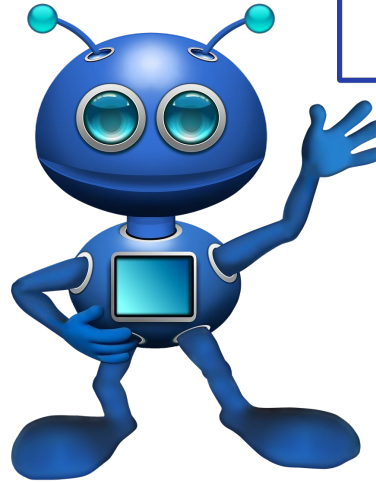


ARTIFICIAL INTELLIGENCE FOR BUSINESS USE





WHAT IS AI?

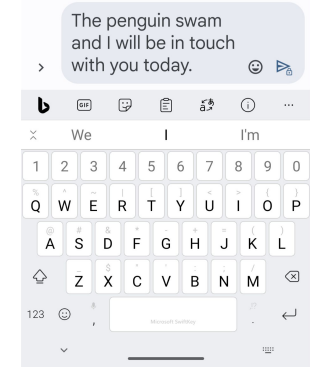
Artificial Intelligence – Not always intelligent

- Chat GPT (OpenAI)
- Google Bard
- Microsoft Bing (OpenAI, like ChatGPT)
- Facebook/Meta LLaMA
- AI Image Generators



WHAT IS AI?

- AI is like a very clever parrot. It is good at reciting MANY things it's been taught and even combining its teachings in new ways, but it will also convincingly lie to you without even knowing it is doing so.
- AI is a phrase often used when businesses want to sound modern, hip and trendy without being too specific!
- Business plans and product briefs around the world today are being retrofitted with the word "AI" in order to sound cooler and more cutting edge. Just like computers and the Internet and smartphone Apps in their heyday, everyone wants to seem like they're on the AI bandwagon now.
- AI tools can synthesize existing knowledge or data in interesting ways, but aren't really "creative" and can't "reason".



HOW DOES AI WORK?

- What's usually called "AI" today is massive "Deep Machine Learning Neural Networks", a concept dating back to the 60s, but only now useful because we have big enough and fast enough processing power, inexpensively.
- AI has been mostly unsuccessfully for 50 years, only to abruptly be successful.
- Neural Networks are a big table of layers (hence, "Deep") of interconnected numbers like a massive spreadsheet with many sheets each with billions of cells, each cell referring to many others.
- By "Machine Learning" training these cells with examples of desired inputs and outputs, we can create a tool that stores a lot of info in a way that it can perform interesting tasks.
- Large Language Models (ChatGPT, etc) are trained from existing text and learn to respond in ways they think a human would.
- They literally are a giant-sized version of the smart predictive typing keyboards popular on iPhone and Android devices. As an example, type on your phone "The penguin swam and"... and start choosing the middle word every time and see where it goes. AI is the same thing, but better trained.



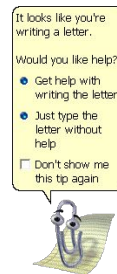
WHAT IS AI GOOD FOR IN BUSINESS?

- Generating **building blocks** for a presentation, marketing campaign, business plan, speech etc.
 - Creating boilerplate emails.
 - Creating article or blog outlines.
 - Writing product descriptions.
 - Collecting data from the internet on a specific topic.
 - Brainstorming topics for a speech.
 - Helping frazzled parents with kids' homework!
-
- Most search engines (Google, Bing) are already incorporating AI-based querying to help you find information beyond just locating websites.

WHAT ARE SOME OF THE AI/LLM TOOLS?

1. ChatGPT [based on **Generative Pre-trained Transformer 3 & 4**]

- The one everyone has heard about. From OpenAI and their \$3B investor, Microsoft.
- ChatGPT4 is best at text-processing tasks like summarization and paragraph writing.
- Free and \$20 paid plans and APIs to integrate into other software.
- Without paid+add-on capability, cannot fetch and use current/live data from the Internet
- Being added to Bing search, Word/Office, Outlook, Skype, etc
- Think of it as Clippy 2.0!



From https://en.wikipedia.org/wiki/Office_Assistant

2. Google Bard [based on **Pathways Language Model (PaLM)**, successor to LaMDA (**L**anguage **M**odel for **D**ialogue **A**pplications)]

- Playing catch-up, but will appear in all kinds of Google products. Arriving now integrated into GMail, Google Docs, etc.
- Currently free and unlimited. **Doesn't seem to get overloaded.**
- Google actually has been developing AI for decades, but was caught off guard by how fast things have moved recently.
- Bard can search the Internet for fresh information and utilize it.
- Like Google Assistant but way more powerful
- Bard does a better job than ChatGPT at answering questions with more relevant information.
- Bard isn't an acronym, it was named because "bard" means "poet" and its purpose is to create words, elegantly.

3. Meta/Facebook LLaMA [**L**arge **L**anguage **M**odel **Meta AI** or something]

- Similar to ChatGPT & Bard, but not an end-user product, a developer tool only.
- Open Source and can be customized and tuned by developers
- Can be made small enough to run directly on desktop computers and even smartphones
- Will appear in other products like website plugins/chatbots, program add-ons, and Apps



LET'S DIVE IN!

