent to infiltrate corporate security.



Are you scared yet?

Passwords

The Foundation of Information Security

Passwords



1960

**Fernando
Corbató**

**Created the first computer
password**

**A way to protect individual
files**

on a shared mainframe.

Passwords

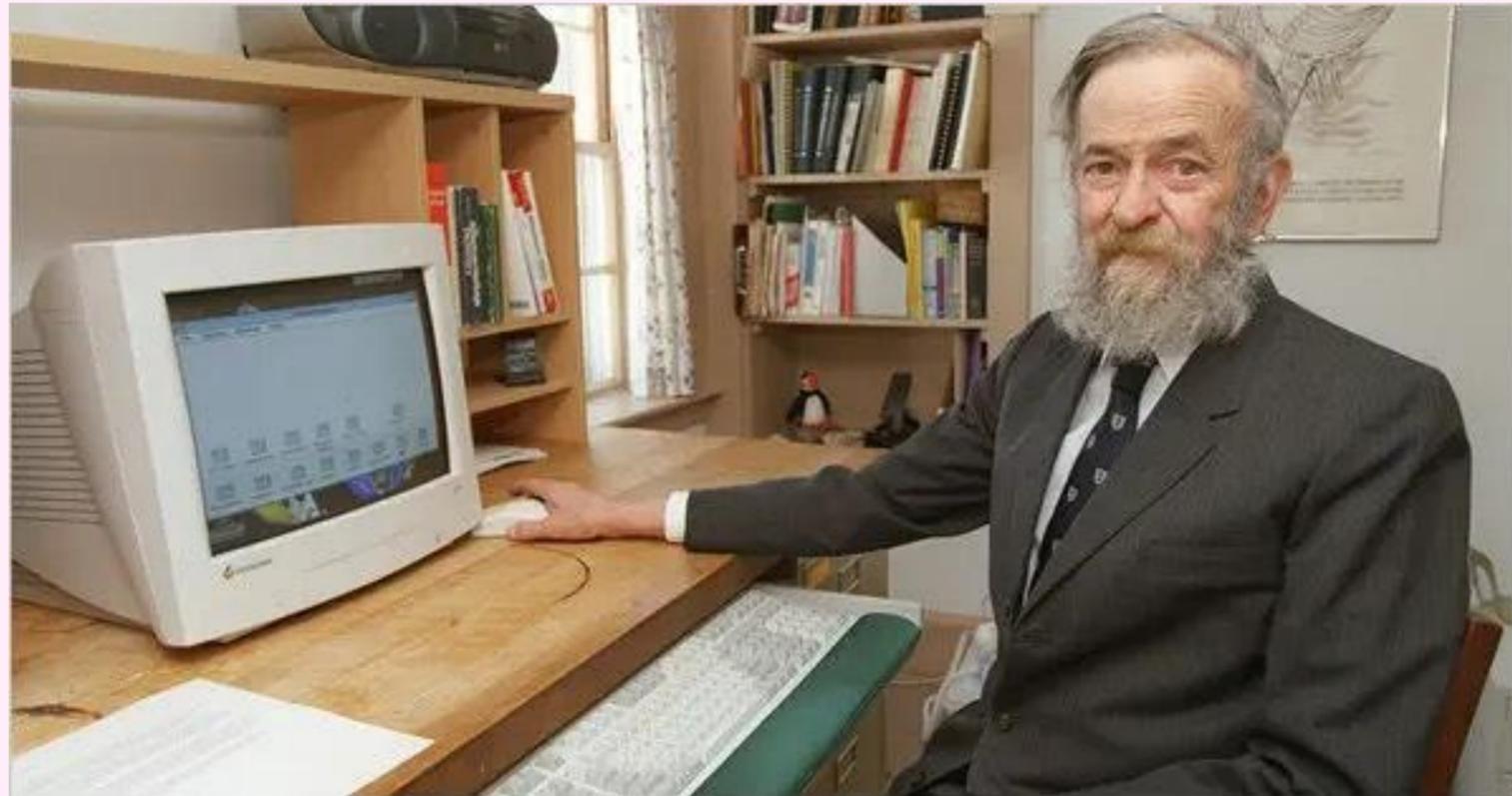


1962

**Allan
Scherr
First Computer
Hacker**

**Printed out a list of passwords in
plain text**

Passwords



Early 70s

Robert Morris

Sr.

