

# Navigating the AI onslaught

## Crafting authentic and engaging content in the era of ChatGPT

January 19, 2024 @ 3-4 p.m. America/New York Time Zone  
Magazine Training International & Evangelical Press Association

TELL THE TRUTH  
REDEEM PUBLISHING





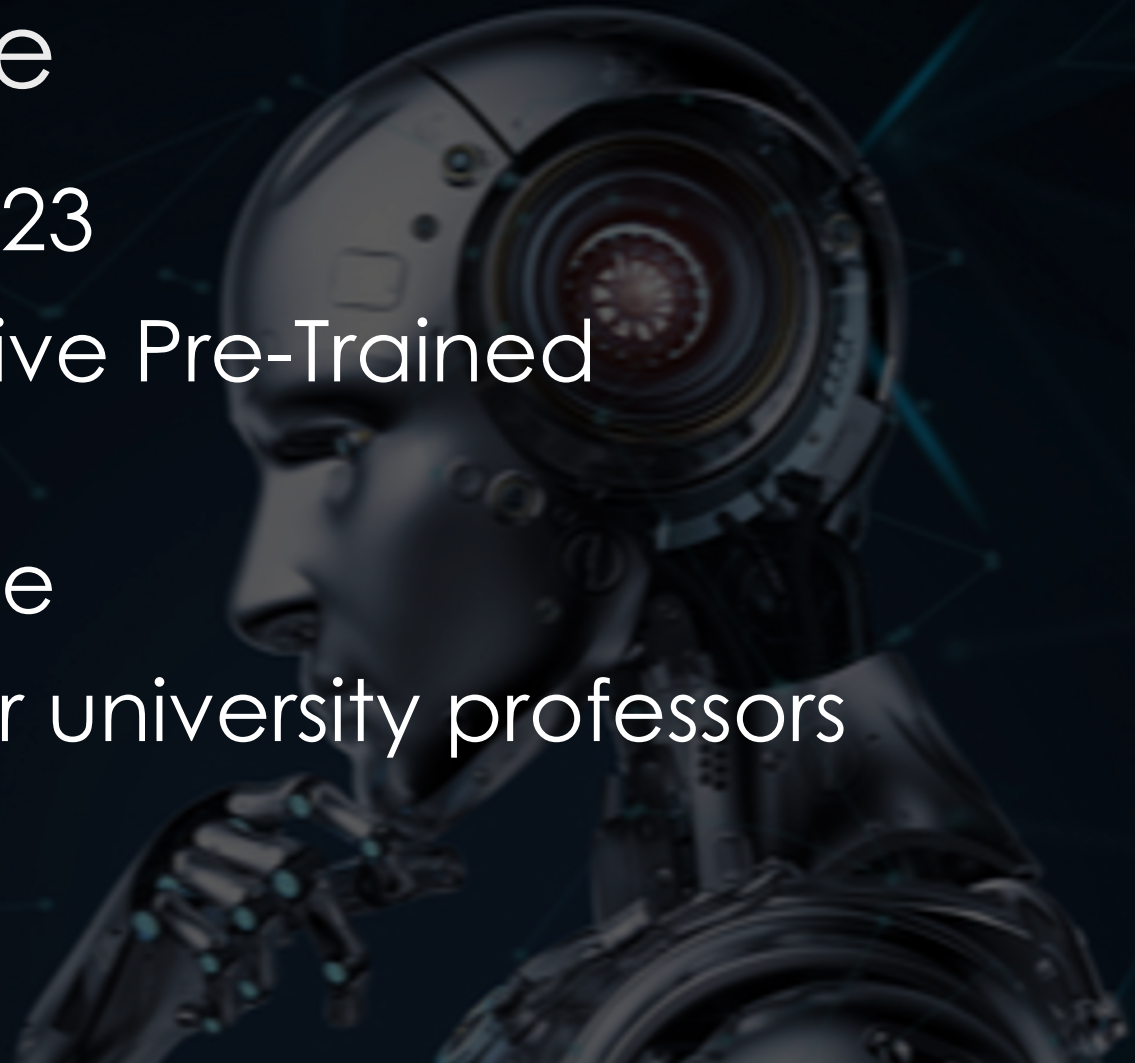
## Roadmap for this session

- ▶ **I Highlight AI and ChatGPT and fake**
- ▶ **II Background on AI and Fake News**
- ▶ **III Reasons to avoid AI in writing**
- ▶ **IV Bulletproof your prose**