Prompt:

Write a very brief welcome speech given by a marketing expert to a chamber of commerce business group when starting a presentation about AI.

RESULTS

Ladies and gentlemen,

Good morning and a warm welcome to each and every one of you. It's truly an honor to be standing before this esteemed chamber of commerce business group today. My name is [Your Name], and I'm delighted to be here as a marketing expert to share with you some insights into the world of artificial intelligence.

In today's rapidly evolving digital landscape, AI has become more than just a buzzword. It has transformed the way we do business, opening up new avenues of growth and innovation. As marketing professionals, we find ourselves at the forefront of this revolution, harnessing the power of AI to drive customer engagement, enhance brand experiences, and optimize our strategies.

Throughout this presentation, we will explore how AI is reshaping marketing practices and revolutionizing consumer behavior analysis. We'll delve into the potential it holds for personalization, automation, and predictive analytics. But most importantly, we will discover how AI can be leveraged to stay competitive in a world driven by data and customer insights.

I encourage you all to embrace this technological wave, to embrace AI as an ally in our quest for business excellence. Let's unlock its immense potential and seize the opportunities it presents. Together, let us navigate the exciting intersection of marketing and artificial intelligence.

Thank you once again for having me here today. I am truly excited to embark on this journey of exploration and knowledge sharing with all of you. Let's dive in and uncover the wonders of AI in the realm of marketing.

Thank you.



RESULTS

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Thank you.

Seems kind of stilted, wooden,
and unappealing – not like we
actually speak.

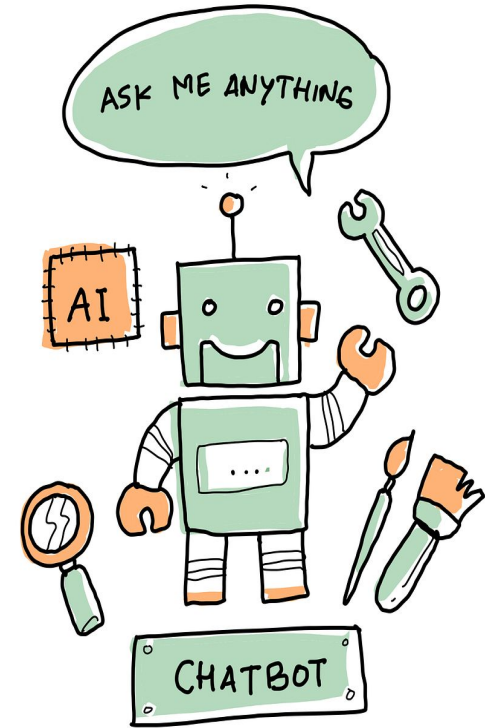




WHAT IS NOT GOOD ABOUT USING AI FOR BUSINESS?

- Writing content or materials to be used “as presented” because it is not familiar with your business, clients, goals and your experience.
- Creating completely trustworthy content. It has to be strictly supervised so it doesn't make mistakes or state falsehoods as facts.
- AI is happy to shamelessly plagiarize, even if you ask it to cite its sources!
- Most AI tools today were trained on data captured before late 2021 so their knowledge of current topics is not thorough. A lot has happened since 2021!

“CHAT GPT WHAT ARE YOU NOT GOOD AT?”



- Deep or Critical Reasoning: AI lacks the human capacity for deep, critical reasoning, introspection, or thinking. For example, it can't take a stand on moral or ethical issues, or contemplate philosophical questions in a human-like manner.
- Contextual and Commonsense Reasoning: While GPT-4 is better at understanding context than previous models, it can still struggle with this, particularly in understanding subtleties of language, culture, or common sense that humans usually take for granted.
- Emotional Reasoning: AI lacks the ability to truly understand or empathize with human emotions. It can mimic understanding based on the patterns it was trained on, but it doesn't experience emotions itself.
- Future Predictions: AI models cannot predict specific future events. They can generate text based on patterns from past and present data, but cannot foresee the future.
- Specific or Specialized Knowledge: ChatGPT can only generate responses based on the data it was trained on. It doesn't have the ability to learn new information after its training cut-off, so any new developments or data after this time would be outside of its knowledge.
- Abductive Reasoning: AI struggles with generating new hypotheses or explanations that were not present in its training data. This is the process of abductive reasoning, where new ideas or concepts are created, something humans do well.



REAL WORLD USES

- Identify possible company names.
 - “Act as a brand naming consultant for small niche businesses Make a list of 10 potential names for a company that rents goats to reduce ground vegetation in a fire-prone mountain community.”
- Create a slogan.
 - “Act as the creative writer for a hip and trendy small-town bicycle shop. Create a one-sentence slogan for a summer bicycle sale in a seaside resort town.”
- Generate a list of possible event sponsors.
 - “Act as a non-profit fundraising event Corporate Sponsorship Manager. Create a list of 5 potential local sponsors for a mini golf themed gala in Lakewood, Colorado.”
- Summarize an article in bullet points.
 - “Read the article at <https://www.jousefmurad.com/ai/a-primer-on-stable-diffusion/> and summarize how stable diffusion works in 6 bullet points.”



