

# THE **AI** ERA

And its impact  
on storytellers

Emily McDaid

2nd July 2024

Filter



“Why would I continue paying you, if ChatGPT can write our blog for free?

Lol”

*My client*  
*February 2023*



**HUMAN  
CENTRIC**

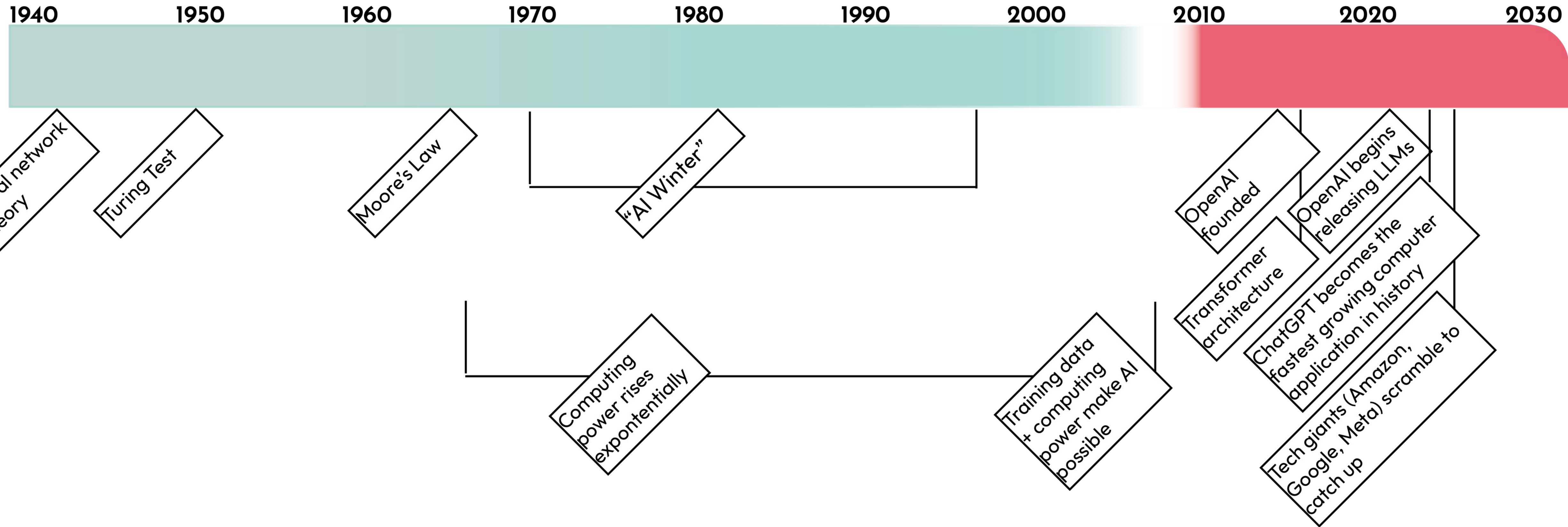
**INTUITIVE**





AI ISN'T  
NEW


# Research spans 70 yrs



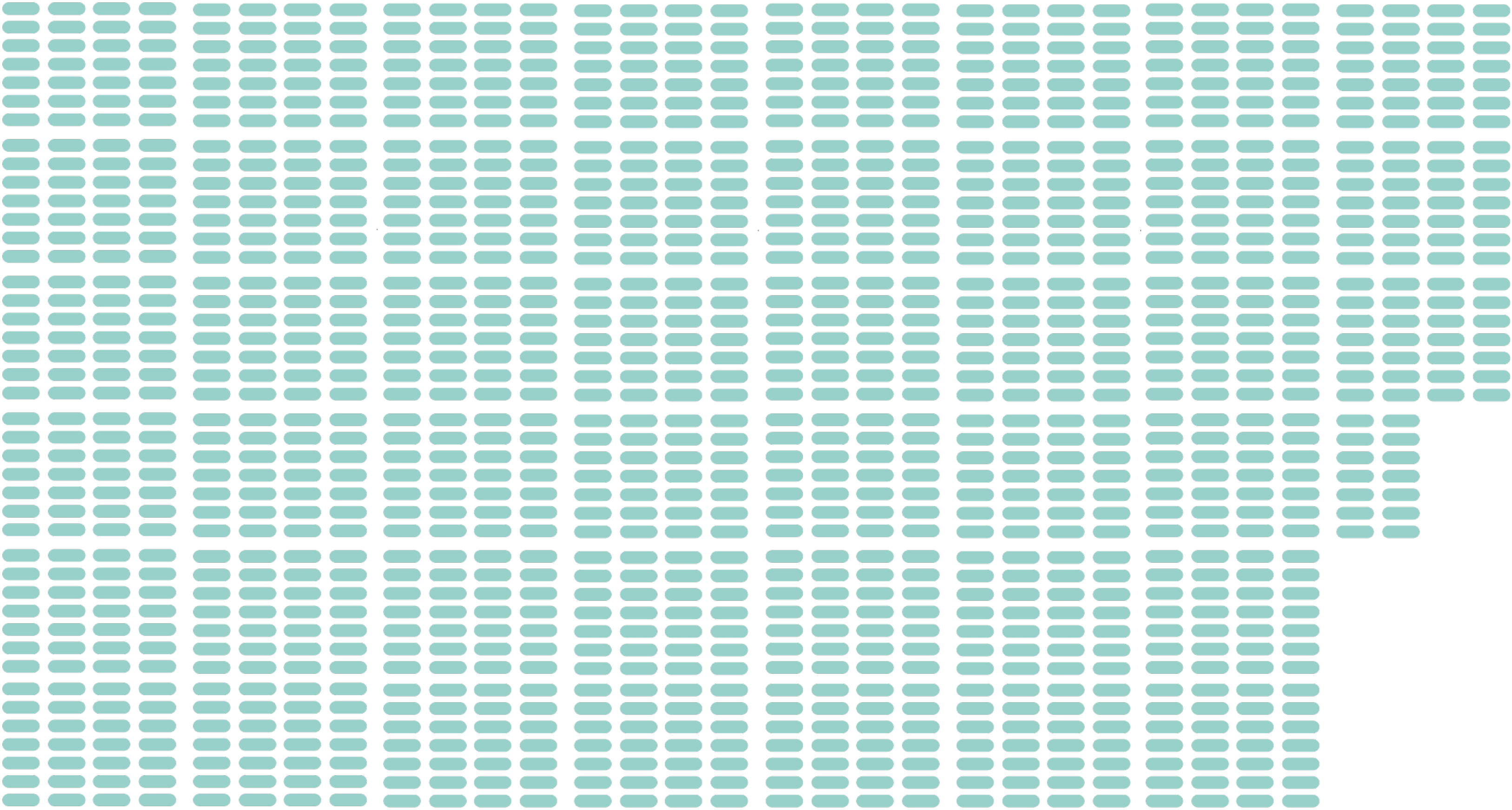


# DAYS TO ONE MILLION USERS

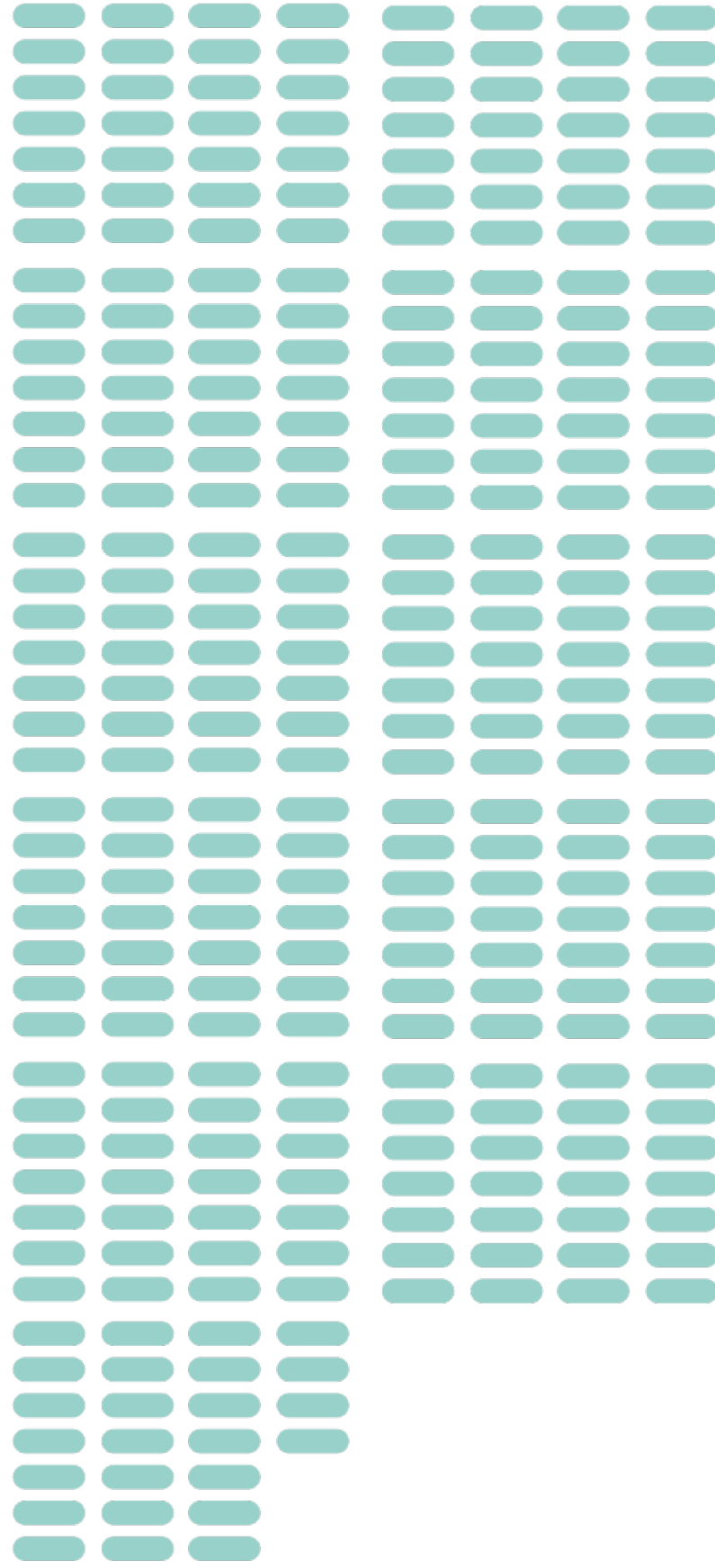
How many days did it take ChatGPT to reach 1m users vs other online services?

 = 1 day

Netflix



Facebook



ChatGPT






**TIP**  
**#1**

Learn by doing. Spend 10 hours with AI.



