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(Original Signature of Member)

119TH CONGRESS
1ST SESSION

H. R.

To require the Secretary of Commerce to conduct a public awareness and education campaign to provide information regarding the benefits of, risks relating to, and the prevalence of artificial intelligence in the daily lives of individuals in the United States, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

Ms. BARRAGÁN introduced the following bill; which was referred to the Committee on

A BILL

To require the Secretary of Commerce to conduct a public awareness and education campaign to provide information regarding the benefits of, risks relating to, and the prevalence of artificial intelligence in the daily lives of individuals in the United States, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the “Artificial Intelligence Public Awareness and Education Campaign Act”.

SEC. 2. ARTIFICIAL INTELLIGENCE PUBLIC AWARENESS AND EDUCATION CAMPAIGN.

(a) DEFINITIONS.—In this section:

(1) AI CAMPAIGN.—The term “AI Campaign” means the public awareness, education, and consumer literacy campaign established under subsection (b).

(2) AI CONSUMER LITERACY.—The term “AI consumer literacy” means an understanding of the capabilities and limitations of different kinds of artificial intelligence, and the ability to understand and use information provided about products and services that employ artificial intelligence, to support responsible decisions about exposure to and the acquisition and use of those products and services.

(3) ARTIFICIAL INTELLIGENCE.—The term “artificial intelligence” has the meaning given the term in section 5002 of the National Artificial Intelligence Initiative Act of 2020 (15 U.S.C. 9401).

(4) FEDERAL AGENCY.—The term “Federal agency” has the meaning given the term “agency” in section 551 of title 5, United States Code.

(5) KEY PERFORMANCE INDICATOR.—The term “key performance indicator” means a quantifiable metric that demonstrates how effectively an initiative is at achieving the objectives of the initiative.

(6) SECRETARY.—The term “Secretary” means the Secretary of Commerce.

(b) AI CAMPAIGN.—Not later than 180 days after the date of enactment of this Act, the Secretary, in coordination with the heads of relevant Federal agencies, including the Director of the National Institute of Standards and Technology and the Administrator of the National Telecommunications and Information Administration, shall

establish a public awareness, education, and consumer literacy campaign to—

- (1) provide information regarding the prevalence of artificial intelligence in the daily lives of individuals in the United States; and
- (2) improve AI consumer literacy.

(c) AI CAMPAIGN REQUIREMENTS.—Pursuant to subsection (b), the Secretary shall—

(1) determine the key performance indicators necessary to evaluate the effectiveness of the AI campaign, obtain any baseline data necessary for a comparative measurement of success, measure those key performance indicators, and accordingly evaluate the success of the AI Campaign, which shall include—

- (A) audience reach;
- (B) audience engagement;
- (C) audience adoption of best practices; and
- (D) audience satisfaction relating to interfacing with AI Campaign materials;

(2) facilitate access to, and the exchange of, information regarding the rights of an individual under law with respect to artificial intelligence;

(3) identify, promote, and encourage the use of best practices for the detection of provenance information with respect to digital media, by—

- (A) including such media that is generated by human beings and such media that is generated or significantly modified by algorithms, including artificial intelligence, which may include—

- (i) media commonly referred to as “deepfakes”; and
- (ii) content created by the programs commonly referred to as “chatbots”;
- (B) providing resources and guidance on available tools and methods for detecting or differentiating media described in subparagraph (A); and
- (C) identifying populations particularly susceptible to artificial intelligence-enabled fraudulent activity, including senior citizens, and conducting targeted outreach to inform those populations of, and inoculate those populations against, artificial intelligence-enabled scams and fraud;

(4) conduct outreach to the general public by developing and distributing materials relating to the prevalence of artificial intelligence in the daily lives of individuals, including consumers, in the United States, including—

- (A) artificial intelligence tasks (including classification, prediction, product recommendation, autonomous decision-making, voice dictation and machine translation, and the generation of content such as text, image, video, or speech);
- (B) applications that enable increasing the productivity of individuals, such as text-to-speech functionality, real-time route planning, and predictive text suggestions;
- (C) applications in use commercially, such as automated decision-making, fraud detection, and financial trading;
- (D) the capabilities and limitations of artificial intelligence consumer products and services, including what questions to ask of a provider of those products or services to gain understanding and legal considerations regarding use of those products and services;
- (E) specialized use cases to address AI consumer literacy for tasks as those tasks manifest in domains

including personal finance, healthcare recommendations, communication, creative work, and business management and operations across a range of contexts, including mobile device applications, computer software, and internet platforms;

