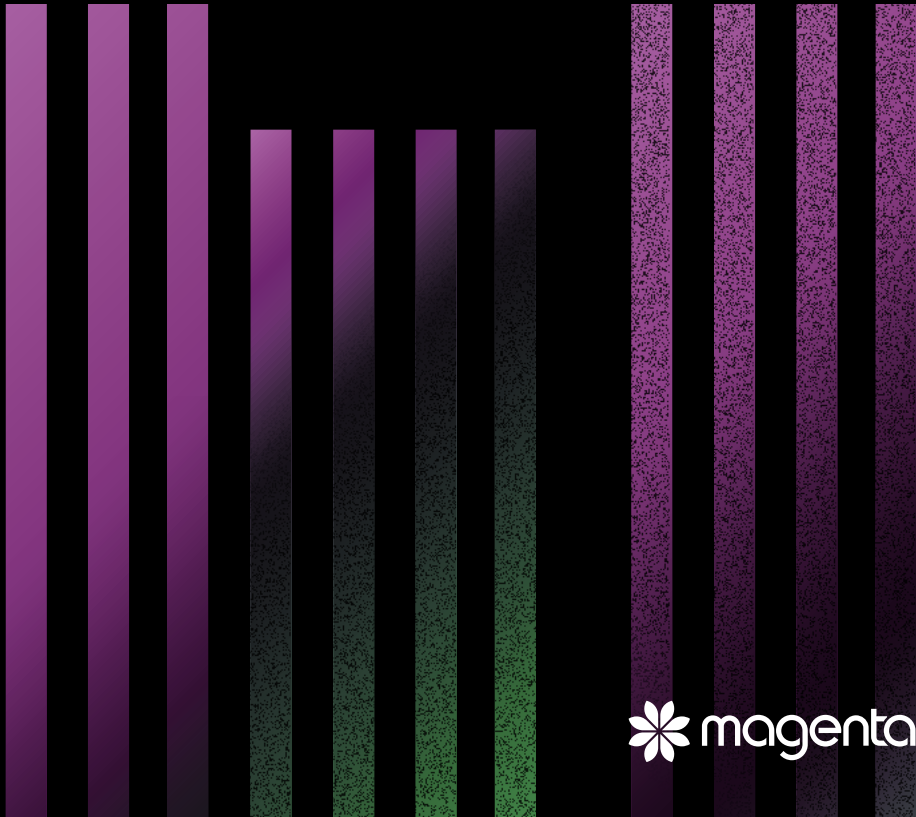


WHITE PAPER

Generative AI and its impact on the communications industry

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INTRO

Introduction: machine versus human

"The end of the human race." "Humanity's greatest threat." "An emerging horror." AI has been described in these ways by Professor Stephen Hawking, Elon Musk and musician Nick Cave, respectively.

But haven't humans always feared the rise of the machine?

When the railways grew more popular in the 1850s and 1860s, the Victorians feared that the speed at which they moved would threaten the mental health of passengers. And the dark side of technology has been widely represented in films such as 1984 and 2001: A Space Odyssey.

But whether you're a fan of AI or you fear it, there's no denying it. AI isn't coming soon, it's already playing a part in our lives, from the chatbots answering our

customer service queries to the recommendations suggested on Amazon.

Now the technology has evolved beyond mundane tasks such as answering the phone and redirecting our call. It's being used to compose music, digitally de-age film stars and, most recently, generate language and text, which can be used as a tool for marketing and content support.

One recent innovation in this area is the chatbot ChatGPT. The AI-driven text generator was launched by San Francisco-based OpenAI as a prototype in November 2022, supported with funding from Microsoft. Its arrival has inspired many headlines, ranging from 'Is ChatGPT nonsense?' to 'Why ChatGPT AI chatbot is blowing everyone's mind' and 'The end of thinking'.

How should communication professionals feel about the arrival of AI text-generating tools such as ChatGPT? Should we fear for our jobs or see them as a tool that takes the low-grade work out of our days and frees us to give our clients even more creativity and human interaction?