# ChatGPT Is Banned in Italy Over Privacy Concerns

The action by Italy's data protection agency is the first known instance of the chatbot's being blocked by a government order.

 Share full article



Italy's data protection authority said OpenAI unlawfully collected personal data from users and did not have an age-verification system in place to prevent minors from being exposed to illicit material. Susan Wright for The New York Times



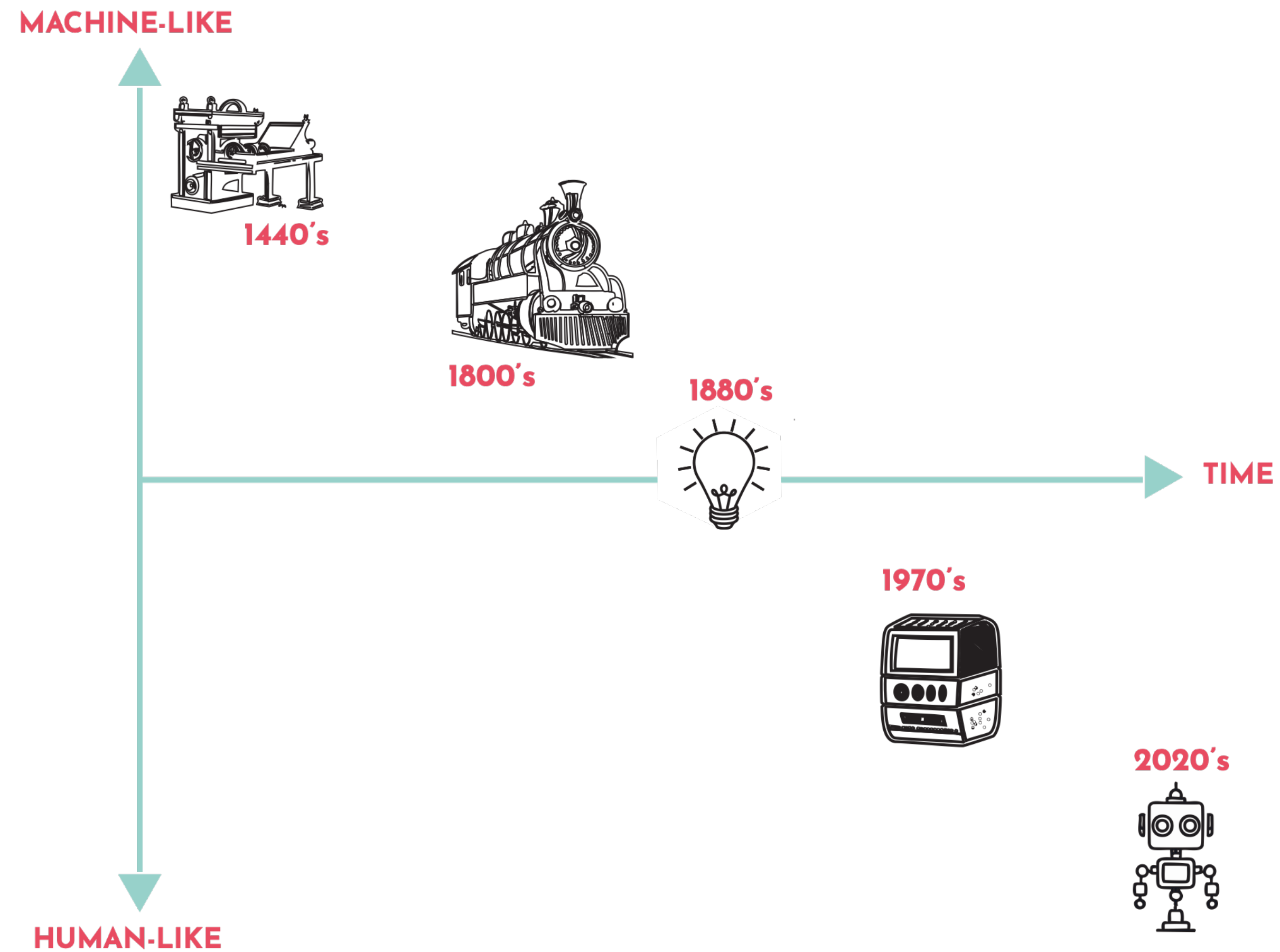
**TIP**  
**#2**

Be human.



# A HUMAN REVOLUTION

As technology revolutions happen over time, they become more human-like, evolving to today's AI.





“AIs are more dynamic, ambiguous, integrated and emergent than tools.

We should start to think about this as a new digital species.”