# I Highlight AI and ChatGPT

## Artificial Intelligence

- ▶ Word of the year 2023
- ▶ ChatGPT—Generative Pre-Trained Transformer
- ▶ Uses prompts to write
- ▶ Modest horror for university professors





# Puppy art generated via ChatGPT

**You**

make an image of an adorable puppy



**ChatGPT**



Here is the image of the adorable puppy you requested.



GA You  
Make him silly

ChatGPT



GA You  
Crank up the silly

ChatGPT



GENERATED BY A.I.





AI overkill





• **FAKE**



<https://www.bbc.com/news/world-us-canada-65069316>



• FAKE





# Publication woes

- ▶ Sports Illustrated
- ▶ BuzzFeed
- ▶ Men's Journal-18 “inaccuracies and falsehoods”





# AI news broadcasting

- ▶ <https://www.youtube.com/watch?v=ecHioH8fawE>





# II Background on AI and fake news

[TECH](#)

## New York Times sues Microsoft, ChatGPT maker OpenAI over copyright infringement

PUBLISHED WED, DEC 27 2023 8:40 AM EST UPDATED WED, DEC 27 2023 5:06 PM EST

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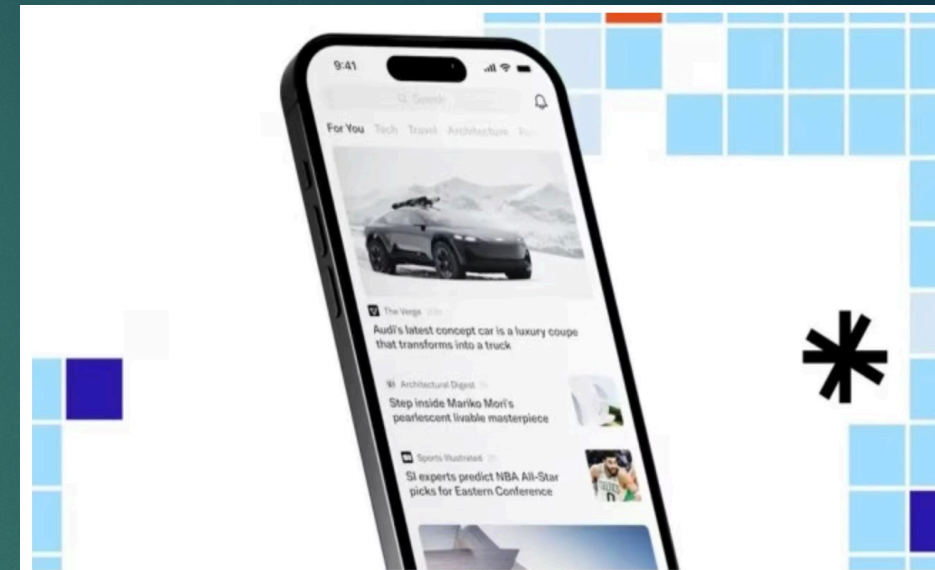
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### KEY POINTS

- The New York Times on Wednesday filed a lawsuit against Microsoft and OpenAI, the company behind ChatGPT, accusing them of copyright infringement and abusing the newspaper's intellectual property.

# Not all the AI news is full-speed ahead

- ▶ News from Jan. 16, 2024
- ▶ Artifact, the AI news app created by Instagram's founders, is shutting down



A year after launch, Artifact is winding down. (Image: Artifact)

Artifact, the AI-driven news aggregation app created by Instagram co-founders Kevin Systrom and Mike Krieger, is closing down just one year after its launch in January 2023.

In a blog post announcing the shutdown, Systrom explained that while Artifact had developed a loyal user base who loved the app, the overall market opportunity was not large enough to justify continued investment.



