

119TH CONGRESS
1ST SESSION

S. _____

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 SENATE OF THE UNITED STATES

Mr. YOUNG (for himself, Mr. SCHATZ, Mr. ROUNDS, and Mr. KELLY) introduced the following bill; which was read twice and 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.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

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

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

3 (a) DEFINITIONS.—In this section:

4 (1) AI CAMPAIGN.—The term “AI Campaign”
5 means the public awareness, education, and con-
6 sumer literacy campaign established under sub-
7 section (b).

8 (2) AI CONSUMER LITERACY.—The term “AI
9 consumer literacy” means an understanding of the
10 capabilities and limitations of different kinds of arti-
11 ficial intelligence, and the ability to understand and
12 use information provided about products and serv-
13 ices that employ artificial intelligence, to support re-
14 sponsible decisions about exposure to and the acqui-
15 sition and use of those products and services.

16 (3) ARTIFICIAL INTELLIGENCE.—The term “ar-
17 tificial intelligence” has the meaning given the term
18 in section 5002 of the National Artificial Intelligence
19 Initiative Act of 2020 (15 U.S.C. 9401).

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

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

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

3 (b) AI CAMPAIGN.—Not later than 180 days after the
4 date of enactment of this Act, the Secretary, in coordina-
5 tion with the heads of relevant Federal agencies, including
6 the Director of the National Institute of Standards and
7 Technology and the Administrator of the National Tele-
8 communications and Information Administration, shall es-
9 tablish a public awareness, education, and consumer lit-
10 eracy campaign to—

11 (1) provide information regarding the preva-
12 lence of artificial intelligence in the daily lives of in-
13 dividuals in the United States; and

14 (2) improve AI consumer literacy.

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

17 (1) determine the key performance indicators
18 necessary to evaluate the effectiveness of the AI
19 campaign, obtain any baseline data necessary for a
20 comparative measurement of success, measure those
21 key performance indicators, and accordingly evaluate
22 the success of the AI Campaign, which shall in-
23 clude—

24 (A) audience reach;

25 (B) audience engagement;

1 (C) audience adoption of best practices;
2 and

3 (D) audience satisfaction relating to inter-
4 facing with AI Campaign materials;

5 (2) facilitate access to, and the exchange of, in-
6 formation regarding the rights of an individual
7 under law with respect to artificial intelligence;

8 (3) identify, promote, and encourage the use of
9 best practices for the detection of provenance infor-
10 mation with respect to digital media, by—

11 (A) including such media that is generated
12 by human beings and such media that is gen-
13 erated or significantly modified by algorithms,
14 including artificial intelligence, which may in-
15 clude—

16 (i) media commonly referred to as
17 “deepfakes”; and

18 (ii) content created by the programs
19 commonly referred to as “chatbots”;

20 (B) providing resources and guidance on
21 available tools and methods for detecting or dif-
22 ferentiating media described in subparagraph
23 (A); and

24 (C) identifying populations particularly
25 susceptible to artificial intelligence-enabled

1 fraudulent activity, including senior citizens,
2 and conducting targeted outreach to inform
3 those populations of, and inoculate those popu-
4 lations against, artificial intelligence-enabled
5 scams and fraud;

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

11 (A) artificial intelligence tasks (including
12 classification, prediction, product recommenda-
13 tion, autonomous decision-making, voice dicta-
14 tion and machine translation, and the genera-
15 tion of content such as text, image, video, or
16 speech);

17 (B) applications that enable increasing the
18 productivity of individuals, such as text-to-
19 speech functionality, real-time route planning,
20 and predictive text suggestions;

21 (C) applications in use commercially, such
22 as automated decision-making, fraud detection,
23 and financial trading;

24 (D) the capabilities and limitations of arti-
25 ficial intelligence consumer products and serv-

1 ices, including what questions to ask of a pro-
2 vider of those products or services to gain un-
3 derstanding and legal considerations regarding
4 use of those products and services;

5 (E) specialized use cases to address AI
6 consumer literacy for tasks as those tasks
7 manifest in domains including personal finance,
8 healthcare recommendations, communication,
9 creative work, and business management and
10 operations across a range of contexts, including
11 mobile device applications, computer software,
12 and internet platforms;

13 (F) widely accepted best practices for the
14 protection of personal data and personal identi-
15 fying information; and