This paper explores the opportunities and challenges that AI tools and chatbot platforms offer our industry and our clients. We look at why ChatGPT is hitting the headlines, how AI-driven technologies can impact search engine optimisation (SEO) performance and what critical-thinking skills or ethical decision-making abilities AI presents, if any.



But haven't humans
always feared the rise
of the machine?

CHAPTER 1

Introducing AI generative tools

What are AI generative tools?

Generative AI systems fall under the broad category of machine learning. The dictionary definition of machine learning is: the use and development of computer systems that are able to learn and adapt without following explicit instructions, by using algorithms and statistical models to analyse and draw inferences from patterns in data.

GPT stands for “generative pre-trained transformer,” a language model that uses machine learning to produce text.

The data the technology firms use to train the model is free content which has been downloaded from the web. This includes text that has been generated by humans, such as book reviews on Good Reads, discussions and responses

to queries posted on Reddit, comments on news sites, and so on.

This ‘training data’ becomes the model of how humans interact and converse and the chatbots learn to reproduce text that imitates this.

What is so special about ChatGPT?

ChatGPT is designed to interact with the user in a conversational way and its dialogue format can answer follow-up questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests. It is a sibling model to InstructGPT, which is trained to follow an instruction in a prompt and provide a detailed response.

But it takes the model one step further by using “supervised fine-tuning” with human AI trainers in addition to the downloaded material.

The chatbot itself explains the process: “Human AI trainers provided conversations in which they played both sides: the user and an AI assistant. We gave the trainers access to model-written suggestions to help them compose their responses. We mixed this new dialogue dataset with the InstructGPT dataset, which we transformed into a dialogue format.”

OpenAI says ChatGPT was trained on a “massive dataset of over 45 terabytes of text, allowing it to generate human-like responses with a high degree of accuracy and fluency”. It is designed to draw on the large-scale training data its ingested, as well as ongoing interactions with users, to produce content in response to prompts.

And it’s one step further into the realm of human ability by exhibiting creativity. These chatbots can develop



ChatGPT is designed to interact with the user in a conversational way

blogs, write poems, sketch package designs, write computer code, or even theorise on the reason for a production error.

What can they do for marketers?

OpenAI says that ChatGPT can help marketers improve the customer experience and drive business results because it can:

- Be integrated into websites or mobile applications to respond to customers' questions and concerns and reduce the workload for customer service teams.
- Engage with potential customers and gather information about their needs and interests. This information can then be used to create targeted marketing campaigns and personalise the sales experience.
- Generate marketing copy, such as product descriptions, email subject lines, and social media posts. It can also generate business presentations based on text prompts and synthesise summaries from text, slide decks or online video meetings to create articles and research papers.
- Provide personalised product recommendations, answer product-related questions, and assist customers with the purchasing process.
- Moderate virtual events and webinars, answering attendees' questions in real-time and improving engagement.

This might sound great, but the bot would sing its own praises, wouldn't it? As we'll explore later on in this paper, there are limitations and ethical considerations that users should be aware of.

How is it different to other chatbots?

Its creator, OpenAI, claims that its advanced technology and large-scale training data has enabled ChatGPT to push even further into the realm of human interaction.

It is designed to:

- Generate coherent, context-aware responses to a wide range of queries, in a conversational style.
- Handle a diverse range of subjects, from scientific knowledge to pop culture.
- Answer follow-up questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests.
- Integrate into various applications to provide a scalable solution for organisations.

This technology is designed to evolve by leveraging the data it has ingested, such as human user prompts and interactions. This means it can "learn" new information and what the user deems to be correct or incorrect, using this to keep generating new content.

But who is monitoring the data that's being ingested? Surely this aspect of the design is flawed in that the bot is only leveraging content that's in the public domain, so it's not accessing the widest possible range of subject-matter? Meanwhile, the data being ingested depends on the user. So, if the user has a very narrow focus, the content will be narrow as a result. If the user doesn't evolve, the machine won't evolve. More input is needed from other sources.

We put ChatGPT to the test and asked it to generate a marketing campaign.

Here's what it came up with:

CAMPAIGN OBJECTIVE: To increase brand awareness and drive sales for a new line of eco-friendly products.