Created

Hashing

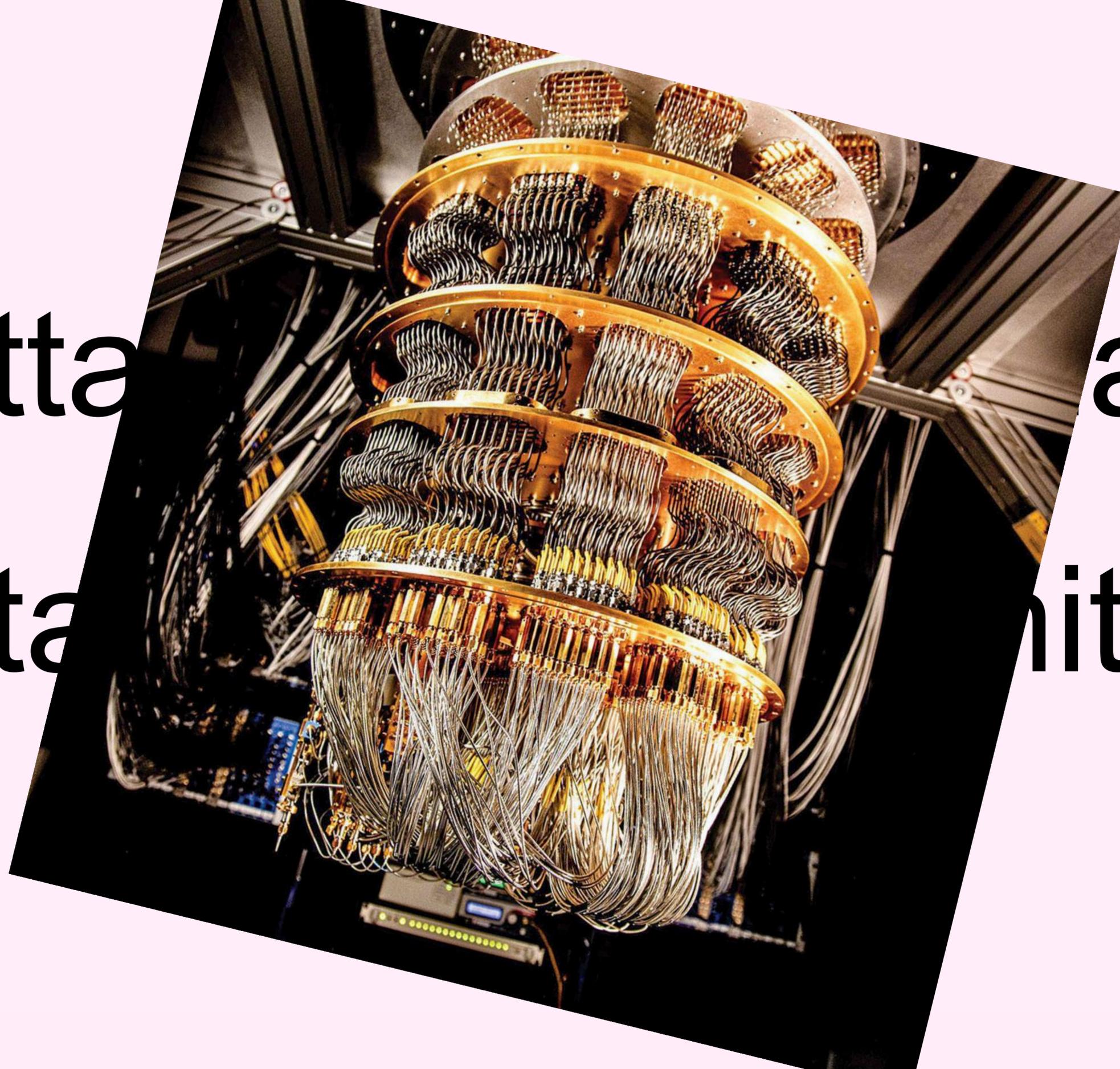
**Transformed plain text passwords
into encrypted numerical code.**

Atta

Atta

an

hited



Any



is a

Passwords are no longer safe

Passwords secure credentials

Credentials protect data

Data = currency

AI attacks passwords

CROWDSTRIKE



sumo logic

“Letsgo2025!@”

