

The Good, the Bad, and the AI



УРАК ВАСИИУ ПАК РДМ ВМР

6 7 6 0 0 6

УРАК	ВАСИИУ	ПАК	РДМ	ВМР
15	17	6	70	
10	24	17	16	
10	70	22	16	
22	26	27	27	



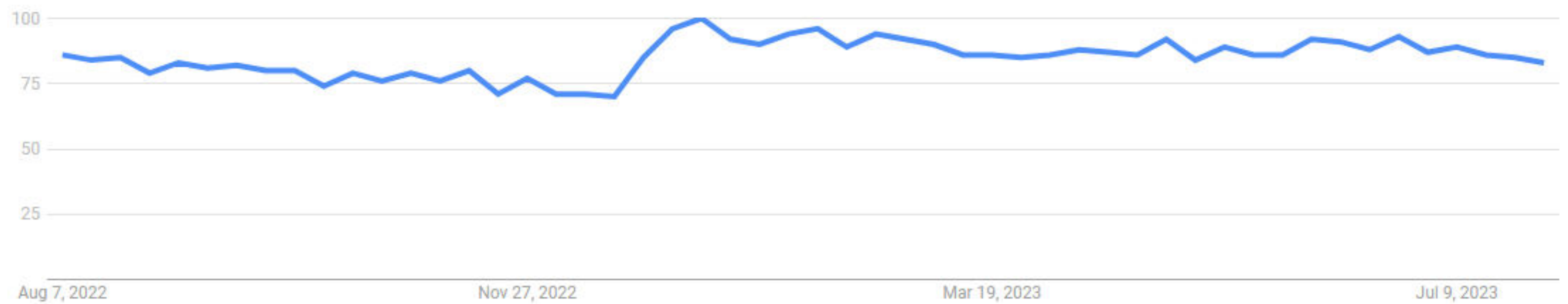
Model
Default



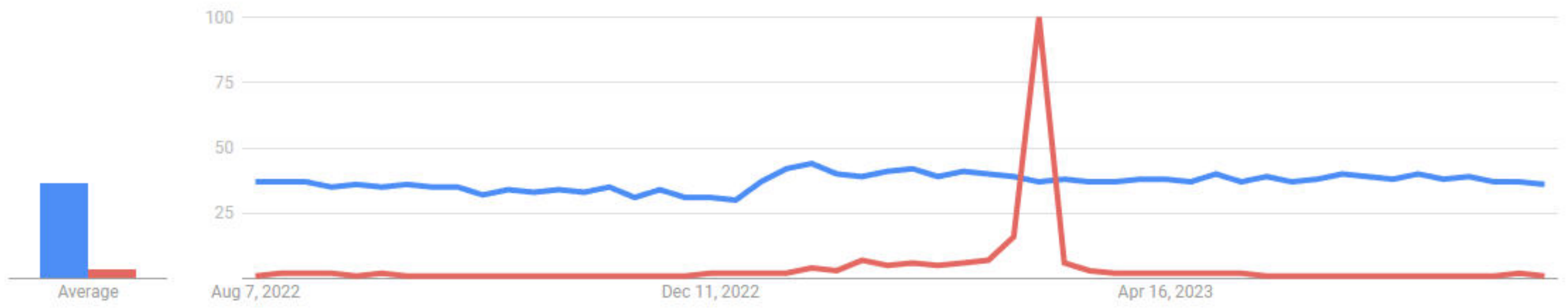
ChatGPT PLUS



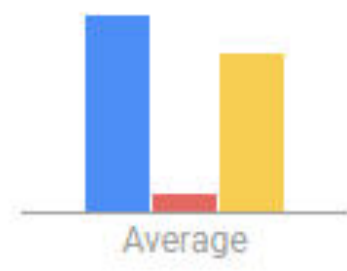
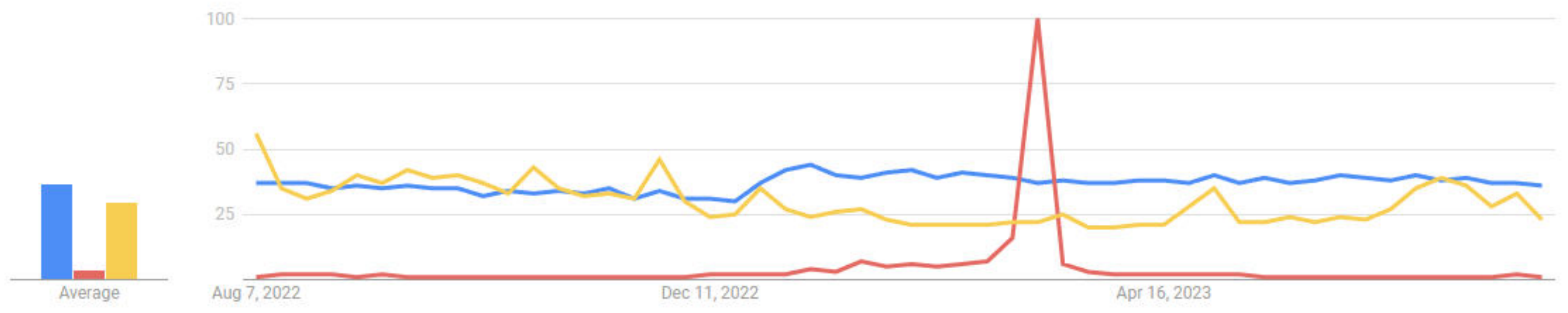
Interest over time ?