(F) widely accepted best practices for the protection of personal data and personal identifying information; and

(G) workforce opportunities, including opportunities to work in the Federal Government, for technologists and others with experience in the development, deployment, and use of artificial intelligence, and including opportunities to work in institutions of higher education (as defined in section 101 of the Higher Education Act of 1965 (20 U.S.C. 1001));

(5) consult the Administrator of the Small Business Administration to develop AI Campaign elements relevant to small business owners;

(6) consider the specific needs of different regions, economies, and subpopulations that may interact with artificial intelligence products and services in different ways; and

(7) coordinate and promote AI Campaign efforts at the State and local level, including by promoting partnerships among Federal, State, and local governments, nonprofit organizations, and private enterprises.

(d) ANNUAL UPDATE OF AI CAMPAIGN MATERIALS.—The Secretary shall annually update the AI Campaign materials and key performance indicators developed under subsection (c) as needed to incorporate any significant changes due to new innovations, products, or services available to consumers, in light of new consumer concerns that are identified, or in response to the key performance indicator measurements until the sunset date described in subsection (h).

(e) DISSEMINATION OF AI CAMPAIGN MATERIALS.—In disseminating the AI Campaign materials developed under subsection (b), the Secretary—

(1) shall—

(A) ensure all AI Campaign materials are made available in a variety of languages, including by means of machine translation, as deemed appropriate by the Secretary;

(B) create a mobile-friendly website or webpage where all AI Campaign materials will be published;

(C) distribute core messaging materials of the AI Campaign to the public using multiple channels of communication, including through the use of television, radio, and internet platforms and advertisements on those platforms; and

(D) coordinate with the Administrator of the Small Business Administration on the distribution of AI Campaign materials relevant to small business owners through resource partners of the Small Business Administration, including small business development centers, the Service Corps of Retired Executives (commonly known as “SCORE”), veteran business opportunity centers, and Apex Accelerators; and

(2) may select 1 or more private or nonprofit organizations that are well-qualified in the distribution of public service campaigns to aid in the dissemination of AI Campaign materials.

(f) EXPERT CONSULTATION.—In conducting the AI Campaign, the Secretary shall consult with—

(1) a variety of stakeholders from—

(A) academic or research communities;

- (B) private industry, including companies with different roles in the use of artificial intelligence and the developers and deployers of artificial intelligence systems in those companies;
- (C) community development organizations with expertise working with artificial intelligence;
- (D) private, nonprofit, and public organizations; and
- (E) State, local, Tribal, and territorial governments;

(2) Government officials who have relevant consumer and artificial intelligence expertise, including—

- (A) the Chairman of the Consumer Product Safety Commission;
- (B) the Secretary of Education;
- (C) the Director of the National Institute of Standards and Technology;
- (D) the Director of the National Science Foundation;
- (E) the Administrator of the National Telecommunications and Information Administration; and
- (F) the Administrator of the Small Business Administration; and

(3) any other official the Secretary identifies as having relevant expertise, especially in the development of domain-specific artificial intelligence use cases.

(g) REPORT.—Not later than 1 year after the date on which the Secretary initiates the AI Campaign, and annually thereafter until the sunset date described in subsection (h), the Secretary shall submit to the Committee on Commerce, Science, and Transportation of the Senate and the Committee on Science, Space, and Technology of the

House of Representatives a report on the activities conducted under the AI Campaign, which shall include—

- (1) the key performance indicators developed under subsection (c) for the purpose of evaluating the overall effectiveness of the AI Campaign and the measured values of the key performance indicators;
- (2) a summary of all AI Campaign materials developed under subsection (b);
- (3) recommendations for subsequent action, including in key areas in which the outcomes of the AI Campaign were identified as insufficient as measured by the key performance indicators; and
- (4) such other information relating to the duties of the Secretary under this Act that the Secretary determines appropriate.

(h) SUNSET.—The AI Campaign shall terminate on the date that is 5 years after the date of enactment of this Act.

(i) NO ADDITIONAL FUNDS.—No additional funds are authorized to be appropriated for the purpose of carrying out this Act.