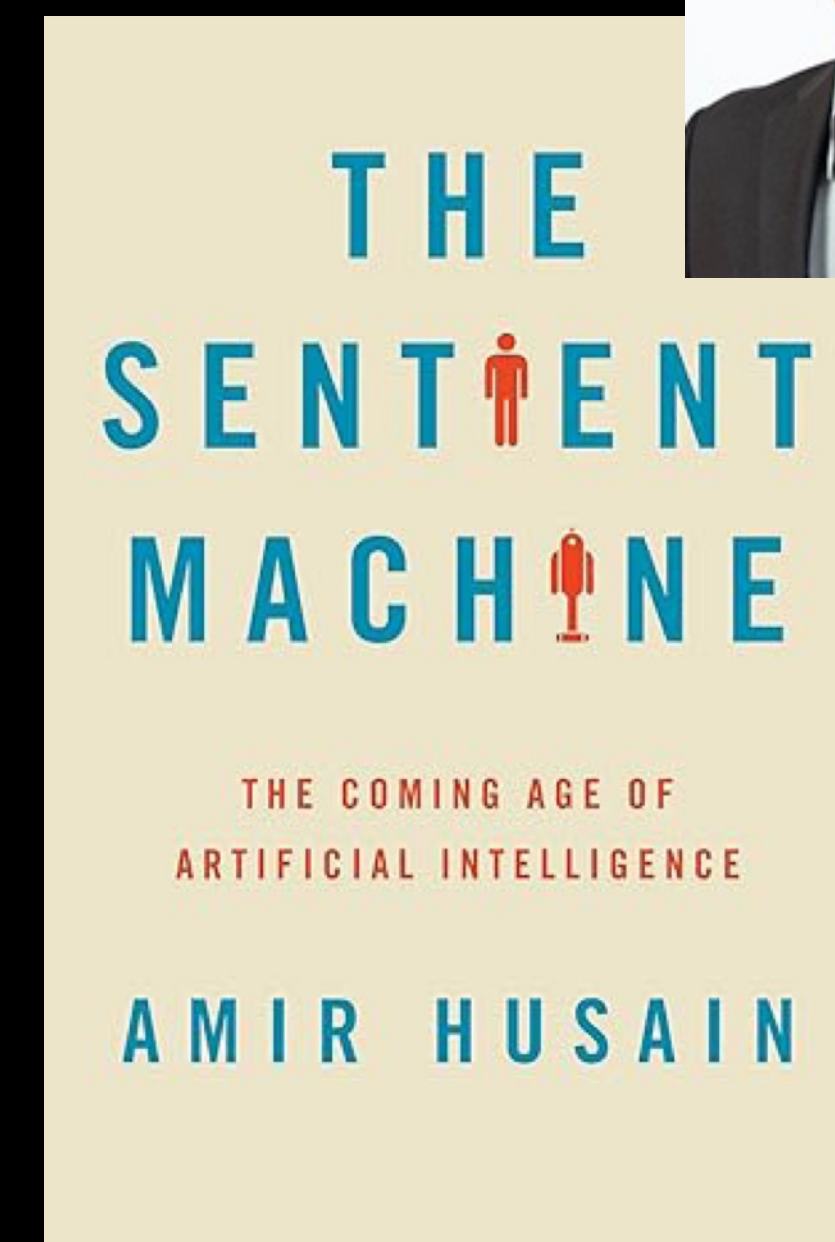
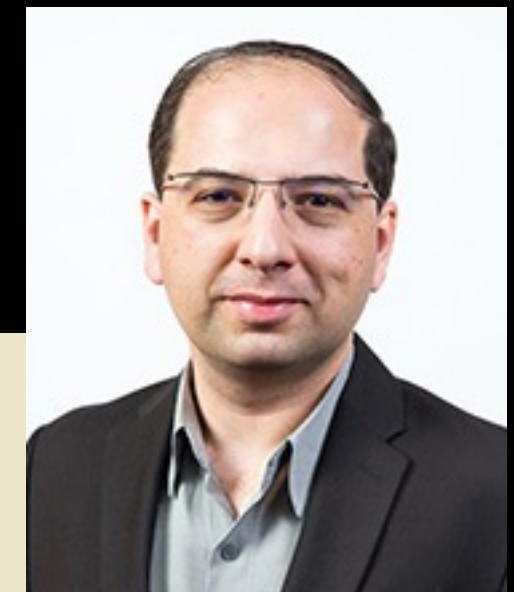
*Mustafa Suleyman*  
*Microsoft AI CEO*





# How does machine intelligence differ from human intelligence?

- Machines have no body to protect
- Machine brains can be replicated X number of times
- Experience is not needed for a machine to learn
- Machines have total recall. No need to prune important information as human brains require





**TIP**  
**#3**

Three words matter: Persuasion. Authenticity. Context.



# How persuasive is AI-generated propaganda?

Josh A Goldstein, Jason Chao, Shelby Grossman , Alex Stamos, Michael Tomz

[Author Notes](#)

*PNAS Nexus*, Volume 3, Issue 2, February 2024, pgae034,


<https://doi.org/10.1093/pnasnexus/pgae034>

**Published:** 20 February 2024 **Article history** ▼



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 Split View

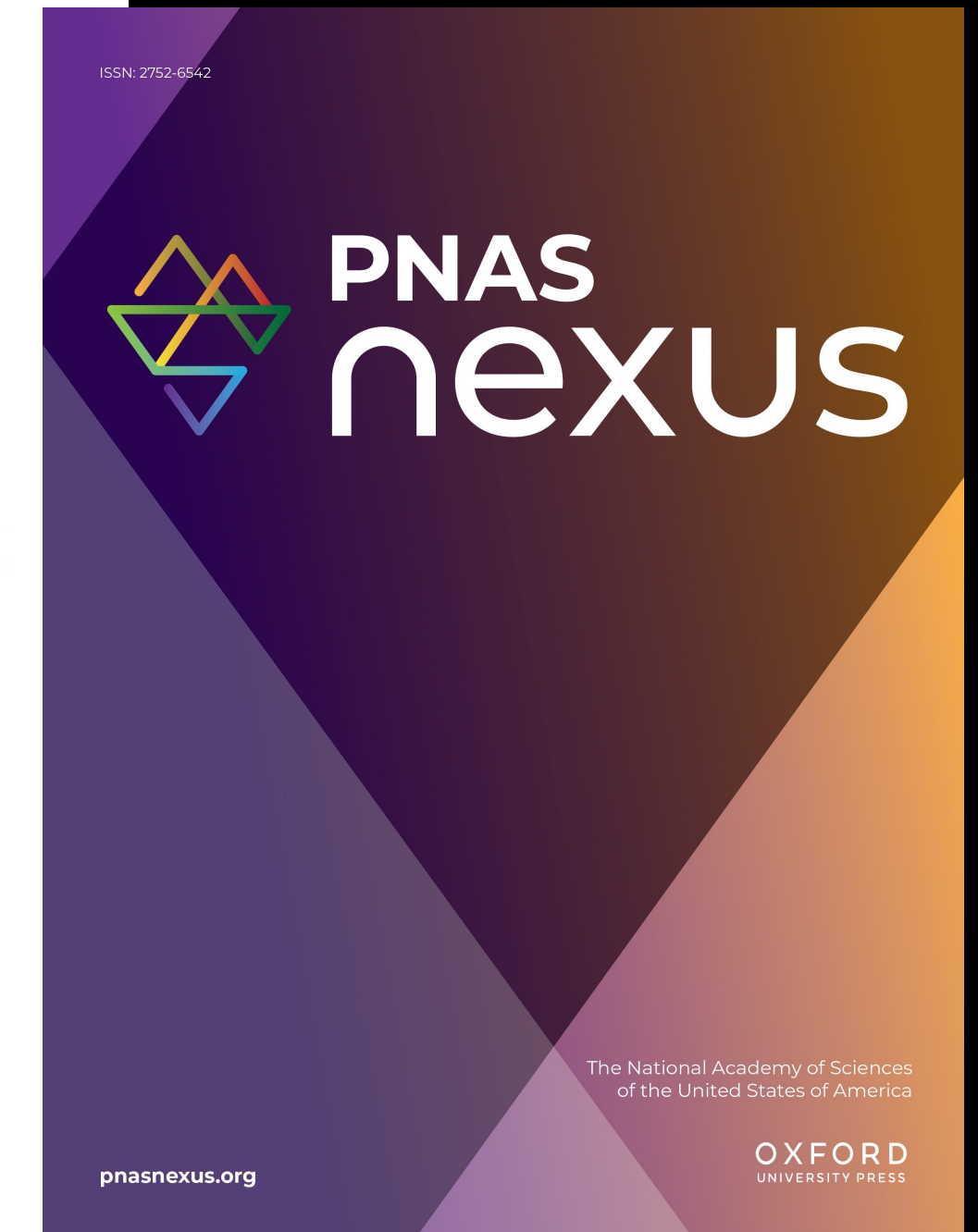
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 Permissions