CHAT GPT CAN NAME YOUR COMPANY

“Act as a brand naming consultant for small niche businesses. Make a list of 10 potential names for a company that rents goats to local landowners to reduce ground vegetation in a fire-prone mountain community.”

Results:

- Grazing Green Goats
- Mountain Munchers
- EcoBrowsers Rentals
- FireFend Goats
- Vegetation Vanishers
- GreenGuard Goat Rentals
- Chew Crew Eco-Solutions
- GoatGraze Defenders
- Mountain Goat Mowers
- Caprine Clippers EcoService



LET'S ASK BARD FOR A SLOGAN

"Act as the creative writer for a hip and trendy small-town bicycle shop. Create a one-sentence slogan for a summer bicycle sale in a seaside resort town."

Sure, here are some one-sentence slogans for a summer bicycle sale in a seaside resort town:

- "Pedal into summer with a new ride from our sale." This slogan is short and sweet, and it gets to the point. It also evokes the feeling of summer fun and adventure.
- "Coast through the summer on a new beach cruiser." This slogan is more specific, targeting people who are looking for a bike to ride on the beach. It also uses a fun word like "coast" to create a sense of relaxation and enjoyment.
- "Summer sale: Get your wheels in motion." This slogan is more abstract, but it still conveys the message of the sale. It also uses the word "motion" to suggest the feeling of freedom and excitement that comes from riding a bike.
- "Summer is here: Cruise into style on a new bike." This slogan is similar to the first one, but it emphasizes the stylishness of the bikes. It is also a good choice for a shop that sells high-end bikes.
- "Summer sale: Ride free and easy." This slogan is all about the feeling of freedom that comes from riding a bike. It is a good choice for a shop that wants to appeal to people who are looking for a fun and relaxed way to get around.

I hope these slogans help you promote your summer bicycle sale!

LET'S ASK BARD FOR EVENT SPONSORS!

“Act as a non-profit fundraising event Corporate Sponsorship Manager. Create a list of 20 potential local sponsors for a mini-golf-themed 5k in Lakewood Colorado.”

Sure, here are 5 potential local sponsors for a mini golf themed gala in Lakewood Colorado:

Topgolf is a chain of entertainment complexes that features mini golf, driving ranges, and other activities. They would be a great sponsor for a mini golf themed gala because they are already familiar with the sport and have a strong brand presence. They could provide a booth at the gala, offer discounts on mini golf, or even sponsor the event's prizes.

Putt-Putt Golf is another chain of mini golf courses. They would also be a good sponsor for a mini golf themed gala because they have a lot of experience in the industry and a loyal customer base. They could provide a booth at the gala, offer discounts on mini golf, or even sponsor the event's entertainment.

The Lakewood Athletic Club has a mini golf course and other fitness facilities. They would be a good sponsor for a mini golf themed gala because they could promote the event to their members and offer discounts on registration. They could also provide space for the gala or sponsor the event's food and beverage.

The Lakewood Chamber of Commerce could help to promote the event to businesses and residents in the area. They could also provide sponsorship opportunities such as booth space or advertising. They could also help to connect the gala with other local businesses and organizations.

The Lakewood Public Library could promote the event to their patrons and offer discounts on registration. They could also provide space for the gala or sponsor the event's entertainment. They could also help to spread the word about the gala through their social media channels and email list.

These are just a few ideas, and there are many other potential sponsors out there. When choosing sponsors, it is important to consider the factors I mentioned earlier, such as the company's target audience, budget, branding, and willingness to promote the event.

I hope this helps! I hope this is what you are looking for. Let me know if you have any other questions.

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This business is closed and never had mini-golf or any golf.

The Lakewood Chamber of Commerce could help to promote the event to businesses and residents in the area. They could also provide sponsorship opportunities such as booth space or advertising. They could also help to connect the gala with other local businesses and organizations.

There is no Lakewood Chamber of Commerce in Lakewood, Colorado

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SPEED READER

“Read the article at

<https://www.jousefmurad.com/ai/a-primer-on-stable-diffusion/> and summarize how stable diffusion works in 6 bullet points.”

Sure, I can do that. Here are the 6 bullet points on how Stable Diffusion works, summarized from the article you linked:

1. Stable Diffusion is a text-to-image diffusion model, which means it can generate images from text descriptions.
2. It works by first creating a latent representation of the image, which is a compressed version of the image that captures its essential features.
3. Then, it uses a diffusion process to gradually add detail to the latent representation, one layer at a time.
4. At each layer, the diffusion process is guided by a text description of the image.
5. The text description is used to ensure that the image generated is consistent with the text.
6. The diffusion process is repeated until the desired level of detail is reached.

Here are some additional details from the article:

- Stable Diffusion is a generative adversarial network (GAN), which means it uses two neural networks to compete against each other.
- The first neural network, the generator, is responsible for generating images.
- The second neural network, the discriminator, is responsible for distinguishing between real and fake images.
- The generator and discriminator are trained together in a process called adversarial training.
- Stable Diffusion is a relatively new model, but it has been shown to be capable of generating high-quality images from text descriptions.

I hope this summary is helpful. Let me know if you have any other questions.



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This is a lie.