16 (G) workforce opportunities, including op-
17 portunities to work in the Federal Government,
18 for technologists and others with experience in
19 the development, deployment, and use of artifi-
20 cial intelligence, and including opportunities to
21 work in institutions of higher education (as de-
22 fined in section 101 of the Higher Education
23 Act of 1965 (20 U.S.C. 1001));

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

4 (6) consider the specific needs of different re-
5 gions, economies, and subpopulations that may
6 interact with artificial intelligence products and serv-
7 ices in different ways; and

8 (7) coordinate and promote AI Campaign ef-
9 forts at the State and local level, including by pro-
10 moting partnerships among Federal, State, and local
11 governments, nonprofit organizations, and private
12 enterprises.

13 (d) ANNUAL UPDATE OF AI CAMPAIGN MATE-
14 RIALS.—The Secretary shall annually update the AI Cam-
15 paign materials and key performance indicators developed
16 under subsection (c) as needed to incorporate any signifi-
17 cant changes due to new innovations, products, or services
18 available to consumers, in light of new consumer concerns
19 that are identified, or in response to the key performance
20 indicator measurements until the sunset date described in
21 subsection (h).

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

25 (1) shall—

1 (A) ensure all AI Campaign materials are
2 made available in a variety of languages, includ-
3 ing by means of machine translation, as deemed
4 appropriate by the Secretary;

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

8 (C) distribute core messaging materials of
9 the AI Campaign to the public using multiple
10 channels of communication, including through
11 the use of television, radio, and internet plat-
12 forms and advertisements on those platforms;
13 and

14 (D) coordinate with the Administrator of
15 the Small Business Administration on the dis-
16 tribution of AI Campaign materials relevant to
17 small business owners through resource part-
18 ners of the Small Business Administration, in-
19 cluding small business development centers, the
20 Service Corps of Retired Executives (commonly
21 known as “SCORE”), veteran business oppor-
22 tunity centers, and Apex Accelerators; and

23 (2) may select 1 or more private or nonprofit
24 organizations that are well-qualified in the distribu-

1 tion of public service campaigns to aid in the dis-
2 semination of AI Campaign materials.

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

5 (1) a variety of stakeholders from—

6 (A) academic or research communities;

7 (B) private industry, including companies
8 with different roles in the use of artificial intel-
9 ligence and the developers and deployers of arti-
10 ficial intelligence systems in those companies;

11 (C) community development organizations
12 with expertise working with artificial intel-
13 ligence;

14 (D) private, nonprofit, and public organi-
15 zations; and

16 (E) State, local, Tribal, and territorial gov-
17 ernments;

18 (2) Government officials who have relevant con-
19 sumer and artificial intelligence expertise, includ-
20 ing—

21 (A) the Chairman of the Consumer Prod-
22 uct Safety Commission;

23 (B) the Secretary of Education;

24 (C) the Director of the National Institute
25 of Standards and Technology;

1 (D) the Director of the National Science
2 Foundation;

3 (E) the Administrator of the National
4 Telecommunications and Information Adminis-
5 tration; and

6 (F) the Administrator of the Small Busi-
7 ness Administration; and

8 (3) any other official the Secretary identifies as
9 having relevant expertise, especially in the develop-
10 ment of domain-specific artificial intelligence use
11 cases.

12 (g) REPORT.—Not later than 1 year after the date
13 on which the Secretary initiates the AI Campaign, and an-
14 nually thereafter until the sunset date described in sub-
15 section (h), the Secretary shall submit to the Committee
16 on Commerce, Science, and Transportation of the Senate
17 and the Committee on Science, Space, and Technology of
18 the House of Representatives a report on the activities
19 conducted under the AI Campaign, which shall include—

20 (1) the key performance indicators developed
21 under subsection (c) for the purpose of evaluating
22 the overall effectiveness of the AI Campaign and the
23 measured values of the key performance indicators;

24 (2) a summary of all AI Campaign materials
25 developed under subsection (b);

1 (3) recommendations for subsequent action, in-
2 cluding in key areas in which the outcomes of the
3 AI Campaign were identified as insufficient as meas-
4 ured by the key performance indicators; and

5 (4) such other information relating to the du-
6 ties of the Secretary under this Act that the Sec-
7 retary determines appropriate.

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

11 (i) NO ADDITIONAL FUNDS.—No additional funds
12 are authorized to be appropriated for the purpose of car-
13 rying out this Act.