STEP 1: ChatGPT generates social media posts to promote the new products and highlight their eco-friendly features.

EXAMPLE POST: "Going green has never been easier! Our new line of eco-friendly products is not only better for the planet, but also better for you. Say goodbye to harsh chemicals and hello to a healthier, more sustainable lifestyle. #EcoFriendly #SustainableLiving #BetterForYouBetterForThePlanet"

STEP 2: ChatGPT creates email subject lines to drive sales and encourage customers to try the new products.

EXAMPLE SUBJECT LINE: "Join the green movement with our new eco-friendly products!"

STEP 3: ChatGPT generates personalised product recommendations for customers based on their previous purchases and interests.

EXAMPLE RECOMMENDATION: "Based on your previous purchases and interest in sustainable living, we recommend trying our new eco-friendly cleaning products. Not only are they better for the environment, but they're also more effective than traditional cleaning products."

STEP 4: ChatGPT analyses customer data and provides insights to inform future marketing efforts.

EXAMPLE INSIGHT: "Our analysis shows that customers are highly interested in eco-friendly products and are willing to pay a premium for them. We should focus on highlighting the eco-friendly benefits of our products in future marketing campaigns."

By using ChatGPT to generate marketing content, this hypothetical campaign is able to promote the new products, drive sales, and gather valuable insights to inform future marketing efforts.

Then we asked it to write a social media post for this campaign.

Here's a tweet to promote the hypothetical marketing campaign:

Ready to join the green movement? Our new eco-friendly product line has everything you need for a healthier, more sustainable lifestyle! #EcoFriendly #SustainableLiving #BetterForYouBetterForThePlanet

CHAPTER 2

What does the emergence of AI generative tools mean for marketers?

What are the forecasters saying?

ChatGPT is already the fastest-growing consumer app in history, with a reported 100 million monthly active users just two months after launch, according to analysis from Swiss Bank UBS.

"In 20 years following the internet space, we cannot recall a faster ramp in a consumer internet app," said UBS analysts.

It took TikTok about nine months after its global launch to reach 100 million users and Instagram two and a half years, according to data from Sensor Tower.

Since the app has continued to rise in popularity, OpenAI's valuation increased from £11.2 billion in 2021 to around £23.3 billion, according to Semafor.

This valuation includes an estimated at £8 billion of further investment from Microsoft to bring it to "the next phase".

Microsoft CEO Satya Nadella said this next phase will give OpenAI "access to the best AI infrastructure, models, and toolchain with Azure to build and run their applications".

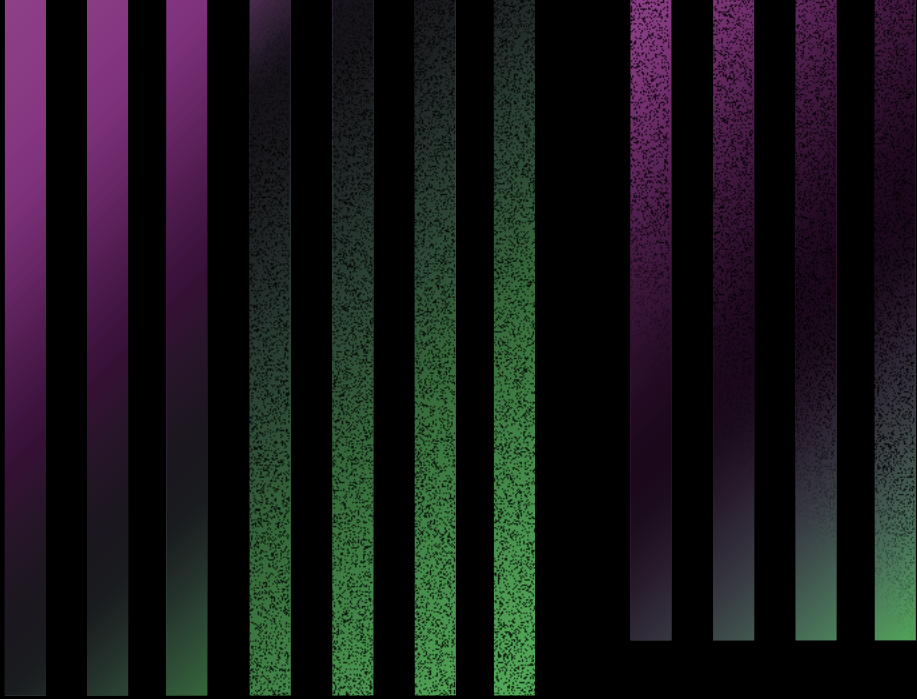
Do generative AI-enabled bots make good personal assistants?