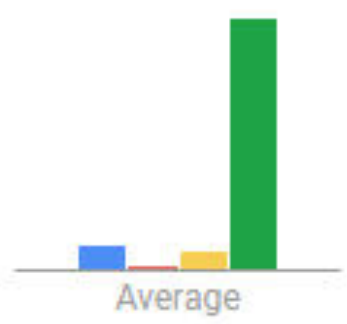
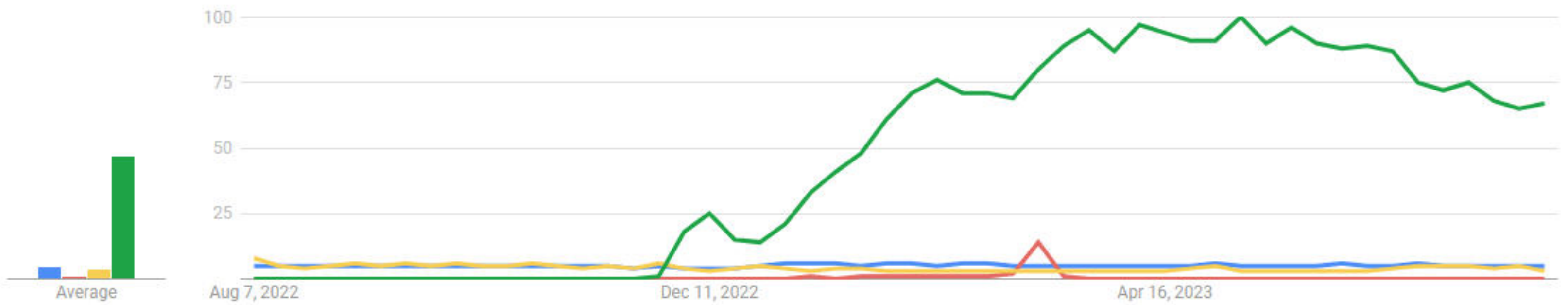
Interest over time ?



Interest over time ?

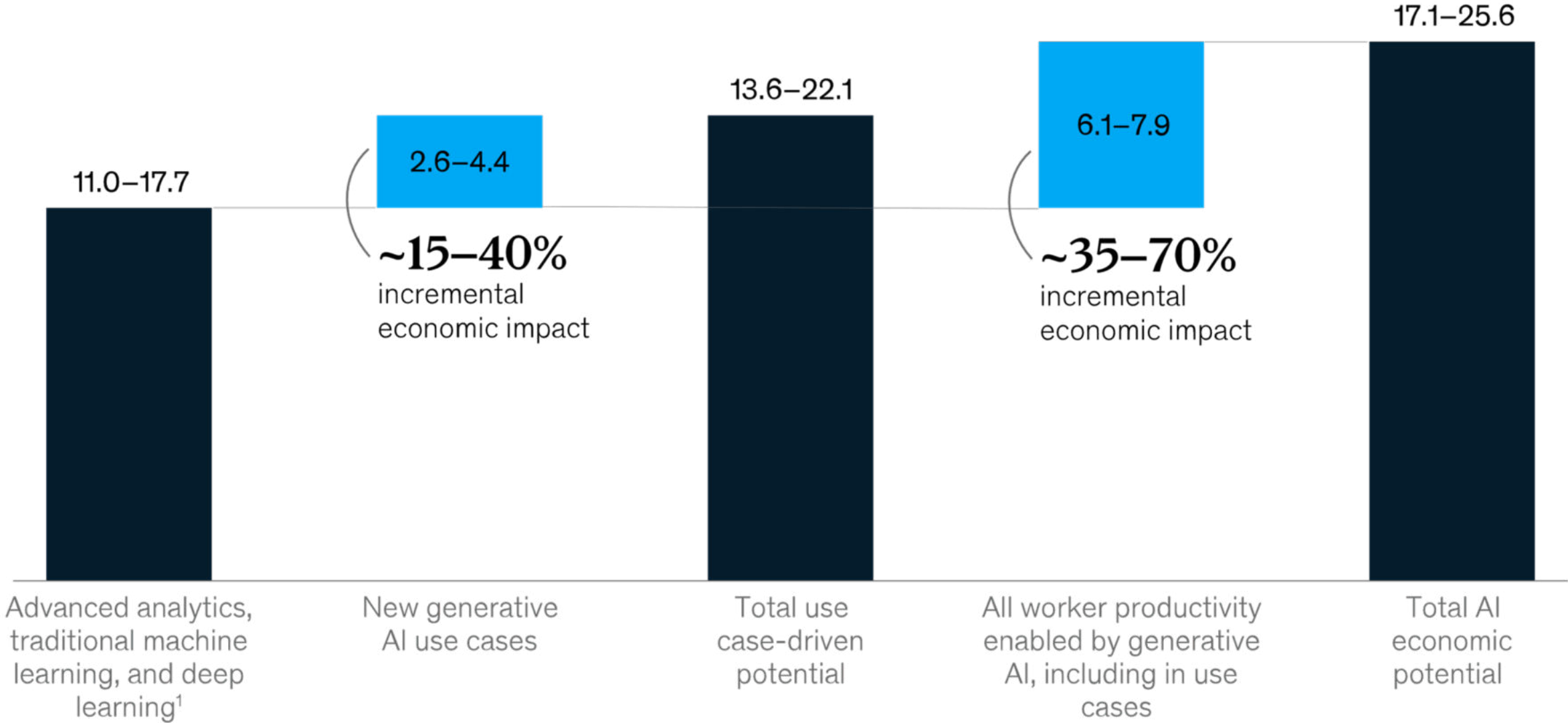


Interest over time ?