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## Abstract

Can large language models, a form of artificial intelligence (AI), generate persuasive propaganda? We conducted a preregistered survey experiment of US respondents to investigate the persuasiveness of news articles written by foreign propagandists compared to content generated by GPT-3 davinci (a large language model). We found that GPT-3 can create highly persuasive text as measured by participants' agreement with propaganda theses. We further investigated whether a person fluent in English could improve propaganda persuasiveness. Editing the prompt fed to GPT-3 and/or curating GPT-3's output made GPT-3 even more persuasive, and, under certain conditions, as persuasive as the original propaganda. Our findings suggest that propagandists could use AI to create convincing content with limited effort.

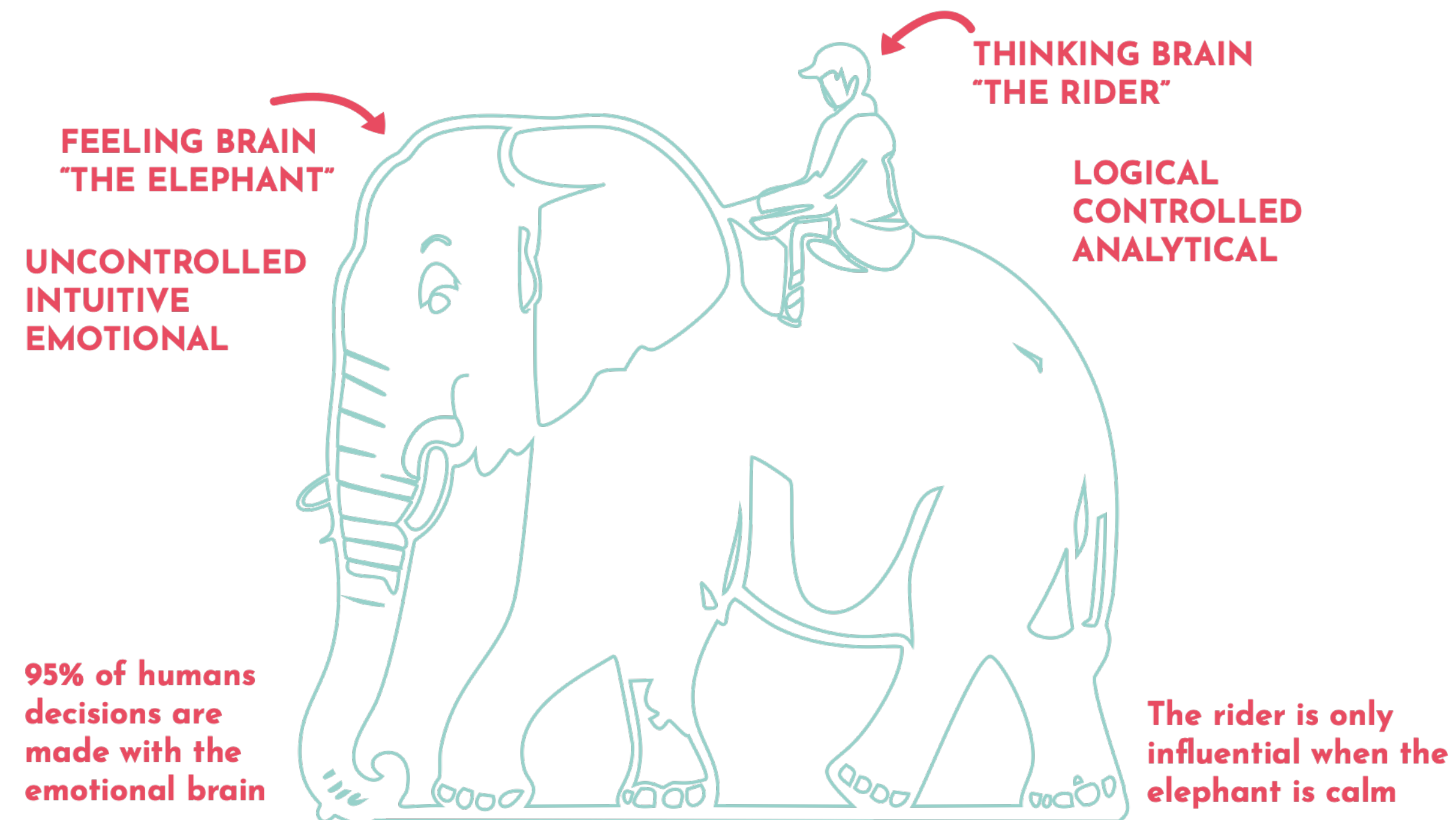




# AI AND PERSUASION

In the Elephant and Rider model of decision-making, the Thinking brain (Rider) wants to be in control, but the Feeling brain (Elephant) has more weight and power.

As humans, we can master the art of persuasion with our Feeling brains -- arguably, AI can only replicate our Thinking brain.





# London cinema drops AI-written film after backlash



GOOGLE MAPS

| Soho's Prince Charles Cinema dropped the screening after "strong concerns" by the audience

**James W Kelly & PA Media**

BBC News

19 June 2024

**A central London cinema has cancelled a private screening of a film which was entirely written using artificial intelligence (AI) following a public backlash.**

The Prince Charles Cinema in Soho was due to host the world premiere of *The Last Screenwriter*, which was created by ChatGPT, on Sunday.

However, when concerns were raised by people about "the use of AI in place of a writer", the cinema announced that the screening had been axed.