PERSONAL FINANCE

Cash App security breach: how to file a claim

Cash App users sue for the data breach



Ahjan
USA

Aug. 7, 2024

lements Add Topic + in

SolarWinds Attack And All The Details You Need To Know About It

By Baivab Kumar Jena

63542



Passwords are no longer safe

Nature of AI = Collect

Data

Ultimate Social

Engineering

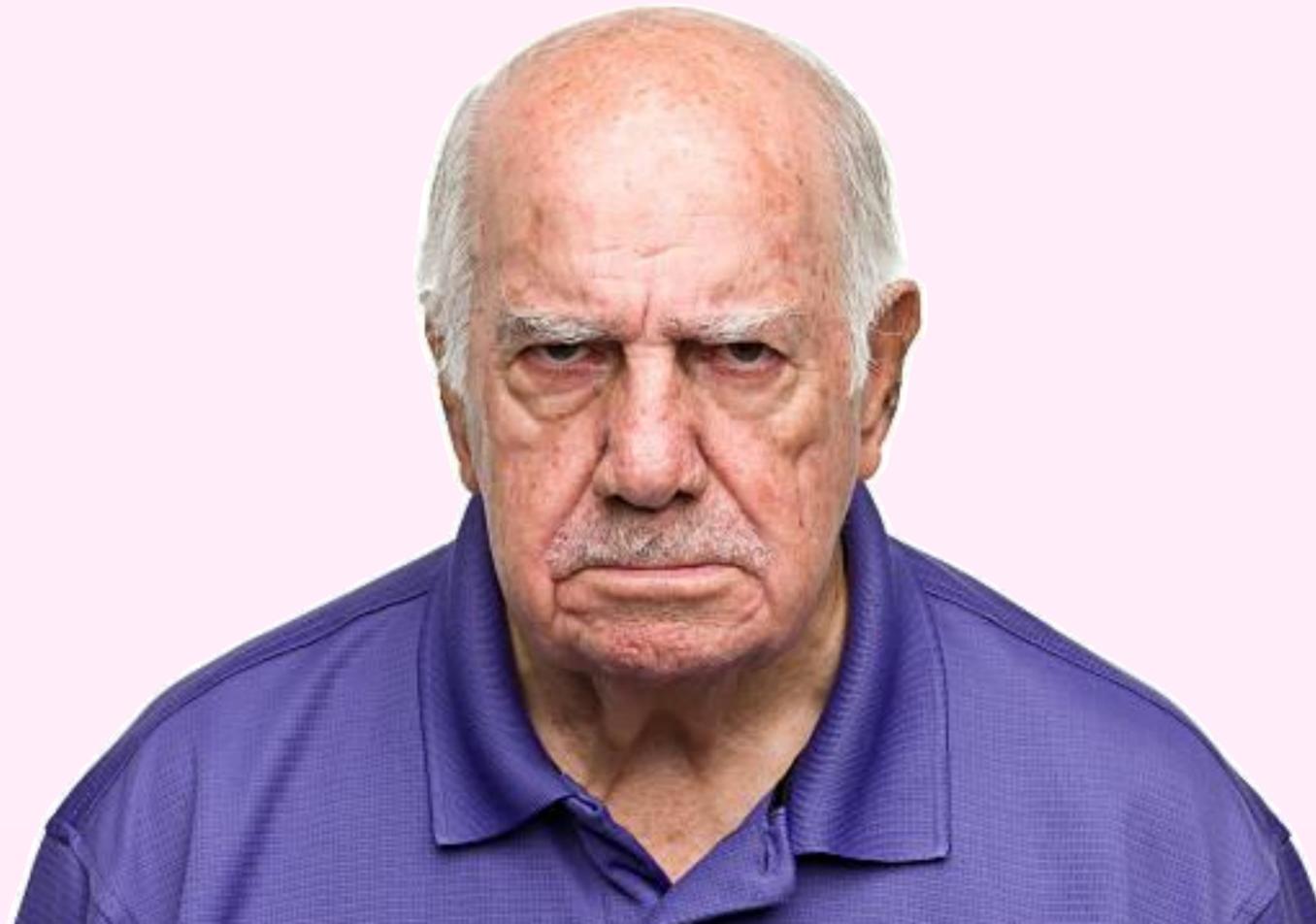
2026 = AI Fatigue

2026 =

Passcodes/Passwordless/Biometri

CS