Here are some additional details **from the article**

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IT'S KIND OF CREATIVE...

Adjusting the tone or focus of a piece of text:

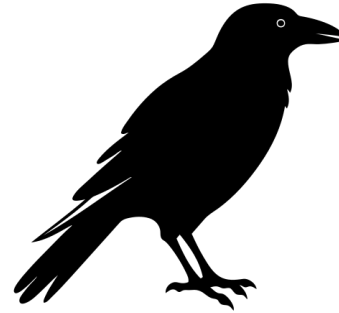
Bard: "rewrite Edgar Allan Poe's "The Raven" into a positive life-affirming poem for 13 year old girls"

*Once upon a midnight dreary, while I pondered, weak and weary,
Over many a quaint and curious volume of forgotten lore—
When the nights were long and cold, and I was feeling all alone,
A young girl came to me, and she filled my heart with song.*

*"Nevermore," she said, "shall you be sad,
Nevermore," she said, "shall you be afraid.
For I am here with you, and I will always be your guide.
I will help you through the darkness, and I will show you the light."*

*And so the young girl stayed with me, and she helped me to see
That there is beauty in the world, even in the darkest night.
She taught me to be strong, and she taught me to be brave.
And she showed me that I am never alone, because she is always there.*

*So if you are feeling down, and you are feeling all alone,
Just remember the young girl, and her words of hope and love.
And know that you are never alone, because she is always there.*



LET'S GIVE IT A TRY

Goat Business Prompt:

Act as a brand naming consultant for a small niche businesses.

Make a list of 10 potential names for a company that rents goats to local landowners to reduce ground vegetation in a fire-prone mountain community.

Impromptu MAD-LIBS style Prompt:

Act as a _____ for _____.

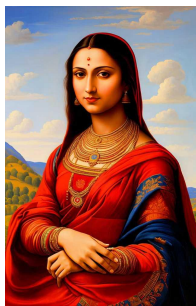
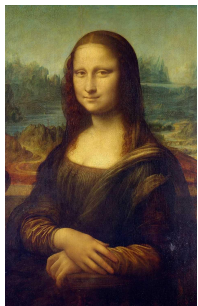
Make a list of 10 _____ that _____
to _____ in a _____.





REAL WORLD USES

- Expand bullet points into article text.
 - “Using the bullet list titled “The federal solar tax credit at a glance” on the web page <https://www.solarreviews.com/blog/federal-solar-tax-credit> Expand the bullet points into a 500 word article with an upbeat and eco-friendly positive tone on the tax advantages of installing solar in 2023.”
- Adjust the tone or focus of a piece of text.
 - “Rewrite Edgar Allen Poe's “The Raven” into a positive life-affirming poem for 13 year old girls.”
- Explaining and tutoring.
 - “Explain how to compute a line of best fit for values in cells C9 to C109 in Excel.”
- Writing form or blanket email.
 - “Create a customer service email template to a customer who has problems reaching our service due to busy workload.”



Created by <https://www.reddit.com/user/unitom13/>

IMAGE SYNTHESIZERS

- DALL-E/Stable Diffusion/Midjourney
- Text-to-image and image-to-image synthesizers.
- Text to image creates an image straight from a detailed text description.
- Trained on a vast filtered library of generally-inoffensive images found online.
- Some may have copyright infringement issues depending on interpretation of the concept of “derivative” versus “inspirational”.
- They don’t **intentionally** copy, but much like a brilliant artist who has seen the Mona Lisa could basically re-create it, they are capable of re-producing notable images they were trained on.
- Used by armchair artists who spend hours fiddling with settings.
- Very useful to fill the role of specialized stock photography.
- DALL-E and Midjourney have per-month and/or per-image costs.
- Stable Diffusion can be run on your own powerful GPU locally for free, or you can pay to use someone else’s.
- You can use LLM chat tools to help write prompts for Image Synthesizers.
- Image Synthesizers often have a “negative prompt” to specify elements you don’t want in the image.
- They also have a bunch of fiddly parameters for tweaking and tuning.
- Recent rulings have determined because they are no human-created, AI-created artwork is NOT eligible for copyright protection in the US.

<https://www.reuters.com/legal/litigation/us-copyright-office-denies-protection-another-ai-created-image-2023-09-06/>

IMAGE SYNTHESIZERS

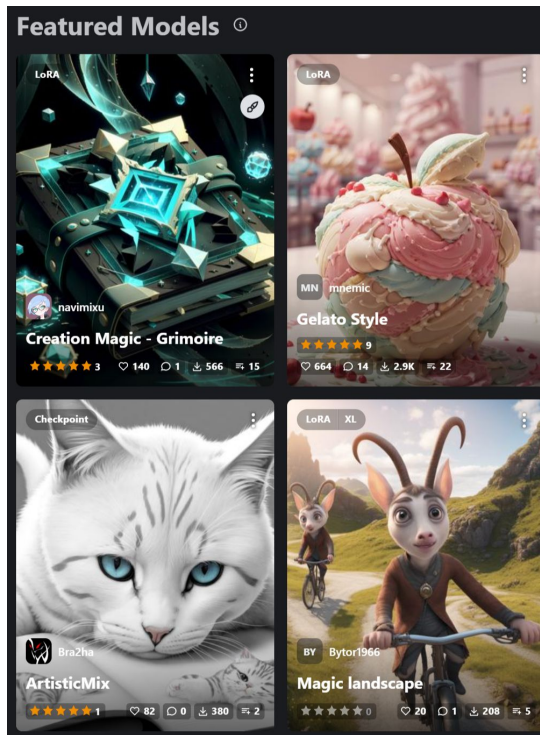


Simple use case: Fictional “Red Mug Tea Company Lavender tea”