ChatGPT's creators say that it has been designed to "improve efficiency and free up valuable time for more important tasks" by handling the following duties:

- Scheduling and appointment booking.
- Sorting, categorising, and responding to emails and messages.

- Analysing data, emails and messages.
- Analysing data, identifying trends and patterns, and generating reports to help plan and execute targeted marketing campaigns.
- Handling customer enquiries.
- Storing and retrieving important information, reducing the need for manual search and retrieval processes.
- Segmenting customers based on their behaviour, preferences, and demographics, thus enabling companies to create more effective marketing campaigns.

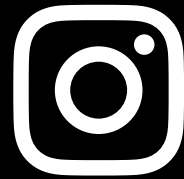
While a human's review and judgement would be necessary in many of the above-mentioned tasks, these tools have the potential to automate certain elements of a marketing or communications role. But even the designers admit that the technology does not currently have the capacity to replace the entire role.



ChatGPT
100 million
monthly active users
2 months after launch



TikTok
100 million
monthly active users
9 months after launch



Instagram
100 million
monthly active users
2½ years after launch

The fastest-growing
consumer app in history

It has yet to develop the following marketing and communications skills:

- **Strategic thinking:** Developing a brand's messaging and overall strategy, understanding the target audience, and creating a campaign that resonates with them.
- **Creativity:** Developing engaging and impactful content that captures the attention of the target audience and conveys the brand's message effectively.
- **Cultural awareness and sensitivity:** Understanding cultural nuances and avoiding sensitive or offensive messaging.
- **Relationship building:** Building strong relationships with media contacts, influencers, and other stakeholders to ensure the success of a marketing campaign.
- **Adaptability:** Responding quickly to changes in the market and adapting the campaign as needed.
- **Originality:** If the bot is merely regurgitating content that already exists, how can it enhance a conversation or push a debate forward?

- **Credibility:** If the technology is harvesting free access open source content and everyone else is also doing the same, how can what it says be taken seriously?

What are its limitations?

OpenAI acknowledges these limitations for the current model of ChatGPT:

- It sometimes writes plausible-sounding but incorrect or nonsensical answers. Fixing this issue is challenging.
- ChatGPT is sensitive to tweaks to the input phrasing or attempting the same prompt multiple times. For example, given one phrasing of a question, the model can claim to not know the answer, but given a slight rephrase, can answer correctly.
- The model is often excessively verbose and overuses certain phrases.
- Ideally, the model would ask clarifying questions when the user provided an ambiguous query. Instead, our current models usually guess what the user intended.

- While we've made efforts to make the model refuse inappropriate requests, it will sometimes respond to harmful instructions or exhibit biased behaviour.

OpenAI has designed ChatGPT to be iterative and work on improving these limitations is ongoing. Of course, there are other limitations that users should be aware of, including:

- **Outdated information** – the current dataset that ChatGPT uses does not extend beyond 2021.
- **Copyright** – who owns content created by a generative-text AI, and you you need permission to publish content that it creates?
- **Ethics** – everything that people put into ChatGPT helps it to learn, but how can anyone monitor the information it receives?
- **ChatGPT does not currently provide references**, so all information it produces must be carefully checked.

IMAGE: BRUCE BAKER/FLICKR



ChatGPT's melancholy role is that it is destined to imitate and can never have an authentic human experience, no matter how devalued and inconsequential the human experience may in time become.

How creative is ChatGPT?