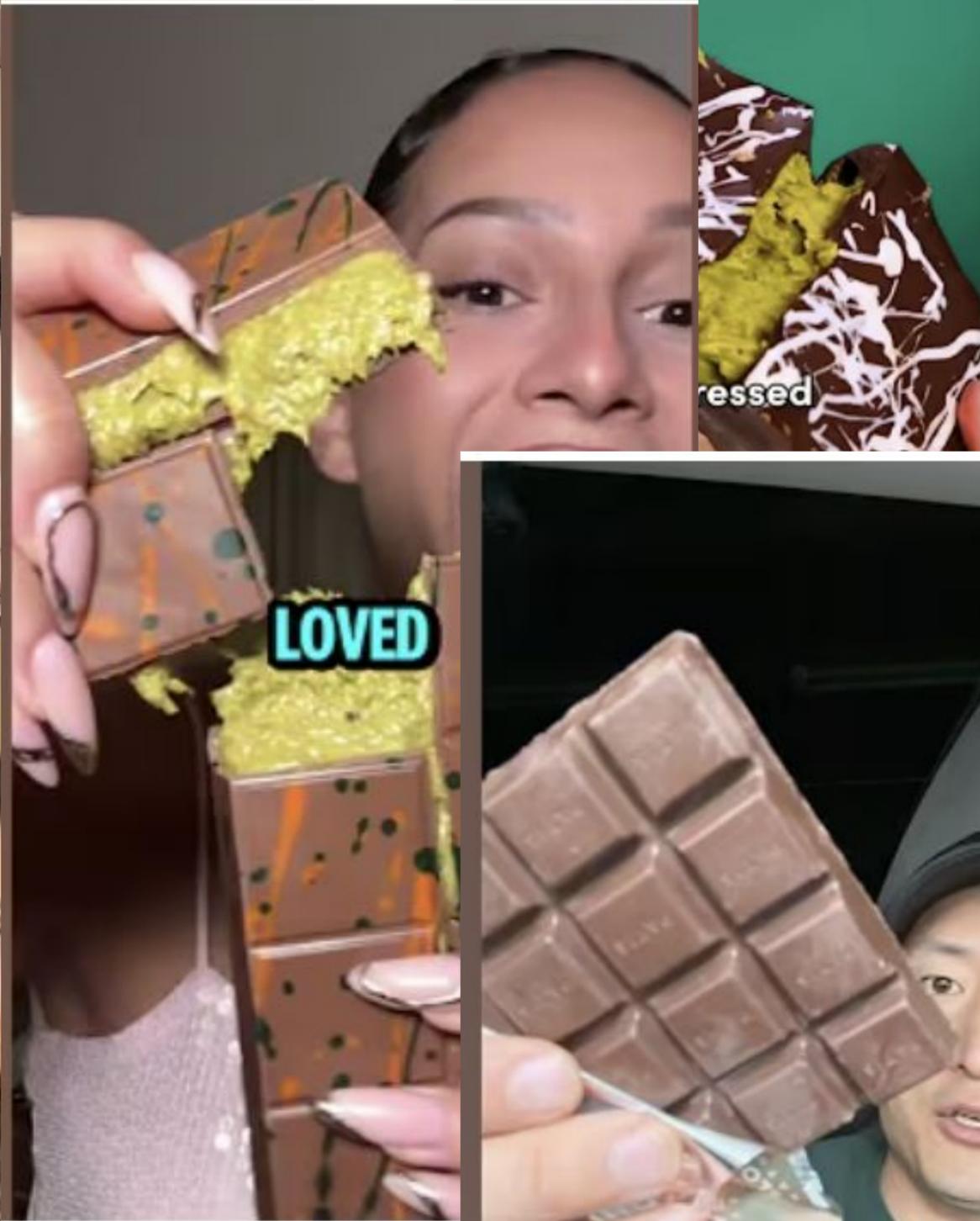
Passwords scare me



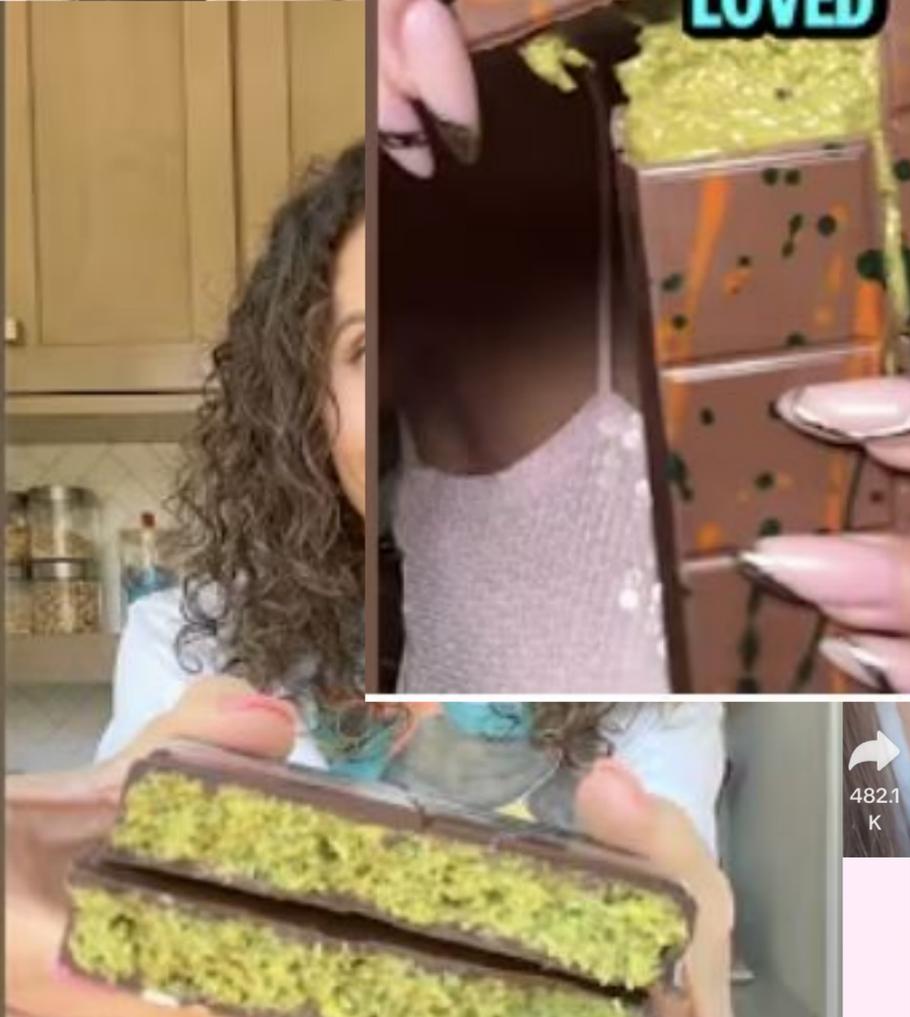
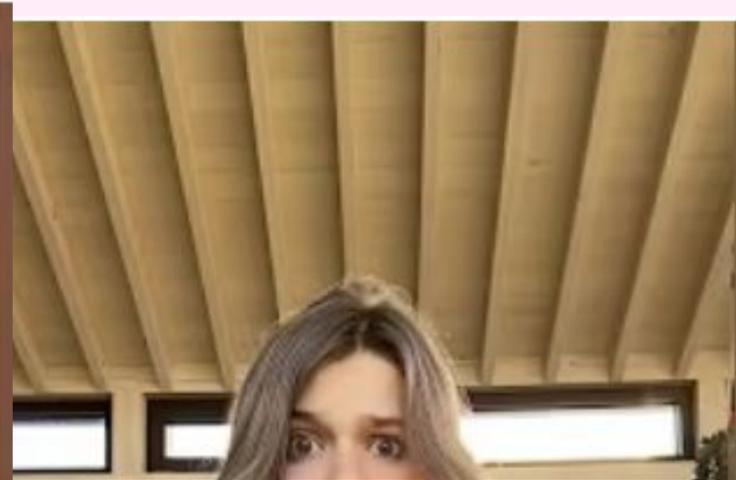
Let's wrap this up

“We have spent so much time training AI, have we considered AI is training us?”





DI
OU



The viral market was
saturated

Dubai Chocolate =
Yummy

Algorithmically served Dubai
Chocolate





The consumer didn't discover Dubai
chocolate
Dubai chocolate was served to the
consumer

We were
algorithmically
trained by AI to
want Dubai
Chocolate



The Dark Side of

AI

Not the tool, the fatigue, or the security concerns

Anyone can be a

hacker

We cannot trust our own

eyes

Passwords are no longer

safe

The Dark Side of AI

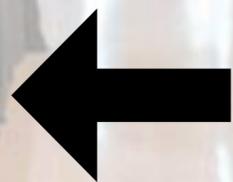


AI has the ability to train us - to systematically alter how we live, work, play, ingest data, and even what we “want” or consider to be “delicious”

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