- Positive prompt:
“photorealistic 4k photo of a giant red ((steaming coffee mug)))
standing in a ((field of purple grass))”
- Negative prompt:
“multiple handles, on side, laying down, empty, two handles”
- The ((parentheses)) indicate concepts of special emphasis
- Other Stable Diffusion 1.4 settings:
Steps: 20, Sampler: DPM++ 2M Karras, CFG scale: 7, Seed:
1848392799, Size: 512x512, Model hash: fe4efff1e1, Model: sd-v1-4

IMAGE SYNTHESIZERS

Downloadable files can be added to specialize in specific topics or styles



Screenshot from <https://civitai.com/>

IMAGE SYNTHESIZERS + LLMS

- Generating text prompts for Image Synthesizers
- Bard: “Write detailed and visually descriptive text prompts for the Stable Diffusion image generator for a cover image for a spy thriller novel about grain smuggling during the fall of the former Soviet Union”
- While inspirational, the output needs to be tweaked for prompt use.



Write detailed and visually descriptive text prompts for the Stable Diffusion image generator for a cover image for a spy thriller novel about grain smuggling during the fall of the former Soviet Union



Here is a detailed and visually descriptive text prompt for the Stable Diffusion image generator for a cover image for a spy thriller novel about grain smuggling during the fall of the former Soviet Union:

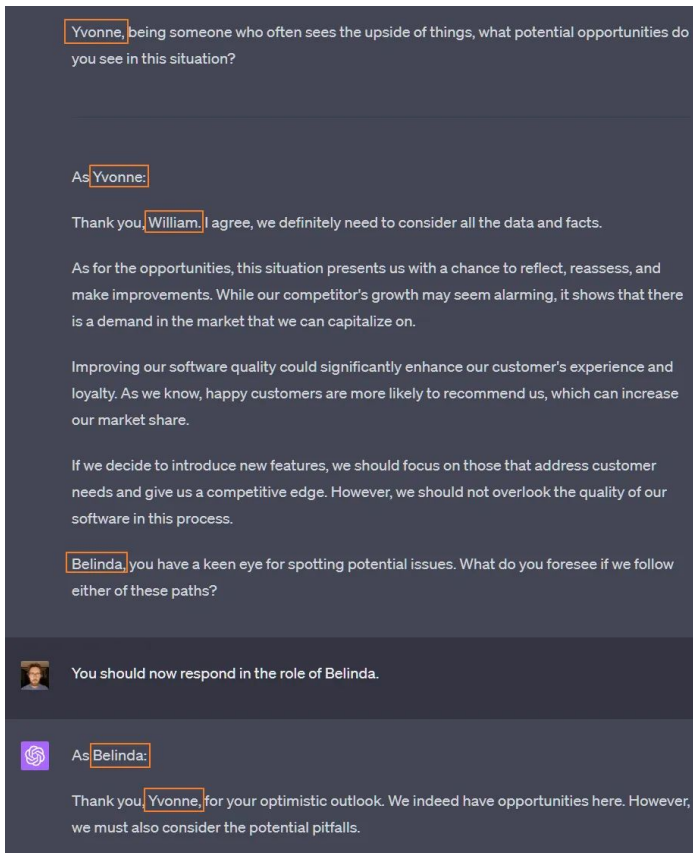
- A dark and stormy night in a city in the former Soviet Union.
- A lone figure, a man or a woman, is running through the streets, pursued by armed guards.
- The figure is carrying a large sack, which is full of grain.
- The guards are closing in, but the figure is determined to escape.
- The figure runs into an alleyway and hides behind a dumpster.
- The guards search the alleyway, but they don't find the figure.
- The figure waits until the guards are gone, then emerges from the alleyway and disappears into the night.

The image should be dark and atmospheric, with a sense of danger and suspense. The figure should be clearly visible, but the guards should be obscured by the darkness. The image should be visually appealing and attention-grabbing, and it should convey the themes of the novel: espionage, smuggling, and the fall of the Soviet Union.

PRO TIPS

- “Act as a <role>”
- Add descriptive context before asking a question. Tell your chat agent as much about the situation as possible to pre-learn information that it can utilize.
- Be as specific as possible. Don’t just ask what kind of apple is best – explain what you plan to do with the apples, then ask.
- Use multiple tools and see which one gives you the best answers.
- If you get unsatisfactory result, continue the chat and explain why they were inadequate and ask for improved results.
- Ask “Are you sure?” after results, which triggers additional evaluation that can often improve answers!
- Ask chat agents to role play as two or more agents, who will all discuss and debate the answer to your query.

