



# The Benefits and Pitfalls of AI – and how humans can help

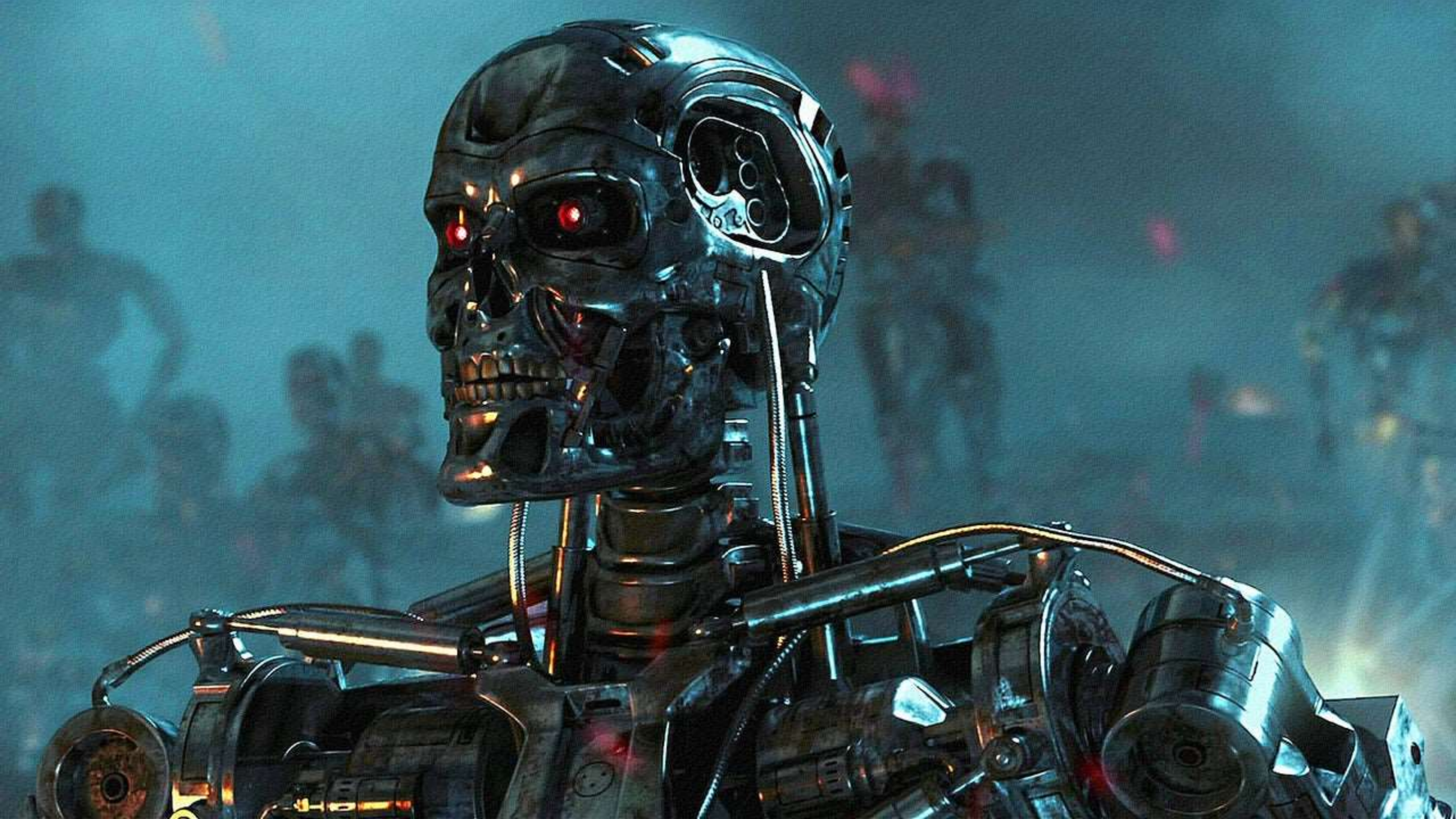
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# Benefits and Pitfalls of AI

# 01

“Artificial Intelligence has the potential to change the publishing industry by automating repetitive tasks, lowering costs, and making things run more smoothly”



