

AI and The Media

and The Media and AI

Part I

HOW AI IS COVERED IN THE MEDIA

AI is cool, but there's a problem:

What works becomes invisible:

- Face recognition
- Machine Translation
- Video games

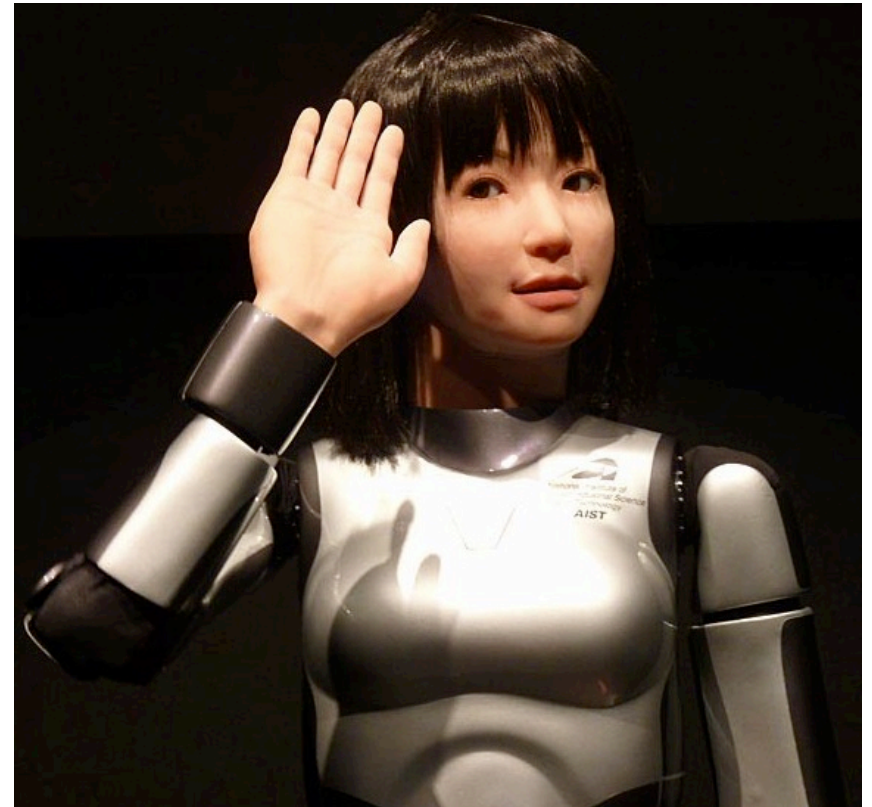


Why does this happen?

- Once a technology takes the leap from experimental to real, journalists lose interest
- Editors don't like "incremental" stories
 - Stories become too complicated to tell to general readers
 - The story becomes the product (and what it can do) and not how it works

The story becomes the application

- GOOD: Bionics, elder-care robots, rescue
- BAD: Robot soldiers, drones, security
- UGLY: Uncanny-valley robots that don't seem to do much of interest

