



For immediate release — Tuesday, November 19, 2024

Opportunity to discuss the impact of Generative AI with Dr. Sidney Shapiro in advance of PUBlic Professor event

Generative AI is a frontier technology that promises to transform industries and reshape our daily lives. The potential applications are vast and varied, from creative content generation to advanced problem-solving capabilities. However, as with many technological advancements, it comes with ethical, social, environmental and practical challenges.

On Thursday, Nov. 28, 7 p.m. at the Slice Bar and Grill, Dr. Sidney Shapiro of the University of Lethbridge's Dhillon School of Business, will explore the current state of Generative AI, its future possibilities and critically examine the impacts it could have on society in his PUBlic Professor Series talk, [Will Generative AI Change the World?](#)

WHAT: Media availability for Dr. Sidney Shapiro

WHEN: Thursday, Nov. 21, 10:30 a.m.

WHERE: Dhillon School of Business, Markin Hall Atrium

As many media members are unable to attend the evening PUBlic Professor Series talks, this is an opportunity to speak to Dr. Shapiro about his work.

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Our University's Blackfoot name is Iniskim, meaning Sacred Buffalo Stone. The University is located in traditional Blackfoot Confederacy territory. We honour the Blackfoot people

and their traditional ways of knowing in caring for this land, as well as all Indigenous Peoples who have helped shape and continue to strengthen our University community.