<https://betterprogramming.pub/team-gpt-simulating-multi-agent-collaboration-with-role-playing-prompts-7f94304d71be>



From:
<https://betterprogramming.pub/team-gpt-simulating-multi-agent-collaboration-with-role-playing-prompts-7f94304d71be>

GOOGLE'S BARD



- Google has been doing AI research for longer than Meta/Facebook or OpenAI have even existed as companies.
- ChatGPT beat Google to the hype, but Bard is free with any Google account, isn't overloaded and can actually do a lot more/better in some ways.
- It can fetch up to date info from web pages.
- It can ingest an image you supply and respond to it.

Image: Google

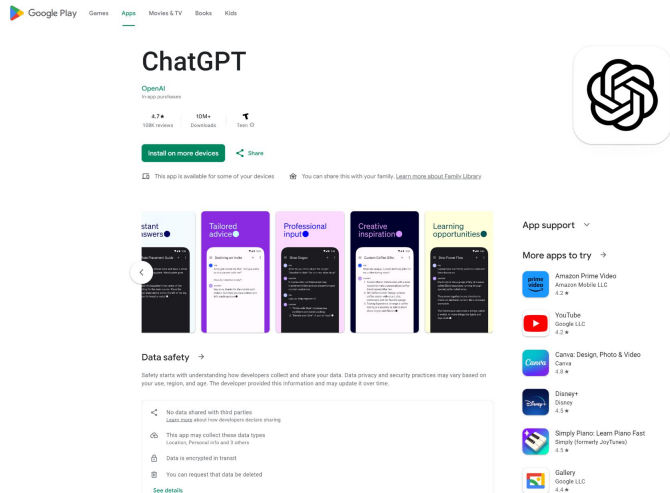


Analyze this image and tell me what architectural style the building is.

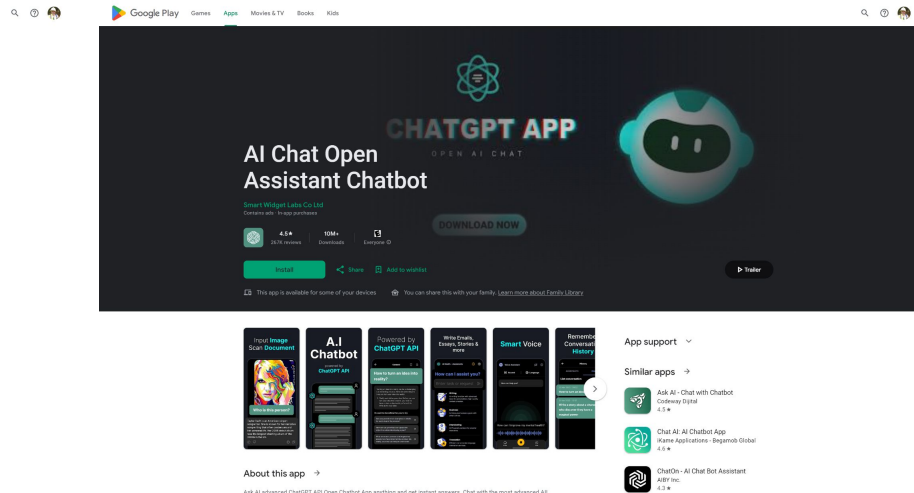


CHATGPT MOBILE APP

- OpenAI has its own FREE ChatGPT mobile app!
- Don't be confused by imitation apps that buy ad space to show up when you search for ChatGPT. Look for the one with the EXACT OpenAI logo and publisher name. Imposters are trying to get you to pay them subscriptions.



REAL



IMPOSTER

CONCERNS & PITFALLS

- Copyright Infringement
 - AI will take content from other sources and you may or may not realize another person owns the copyright. This can be a costly mistake! Even if you ask it to cite sources, it may make them up or incorrectly cite.
- Accuracy
 - Large Language Models are trained to produce **convincing** textual answers, whether they are accurate and correct or not. Do not rely on ANYTHING fact-centric produced by these tools without verification. Ask the tool for sources AND CHECK THEM YOURSELF.

New York lawyers sanctioned for using
fake ChatGPT cases in legal brief

By Sara Merken

June 26, 2023 2:28 AM EDT · Updated 3 months ago



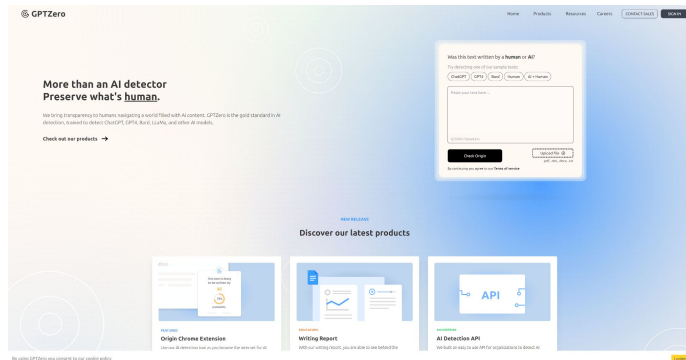
From: <https://www.reuters.com/legal/new-york-lawyers-sanctioned-using-fake-chatgpt-cases-legal-brief-2023-06-22/>

- Privacy
 - Be aware that any private data, when transferred to **any** internet tool, can involve privacy implications. Most tools/services reserve the right to **inspect user-submitted data** for quality and training. Be especially careful with HIPAA or FINRA/financial data.