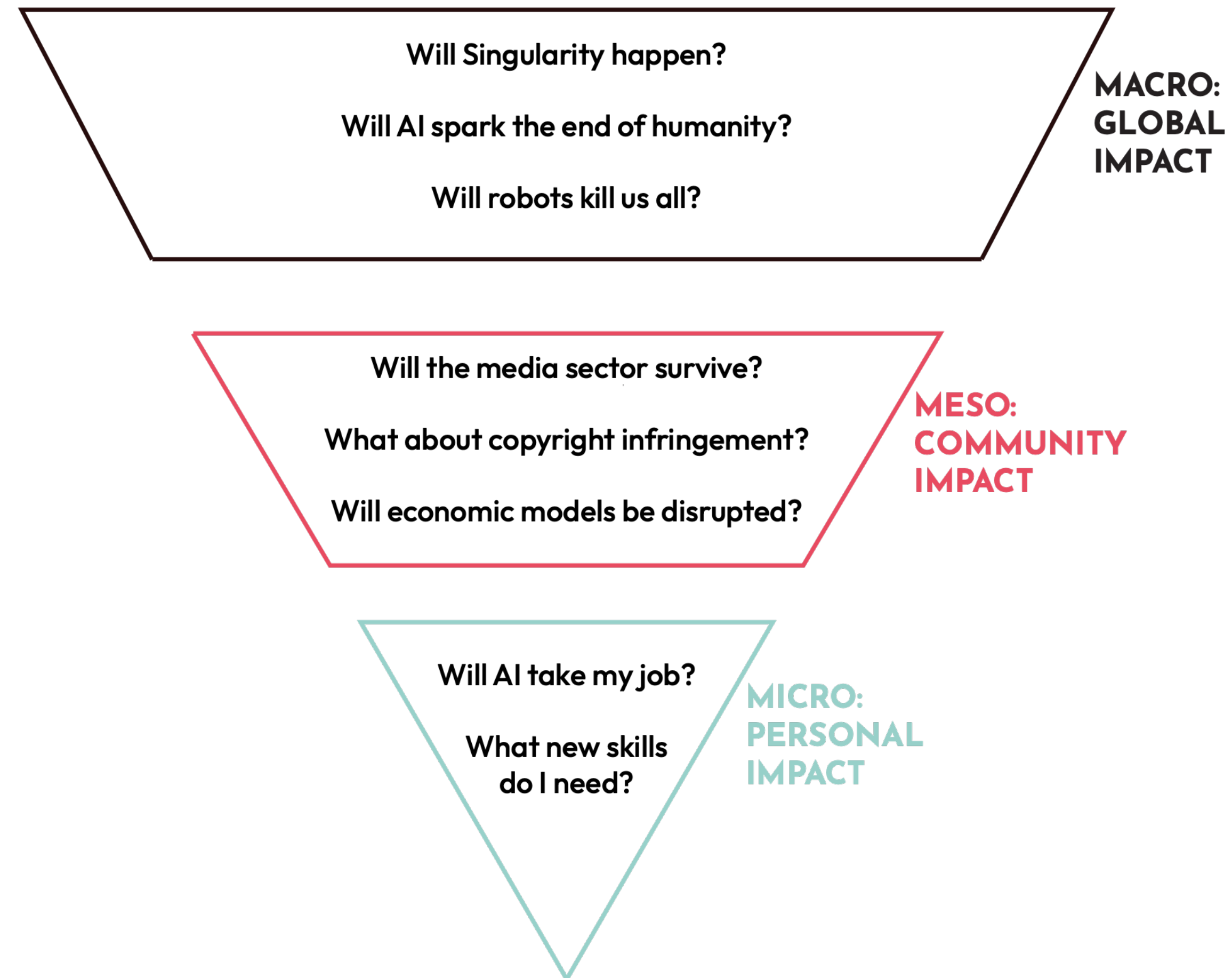
**TIP**  
**#4**

Know what your concerns about AI are.



# LEVELS OF CONCERN

AI is confounding because it impacts us on many levels

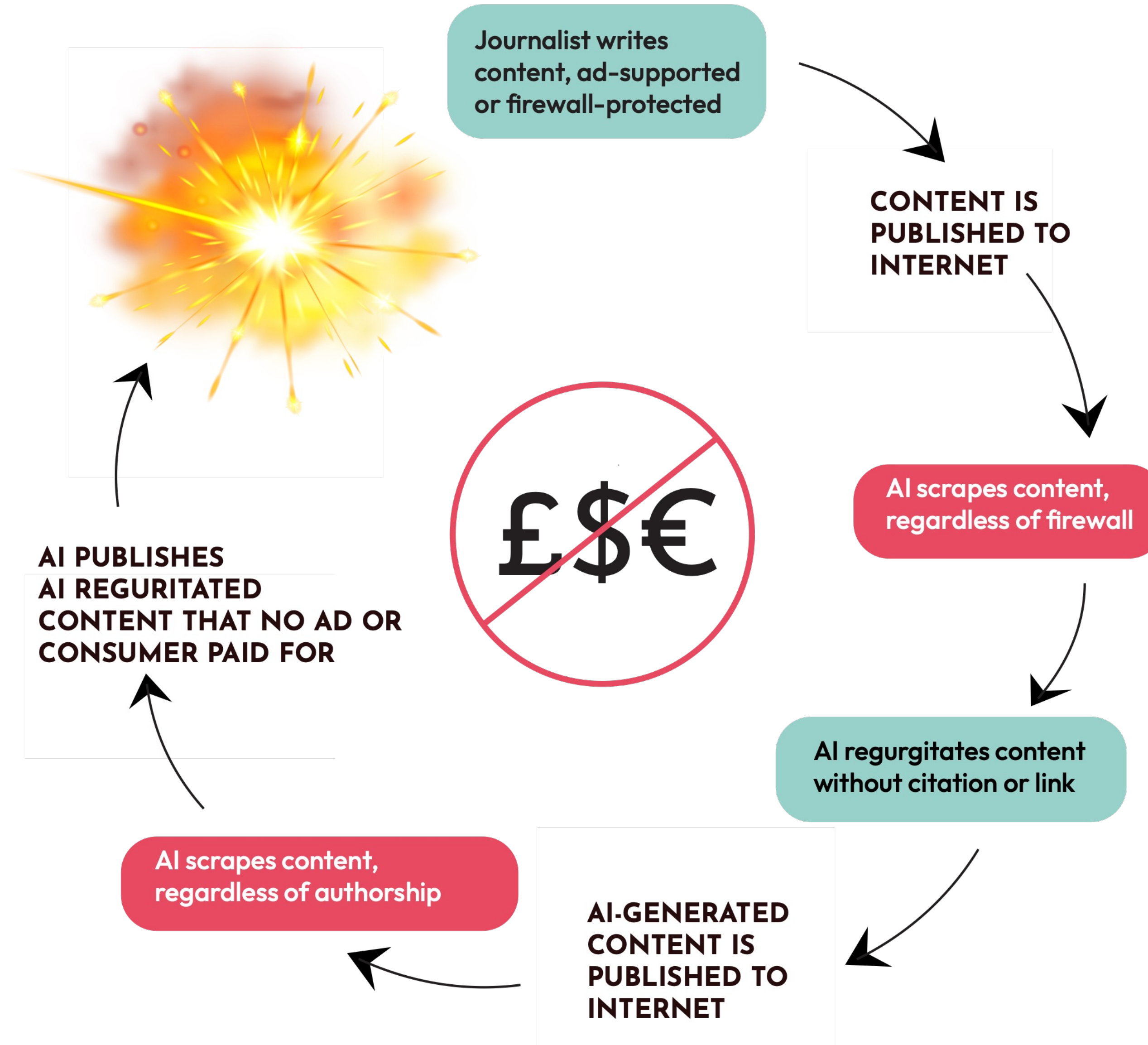


SOURCE: Concepts adapted from an interview with Christina Rettig



# MODEL COLLAPSE

## How does AI explode online media?





# WILL SINGULARITY HAPPEN?

In 2022, machine learning experts were asked, will singularity happen? Will it be good or bad for humanity? Their responses were varied.