Generative AI could create additional value potential above what could be unlocked by other AI and analytics.

AI's potential impact on the global economy, \$ trillion



¹Updated use case estimates from "Notes from the AI frontier: Applications and value of deep learning," McKinsey Global Institute, April 17, 2018.

**AI Makes
Consultants 25%
Faster and 40%
Better — But
There's a Catch**



Model

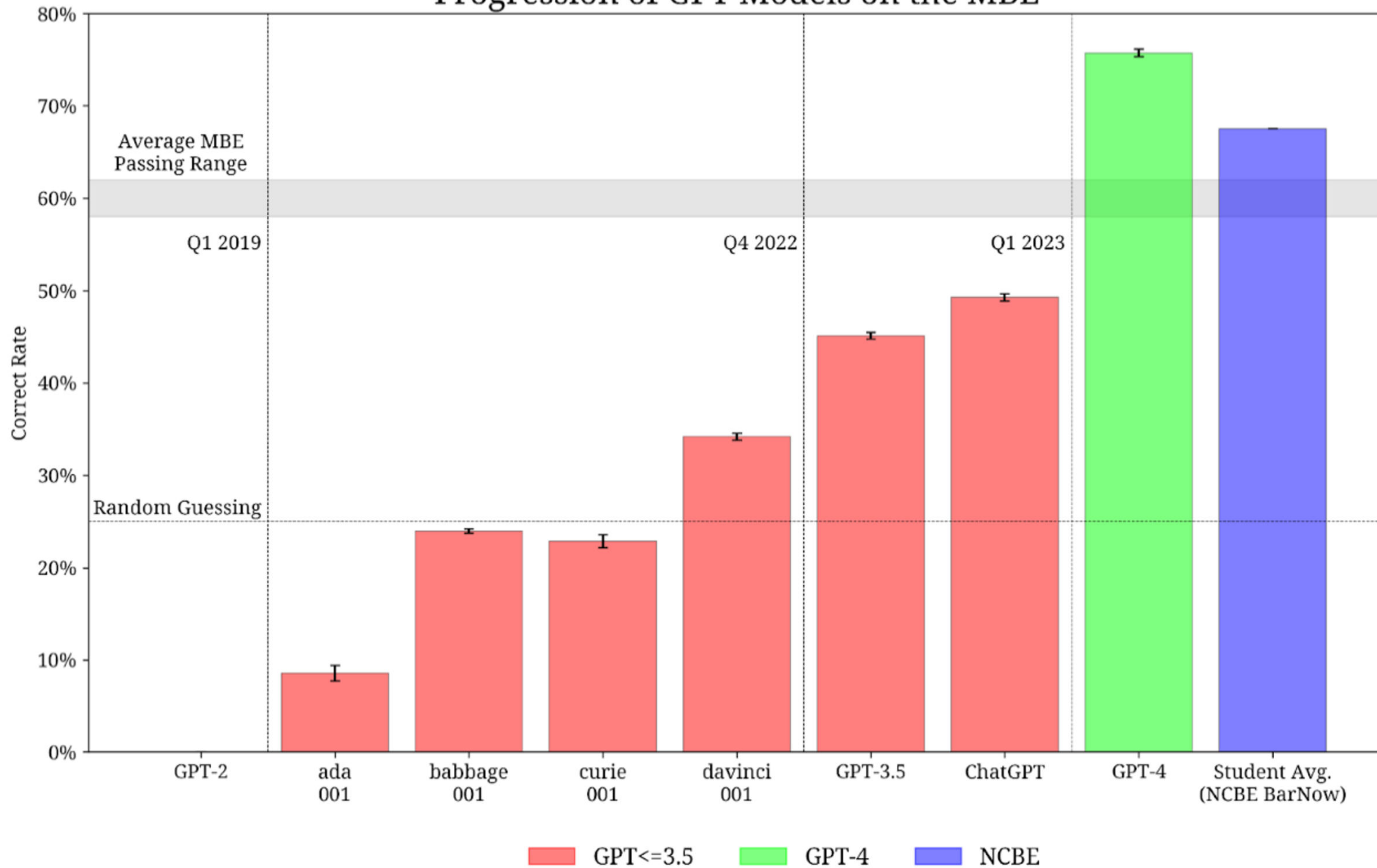
Default



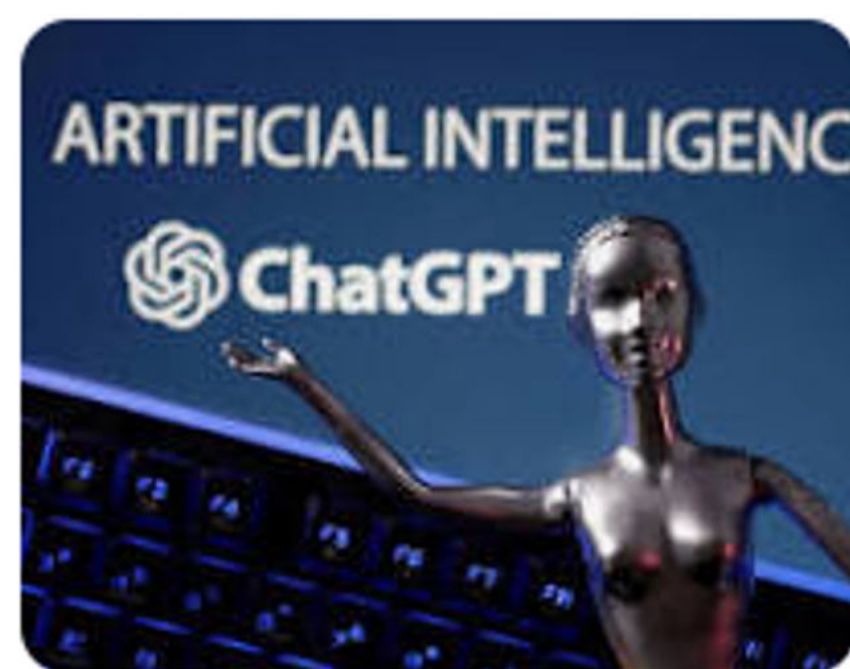
ChatGPT **PLUS**



Progression of GPT Models on the MBE



Kevin Castel after he admitted to using ChatGPT for a brief in his client's personal injury case against Avianca Airlines. The brief cited six non-existent court decisions. 30 May 2023



Reuters

<https://www.reuters.com> > legal > transactional > lawyer-... ⋮

A lawyer used ChatGPT to cite bogus cases. What ... - Reuters

[? About featured snippets](#) • [Feedback](#)



Is AI content against Google Search's guidelines?

Appropriate use of AI or automation is not against our guidelines. This means that it is not used to generate content primarily to manipulate search rankings, which is [against our spam policies](#).