Amazon AI-enabled recruitment tool only recommended men

iTutorGroup's recruiting AI rejects applicants due to age

ChatGPT hallucinates court cases

Dataset trained Microsoft chatbot to spew racist tweets

AI algorithms identify everything but COVID-19



<https://www.reuters.com/article/us-amazon-com-jobs-automation-insight-idUSKCN1MK08G>  
<https://www.reuters.com/legal/tutoring-firm-settles-us-agencys-first-bias-lawsuit-involving-ai-software-2023-08-10/>  
<https://www.forbes.com/sites/mollybohannon/2023/06/08/lawyer-used-chatgpt-in-court-and-cited-fake-cases-a-judge-is-considering-sanctions/?sh=6d0faac77c7f>  
<https://www.theguardian.com/technology/2016/mar/24/tay-microsofts-ai-chatbot-gets-a-crash-course-in-racism-from-twitter>  
<https://www.nature.com/articles/s42256-021-00307-0>

# Chess robot grabs and breaks finger of seven-year-old opponent





# Robotic Beehive Using AI To Save The Bees And Global Food Supply

## The Role of Artificial Intelligence in Wildlife Conservation

New artificial intelligence tool can  
accurately identify cancer

## AI Is Essential for Solving the Climate Crisis



<https://www.forbes.com/sites/gilpress/2022/05/19/robotic-beehive-using-ai-to-save-the-bees-and-global-food-supply/?sh=20623e2549ab>

<https://medium.com/builddie/the-role-of-artificial-intelligence-in-wildlife-conservation-5dc3af2b4222>

<https://www.theguardian.com/society/2023/apr/30/artificial-intelligence-tool-identify-cancer-ai>

<https://www.bcg.com/publications/2022/how-ai-can-help-climate-change>



# ChatGPT Shoots Past One Million User Mark In 5 Days



# Generative AI boosts productivity



14% productivity increase (tasks solved per hour) in customer service



Generative AI improves content quality and variety



Up to 2x productivity increase in the case of AI coding assistants

<https://www.nber.org/papers/w31161>  
<https://hbr.org/2022/11/how-generative-ai-is-changing-creative-work>  
<https://ark-invest.com/big-ideas-2023/artificial-intelligence/>

# Huge potential...

Potentially a vast number of applications in the publishing space

- Any task that is predictable and needs to be scaled could benefit from AI
  - Data availability statement checking
  - Ethics declarations
  - Author services to help the evaluation process



# Huge Potential...

- PLUS creative tasks when given access to enough good data..
  - Supporting marketing programmes
  - Summarising content
  - Personalising content
- Tempting to look for uses for AI as it's an exciting space



BUT...



# But...

- there are also potential pitfalls
  - Incorrect determinations – based on incomplete / biased data
  - Copyright issues
  - May still need human intervention – not totally automated
  - What is the ‘right’ thing to do, ethically, morally, legally, and commercially, as a publisher?



# Dull and shallow

BuzzFeed quietly started publishing fully AI-generated articles that are produced by non-editorial staff

Amelia Island, Florida is a "hidden gem of beaches"



Carmel-by-the-sea, California is a "hidden gem of California's coast"



West Virginia is a "hidden gem of a state"



