



AI - Journalism, Media, and Marketing

Can We Trust What We Read?

By

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Generative AI is already playing a part in the media and marketing industries. As the drive to combat burnout builds, Generative AI has inserted itself into low-risk functions such as mockups and copywriting. However, questions over the trustworthiness will prevent it from infiltrating strategically important channels such as search ad spending, Google, Microsoft, and Amazon. BusinessInsider

Artificial Intelligence is already involved in the professions of journalism, media, and marketing. But — can we trust what we read?

Trust, I believe, may be the most important question professionals and the public need to consider. As we learn more about the rapid development of AI technology, we can certainly be impressed with its speed. Many industry leaders believe AI could be just what the “doctor” ordered. Morgan Stanley estimates that AI could be a \$6 trillion dollar business. That’s right — Trillion — with a capital T.

AI could be very good for the *bottom line*, but what about truth? Does that matter? I think it does.

Here’s a “perception” survey from earlier this year —

US Adults' Perception of Generative AI, Jan 2023

% of respondents

AI-generated written work may contain biases or inaccuracies



Using AI in the workplace can save time and resources



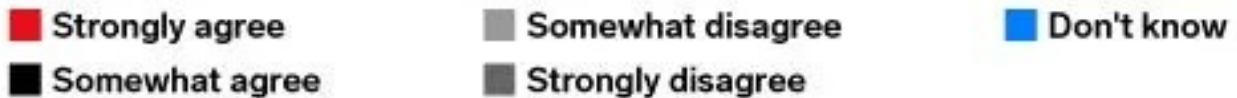
AI should replace different types of work tasks in order to increase efficiency and productivity



AI-generated written work can be just as good as something written by a person



AI-generated written work can be better than something written by a person



Note: numbers may not add up to 100% due to rounding
Source: Ipsos, "Ipsos Coronavirus Consumer Tracker," Jan 23, 2023

Some people answer “yes,” while others say “no” or “don’t know.” Does that mean we just need to wait to see what happens? Many in government and business don’t think so. Some of the most powerful voices in the tech world have been calling for a “pause” on AI development to make sure things are not about to go off the rails, so to speak.

Tech Company Concerns

OpenAI's CEO Sam Altman recently appeared before Congress and asked legislators to "regulate artificial intelligence." Keep in mind that OpenAI developed ChatGPT, so Altman's appeal did not go unnoticed. With bipartisan support, Congress may actually do something about AI. What they can do and the speed they can do it is another question.

The giant high tech firm Apple has also placed restrictions on employees using AI products like OpenAI's ChatGPT, GitHub's Copilot, and others. Apple's concern are about information confidentiality. Verizon Communications and JP Morgan are among other companies concerned about AI products. Researchers at Microsoft recently reported that AI technology is getting closer to "human-level performance."

We demonstrate that, beyond its mastery of language, GPT-4 can solve novel and difficult tasks that span mathematics, coding, vision, medicine, law, psychology and more, without needing any special prompting. Moreover, in all of these tasks, GPT-4's performance is strikingly close to human-level performance, and often vastly surpasses prior models such as ChatGPT. Given the breadth and depth of GPT-4's capabilities, we believe that it could reasonably be viewed as an early (yet still incomplete) version of an artificial general intelligence (AGI) system. Microsoft Research

Elon Musk recently told attendees at The Wall Street Journal's CEO Council Summit that there is "a risk that advanced AI either eliminates or constrains humanity's growth."

Ensuring Truth

The United States is just one of many countries developing AI. Some of those countries are not friends of the U.S., which means there is also a concern for being competitive in a tech field that many believe could bring about the end of life as we know it.

Whether you work in journalism, media, marketing, or any other sector of Communications, do your best to stay on top of ways to ensure that “truth” is not lost in the rush to be first.

One More Note

I wrote this in a recent [Substack Note](#). Let me know what you think about this idea to help news consumers know when a story is AI generated.

It is becoming increasingly difficult to know whether a news, sports, or weather story is generated by Artificial Intelligence (AI). What do you think about news organizations identifying stories as being AI generated? That would give news consumers important information about the source of the story.

Recent Updates on AI

New information about *Artificial Intelligence* is available every day, so here are some of the latest updates about AI from news/information sources. These are the stories that came up in a general search of the Internet during the past week.

Journalists, this may be a good time to do an update story about AI interests and concerns in your community and state.

Who is watching you? AI can stalk unsuspecting victims with 'ease and precision'

Forget Big Brother. A stranger in a coffee shop can watch you and learn virtually everything about you, where you've been and even predict your movements "with greater ease and precision than ever before," experts say.

All the user would need is a photo and advanced artificial intelligence technology that already exists, said Kevin Baragona, a founder of DeepAI.org.

"There are services online that can use a photo of you, and I can find everything. Every instance of your face on the internet, every place you've been and use that for stalker-type purposes," Baragona told Fox News Digital.