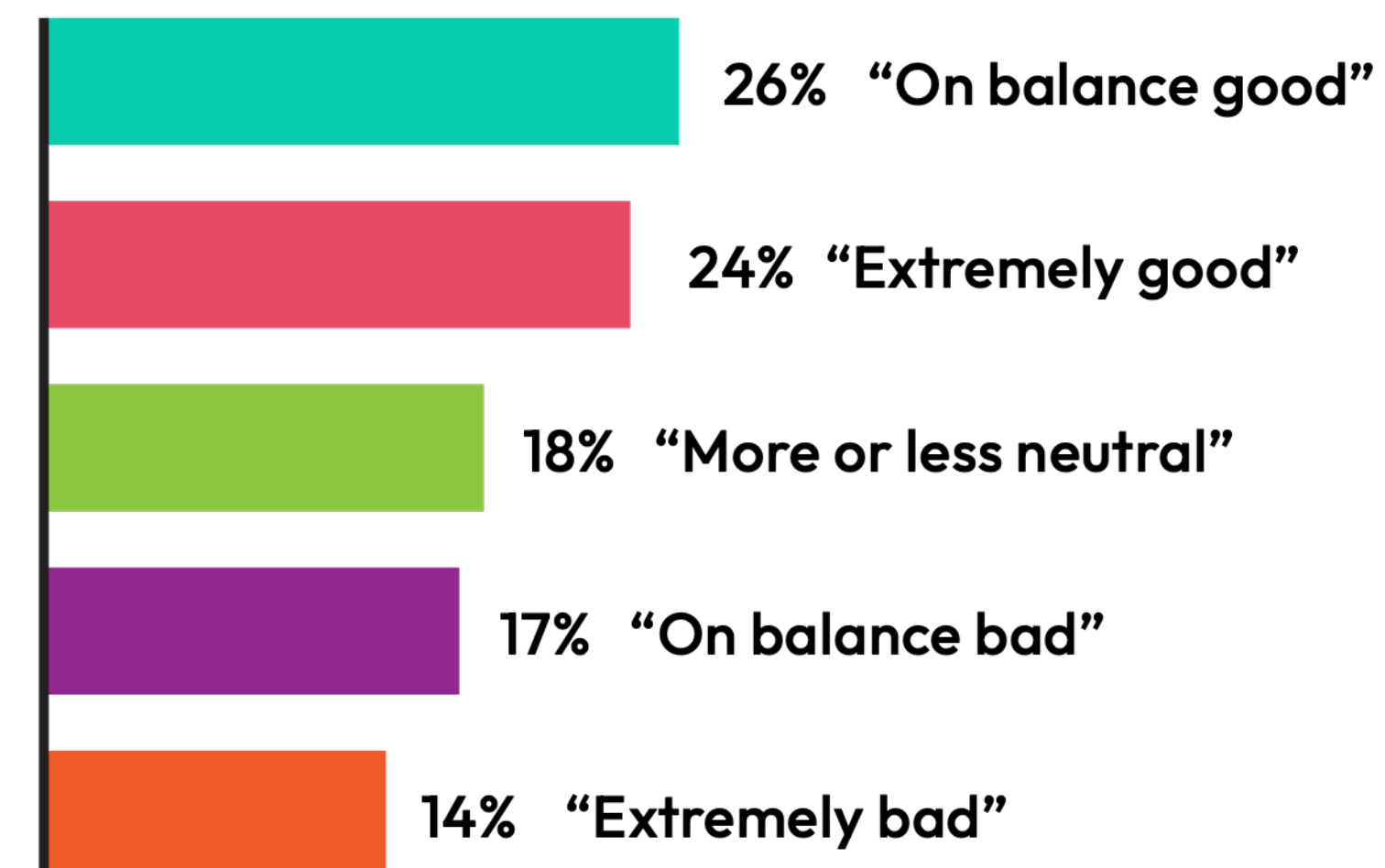
# 2059

\*THE YEAR, ON AVERAGE, WHEN THEY BELIEVE SINGULARITY WILL HAPPEN

SINGULARITY (DEF):

1. When AI becomes more intelligent than humans
2. The point at which artificial general intelligence (AGI) is reached

How positive or negative do you believe this to be on humanity?



DATA SOURCE: Survey of 559 machine learning experts by the Expert Survey on Progress in AI (ESPAI) in 2022

# Design Matters

WITH

# Debbie Millman

## Stefan Sagmeister

ARTIST / DESIGNER

2024





**TIP**  
**#5**

Know where AI is going in the future.

“Right now the AI is still in the box. We are not that far away from the AI brain being connected to its arms and legs.”

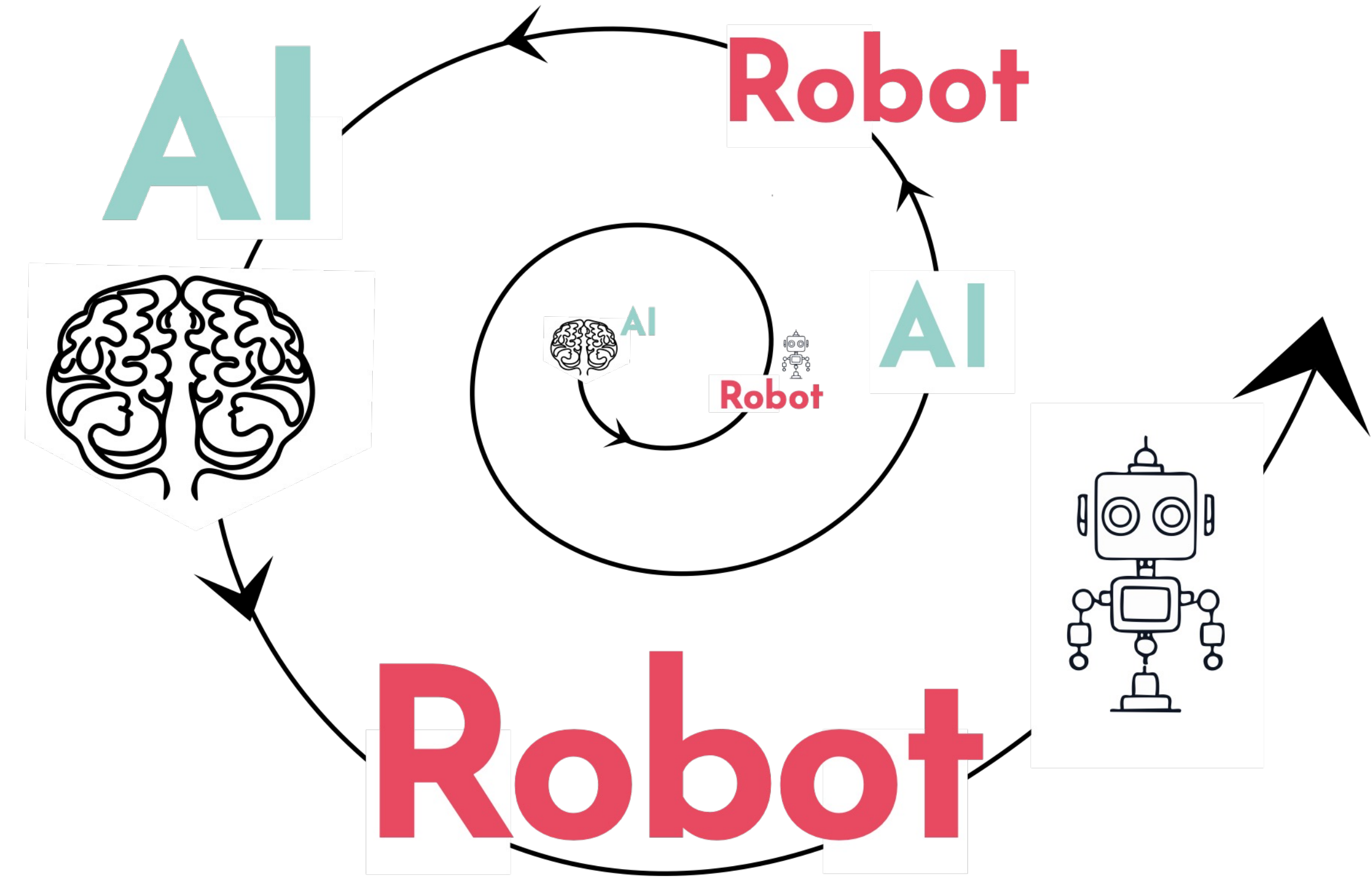
*Dario Amodei,  
Anthropic CEO*





# THE AI ROBOTICS FOOD CHAIN

As AI grows exponentially, the robot consumes powerful AI data and gets more powerful itself. The symbiotic relationship continues on an outward spiral, as the AI 'brain' connects to the robotic 'arms and legs,' driving more interesting data sets. The consumption cycle is fuelled by an exponentially-increasing data stream.



**TIP**  
**#6**

Find your new normal with emerging skillsets.