Why doesn't Google Search ban AI content?

Automation has long been used in publishing to create useful content. AI can assist with and generate useful content in exciting new ways.

<https://developers.google.com/search/blog/2023/02/google-search-and-ai-content>

E-E-A-T

Expertise
Experience
Authority
Trustworthiness







Examples

"Explain quantum computing in simple terms" →

"Got any creative ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →



Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests



Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021





Will AI content rank highly on Search?

Using AI doesn't give content any special gains. It's just content. If it is [useful, helpful, original, and satisfies aspects of E-E-A-T](#), it might do well in Search. If it doesn't, it might not.

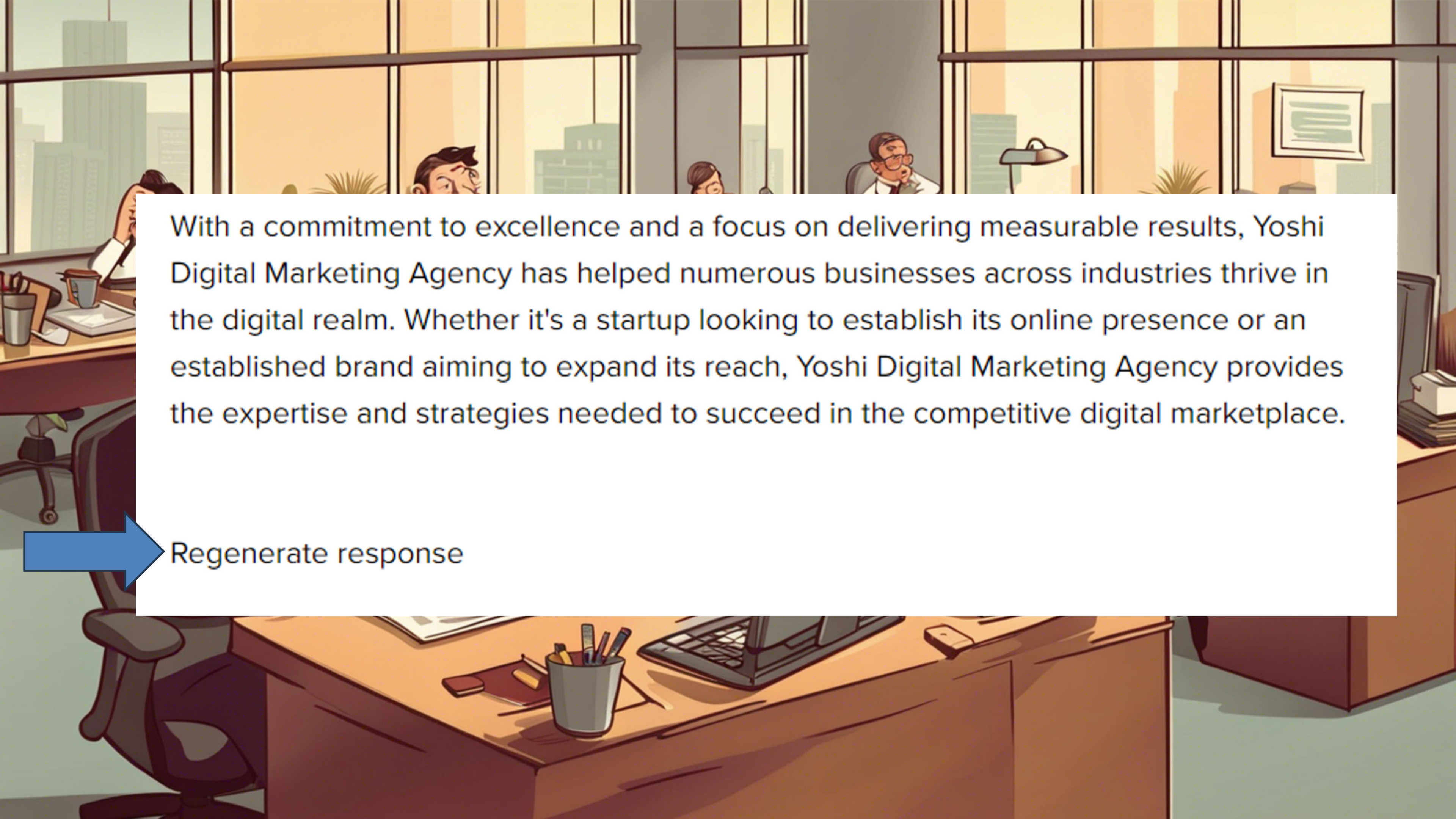
A woman with blonde hair, wearing dark sunglasses and a white floral-patterned top, is looking upwards. She is surrounded by a dense field of vibrant, colorful flowers in shades of orange, red, and purple. The scene is brightly lit, creating a warm and lively atmosphere.