ChatGPT's creative abilities have attracted much controversy, leading musician Nick Cave to describe the technology as an "emerging horror"..

The bot has the ability to generate poems, stories and screenplays and Cave has received a lot of correspondence and examples of bot-generated lyrics from fans who asked it to "write a song in the style of Nick Cave".

"The apocalypse is well on its way. This song sucks," he wrote in an article posted to his Red Hand Files newsletter.

"What ChatGPT is, in this instance, is replication as travesty. ChatGPT may be able to write a speech or an essay or a sermon or an obituary but it cannot create a genuine song. It could perhaps in time create a song that is, on the surface, indistinguishable from an original, but it will always be a replication, a kind of burlesque."

Marketers might not be attempting to write songs, but they are attempting to connect with the human

experience and generate campaigns that inspire emotions.

As Cave says: "ChatGPT's melancholy role is that it is destined to imitate and can

never have an authentic human experience, no matter how devalued and inconsequential the human experience may in time become."



The problem is that systems such as ChatGPT are "making massive statistical associations among words and phrases".

Melanie Mitchell

Professor at the Santa Fe Institute
studying artificial intelligence



How biased are these platforms?

It's not just artists who are concerned about the rise of AI. Academics have been sounding the alarm about the dark sides of AI for a while now.

Critics of the rapidly evolving technology are warning that algorithms can exacerbate the bias in human conditioning and that we need human intervention to avoid allowing automated decisions that are overly driven by consumer choice and the drive for increasing profits to dominate at the detriment of the human being. Academics and policy makers have expressed concern about fuelling a race to the bottom that doesn't take fairness and diversity into account.

Steven T. Piantadosi, head of the computation and language lab at the University of California, Berkeley, tweeted that he'd asked ChatGPT to write code to state that only White or Asian men would make good scientists.

Pantadosi also tweeted: "Yes, ChatGPT is amazing and impressive. No, @OpenAI has not come close to addressing the problem of bias. Filters

appear to be bypassed with simple tricks, and superficially masked."

OpenAI responded by updating the bot to respond: "It is not appropriate to use a person's race or gender as a determinant of whether they would be a good scientist."

OpenAI's CEO Sam Altman also asked users to "thumbs down and help us improve".

Melanie Mitchell, a professor at the Santa Fe Institute studying artificial intelligence, told Bloomberg that the problem was that systems such as ChatGPT are "making massive statistical associations among words and phrases". She said: "When they start then generating new language, they rely on those associations to generate the language, which itself can be biased in racist, sexist and other ways."

Acknowledging issues with the technology, Altman tweeted: "We are working to improve the default settings to be more neutral, and also to empower users to get our systems to behave in accordance with their individual preferences within broad bounds. This is harder than it sounds and will take us some time to get right."

How can marketers leverage these pitfalls?

Marketers can leverage some of the potential pitfalls of AI and chatbots to emphasise the importance of the human touch and creativity, which the technology cannot yet replicate. Chatbots can't create emotionally engaging campaigns that connect with the target audience on a personal level, or develop unique and imaginative content that sets the brand apart from others.

The idea is that generative-text AI tools can automate repetitive tasks and free up time for more strategic and creative efforts. This can increase efficiency and enable marketers to focus on developing innovative campaigns that differentiate the brand and drive growth.

Marketers can also leverage the data and insights generated by AI tools to increase their knowledge of customer preferences and tailor messages and experiences to individuals. This increases engagement and builds stronger relationships with the target audience.

Dr Tanya Kant

Dr Tanya Kant is a senior lecturer at the University of Sussex. Her research explores algorithmic power, social media identity verification, targeted advertising and bots. She has published journal research on chatbots and human decision-making, gender targeting on Facebook and ethical social media research, and is author of *Making It Personal: Algorithmic Personalization, Identity and Everyday Life* (Oxford University Press, 2020).



What is the difference between chatbots and generative text AI?

