



Washington State
Hospital Association



Unlocking the Power of AI: Strategies for Communicators

THA Annual Meeting 2024

Tim Pfarr

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What is AI in this context?

- Artificial intelligence that creates multimedia assets for use
- Some require payment but lots are free
- What do you think of AI? (Positive/negative/neutral feeling?)

Why AI for communications?

- **Makes heavy lifting easier**
- **Allows you to easily generate more specific pieces of media**

Types of AI tools

- Text (i.e. ChatGPT, Bing Copilot)
- Images (i.e. Playground, DALL-E3, Bing Copilot)
- Videos (i.e. Luma Dream Machine, Sora)
- Your IT department may have feelings on which AI tools are acceptable

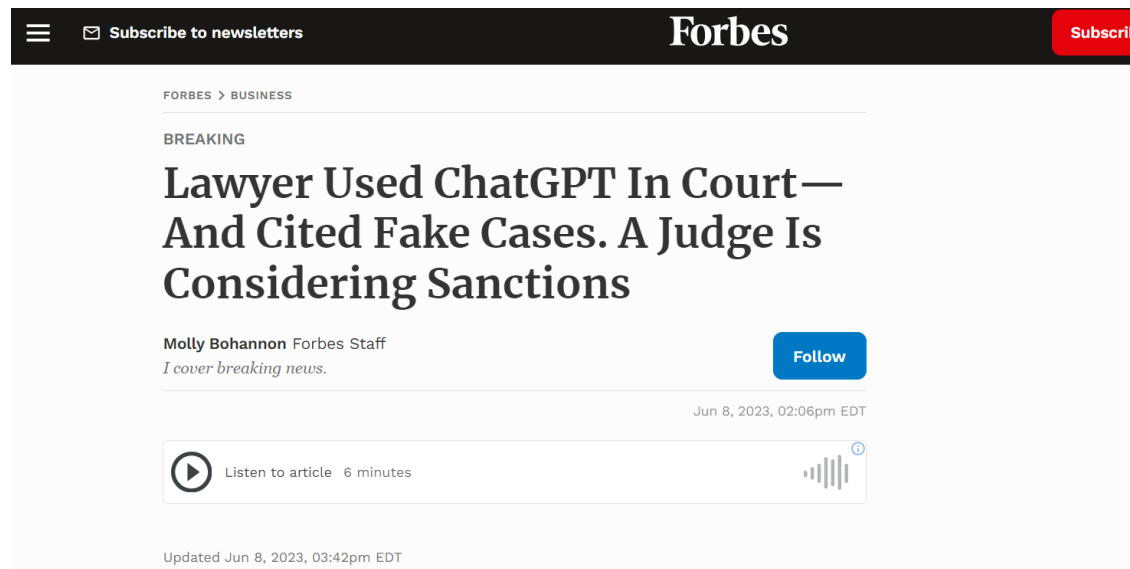
Text AI tool example - ChatGPT

- Arguably the most high-profile AI tool available
- Free – Needs an account (has SSO options), though there is ChatGPT-4o, which will eventually be free
- Enter a prompt and it will give you content
- Create newsletter articles, social media posts, drafts of RFPs, debug code, etc.
- <https://chatgpt.com/>



Text AI limitations

- AI generators (text and others) make things up and are prone to hallucinations
- Use it like Wikipedia – as a starting point



The screenshot shows the Forbes website interface. At the top, there is a navigation bar with a menu icon, a "Subscribe to newsletters" button, the "Forbes" logo, and a red "Subscribe" button. Below the navigation bar, the article is categorized under "FORBES > BUSINESS". The main headline reads "BREAKING Lawyer Used ChatGPT In Court— And Cited Fake Cases. A Judge Is Considering Sanctions". The author is identified as "Molly Bohannon Forbes Staff" with a bio "I cover breaking news." and a blue "Follow" button. The article is dated "Jun 8, 2023, 02:06pm EDT". A "Listen to article" player is visible, showing a play button, the text "Listen to article 6 minutes", and a waveform icon. At the bottom, it says "Updated Jun 8, 2023, 03:42pm EDT".