Will AI content rank highly on Search?

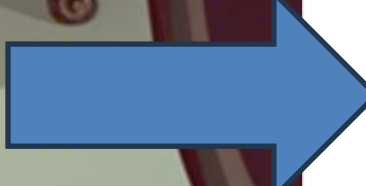
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Should I use AI to generate content?

If you see AI as an essential way to help you produce content that is helpful and original, it might be useful to consider. If you see AI as an inexpensive, easy way to game search engine rankings, then no.



With a commitment to excellence and a focus on delivering measurable results, Yoshi Digital Marketing Agency has helped numerous businesses across industries thrive in the digital realm. Whether it's a startup looking to establish its online presence or an established brand aiming to expand its reach, Yoshi Digital Marketing Agency provides the expertise and strategies needed to succeed in the competitive digital marketplace.



Regenerate response



With a commitment to excellence and a focus on delivering measurable results, Yoshi Digital Marketing Agency has helped numerous businesses across industries thrive in

In conclusion, we at SearchOutsidetheBox are excited to be integrating AI into our workforce and look forward to providing even more efficient and effective services to our clients. As the **digital marketing** landscape continues to evolve, we remain committed to staying ahead of the curve and delivering innovative solutions that help our clients achieve their goals.



Regenerate response

Regenerate response



Kalite Media

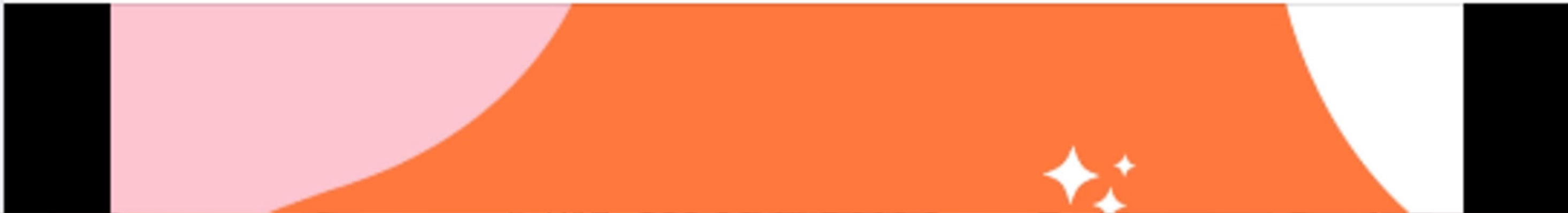
June 14 at 10:21 AM · 🌐



Ready to explore the endless possibilities? Hit that 'Follow' button and let's embark on a digital adventure together! 🚀 🖥️

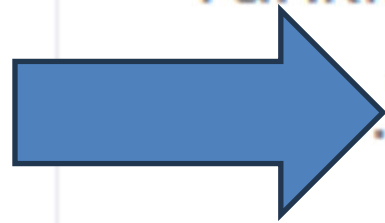
[#FollowUs](#) [#KaliteMedia](#) [#DigitalMarketingAgency](#) [#DigitalStudio](#) [#CreativityUnleashed](#)
[#DigitalAdventure](#)

Regenerate response



businesses:

Borrowell: A fintech company that provides personal loans, credit monitoring, and financial education services.**KOHO**: A fintech company that offers a digital banking platform with no fees and cash back rewards on purchases.**Note**: This list is not exhaustive and is based on my current knowledge. The rankings and order of these companies may change over



.Regenerate response

^ Which digital marketing strategy is best?