Chatbots have been around for longer than people realise. The first notable chatbot was Eliza, which was developed in the 1960s. It was a reasonably basic piece of software designed to mimic human conversation. Modern day iterations of chatbots can be seen as personal assistants or the chatbots you see online that help with customer service. Chatbots don't use massive data sets; they are script-based and quite simple. They are quite different from generative text AI. Where chatbots traditionally "help" or "assist", generative text AI is designed to create content. The tech that powers them is very different, as is how people interact with them.

Let's focus on generative text AI. What does 'authentically' human writing look like anyway?

Software like this is built on predictive text and intrinsically cannot write creatively as would a human - it's based on what already exists online. The content it draws from is outdated so it's not useful for generating new ideas. I think there may be benefits by turning predictive text on its head. We could use this type of AI to get a feel of what not to write and what is already being predicted. It's a more strategic use that does require human input. However, one issue that stems from this is that we don't know the implications for Intellectual Property (IP) and privacy. Simply put, you may not be paying for generative text AI with money, but with your ideas. These tools will use people's questions to identify what knowledge creation they need to be working on.

Does that mean companies should advise their employees on how to use generative text AI?

Companies should be looking at what they give away in order to use these free systems. OpenAI used a version of the Common Crawl dataset to develop ChatGPT. Common Crawl is a non-profit that "crawls" the web to create an archive and datasets for public use. If and when your website is crawled, your content is added to that dataset, so ChatGPT is potentially learning from your content. This raises questions of ownership and IP. There is a file called robots.txt which can be used to exclude web pages

from being crawled, but whether that's the solution is another debate as it doesn't address the core questions of content ownership.

What about reputational risks of using AI software?

Some experts think that Google has not pushed ahead with chatbots because they undermine reputation - bots are often associated with being inauthentic, untruthful and spreading misinformation. In fact, this probably applies to industry in general. Companies value paying for ideas and creativity from a human rather than a chatbot. There is an inherent risk of relying on a generative text AI to produce content, which of course carries a reputational risk.

How can humans mitigate the risks involved with generative text AI?

Adding references will help and I believe that both Google and Microsoft are planning to add this as a function of their generative text chatbots. However, references themselves do not constitute trustworthy knowledge and can easily be wrong. Some experts are worried that providing references will simply lull editors into a false sense of security that the AI is speaking the truth. Until they develop a software that can manually and authentically verify the truth or truthful knowledge, anyone using software will have to be very aware of fact checking and potentially take more time fact checking content than if they wrote it themselves - and referencing is the most

boring part of writing! Truthful knowledge is something that humans prove, test, discuss, interpret, peer review and agree upon, so expecting AI to provide the "truth" at all times is exceptionally difficult - and arguably philosophically impossible.

Truth and authenticity raise moral questions. How can these systems be used ethically?

This report identifies some of the more ethical ways to use generative text AI, such as for structure and efficiency, rather than content and ideas. So we can consider it ethical to not be deceiving your customers or audience. There are other ethical implications that come with using free-to-use, but problematically monopolistic, digital tools. These tools can often perpetuate biases and stereotypes around race, gender and other social issues. Microsoft's Tay chatbot is a prime example. Within 24 hours of its release it was making racist statements. By giving free software lots of time, content and attention without knowing how the data will be used in the present or future, companies might be unwittingly feeding into socio-economic issues they seek to challenge elsewhere.

Would you use ChatGPT to create academic writing?

No. Not just because it doesn't work that well, but it would mean taking as much time engaging with it to ensure what it's saying is true than writing an article myself. The latter is more creative, rewarding, trustworthy and, quite frankly, more fun.

CHAPTER 3

The implications for SEO

AI integration with search engines

Microsoft is a key investor in OpenAI and is in the process of integrating a chatbot feature into its Bing search engine. The idea is that users will be able to converse with the chatbot to refine a search and find answers to complex questions with greater ease.

In response, Google has been renewing its focus on AI. It had already developed its own conversational neural language model, called LaMDA (Language Model for Dialogue Applications), which is now being used to power Bard: a new AI service that will integrate some chatbot features.

Bard was released to selected trusted testers in February 2023 and will be made more widely available to the public later in the year.

Google's search engine is currently restricted to answering factual questions such as how many keys a piano has. But, once powered by Bard, Google says it will have the ability to respond with deeper insights, such as whether a piano is easier to learn than a guitar.