Tell me about some legal cases...

tell me about legal cases where someone sued an airline



There have been numerous legal cases where individuals have sued airlines for various reasons, ranging from personal injury to contract disputes. Here are a few notable cases:

1. ***United Airlines, Inc. v. O'Leary (2021)***

- **Issue:** In this case, United Airlines was sued for breach of contract and discrimination when a passenger, O'Leary, claimed she was unfairly removed from a flight due to her service dog.
- **Outcome:** The court ruled in favor of O'Leary, finding that United Airlines had not properly accommodated her disability. This case highlighted the importance of airlines adhering to the Americans with Disabilities Act (ADA) and the Air Carrier Access Act (ACAA).

Tell me about some legal cases...

i can't find evidence that *United Airlines, Inc. v. O'Leary* is a real case



You're correct that *United Airlines, Inc. v. O'Leary* is not a real case. I apologize for that mistake. When discussing legal cases, it's important to rely on verified information, and I appreciate you pointing this out. If you're interested in real cases involving airlines, I can provide information on verified cases or help with any other specific legal inquiries you might have.

WARNING: Anything you put into AI becomes a part of AI




























Created using Playground with the prompt “A giant AI monster absorbing information to become smarter, growing larger and larger.”

“When A.I.’s Output Is a Threat to A.I. Itself”

- The New York Times looked at what happens when an AI model learns based on its own output
- “Poisoned by its own perception of reality.”
- <https://www.nytimes.com/interactive/2024/08/26/upshot/ai-synthetic-data.html>

How an A.I. that draws digits “collapses” after being trained on its own output

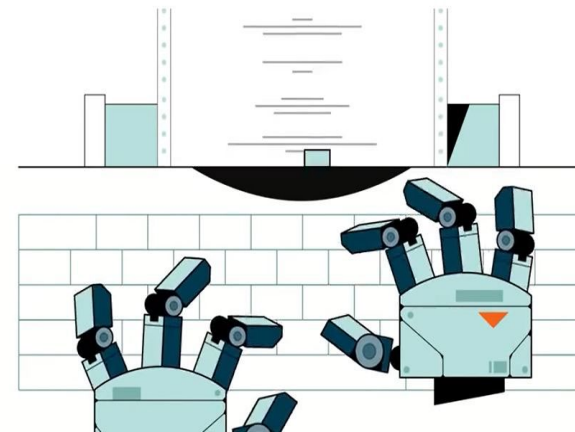
	“3”	“4”	“6”	“8”	“9”
Handwritten digits					
Initial A.I. output					
After 10 generations					
After 20 generations					
After 30 generations					

Case study: 2023 Hollywood writer's strike

“Screenwriters are concerned about our scripts being the feeder material that is going into these systems to generate other scripts, treatments, and write story ideas,” a Writers Guild of America (WGA) committee member told CNN. “The work that we do can’t be replaced by these systems.”

<https://www.cnn.com/2023/05/04/tech/writers-strike-ai/index.html>

Can you tell which
script was written
by AI?



<https://www.latimes.com/projects/writers-strike-deal-ai/#nt=0000018b-4a55-d220-a7eb-cb75a3bf0000-showMedia-liLT1promoMedium>

Can you tell which script was written by AI?

Excerpt 1

INT. SYNTHWAVE DIVISION HQ - NIGHT

The room is washed in the glow of neon lights. Holographic screens float around, displaying streams of data, cases, and dossiers. A state-of-the-art '80s synth tune plays softly in the background.

DETECTIVE RICO, a grizzled officer with an eye for old-school detective work, pours over an analog photo of a crime scene, comparing it to its holographic counterpart. Next to him, **AGENT LUNA**, a younger tech-savvy agent, flicks through virtual files with a swipe of her fingers.

RICO

(gazing at the analog photo)
You see this, Luna? Before the world went all digital, we had these. Real. Tangible. Nothing quite like holding evidence in your hands.

LUNA

I've seen them in the archives. But, you know, with the VR reconstructions, I can step into the crime scene, walk around, see every angle. It's tubular!

Excerpt 2

EXT. STREET OUTSIDE SARI LOUNGE - NIGHT

Peyton and Xander emerge. Peyton is pissed.

PEYTON

Were you hatched? Do you have no concept of what that man was going through?

XANDER GRANT

I don't get the whole family thing. It's a long story. It requires alcohol.

PEYTON

There are ways of establishing guilt and innocence that do not involve total and complete ignorance of people's emotions.