Problem?  
What is  
accurate?

- ▶ Common Sense Media:
- ▶ 44% of children are fooled
- ▶ 31% of 10 to 18 have shared inaccurate information





# June 2023 Digital News Report

## Half of audiences don't trust media





# History

- ▶ Oxford University Press, 1785, fake meant to steal and was written—"fak"
- ▶ 1769--John Adams and cousin Sam Adams printed false and exaggerated stories
- ▶ 2016—Fake News word of the year Macquarie Dictionary of Australia
- ▶ 2017—Same—Collins Dictionary





# FAKE can go by many names

- ▶ False news
- ▶ Disinformation
- ▶ Misinformation
- ▶ Rumors
- ▶ Propaganda
- ▶ INFORMATION POLLUTION
- ▶ WEAPONIZED LANGUAGE





# III Reasons to avoid AI in prose

- ▶ Limited personalization
  - ▶ Possible bias
  - ▶ Lack of empathy
  - ▶ Inability to understand context
  - ▶ Potential for misinterpretation
  - ▶ Lack of creativity
- 
- ▶ Nikolas Badminton of [futurist.com](http://futurist.com)





## IV Bulletproof your prose

- ▶ By definition, truth is verifiable and replicable
- ▶ Most shameful response to prose is to be accused of plagiarism
- ▶ How can you avoid fake, sloppy work?

▶ **Good sources**





# Where do you find them?

- ▶ The press reads the press
- ▶ Plus Databases—Check library, or better, university library
- ▶ See Nexis Uni
- ▶ Tell the truth
- ▶ Redeem Publishing



# Join ProfNet

The screenshot shows a Google Chrome browser window with the address bar displaying `profnet.prnewswire.com/ProfNetHome/Profnet-Journalists.aspx`. The page features the CISION ProfNet logo at the top. Below the logo is a navigation menu with tabs for "What is ProfNet", "ProfNet for Experts", "ProfNet for Journalists" (which is selected), and "Contact Us". A secondary menu includes "Why ProfNet", "Journalist FAQs", "Register as a ProfNet Journalist", "Speaker Service", and "Testimonials".