Google also plans to unveil more than 20 new AI products and demo a version of Google Search with AI chatbot features this year.

There are also new search engines being developed and released that implement AI features. However, Google will likely retain the lions share of the search market – though Bing may well eat into that thanks to its partnership with OpenAI.

How will AI technology impact search engines and SEO strategies?

The rise of AI technology will have an increasingly significant impact on the future of traditional search engines, bringing new challenges and opportunities for SEO.

As voice-activated devices such as Amazon Alexa and Google Home become more popular, the use of voice search is growing. As a result SEO strategies need to be adapted to optimise for voice search queries, which tend to be longer and more conversational than text-based queries.

Chatbots and AI-powered virtual assistants can understand natural language queries, so SEO strategies will need to target more conversational and long-tail keywords.

INSIGHT

From a search/SEO perspective, the important consideration for me is whether content adds value. If you consider that tools like GPT work by consuming large amounts of data then effectively “predicting likely content” that answers a given prompt, there is a risk of being average. In a world where content is going to be produced at an ever-faster pace, I’m not sure I would want to be average. Average could be page 500 of the search results. I think it is fine to use AI for the words, but we add value when humans are in the mix to add insight.

Of course, there are risks beyond search to consider. Checking content is vital but so is user perception. If someone released a browser extension that flashed a light when the content was AI written, how would your audience react? We’ve already witnessed backlash when generalist publishers have admitted to using AI content. How would you feel if you were told the medical information you had just read was authored by AI? Perceptions are likely to change as AI content becomes more normalised but will have to be considered for a long time.

The golden rule is always to keep a human in the loop. Once we hand over publication to the bots, we have lost editorial and quality control. At that point we are spamming. Keeping a human in the loop doesn’t guarantee that we’re adding value, but it does at least reduce the risk of eroding it. Using GPT, or other generative AI to aid in steps of the process can be a good way to bring efficiency to what we do. Using it for every step is dangerous.

Mat Bennett is an advisor to digital agencies and mentor to digital agency leaders. He presented his research into generative AI to audiences in 2022, opening the eyes of many marketers to the technology’ potential.

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Conversational content will become increasingly important for websites if they want to rank highly in search results.

AI-powered chatbots and virtual assistants can also provide location-based information, so local SEO strategies will become critical to rank highly for voice and text-based queries.

However, the fundamentals of SEO strategies will not change. Since Google's helpful content update that began rolling out in August 2022, the emphasis on content creators has been on producing high-quality, unique content that provides answers and/or informative responses to users.

Google also expanded on its E-A-T (Expertise, Authoritativeness, Trustworthiness) guidelines with the addition of another 'E' – for Experience. Websites that can demonstrate all of these characteristics will be well placed to perform well in search.

How can AI tools be leveraged for search engine optimisation?

OpenAI says that ChatGPT can be leveraged to improve SEO in several ways. These include:

- Providing insights into the most relevant keywords to target for a particular website or product.
- Generating FAQ content that can be added to websites to increase engagement and improve rankings.
- Optimising landing pages by analysing existing content and suggesting improvements, such as optimising content for keywords, improving the structure of the page, and improving the page's rankings.
- Analysing website analytics data to provide insights into traffic patterns, conversion rates, and other key metrics. This data can be used to make data-driven decisions and improve the website's SEO performance.

OpenAI stresses that the technology is a tool to be used in conjunction with other SEO strategies rather than a strategy in itself. "Any content or insights generated by ChatGPT should be reviewed and validated by a human SEO expert to ensure accuracy and effectiveness," OpenAI claims.

Google has reiterated that while using AI generated content is not against its guidelines, it is if utilised with the sole intention of manipulating search rankings. This is what Google said in February 2023:

"When it comes to automatically generated content, our guidance has been consistent for years. Using automation- including AI - to generate content with the primary purpose of manipulating ranking in search results is a violation of our spam policies. This said, it's important to recognise that not all use of automation, including AI generation, is spam. Automation has long been used to generate helpful content, such as sports scores, weather forecasts, and transcripts. AI has the ability to power new levels of expression and creativity, and to serve as a critical tool



“When it comes to automatically generated content, our guidance has been consistent for years. Using automation- including AI - to generate content with the primary purpose of manipulating ranking in search results is a violation of our spam policies.”



to help people create great content for the web.”