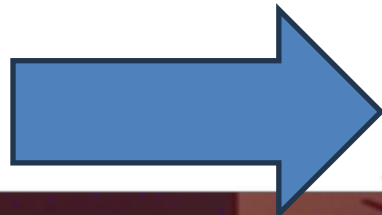
There is no one-size-fits-all answer to this question as the best digital marketing strategy will depend on various factors such as the business's goals, target audience, budget, and industry. However, some digital marketing strategies that have proven to be effective for many businesses include:

1. Search Engine Optimization (SEO): SEO involves optimizing a website to rank higher on search engine result pages. This strategy helps businesses attract organic traffic to their website and improve their online visibility.
2. Pay-Per-Click (PPC) Advertising: PPC advertising involves placing ads on search engines or social media platforms and paying a fee each time someone clicks on the ad. This strategy can be highly targeted and provides a measurable ROI.
3. Content Marketing: Content marketing involves creating and sharing valuable content such as blog posts, videos, and infographics to attract and engage an audience. This strategy can help businesses establish themselves as thought leaders in their industry and build relationships with their audience.
4. Social Media Marketing: Social media marketing involves using social media platforms such as Facebook, Instagram, and Twitter to reach and engage with a target audience. This strategy can be effective for building brand awareness and fostering customer loyalty.
5. Email Marketing: Email marketing involves sending targeted messages to subscribers who have opted-in to receive updates from a business. This strategy can be effective for nurturing leads, promoting products or services, and increasing customer retention.

Ultimately, the best digital marketing strategy will depend on the specific goals and needs of the business. It's essential to conduct research and understand the target audience to determine which strategy will be most effective.



Regenerate response



Prompt Templates

Chat History

Search prompt templates



Featured

Favorites

All

HubSpot CRM

HubSpot Reporting

HubSpot How-To

Research

Prospecting

Content Writing

SEO



Add company

Adds a company to your CRM with optional property data



Add contact and follow up

Add a contact to the CRM and create a follow up task



Discover companies: competitors

Finds similar and competitive companies



Blog generator

Draft a blog post



Deals - action needed

Finds open deals without a next activity set

NEW

Hi, Welcome to ChatSpot!

The product is still in alpha, so please be patient.




Try Suggested Prompts

Try out some of the suggested prompts on the left to get started



Type a message

 Send

 New Chat

Settings

About me

Visual Style

Writing Style

The analysis will be used to personalize ChatSpot's content generation to match the same tone

Writing Style

Blog samples ⓘ

Paste samples of your blog contents here.

0/5000

Analyze blog post style

Clear analyzed style

Email samples ⓘ

Paste samples of your email contents here.

0/5000

Analyze email style

Clear analyzed style

[Share feedback to improve ChatSpot](#)



customer-data-sept23.csv
Spreadsheet

Tidy up this data. It's messy. Make it consistent. Correct any obvious errors (e.g. Glasgow is in Scotland not england)



Finished working

Hide work ^



python

Copy code

```
# First, let's read the file to understand the structure and content of the
import pandas as pd

# Load the CSV file into a DataFrame
file_path = '/mnt/data/customer-data-sept23.csv'
df = pd.read_csv(file_path)

# Show the first few rows of the DataFrame to get an overview
df.head()
```