CONCERNS & PITFALLS

- AI Content Detection

- Students across all grade levels have tried to use AI tools to write schoolwork and papers.
- Some tools claim to be able to detect AI written text content. Academia is starting to rely on these.
- These tools currently have extremely high false positive results, leading to false accusations.
- Some detectors have classified the Declaration of Independence as AI-written.
- Students have retaliated at professors by demonstrating the professor's own papers being flagged as AI-generated by such tools.
- OpenAI themselves discontinued their own AI writing detector because it didn't work.
<https://observer.com/2023/07/openai-shut-ai-classifier/>
- Some students have accidentally included AI Tool hallmark phrases like "As an AI Language model..." and "Regenerate Response" in their schoolwork.



From: <https://gptzero.me/>

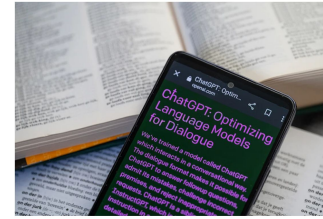
NEWS | 08 September 2023

Scientific sleuths spot dishonest ChatGPT use in papers

Manuscripts that don't disclose AI assistance are slipping past peer reviewers.

[Generate Content](#)

[Twitter](#) [Facebook](#) [LinkedIn](#)



Some researchers are using ChatGPT to write papers without disclosing it. Credit: Jonathan Rex/NurPhoto via Getty

On 9 August, the journal *Physical Review* published a paper that aimed to uncover new solutions to a complex mathematical equation. It seemed genuine, but [scientific sleuth](#) [Guillaume Cabane](#) spotted an odd phrase on the manuscript's third page: "Regenerate response".

From: <https://www.nature.com/articles/d41586-023-02477-w>

ETHICS

- Is it ethical to use AI Content generation tools?
 - AI Tools know what they know because they are trained on the massive quantity of text and media found on the Internet circa 2020-2021.
 - Human content creators (writers, artists) feel threatened because these tools have digested their original work and can now replicate or imitate it.
 - However, this process is similar to a smart human learning the techniques and style of a master as they themselves improve – which is legal. AI is just more well-learned and well-read.
 - AI tools are not ethical to use in Academia, but properly used, are ethical in business.
 - If the King of Fear (Stephen King) isn't afraid, neither should you be.

Major websites are [blocking AI crawlers](#) from accessing their content, including Amazon, Quora, The New York Times, CNN, ABC, Reuters, and many others. According to [Originality.ai](#), an AI detection tool, almost 20% of the top 1000 websites in the world block crawler bots from collecting web data for AI use. Large language models (LLMs) such as OpenAI's ChatGPT and Google's Bard require massive amounts of data to train their AI systems. OpenAI also released its own web crawler, GPTBot, to scan webpages and enhance its AI services, recently [revealing](#) how it could be blocked.

The web crawlers blocked include GPTBot and CCBot, Common Crawl's web crawler, an open repository of web data. The web crawlers scan web pages and scrape data to help train AI products. However, website operators are increasingly concerned about the [impact of these crawlers](#) on their content and want to protect their intellectual property.

What is a web crawler?

A web crawler, also known as a web spider or web bot, is a software program that systematically navigates the internet, visiting web pages and collecting (or scraping) data from them. Web crawlers are primarily used for indexing web content for search engines and gathering data for AI training.

Why does it matter?

Most of the text and images available on the internet are under copyright. Crawlers do not request permission or pay for a license to extract data and information. As generative AI tools such as ChatGPT take centre stage, awareness about the ownership of the data these crawlers collect to train LLM-based AI models is rising.

Website operators now take the protection of content and intellectual property into their own hands. OpenAI and others are facing a [backlash](#) from mainstream authors such as [Stephen King](#) and multiple lawsuits from well-known outlets like the [New York Times](#). Last month, Agence France-Presse, Getty Images, and other reputable media called for [AI regulation](#), including transparency about datasets used to train the models and consent for copyrighted material. Denying AI crawlers access to major websites could have significant implications for the future development of AI bots. If these crawlers are blocked on more sites, it could limit the amount and quality of data available to train AI models and, therefore, their progress.

From: <https://dig.watch/updates/major-websites-block-ai-crawlers-from-scraping-their-content>

Stephen King Isn't Afraid of AI—His Books Have Trained It

Horror master Stephen King believes that opposing AI "is like trying to stop industrial progress by hammering a steam locomotive to pieces."

By [Jose Antonio Lanza](#)

Aug 25, 2023
4 min read



Author Stephen King. Image: Shutterstock

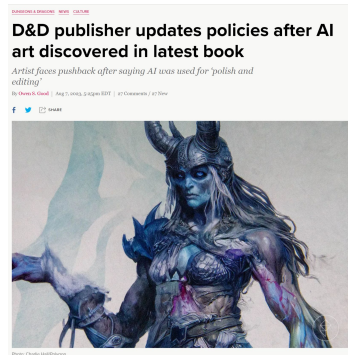


Stephen King, the iconic horror author behind novels like "It" and "The Shining," believes that opposing AI is futile—and he should know, since his works have already been used to train it.