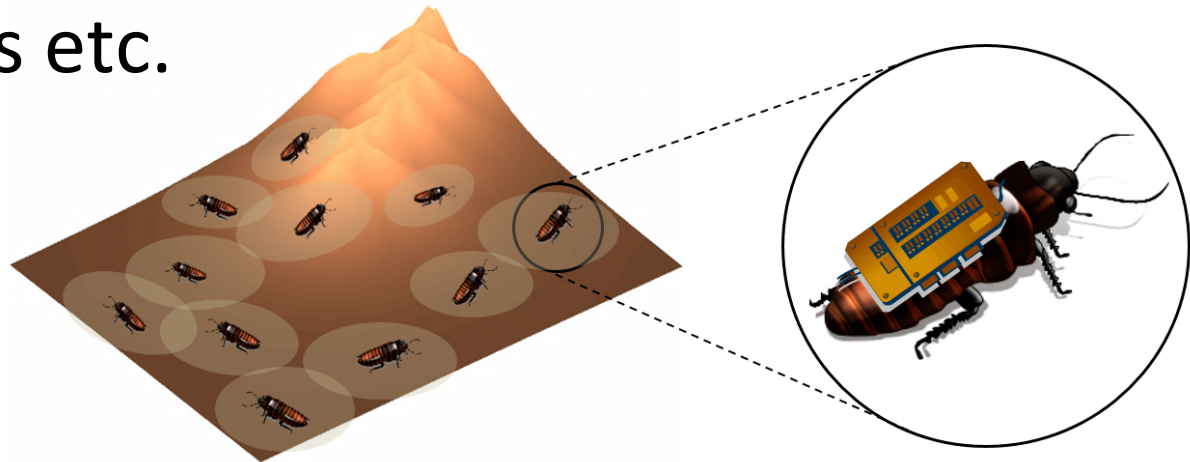


Yes, I know AI is not all robots!

BUT

Because the media is mostly online these days, it's about what's photogenic:

- Robots
- People/animals integrated with machines
- Expensive simulations/visualizations/brainscans etc.



So instead of new ideas it's all
about the VIDEO...

...and even if there are new ideas,
chances are they wouldn't spend any
time explaining them because they're
complicated!

Before you start on your video...

... remember that timing is everything

Journalists generally need a **news hook**.

If you put your video up now but your paper doesn't come out for another year, a journalist may decide **not** to write about you because they think what you are doing is not newsworthy (i.e. it's **old news**)

If you're not in an area that's hot...

...(about which more later) or photogenic, then you should BLOG about your work instead.

- Promotes you as an expert in your field
- Allows you to explain your work to the public properly, and in your own time
- If you do it well, it may get you noticed by a journalist...

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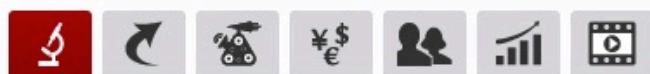


Four-legged US Robot Taken for Test-Gallop

RIA Novosti: It sounds like a motor scooter, looks like a metallic wasp that stands on large matchstick legs, and puffs out blue smoke when it gets going: it's the WildCat, the latest robot developed for the military by US company Boston...

Photo: Boston Dynamics

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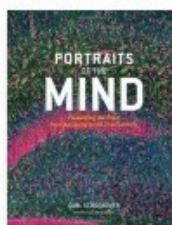


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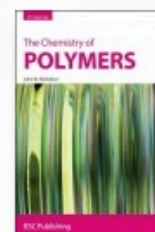
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But there are still hot areas

- Quantum AI
(oxymoron?)
- Big Data
- Neuromorphic
engineering
- Bionics
- Big Brain Project



Part II

WHAT AI CAN DO IN THE MEDIA

The field is defined by what's broken

What works becomes invisible

- Recommendation engines
- Search
- Translation

People talk about what fails...

- Recommendation engines
- Siri
- Advertising

News from the frontline of Twitter: 'You're following Red Pepper magazine. You might also want to follow Fox's Biscuits'

Shop New FITNESS HOTPANTS
zaggora.com



Made with special ThermoFit fabrics – burn more calories! Get 10% off with coupon QUICKHOT

Up to 10% off pet food
fetch.co.uk



The new online pet store from Ocado. Click now for first time customer discount

Life Insurance Offer



Take Out Life Insurance From Only £1.16 Per Week + Get Up To £50 ASDA Vouchers! Apply Now

Need an eye test?
specsavers.co.uk



Need your eyes checked? Book an eye test at your nearest Specsavers. Click here.

TOM WAITS T-shirts
bathroomwall.co.uk



TOM WAITS inspired T-shirts, Hoodies & L/sleeves. . EXCLUSIVE designs, ANY 4 for FREEPOST

5,764 people like this.

The public assumes the media is using AI techniques because **some** personalization is done intelligently.

This has the perverse effect of making people believe that all AI is **rubbish!**

AI is crucial to media!

- Delivery of genuinely personalized content based on learning
- Recommendation/search using personal context
- Trying to serve the user first (rather than the advertiser)

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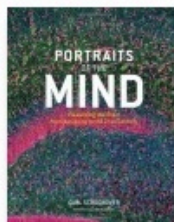


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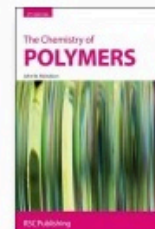
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