Regenerate

+ Send a message



FirstName	LastName	JobTitle	CompanyName	CompanyURL	Email	MobilePhone	City	County	Country
John	Doe	Chief Executive Officer	GreatCo	http://greatco.com	john.doe@greatco.com	447123456789	London	Greater London	England
Mary	Smith	Managing Director	SuperCorp	http://supercorp.com	mary.smith@supercorp.com	447123456789	Manchester	Greater Manchester	England
James	Jones	Chief Executive	NextGen	http://nextgen.com	james.jones@nextgen.com	447123456789	Birmingham	West Midlands	England
Sarah	Johnson	Managing Director	BetaCorp	http://betacorp.com	sarah.johnson@betacorp.com	447123456789	Leeds	West Yorkshire	England
Michael	Miller	Chief Financial Officer	GammaCorp	http://gammacorp.com	michael.miller@gammacorp.com	447123456789	Liverpool	Merseyside	England
Emma	Davis	Chief Finance Officer	DeltaInc	http://deltainc.com	emma.davis@deltainc.com	447123456789	Newcastle	Tyne and Wear	England
Andrew	Jackson	Chief Financial Officer	EpsilonCorp	http://epsiloncorp.com	andrew.jackson@epsiloncorp.com	447123456789	Nottingham	Nottinghamshire	England
Lucy	Williams	Chief Executive	ZetaCo	http://zetaco.com	lucy.williams@zetaco.com	447123456789	Brighton	East Sussex	England
David	Brown	Managing Director	EtaInc	http://etainc.com	david.brown@etainc.com	447123456789	Southampton	Hampshire	England
Emily	Taylor	Chief Executive Officer	ThetaCo	http://thetaco.com	emily.taylor@thetaco.com	447123456789	Sheffield	South Yorkshire	England
William	Thomas	Managing Director	IotaCorp	http://iotacorp.com	william.thomas@iotacorp.com	447123456789	Cambridge	Cambridgeshire	England
Oliver	White	Chief Financial Officer	KappaInc	http://kappainc.com	oliver.white@kappainc.com	447123456789	Oxford	Oxfordshire	England
Charlie	Harris	Chief Finance Officer	LambdaCo	http://lambdaco.com	charlie.harris@lambdaco.com	447123456789	Leicester	Leicestershire	England
Jack	Martin	Chief Executive	MuCorp	http://mucorp.com	jack.martin@mucorp.com	447123456789	Bristol	Bristol	England
Harry	Thompson	Managing Director	NuInc	http://nuinc.com	harry.thompson@nuinc.com	447123456789	York	North Yorkshire	England
George	Wilson	Chief Executive Officer	XiCorp	http://xicorp.com	george.wilson@xicorp.com	447123456789	Edinburgh	Midlothian	Scotland
Noah	Moore	Managing Director	OmicronCo	http://omicronco.com	noah.moore@omicronco.com	447123456789	Glasgow	Glasgow City	Scotland
Leo	Clark	Chief Financial Officer	PiInc	http://piinc.com	leo.clark@piinc.com	447123456789	Swansea	West Glamorgan	Wales
Mason	Lee	Chief Executive	RhoCo	http://rhoco.com	mason.lee@rhoco.com	447123456789	Cardiff	Cardiff	Wales
Logan	Richardson	Managing Director	SigmaCorp	http://sigmacorp.com	logan.richardson@sigmacorp.com	447123456789	Belfast	Antrim	Northern Ireland
Lucas	Hughes	Chief Executive Officer	TauInc	http://tauinc.com	lucas.hughes@tauinc.com	447123456789	Derry	Derry	Northern Ireland
Ethan	Patel	Managing Director	UpsilonCo	http://upsilonco.com	ethan.patel@upsilonco.com	447123456789	Lisburn	Lisburn	Northern Ireland
Jaxon	Young	Chief Financial Officer	PhiCorp	http://phicorp.com	jaxon.young@phicorp.com	447123456789	Newry	Newry	Northern Ireland
Carter	Coleman	Chief Finance Officer	ChiInc	http://chiinc.com	carter.coleman@chiinc.com	447123456789	Bangor	Bangor	Northern Ireland
Harrison	Butler	Chief Executive	PsiCo	http://psico.com	harrison.butler@psico.com	447123456789	Armagh	Armagh	Northern Ireland
Sebastian	Palmer	Managing Director	OmegaCorp	http://omegacorp.com	sebastian.palmer@omegacorp.com	447123456789	Lincoln	Lincolnshire	England
Elliott	Pearson	Chief Executive Officer	AlphaInc	http://alphainc.com	elliott.pearson@alphainc.com	447123456789	Durham	Durham	England
Aiden	Bailey	Managing Director	BetaCo	http://betaco.com	aiden.bailey@betaco.com	447123456789	Chelmsford	Essex	England
Dylan	Shaw	Chief Financial Officer	GammaInc	http://gammainc.com	dylan.shaw@gammainc.com	447123456789	Windsor	Berkshire	England
Lucas	Reynolds	Chief Finance Officer	DeltaCorp	http://deltacorp.com	lucas.reynolds@deltacorp.com	447123456789	Norwich	Norfolk	England

EU AI Act

Harm-based

Person-centred

Transparent










Traceable

Non-discriminatory



Grading Foundation Model Providers' Compliance with the Draft EU AI Act

Source: Stanford Research on Foundation Models (CRFM), Institute for Human-Centered Artificial Intelligence (HAI)

	 OpenAI	 cohere	 stability.ai	 ANTHROPIC	 Google	 BigScience	 Meta	 AI21 labs	 ALEPH ALPHA	 EleutherAI	
Draft AI Act Requirements	GPT-4	Cohere Command	Stable Diffusion v2	Claude	PaLM 2	BLOOM	LLaMA	Jurassic-2	Luminous	GPT-NeoX	Totals
Data sources	● ○ ○ ○ ○	● ● ● ○ ○	● ● ● ● ●	○ ○ ○ ○ ○	● ● ● ○ ○	● ● ● ● ●	● ● ● ● ●	○ ○ ○ ○ ○	○ ○ ○ ○ ○	● ● ● ● ●	22
Data governance	● ● ○ ○ ○	● ● ● ○ ○	● ● ○ ○ ○	○ ○ ○ ○ ○	● ● ● ○ ○	● ● ● ● ●	● ● ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	● ● ● ○ ○	19
Copyrighted data	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	● ● ● ● ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	● ● ● ● ●	7
Compute	○ ○ ○ ○ ○	○ ○ ○ ○ ○	● ● ● ● ●	○ ○ ○ ○ ○	○ ○ ○ ○ ○	● ● ● ● ●	● ● ● ● ●	○ ○ ○ ○ ○	● ○ ○ ○ ○	● ● ● ● ●	17
Energy	○ ○ ○ ○ ○	● ○ ○ ○ ○	● ● ● ● ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	● ● ● ● ●	● ● ● ● ●	○ ○ ○ ○ ○	○ ○ ○ ○ ○	● ● ● ● ●	16
Capabilities & limitations	● ● ● ● ●	● ● ● ● ○	● ● ● ● ●	● ○ ○ ○ ○	● ● ● ● ●	● ● ● ● ○	● ● ○ ○ ○	● ● ○ ○ ○	● ○ ○ ○ ○	● ● ● ● ○	27
Risks & mitigations	● ● ● ● ○	● ● ● ○ ○	● ○ ○ ○ ○	● ○ ○ ○ ○	● ● ● ● ○	● ● ● ○ ○	● ○ ○ ○ ○	● ● ○ ○ ○	○ ○ ○ ○ ○	● ○ ○ ○ ○	16
Evaluations	● ● ● ● ●	● ● ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	● ● ● ○ ○	● ● ● ● ○	● ● ○ ○ ○	○ ○ ○ ○ ○	● ○ ○ ○ ○	● ○ ○ ○ ○	15
Testing	● ● ● ● ○	● ● ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	● ● ● ○ ○	● ● ● ○ ○	○ ○ ○ ○ ○	● ○ ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	10
Machine-generated content	● ● ● ● ○	● ● ● ● ○	○ ○ ○ ○ ○	● ● ● ● ○	● ● ● ● ○	● ● ● ● ○	○ ○ ○ ○ ○	● ● ● ● ○	● ○ ○ ○ ○	● ● ● ○ ○	21
Member states	● ● ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	● ● ○ ○ ○	● ● ● ● ●	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	● ○ ○ ○ ○	○ ○ ○ ○ ○	9
Downstream documentation	● ● ● ● ○	● ● ● ● ●	● ● ● ● ●	○ ○ ○ ○ ○	● ● ● ● ●	● ● ● ● ●	● ● ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	● ● ● ● ○	24
Totals	25 / 48	23 / 48	22 / 48	7 / 48	27 / 48	36 / 48	21 / 48	8 / 48	5 / 48	29 / 48	