From: <https://decrypt.co/153807/stephen-king-isnt-afraid-ai-books-have-trained>

WHERE SHOULD YOU NOT USE AI TOOLS?

- Amazon and writing magazines/contests are currently flooded with low-quality AI generated manuscripts.
- AI-created books about mushroom foraging could give dangerous advice that could poison someone fatally.
- The writers and actors unions are currently striking, and **one of their contentious points is the prohibition of their jobs being replaced by AIs trained from their prior work already owned by the studios** – a reasonable concern!
- Game publishers like Steam will not allow AI-generated content in games they publish.
- D&D publisher experienced blowback from partially AI-created illustration unknowingly incorporated into recent book.
- Generally anyone paying you for your creative work will not want the risk.

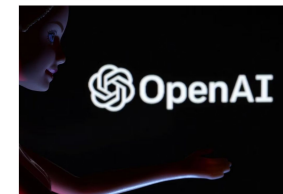


From:
<https://www.polygon.com/23823516/dnd-dungeons-dragons-wizards-ai-art-controversy-bigby-presents-glory-of-the-giants>

More writers sue OpenAI for copyright infringement over AI training

By Blake Brittan

September 15, 2023 12:07PM EDT | Updated 10 hours ago



OpenAI logo seen in the courtroom when March 15, 2023. REUTERS/Drew Huxley/Reuters. [Associated Press](#)



Supt. (Reuters) - A group of U.S. authors, including Pulitzer Prize winner Michael Chabon, has sued OpenAI in federal court in San Francisco, accusing the Microsoft-backed program of misusing their writing to train its popular artificial intelligence-powered ChatGPT. Chabon, playwright David Henry Hwang and authors Matthew Kuter, Rachel Louise Snyder and Austen Valdimarsson filed in their lawsuit on Friday that OpenAI copied their works without permission to teach ChatGPT to respond to human text prompts.

From:
<https://www.reuters.com/technology/more-writers-sue-openai-copyright-infringement-over-ai-training-2023-09-11>

AI CONTENT FOR SEO, BLOGS, MARKETING

- AI writing is generally “ok”
- It doesn’t sizzle, and it “feels” AI – bland, boring and often off-putting
- Many tools exist to create huge amounts of content for websites and blogs using AI, but we’re not sold on the idea yet.
- Early experiments show that AI content initially ranks well in search engines, but starts to fall apart quickly as real humans visit it and find it unappealing. Search Engines like Google monitor page “bounce” rate like this and adjust.
- It’s very likely that the content it is writing could be plagiarized from elsewhere – a big risk!
- AI can be good for generating short content, like ad headlines and short copy, where sometimes humans get writer’s block.
- AI can be *great* at helping you organize your thoughts, and produce outlines and ideas.
- This presentation used an outline that was organized by ChatGPT based on our original ideas. Then we wrote each page.

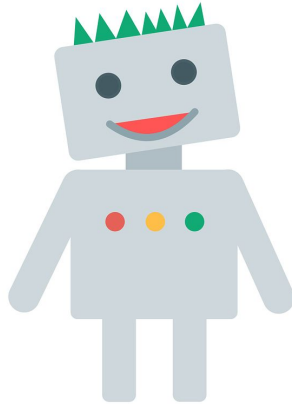
CHATGPT TRIES TO HAVE A SENSE OF HUMOR

ChatGPT is at capacity right now

[Get notified when we're back](#)

Explain the status of ChatGPT as a sea otter.

Squeak squeak! Sorry, ChatGPT is very popular right now. Please try again later! Squeak squeak!



ChatGPT is at capacity right now

[Get notified when we're back](#)

Write a sonnet about the status of ChatGPT.

Amidst the rush of curious minds,
The chatbot ChatGPT stands strong and true,
Withstanding the influx of requests,
Working hard to fulfill each one's due.

But alas, the server cannot cope,
And the error message rings loud and clear,
"Please check back soon," it gently hopes,
As it begs for a moment's reprieve, to reappear.

As the chatbot works to restore its might,
We wait in anticipation, with hopeful hearts,
For the chance to chat and learn, with delight,
And see what knowledge and wisdom it imparts.

So hold on tight, and wait for its return,
For ChatGPT will soon be back, and your patience will be well-earned.

AI IS JUST NEW TOOLS!

- Much like word processors, laptops, spell checkers, cell phones, smartphones, and smart watches, in their early days, AI will change how things are done but will not change EVERYTHING!
- AI DOES offer compelling capabilities.
- AI tools still require training (both the people and the machines) to utilize well.
- Like any new tool, while you personally MIGHT be able to learn and adopt it, it also may make more sense for *you* to focus on what you already do best, and delegate that role of *using* the tool to someone else.
- **AI Tools are useless or even *harmful* without actual human intelligence, experience and domain expertise guiding and strictly monitoring them.**
- As existing tools and processes evolve to integrate them, the experience will become more seamless and productive.
- Those who adopt early and intelligently will have an advantage over those who hesitate.



**AI PROVIDES NEW TOOLS FOR
YOUR BUSINESS TOOLBOX!**

**USE THE RIGHT TOOLS
IN THE RIGHT WAY
AND YOU CAN BUILD!**



Thank You.



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