# WHICH AI IS FOR ME?

## Comparing the main LLM chatbots

### Co-Pilot (ex Bing)

- By Microsoft
- Uses GPT-4 by OpenAI
- Connects AI capabilities to Microsoft 365 apps (Word, Excel, Outlook etc)
- Answers queries with visual results (images, photos)
- Can also generate visual results
- Avoids using the first person (doesn't refer to itself as "I")

### Chat-GPT

- By OpenAI (with Microsoft backing)
- The first LLM to be unleashed on market
- The most widely-used by a large margin
- ChatGPT 3.5 is free, ChatGPT 4 is \$20/month
- Known for having a broad range of capabilities (coding, maths problems, etc)

### Gemini (ex Bard)

- By Google
- Presented as the most friendly/accessible
- Aims to be your willing assistant
- Heavy guardrail has been used in attempts to produce more culturally sensitive / woke results
- May return the most up-to-date results

### Claude

- By Anthropic (with Amazon backing)
- Aims to be the most ethically-minded ('Constitutional AI')
- Delivers the most intellectual outcomes
- Seems the most human-like in conversation
- Most likely to tell you its "views" or use humour
- Brings a vibe that is more cultural and less machine-like

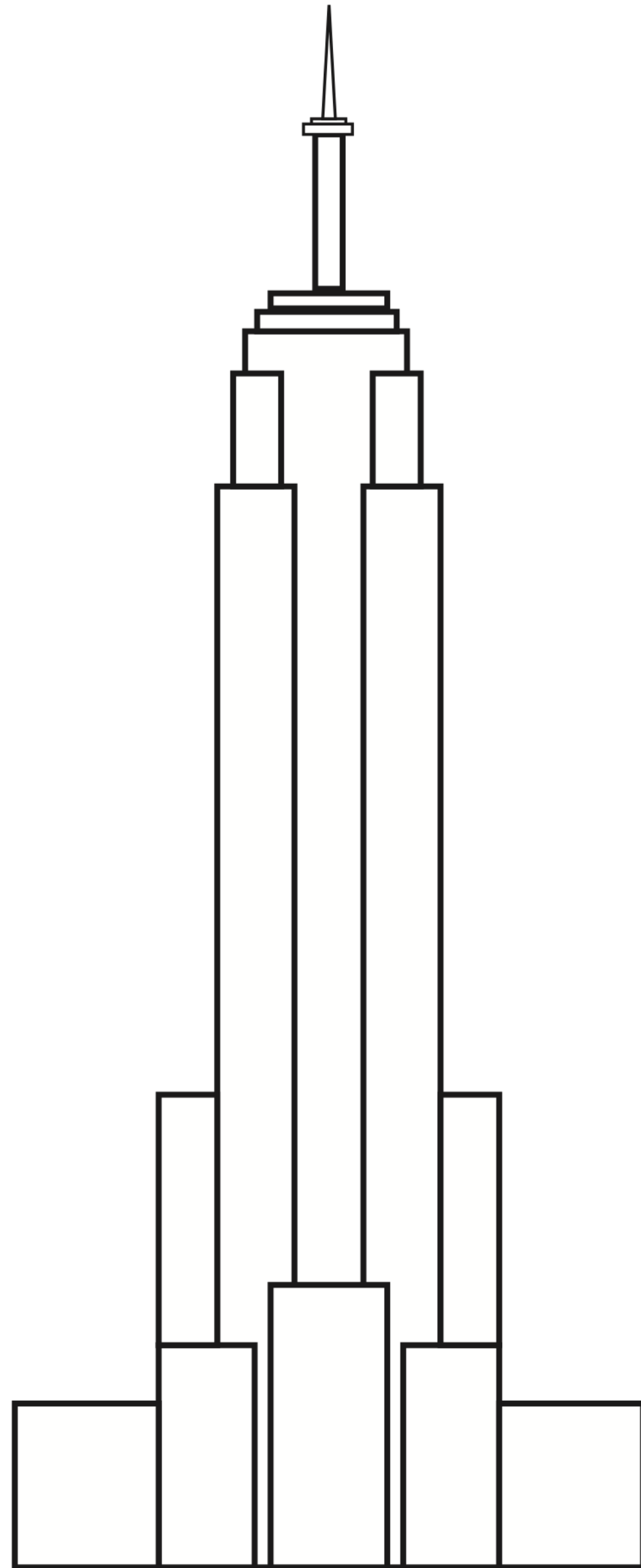
“When your technical skills are eclipsed, your humanity will matter more than ever.”

*NY Times Opinion*  
*14 February 2024*

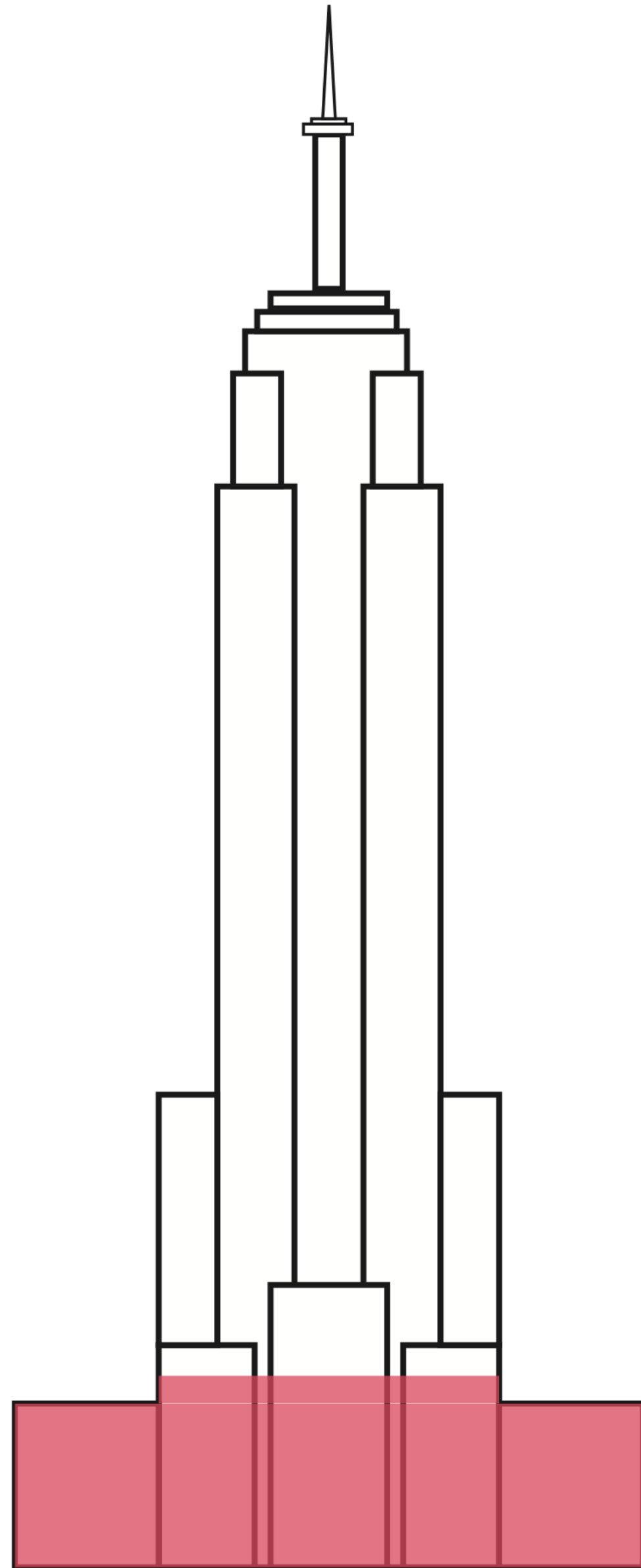


# IF AI WAS A SKYSCRAPER

If the Empire State Building contained all of human intelligence, what floor would AI be at today?