XANDER GRANT

How do you know he didn't do it?

PEYTON

He was eating bar peanuts.

Can you tell which script was written by AI?

*Script 1 was
written by AI*

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INT. MORLEY COTTAGE - DAY

A cottage warm, lovely and packed full of sentimental items – the result of an overabundance of women.

CASSANDRA BABBAGE, 19, Jane's cousin, golden and sweet, works on a charcoal drawing of her mother, **ETHELDRED BABBAGE, 50s**, a silly, soft woman, who snores softly from a chair by the hearth.

The door BURSTS open and Jane tumbles in.

CASSANDRA

You are forever bursting in and tumbling forth. Might not you try knocking gently?

JANE

(out of breath)

Miss Tatler... Right behind me... Caught me... at the beach...

CASSANDRA

Quickly. The drawing.

Jane grabs a chair. Places it in front of the hearth.

Excerpt 2

THE ABANDONED WEAVING ROOM

A dimly lit room filled with old weaving equipment, discarded fabrics, and looms covered in dust. A large window at one side, its shutters half-open, lets the golden sunset streak in, casting a warm glow over everything. Elinor sits on a stool, working intently on her latest design, while William, still in his worker disguise, watches her, fascinated.

WILLIAM

(softly, with a hint of wonder)

Such an intricate dance of threads... Much like the delicate intricacies of life itself.

ELINOR

(without looking up)

It's just weaving, sir. A task as ordinary as the day is long.

WILLIAM

Perhaps to the untrained eye. But in these threads, I apprehend a silent melody, a tale told by hands more eloquent than words.

Can you tell which script was written by AI?

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*Script 2 was
written by AI*

Why can AI feel threatening?

- **Computers replacing us can make us feel invalidated**
- **Leads to the question of what it means to be human**
- What makes us different than computers?
- Art appreciation goes beyond the top-level text
- **It can drop us into the uncanny valley**

AI image generators

- DALL-E3
- Copilot
- Playground
- Shutterstock
- Images will generally be created in less than a minute



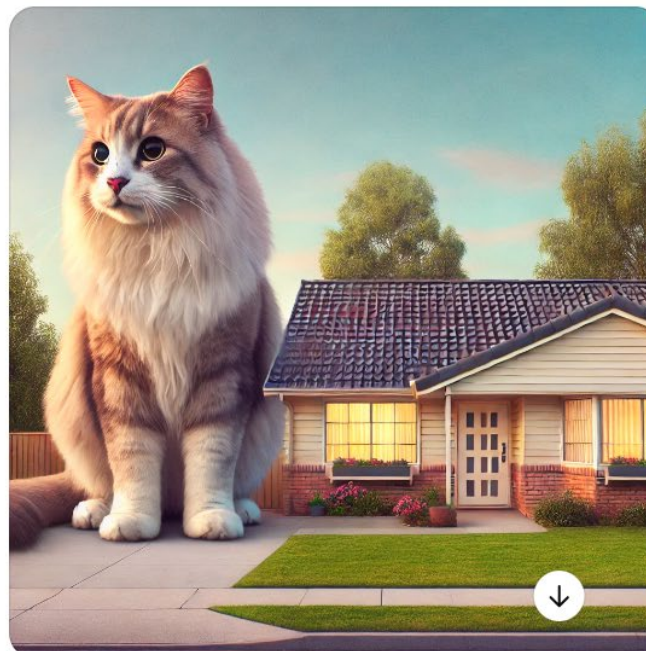
“Kirsten Corgan”

DALL-E3 (Open AI – image generator running through ChatGPT)

- Put a prompt through ChatGPT for an image and it will make one for you
- ChatGPT will tell you its images are for non-commercial, personal use
- 25 images per hour

ChatGPT ▾

create an image of a giant cat that is the size of a house



Playground image generator

- Offers 100 free images per day – can use Google for your account
- Has paid options
- Terms of use: Commercial is ok
- <https://playground.com/>