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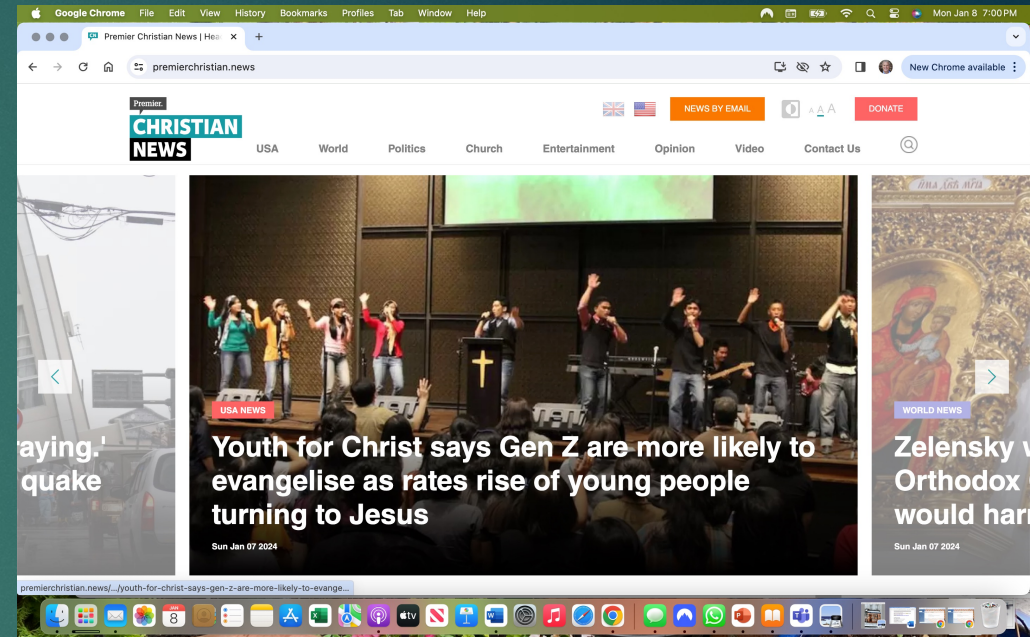
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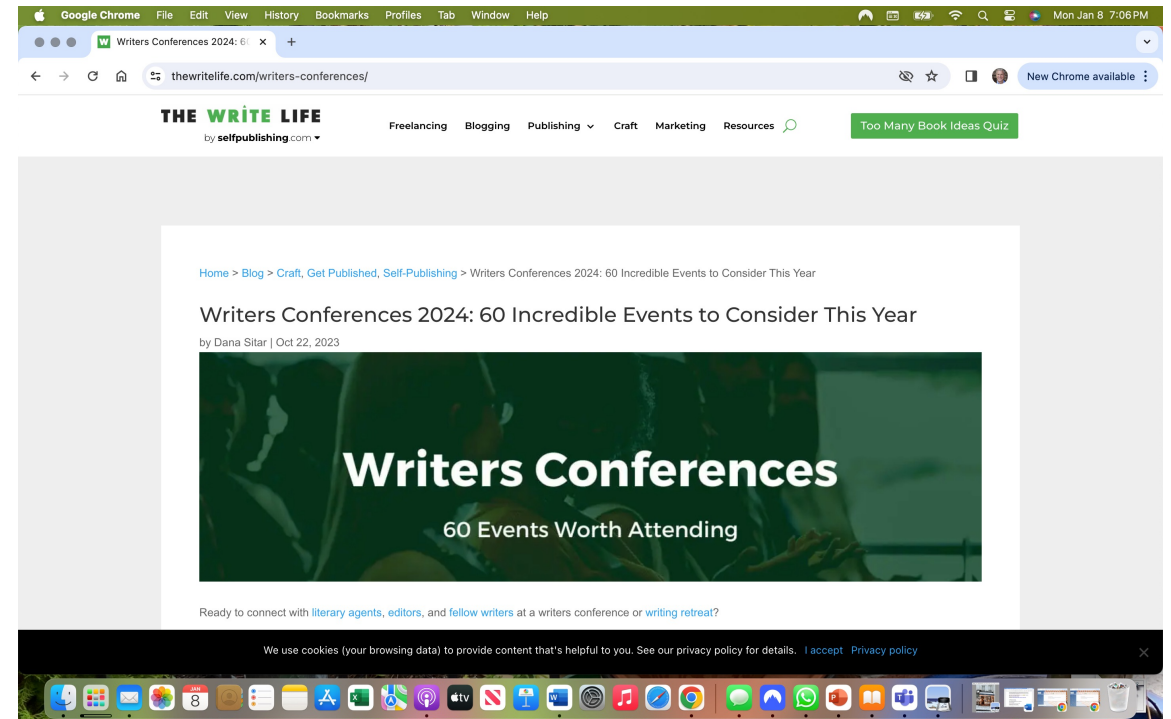
# Read widely, VERIFY

- ▶ The Pour Over
- ▶ The Friday Update
- ▶ premierchristian.news



# Helps for writers

- ▶ + Join a writer's club
- ▶ + Go to writer's conferences--  
<https://thewritelife.com/writers-conferences/>
- ▶ + Take advantage of Magazine Training International courses
- ▶ +Go to the Evangelical Press Association Conference
- ▶ +Find a mentor and take him or her to lunch and let that person advise you





# Redeem publishing

- ▶ Your voice is needed now
- ▶ A sign in my community says, "Don't give up." Don't!





Or join 'em





# Your response

- ▶ Tell us your name and we can crowdsource your answer



# Thank you

- ▶ Tell the truth
- ▶ Redeem Publishing
- ▶ Stay in touch
- ▶ Michael Ray Smith  
[writingsmith@yahoo.com](mailto:writingsmith@yahoo.com)



Best wishes to all the fonts in a  
the texts in all the books that make  
for a world of unfolding stories.

Michael Ray Smith

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