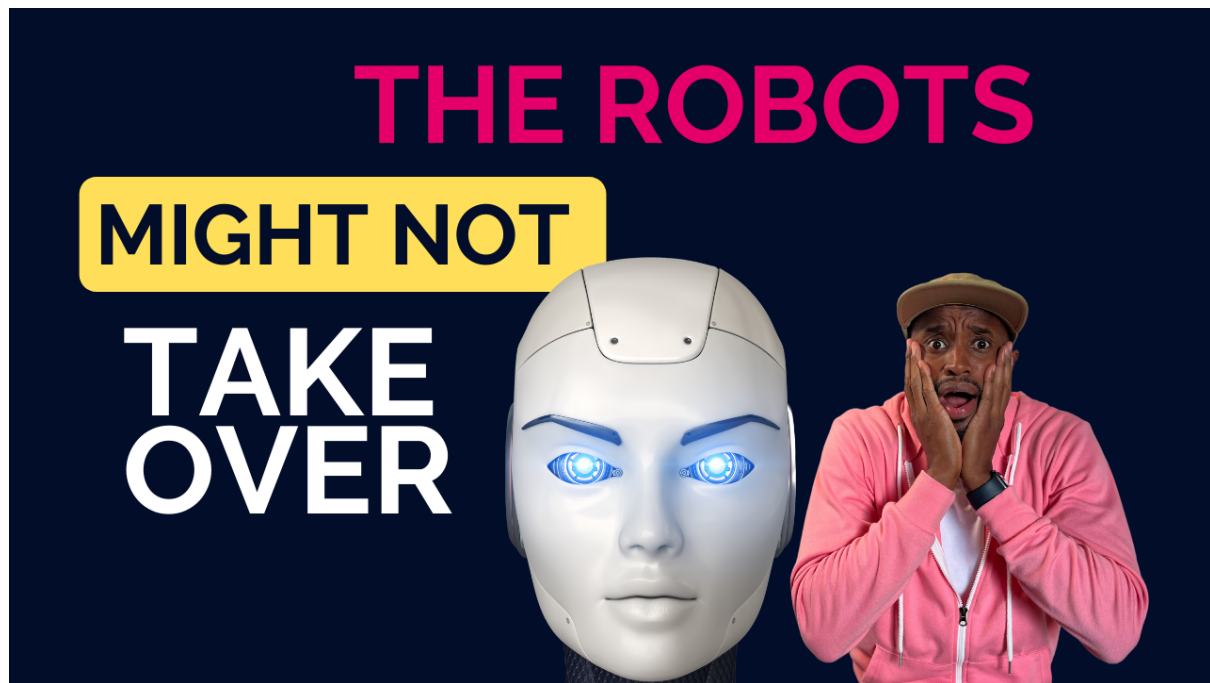


The Magic of AI Plus Real Humans in Content Creation - Transcript



00:00 Daren Lake D Lake Cree creates. Artificial intelligence, AKA AI for short, is literally everywhere. Some people are absolutely terrified while others are pretty excited. Which side are you on? Does it help content creation and marketers or does it hurt us? Stay tuned as we answer that and figure out how to harness the power of AI for next level content creation on this episode of Digital Ninjas and D Lake Media. Hey, I'm Darren Lake and welcome to this podcast series collaboration between Digital Ninjas, D Lake Creative and PodPaste. We want a mission to supercharge your brand, company or organization and help you change the world through digital strategy, training and insights. Each episode we answer questions and talk about one specific idea to help you market and run your business better. And we do that by making them easy to digest, short and concise because we've all got a business to run. What is this series about? And it's actually a panel discussion that I ended up being a part of that was really awesome. And I was joined by Natalie Raefa, who is the founder and CEO of Splash Up, which is an e-commerce software company. Also Jensen Gleer, who is a growth hacker extraordinaire, absolute wizard, and Brendan Hill, who's another content creation wizard. And then me also is a venture capitalist investor. And then obviously myself, I was a part of it. Darren Lake, D Lake Creates. I do a running fitness brand. So what will you learn in this episode? Why we might not be there yet, why humans are necessary in creation in general, crazy AI story about a

fake Instagram account that was used with an AI bot that got sponsorship, why it all depends on your audience and more.

01:49 *Brendon Hill* Let's get into it. I wanted to touch on creativity in conjunction with artificial intelligence. Do you think we'll always need that human element or will we get to a stage where a program like Copy AI is writing funnier jokes than, you know, Jerry Seinfeld, Dave Chappelle

02:09 *Genson Glier* and Bill Burr? I definitely think it's going to need some form of human interaction. We're not quite there yet. You know, there's still a while before the singularity. But we're still going to have that point where you need that validation, whether it's writing copy, whether it's generating images, whether it's having like AI generating videos or like these days, AI generating short films. You know what I mean? Like you always need that human interaction to validate it because humans are the ones that are going to convert on it or be engaged in some way through it.

02:46 *Nathalie Rafeh* So you're always going to need that. Yes, I agree with Jensen. But at the same time, I'm also scared because scientists come up with a fake influencer that's based on pure AI, made her have like an Instagram page. She became an influencer, had like thousands of followers and they were just based on Instagram-y sort of fake photos generated with the same person. And she was getting like crazy amount of engagement, then getting sponsored what started off as an experiment ended up being like an actual thing in business. And so that's a bit scary. I think like, you know, when we see things like that, it does it does send a bit of a signal around, you know, like what's going to happen next, especially around the, for example, modeling brands trying to like cut down on cost. They get like, you know, AI generated models where they've got like the clothes fittings all on, you know, using AI. So the amount of creativity will definitely have AI helping it out. It is a bit scary with like, you know, it is moving fast. And it's one of these things where like, I don't want to sort of just say it will always count on human beings because I think we're living in an era where like we like things are moving really fast. And, you know, 10 years from now, we might not realize how things evolve. Our parents were really surprised. Like I remember my parents always say they were super surprised when like they would watch James Bond movies and they would see like a James Bond pulling up like a mobile phone and be like, I'm going to call someone and they would just laugh. And now they've got like an iPhone that they're really easily using. So I would like to think that humans will always be in the loop.