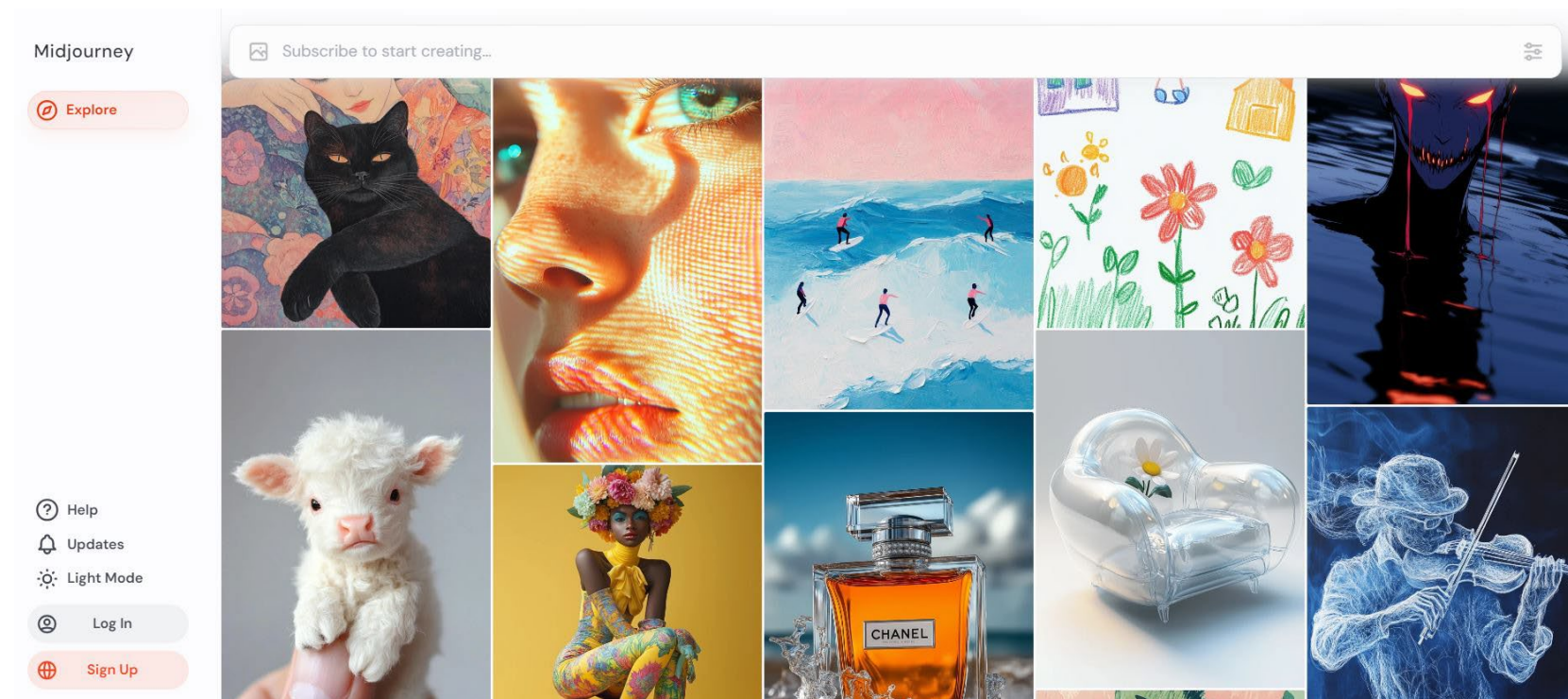


Playground image generator



Midjourney

- Paid model, founded by former NASA researcher
- Creates some of the best images available



AI image limitations

- AI images can really miss the mark, especially with hands and eyes
- Implications for the uncanny
- Things have gotten better quickly, and it's reasonable to think that trend will continue



AI image examples

Prompt: A beautiful and realistic oil painting of a doctor giving a baby a checkup



AI image examples

Prompt: A realistic photo of an old man waving hello from the top of a pine tree



AI image examples

Prompt: A realistic photo of a cowboy riding a bull down Las Vegas boulevard



AI image tips – It's all in the prompt

- The benefit of a generator with lots of free images – you can revise your prompt
- Through enough revisions, you can get something usable
- You can often get the best results by avoided strict realism



AI images – Are they worth it?