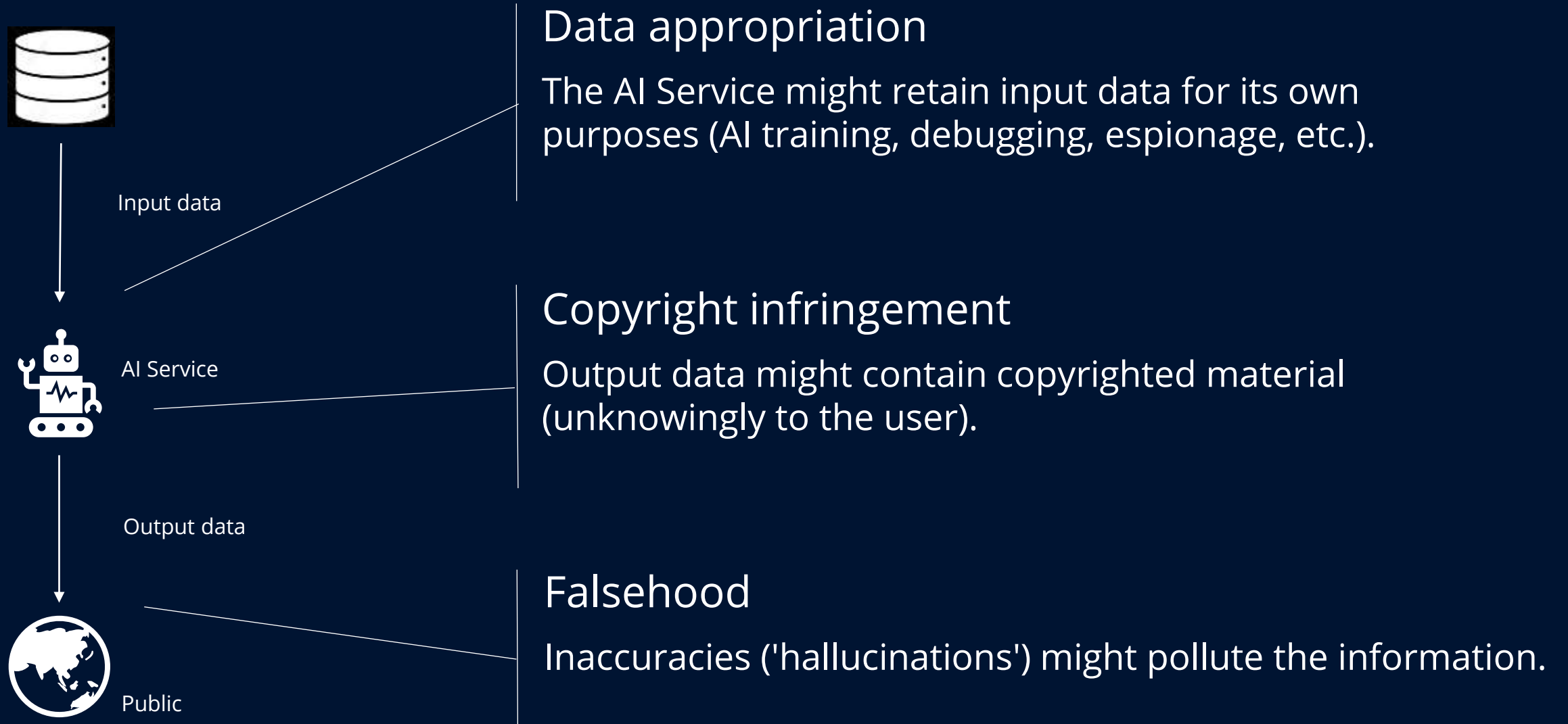
Saugerties, New York is a "hidden gem where small town charm meets big city cool"



Brewster, Massachusetts is "Cape Cod's hidden gem"