04:23 *Genson Glier* But, yeah, I also am a bit scared, to be honest. I think it's going to be a bit of a mixed bag. You have like your social effects, then you have your actual business effects. From a business standpoint, I think it'll be like a great tool to implement. You know what I mean? You look at ZMO.ai where you can artificially create a whole bunch of models and then throw your product on them and like change the shape and they look incredibly real. Next step will be like generating video content or having like artificial influences you can populate and, you know, deep word and synesthesia are kind of moving into those platforms where you just

need to take a recording of some person and then the AI changes their facial features based on the text or the audio or whatnot. It's really interesting. But then when you start talking about like metaverses and, you know, where you've got completely digital influences, where people are just rocking up, they've got a set, they've got a green screen, they've got like a capture suit on and they're interacting with people inside a metaverse as an influencer. The stage past that is where you have an artificial intelligence replacing said influencer. So I think like the ethics around that is a different story. But from a business use case, you're looking at like the themes, the topics, you know, all of the sort of psychological systems around like problem solution and frameworks are going to still be there. It's just the medium that's changing. And your understanding of how the medium changes is where you're going to be able to better position your business to adapt faster. Say, for example, if you want to play in the metaverse, get an understanding of platforms like Unity. If you're looking at sort of blockchain technology, understand like Solidity and distributed ledger technology, you just really need to choose like what's going to be the next stage for my vertical and how can I adapt that? If it's e-commerce, all right, cool. We can lower our cost by getting rid of some models and replacing them with digital ones. If we're talking about like education, all right, I can build out a whole learning management system, sorry, like an e-course or some sort of online course. And I don't have to present it. I can just get some AI to do it for me.

06:53 *Nathalie Rafeh* But all I need to do is write it up or even they can help me write a part of it. Yeah, I definitely love this point, especially around like, you know, getting the initial creativity, but then using your own to, you know, it's sort of why like I think machine learning will be something not necessarily AI because like I think AI is more like the application of that human intelligence and being able to do that, apply these human activities and mental models. But machine learning, like, you know, processing imagery and automating things a lot quicker, I think will be definitely the place where like ideas, you know, creative ideas were

07:27 *Genson Glier* born but not executed, I don't think. See like our kind of focus at Together AI is literally we've got a digital companion for children. It helps them navigate how they grow up, building emotional intelligence and everything else. The medium we're currently using is an app. Yep, they chat to it. Happy days. Now, all we need to do is literally take that brain and that logic and put it into a metaverse and they've got a digital companion in a digital world that's helping them navigate said digital world. That's one example of sort of like adapting to the new medium as it comes forward.

08:04 *Nathalie Rafeh* But you've got to look at your vertical and what's required. Yeah, we went we're going the opposite way. We're actually doing like non AI stuff. And even though we started off as AI, but it's sort of like we went to know like, what do people want? What is what are the basics? Then we will build up intelligence on top of that rather than start with intelligence. But everyone's very different.

08:24 *Genson Glier* And so like the vertical is definitely it changes. Well that goes back to like your true audience and what's going to resonate with your audience. Some people in your audience will be like, nah, fuck that new tech shit. I want old school. I want to see someone face to face. I'm just happy with that. And you're like gold. I just need 1000 them or 100,000 or whatever. And that's my people. If that's your thing and that works, do it. But just remember like AI and machine learning, it's mainly here to help you automate most

08:57 *Nathalie Rafeh* of your stuff. Exactly. And like especially in e-commerce, for example, there's so many different players around recommendations and we help you optimize your user journey using AI. And there's a lot of competitors that we have in that space. Like I guess theory is our hypothesis is that it's not about relying on these AI models. It's really about having that direct human input that helps you recalibrate these models as well rather than just rely on them completely. That's why I'm not a really you need that creative input, that human input. Otherwise it's just a pure guessing game. It's sort of like you go into a store and like the source system is like hiding behind a counter and then just trying to like help you. But you need that sort of like back and forth input from the customer in real time to help you like calibrate what you can help them with. And I think that creativity and it still applies because you need this like human intelligence that's based off like millions of data points.

09:53 *Genson Glier* And that I don't think we're there yet. And every business will have these small little nuances that can't necessarily be taught, I should say. So say for example, retail, it's like, you know, seeing a customer grab a piece of clothing and then putting it down and then taking it and just being like, oh, I was going to buy that, you know, and then convincing the customer to buy it like little small soft skills. And those soft skills might be something different depending on sort of what vertical it might be like, you know, having a one on one with an actual person and dealing with a bespoke problem.

10:30 *Nathalie Rafeh* Yeah, there will always be things that can't translate to the use of AI and ML. Product finders, interestingly, are something that are on the rise in e-commerce. If you're looking to buy a washing machine or something, you sort of go through, if you break down like talking to a store assistant with functional products, you've got different sort of like rule based questions that you go with, like, you know, how big is your apartment? How many people need it? Like, you know, do you need like eco-friendly? Like how important is it to have, you know, like a environmentally water smart whatever? And so then they recommend some products. And I think that, you know, this is being like automated and is but they're more like algorithms. And I think there's less of confusion around what is AI and what is just like an algorithm process that's just replicating basic human rules.

11:15 *Daren Lake* All right. Thank you so much for listening. Really appreciate it. You know the drill. Make sure that you like, follow, subscribe, depending on wherever app you're on, whether you're listening to this podcast or you're watching it on YouTube,

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