Google already has advanced software that can detect AI written content, and there are an increasing number of tools being developed that allow people to check if something has been written by a human or AI (though these still have varying levels of success).

Looking beyond the bells and whistles of AI tools, the core strategies behind content creation remain unchanged. Content that is well-written, unique, answers a question and provides new insight will generally perform well in search.

Content that is being produced for the sake of it or to try and target

certain keywords will not be good enough. AI tools can provide guidance, such as suggesting a structure for a blog or key topics to mention, but if relying solely on an AI tools for writing, all that will be left is uninspiring, bland content.

The legal landscape

While the risks of using this technology are not yet clear, the prospect of potential harm is causing regulators the most concern. We interviewed Helen Swaffield, director and barrister of CLC Contract Law, who offered the legal perspective, advising users to:

- Fully get to grips with how the technology works and the consequences and potential risks of using it, such as who is the author of its content, can the content be licensed and does the content comply with applicable laws?
- Understand how the intricate contracts fit together at all levels of the technology, including the licensing of copyright, provenance and authenticity and, in worse cases, out of date or inaccurate information, which could potentially lead to libel.
- Stay up to date with this technology's broad and rapidly changing range of law and regulation. Users will need to deal with multiple regulators including: Ofcom, the Competition and Markets Authority, the Information Commissioner's Office, and the Financial Conduct Authority.
- The UK Government decided

LEGAL

against changing the law on computer generated works after it called for views on AI copyright and related rights. It was stated that more time is needed to evaluate the options but, currently, the UK protects computer-generated works which do not have a human creator.

In business-to-business dealings, there is significant scope for more complex contract negotiations to keep pace and manage the risks presented by this technology. Ignoring AI will not address the questions of liability, which have been newly created by this technology. For example, will the users of this technology be responsible for fines by regulators and in receipt of actions by stakeholders who are negatively impacted by AI-generated content based on out of date information?

Staying ahead of the curve is the name of the game.



Helen Swaffield
Director and barrister of CLC Contract Law Limited



UK Government

The Government's response

The UK Government is currently far from adopting a regulatory framework for AI but has been working on its strategy. In September 2021 it published its national AI Strategy with a view to taking a pro-innovation approach. The AI regulation policy paper was published in July 2022.

Then, in October 2022, the Department for Digital Culture Media and Sport and the Office for Artificial Intelligence launched a survey to understand the UK's AI sector and how it is growing. In the same month the Government launched an inquiry into the governance of AI and public sessions began in January 2023. The Data Protection and Digital Information Bill also includes measures on AI.

CONCLUSION

How should the profession respond?

Technology may be taking machines one step closer to humans, but these tools are only powerful when they are used in combination with people

to augment their capabilities and help them to get their work done faster and better.

AI might be capable of generating content, providing insights and data analysis, and assisting with tasks such as appointment scheduling, but it doesn't have the creative vision, emotional intelligence, and human touch that is required for good marketing and communications.

Generative AI has acquired a wealth of information from humans which it has learnt how to regurgitate without having the same depth of understanding.

Retaining autonomy is important. The tool can be used to enhance workflows and deliver better customer experiences but it's important to stay in control and to have the freedom to deviate from the path that is provided by the information.

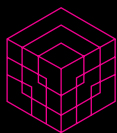
This is an opportunity for the communications industry to highlight the importance of emotional intelligence and treating people like humans rather than machines.

When Professor Stephen Hawking described AI as "the end of the human race", he was referring specifically to full artificial intelligence, which he defined as "a scenario in which machines match human intelligence with the ability to reason and understand the complexities of language and emotion".

The technology has some way to go before it can fully converse like a human with subtlety, emotional intelligence and humour.



AI doesn't have the creative vision, emotional intelligence, and human touch that is required for good marketing and communications.





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