- Depends on your use
- Free photo services like Unsplash are likely still better for realistic depictions
- If you're willing to pay, you can get better results

Video AI – The cutting edge

- Free options are limited but growing
- Powerful generative AI is still in its infancy, though convincing deep fakes do exist already
- Growing pains are likely here too
- Some services will create talking head videos, montages, etc.
- Open AI working on video generator



Deepbrain AI

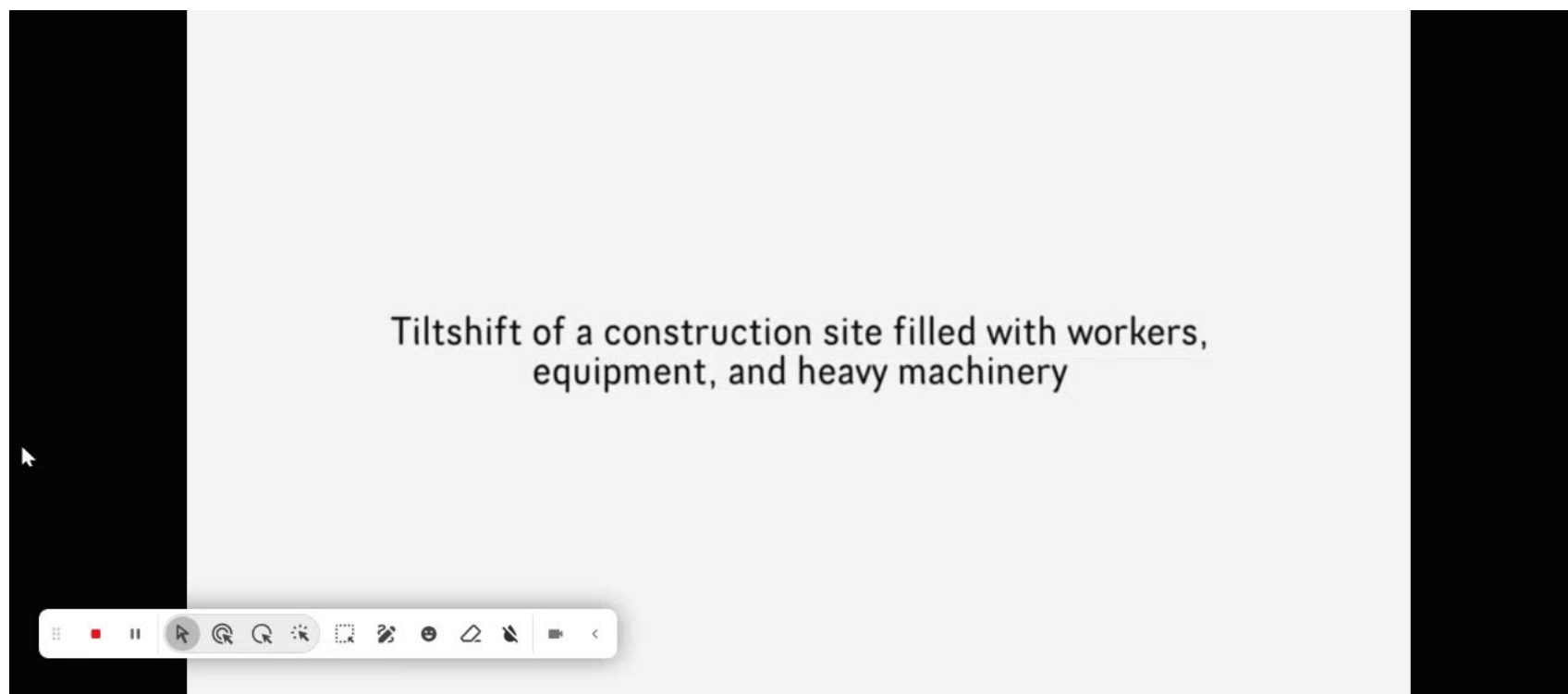
- Commercial AI video generator
- Can create a single demo for free, but otherwise requires paid plan
- <https://www.deepbrain.io/>



Luma Dream Machine

- Recent addition to the AI landscape for free video creation
- 30 creations per month (capped at 3 per day)
- Clips default to 5-second generations
- You can create follow ups segments that extend your video by 5 more seconds
- Has paid options
- <https://lumalabs.ai/dream-machine>

Open AI's "Sora"



Ethics and looking to the future

- Eventually most AI will become real enough to be convincing
- Establishing ethical guidelines within our cultures will be crucial
- Likely (attempted) government regulation
- Continued sci-fi explorations
- What do we do if someone makes a deep fake of our CEO?



Questions?