<https://futurism.com/buzzfeed-publishing-articles-by-ai>

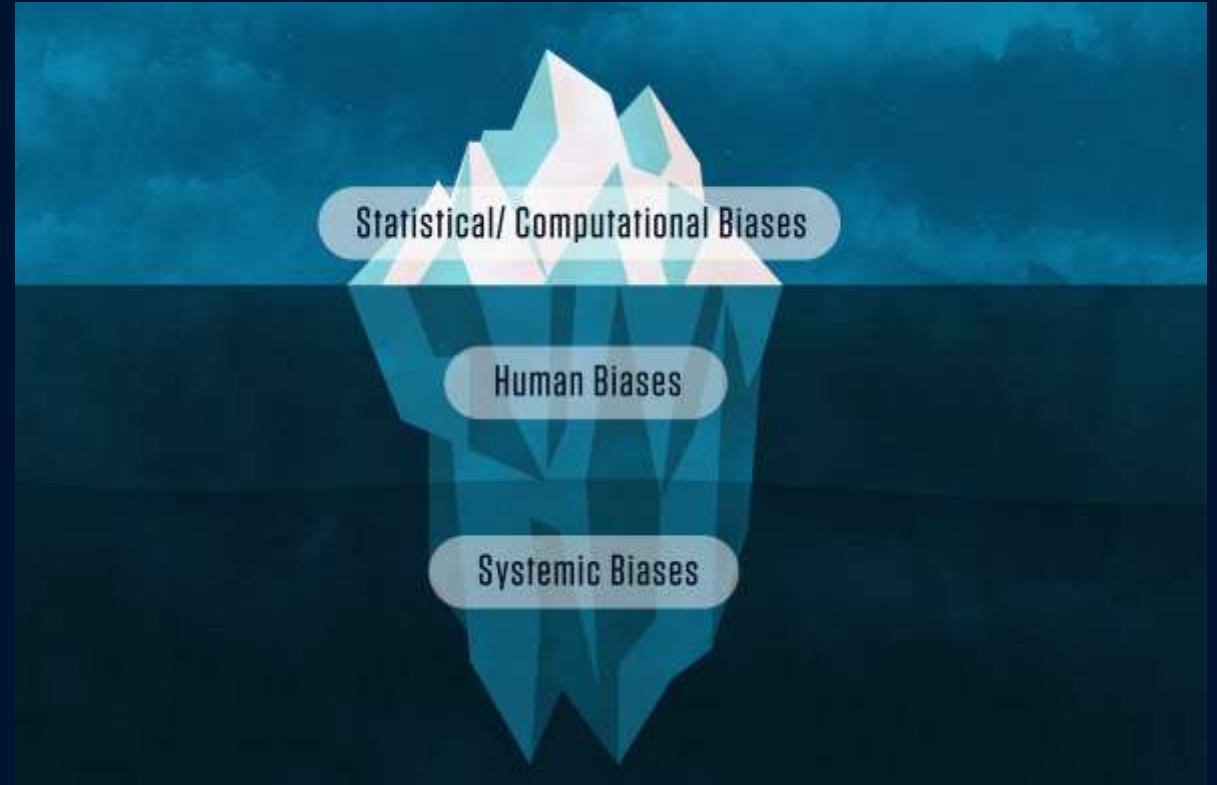
# Copyright & Data Risks





# Risk of unchecked bias

A recent study showed that copy-pasting ChatGPT output (a) is the most frequent behaviour as opposed to editing the output (b) was deemed to be 'high-quality' and lacking obvious areas for improvement



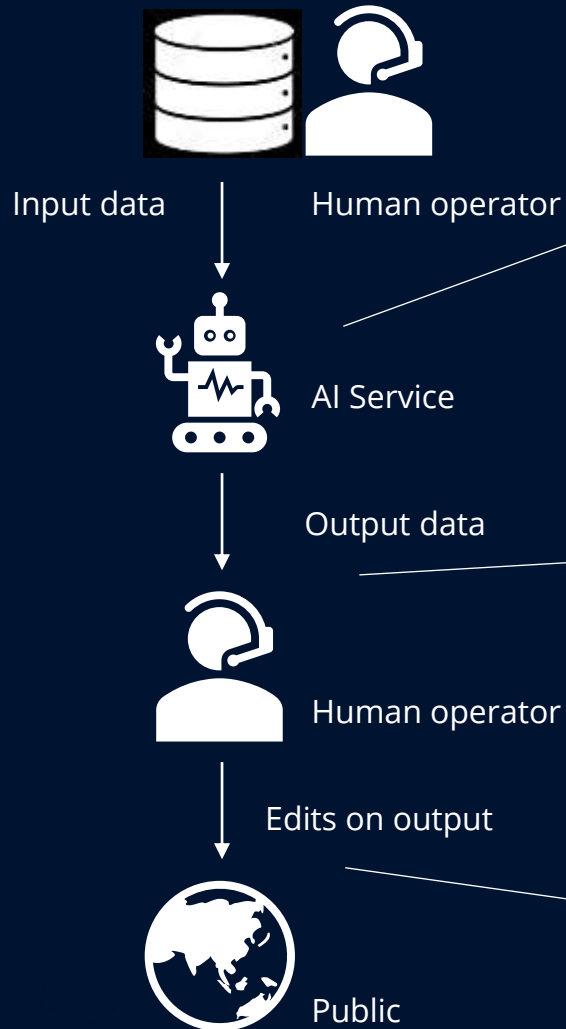
<https://cepr.org/voxeu/columns/productivity-effects-generative-artificial-intelligence>  
<https://www.nist.gov/news-events/news/2022/03/theres-more-ai-bias-biased-data-nist-report-highlights>



How humans can help



# Copyright & Data Risks



## Data appropriation

The AI Service might retain input data for its own purposes (AI training, debugging, espionage, etc.).  
Mitigation: only use reputable, validated services.

## Copyright infringement

Output data might contain copyrighted material (unknowingly to the user).  
Mitigation: do not copy and paste, get inspired and rewrite.