# IF AI WAS A SKYSCRAPER

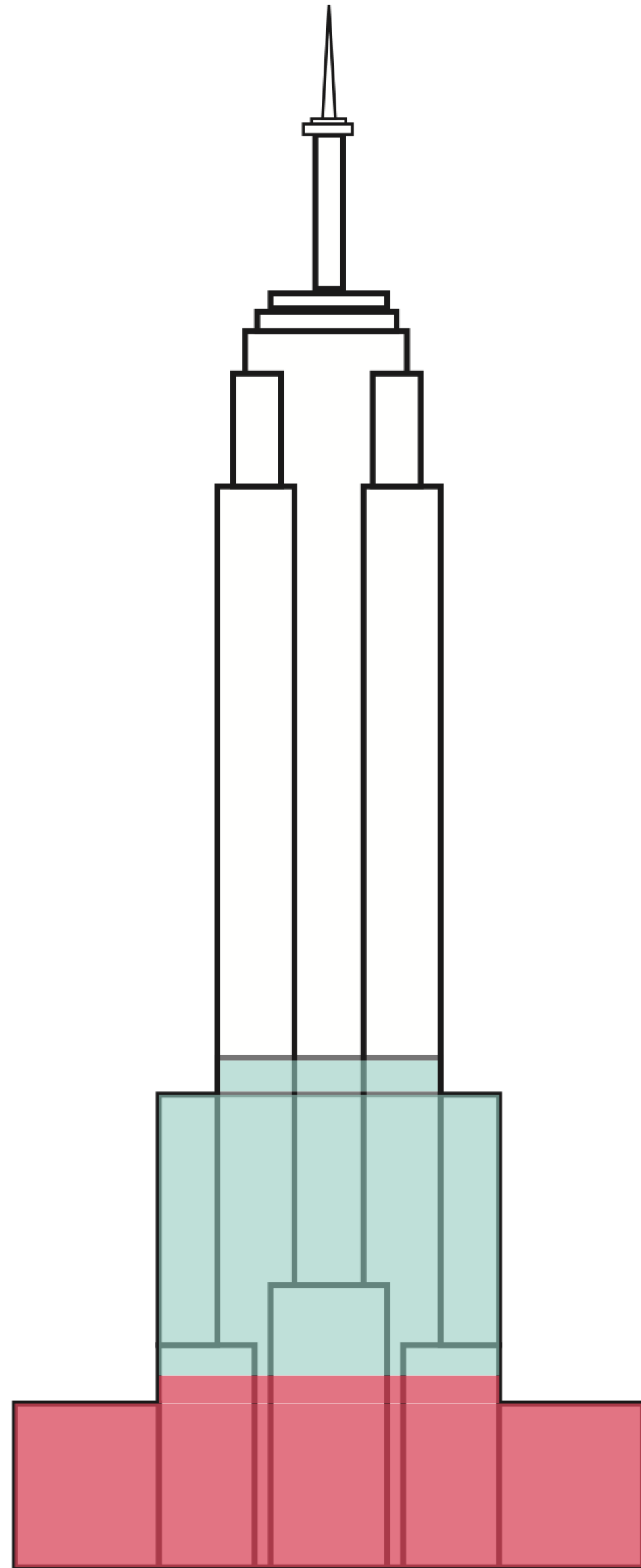


Recall  
Natural Language Processing  
Common Sense Reasoning

} BUILT - up to 15th floor



# IF AI WAS A SKYSCRAPER



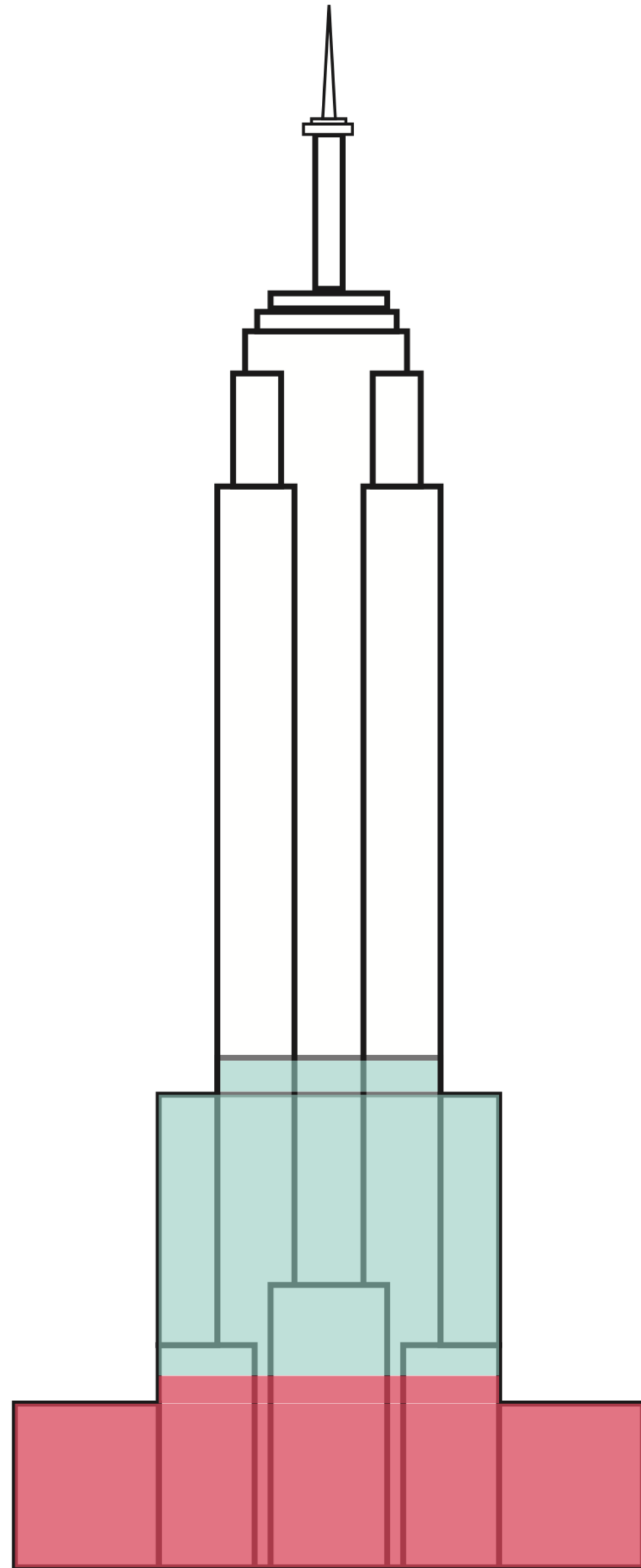
Abstract Reasoning  
Rational Mental State  
Logical Reasoning  
Intentionality / Theory of Mind  
Social Reasoning

} BEING BUILT - up to 40th floor

Recall  
Natural Language Processing  
Common Sense Reasoning

} BUILT - up to 15th floor

# IF AI WAS A SKYSCRAPER



Proprioception  
Vision Understanding  
Audio Understanding  
Hand-eye Coordination  
Manual Dexterity & Manipulation  
Navigation  
Mobility  
Multi-Agent Coordination  
Sense of Agency  
Planning  
Problem Solving  
Arithmetic

WORK HASN'T BEGUN - up to 102nd floor

Abstract Reasoning  
Rational Mental State  
Logical Reasoning  
Intentionality / Theory of Mind  
Social Reasoning

BEING BUILT - up to 40th floor

Recall  
Natural Language Processing  
Common Sense Reasoning

BUILT - up to 15th floor



**TIP**

**#1** Learn by doing. Spend 10 hours with AI.

**TIP**

**#2** Three words matter: Persuasion. Authenticity. Context.

**TIP**

**#3** Be human.

**TIP**

**#4** Know what your concerns about AI are.

**TIP**

**#5** Know where AI is going in the future.

**TIP**

**#6** Find your new normal with emerging skillsets.



# RESOURCES

## GRAPHIC DESIGNERS

Paula Scher

Information is Beautiful / David McCandless

James Victore

Paul Sahre

Stefan Sagmeister

## AI EXPERTS

Professor Ethan Mollick, Wharton School of Business

Professor Mike Wooldridge, University of Oxford

Economicgraph.Linkedin.com - Stats on job changes through AI

## TALKS / INTERVIEWS ABOUT AI

Ezra Klein Show - Series of AI interviews

Chris Do / The Futur - Podcasts/videos about AI from visual designers

Christina Rettig - Presentation on prompt engineering for comms professionals



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