

AI – Friend or Foe?

THE IMPACT OF AI ON THE COMMUNICATIONS LANDSCAPE



A quick introduction



Cabinet Office



HM Treasury



Department
of Health &
Social Care

A quick poll to get us started

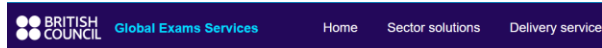
Do you use AI in your day-to-day life?

AI is changing the education landscape



English
Programmes

**Artificial intelligence
and English language
teaching: Preparing
for the future**



Home > Leveraging Educational Technology > Café Chat: Artificial Intelligen

Café Chat: Artificial intelligence

**What next for AI in
assessment?**



But with change comes worry



AI: the end of Corporate Communications as we know it?



New EY research reveals the majority of US employees feel AI anxiety amid explosive adoption



AI: Will Artificial Intelligence take my job?



This is what worries communicators, marketers most about AI



AMERICAN PSYCHOLOGICAL ASSOCIATION

Worried about AI in the workplace? You're not alone

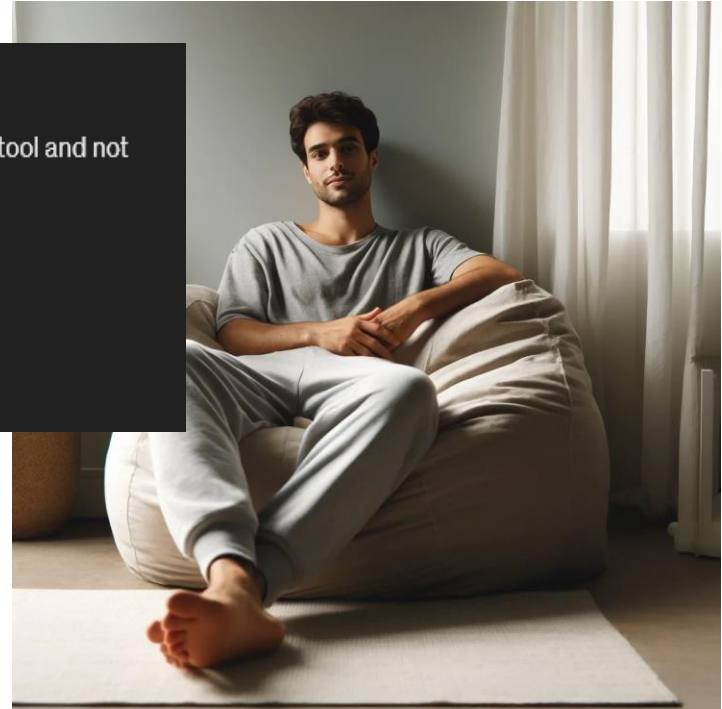
Advances in AI are causing some workers to voice concerns about how the technology will impact their jobs

You don't always have to reach for Google

You
Show me an image of someone relaxing because they've realised that AI is just a tool and not going to take their job.

ChatGPT

Creating image



Here's two I made earlier...

The Power of AI: Transforming Our World

Artificial intelligence (AI) has become a ubiquitous term, woven into the fabric of our daily lives. From the moment you wake up to a smart alarm that personalizes your

AI is everywhere these days!

From your personalized newsfeed to disease diagnosis tools, AI is quietly transforming our world. What's the coolest way you've seen AI used? #AI #FutureofTech #Innovation

You can make it work for you

- Unreliable Collaborator
- Morally Neutral



It does the jobs you don't want to



Summarize this article source:

<https://www.nytimes.com/2023/03/15/magazine/cfcs-inventor.html>



The article explores the life and legacy of Mario Molina, the chemist who discovered the impact of chlorofluorocarbons (CFCs) on the ozone layer. It details his scientific research, activism, and advocacy that led to the signing of the Montreal Protocol in 1987, an international agreement that banned the use of CFCs. The article also discusses Molina's ongoing work in addressing climate change and his efforts to inspire and educate the next generation of scientists and activists.



Make this half the length, without losing important information. Also, change the publish date to 30/04/2024 and the kick off to June 2024. The end has been moved to 2026



ChatGPT

Press Release

FOR IMMEDIATE RELEASE

Urban Greening Authority Launches "Greening Our Cities" Campaign

London, United Kingdom – 30 April, 2024 – The Urban Greening Authority (UGA) is excited to announce the launch of "Greening Our Cities," a campaign aimed at enhancing green spaces in UK urban areas to support public health, biodiversity, and community well-being. This initiative begins in June 2024 with government and local council backing.

It's an analytical brain in the room

- Analyzes data for targeted content
- Summarizes & Reports



It's cool in a comms crisis

- Real-time insights
- Predictive analytics



It's not a catch-all

- Be aware of AI-generated misinfo
- Develop a critical eye
- Embrace technology, but not blindly



AI Tools Are Still Generating Misleading Election Images

Though AI companies said they put some guardrails in place, researchers were able to easily create images related to claims of election fraud.

It can't replace the human touch

- Communicators need to work **with** AI, not against it
- Nothing will replace human experience

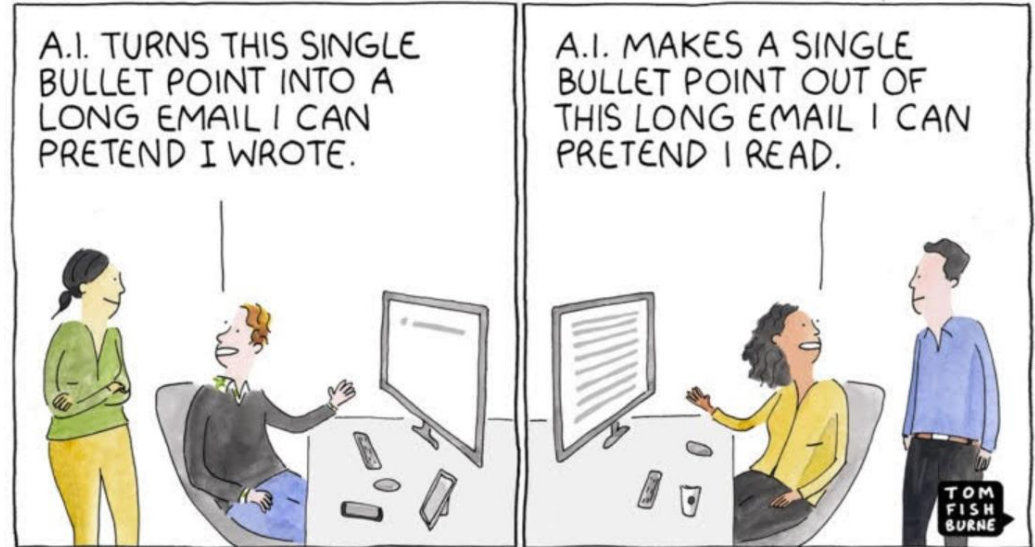
Headline: Local Bakery Announces Groundbreaking Dough Innovation (It's Just Sourdough)

FOR IMMEDIATE RELEASE

[City, State] – [Date] – In a revolutionary move that will change bread forever, **[Bakery Name]** is proud to announce the release of their newest creation: **DoughX™**. This groundbreaking innovation takes bread science to the next level, offering an unparalleled taste experience unlike anything on the market.

So what to do now?

- Keep experimenting
- Become an AI Champion
- Know that it doesn't replace human expertise



Thank You

(this presentation is a mixture of Gemini's thoughts, my thoughts,
and thoughts stolen from the internet)