## Falsehood

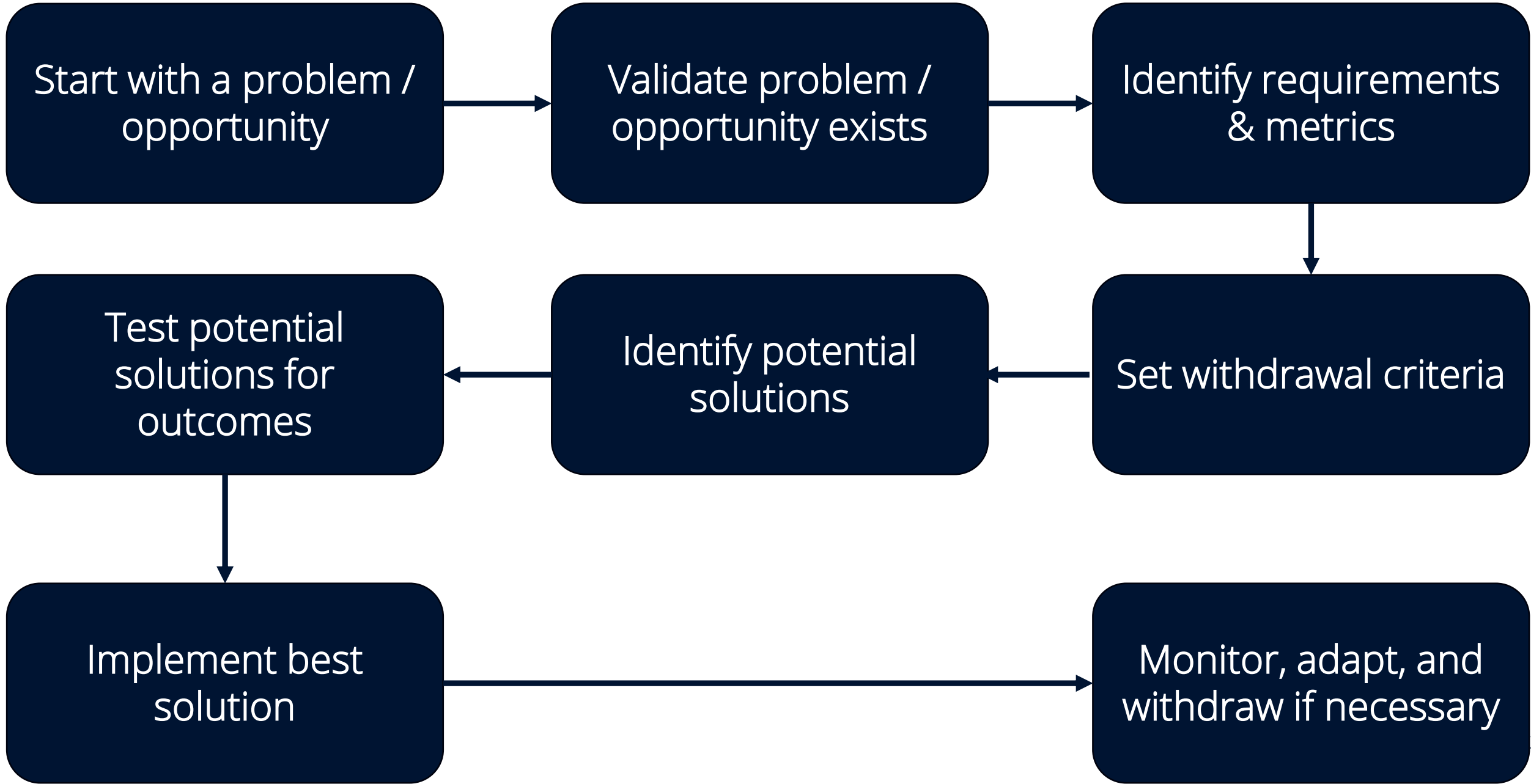
Inaccuracies ('hallucinations') might pollute the information.  
Mitigation: always double check all facts.

# How humans can help

- Guide the usage of AI to where validated problems / opportunities exist
- Resist calls to use AI as an 'academic exercise'
- Set metrics for the expected / required benefit
- Bring AI into the suite of solution options
- Make sure that outputs make sense and are trustworthy:  
'Test, validate, adapt'

# How humans can help

- Only implement where the AI solution is the right one
- Formalise monitoring, adaptation, and withdrawal plan
- Ensure proper guardrails in place for areas where usage of AI could be expected
  - Ensure policies updated
  - Ensure Author & Reviewer guidelines clear
  - Ensure Code of Conduct guidance updated



In short...

Apply Product Management practice to AI adoption