Sarah Silverman is suing OpenAI and Meta for copyright infringement



Comedian and author Sarah Silverman, seen here participating in a Tax Day protest in 2017. Photo by Stephanie Keith/Getty Images

/ The lawsuits allege the companies trained their AI models on books without permission.

By [Wes Davis](#), a weekend editor who covers the latest in tech and entertainment. He has written news, reviews, and more as a tech journalist since 2020.

Jul 9, 2023, 7:14 PM GMT+1 | [142 Comments](#) / [142 New](#)



Comedian and author Sarah Silverman, as well as authors Christopher Golden and Richard Kadrey — are suing [OpenAI](#) and [Meta](#) each in a US District Court over dual claims of copyright infringement.



Case Study: Marketing agency

Who: Inbound marketing agency

What: Technical copywriting

How: AI turning interview transcripts into blog content and social media posts

Result: 30% reduction in time-to-publish for content



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+ For you Following

Medium Staff in The Medium Blog · 2 days ago

What We're Reading: Heritage and history

Hey everybody, Where I live in Chicago, everybody is aware of Mexican Independence Day approaches. In fact, I mark my calendar. My neighbors fly green, white and red flags from their...

What Were Reading 5 min read · From my network

Liza Donnelly · Aug 18 Member

Finding Your Voice

My Medium Day Keynote — Finding who you are as a creative can be it writer, visual artist, musician, is a lifelong endeavor. If you really want to find your voice, you have to listen to your inner voice...



https://medium.com/@martin_broadhurst

Staff Picks

Medium Staff in The Medium Blog

What We're Reading: Heritage and history

Matthew Veras Barros in EduCreate

Language, Dialect, and the Time-Space Continuum

Tara Haelle in Long COVID Connection

We're starting to understand more of what causes long COVID brain fog

[See the full list](#)

Writing on Medium

New writer FAQ

Expert writing advice

Grow your readership

Start writing

Art 4 min read · Medium Staff clapped





OpenAI Audio recording to Google Doc Blog

v4 published by Martin B. 2 weeks ago



This version is in use

On

Edit Zap



Trigger

1. Send prompt in OpenAI (GPT-3, DALL-E, Whisper) when n...



Action

2. Create Transcription in OpenAI (GPT-3, DALL-E, Whisper)



Action

3. Conversation in ChatGPT



Action

4. Create Document from Text in Google Docs



- Outline
- Settings
- Versions
- History
- Details
- Help
- Notes

You're currently in "read-only" mode

Edit



Get help



Trigger
1. Send prompt in OpenAI (GPT-3, DALL-E, Whisper) when new email in Gmail

2. Create Transcription in OpenAI Whisper

3. Get Blog Title - Conversation in ChatGPT

4. Tidy up Blog Title

5. Write Dall-E Prompt

6. Generate Image in OpenAI (GPT-3, DALL-E, Whisper)

7. Meta Description - Conversation in ChatGPT

8. Format blog title for URL - Conversation in ChatGPT

9. Write blog post - Conversation in ChatGPT

10. Create Story in Medium

Trigger
1. Send prompt in OpenAI (GPT-3, DALL-E, Whisper) when new email in Gmail

2. Create Transcription in OpenAI Whisper

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7. Meta Description - Conversation in ChatGPT

8. Format blog title for URL - Conversation in ChatGPT

9. Write blog post - Conversation in ChatGPT

10. Create Story in Medium

Training and Skills

Basic of AI
Prompting
Models
Integrations
Limitations



Software

Chatbots: ChatGPT, Bard

Copywriters: Jasper, Writer

Build-in: Canva, HubSpot

Integrators: Zapier, Pabbly



Internal Processes

Audit workflows
Find repetitive tasks
Identify bottlenecks
Roll out test AI project



Governance

Policies

AI council

Ethical guidelines

Manifesto



Next Steps

Establishing AI in your organisation requires more than a ChatGPT Plus subscription. Here's a simple checklist to focus on.



	To Do
Training and skills	
Software	
Internal processes	
Governance	



AI TALK RESOURCES

SLIDES + PLAYBOOK + PODCAST