Artificial intelligence could lead to the extinction of humanity, experts including the heads of OpenAI and Google Deepmind have warned

Dozens have supported a statement published on the webpage of the Centre for AI Safety.

"Mitigating the risk of extinction from AI should be a global priority alongside other societal-scale risks such as pandemics and nuclear war" it reads.

But others say the fears are overblown.

Sam Altman the chief executive of ChatGPT maker OpenAI, Demis Hassabis chief executive of Google DeepMind and Dario Amodei of Anthropic have all supported the statement.

Geoffrey Hinton, a so-called "godfather of AI", who issued an earlier warning about risks from super-intelligent AI, has also supported the call.

However some experts believe that fears of AI wiping out humanity are unrealistic, and a distraction from issues such as bias in systems that are already a problem. [BBC](#)

Lawmakers have eye on keeping artificial intelligence in check in Utah

The rapid adoption of artificial intelligence tools is prompting some scrutiny from the Utah State Legislature, with lawmakers planning bills to put guardrails up around the new technology.

"This really is going to change our world, not in years, but in months," said Sen. Kirk Cullimore (R-Sandy)

"There's so many applications that could be used for good, but we're also we're also making sure we're ready for potential negatives," said Rep. Jefferson Moss (R-Saratoga Springs).

"We're looking at civil liberties, when we look at privacy rights, when we look at data.

But lawmakers also worry about the harms, including hoax calls and videos that have scammed people or spread misinformation.

"Do we need to consider criminal laws surrounding AI and technology and publishing things created solely by AI and deepfakes," Cullimore asks.

Lawmakers say to expect bills not only expanding the use of AI for many good reasons, but also criminalizing some uses of artificial intelligence for public safety and protecting privacy. [Fox13 Salt Lake City](#)

We've reached a turning point with AI, expert says

We talked to Stuart Russell, a computer science professor at the University of California, Berkeley who co-authored the textbook, “Artificial Intelligence: A Modern Approach,” about the promises and risks of AI, and whether it's possible to ensure it remains safe and within our control.

Russell said large language models like ChatGPT, which are trained on massive amounts of data and can summarize, process and generate language, could move us one step closer to general purpose intelligence.

“If we really had general purpose AI, we could have much better health care, much better education, amazing new forms of entertainment and literature and new forms of art that don't exist yet,” Russell said.

But it's impossible to tell if the large language models are safe because no one truly understands how they work: “We don't know if they reason; we don't know if they have their own internal goals that they've learned or what they might be.”

Russell has called for rebuilding AI on a different foundation to ensure our control over the technology — but that doesn't solve the potential issue of AI systems falling into the hands of malign forces. [CNN](#)

Is AI a threat to humanity? Why there is reason to worry

AI is everywhere. It's probably in your pocket or your hand as you read these words.

Each time you send a text message, your smart phone predicts the next word you plan to type.

Each time you look for a Netflix show or YouTube video to watch, an algorithm predicts what you might want to watch next.

Each time you use a tool like Google Translate, the language tools get more and more functional.

These are examples of AI that rob us of the opportunities for serendipitous discovery that we used to have whenever we walked into a video store to rent a movie or met a stranger on a trip abroad.

And it's expanding every day. [USA Today](#)

Texas judge says no AI in courtroom unless lawyers certify it was verified by human - Judge cited AI hallucinations and bias in that decision

A federal judge in Texas is requiring lawyers in cases before him to certify that they did not use artificial intelligence technology to draft filings without a human checking their accuracy first.

U.S. District Judge Brantley Starr of the Northern District of Texas issued the requirement on Tuesday.

Starr said in an interview Wednesday that he devised such a requirement to warn lawyers that AI tools can create fake cases and that he may sanction them if they rely on AI-generated information without first verifying it.

"We're at least putting lawyers on notice, who might not otherwise be on notice, that they can't just trust those databases. They've got to actually verify it themselves through a traditional database," he said. [FoxBusiness](#)

How Artificial Intelligence Could Change the World

Artificial Intelligence (AI) could transform economies, politics, and everyday life. Some experts believe this increasingly powerful technology could lead to amazing advances and prosperity. Yet, many tech and industry leaders are warning that AI poses substantial risks, and they are calling for a moratorium on AI research so that safety measures can be established. But amid mounting great-power competition, it's unclear whether national governments will be able to coordinate on regulating this technology that offers so many economic and strategic opportunities. Council on Foreign Relations

Across America, digital agencies and operatives are already experimenting with artificial intelligence

What we're about to see in the 2024 election cycle, with the introduction of artificial intelligence, is the rise of "performance-enhancing digital."

AI will revolutionize politics in the months ahead. Across America, digital agencies and operatives – Democrat and Republican – are already experimenting, and while the outcomes are difficult to predict, the differentiating factor for the winning side will be who best leverages AI to its full potential. Fox News



1960s Radio News, © Mark McGee