

What You Need To Know About AI As An Author

Bob McGough

Topics

Here's where we're going:

- What Even Is Artificial Intelligence?
- The Ethics Around AI Use
- Things To Consider
- Blowback Examples
- Ethical Uses For AI As An Author
- What Might The Future Look Like
- Final Thoughts

Who Is Bob?

- Why Should I Listen To Him About AI?

I work in the tech field, often in compliance spaces.

Uses AI in ethical ways.

Frequently speaks on this topic at events.

Keeps up with trends because of work.

Who Is Bob?

Why Should I Listen To Him About Writing?

By day I work as a poor technical writer, by night I work as a technically poor writer (zing).

Started being published in small press anthologies

Shifted to self publishing novels.

Recently signed a publishing deal.

I write books about redneck wizards, and am from South Alabama. Modulate your expectations.

I Asked ChatGPT What We Should Talk About.

You

I am giving a presentation about what authors need to know about AI. What topics should I cover?

ChatGPT

That's a great topic! Here are some key topics you may want to cover in your presentation about what authors need to know about AI:

1. Understanding AI Basics:

- Define what artificial intelligence (AI) is and provide a brief overview of its subfields, such as machine learning and natural language processing.

2. AI in Writing and Publishing:

- Explore how AI is already being used in the writing and publishing industry, including automated content creation, editing, and even generating entire articles.

3. Tools for Authors:

- Introduce AI tools that authors can use to enhance their writing process, such as grammar and style checkers, plagiarism detectors, and content optimization tools.

4. AI-Assisted Creativity:

- Discuss how AI can assist authors in generating ideas, brainstorming, and overcoming writer's

To Hell With That

the biased lil bastard

Just What Is Artificial Intelligence?

Big Picture: AI is simulated human intelligence.

○ It doesn't currently exist yet (technically).

We're still gonna call it AI, because everyone else is.



Just What Is Artificial Intelligence?

Generative AI: content generation

cough cough art theft cough

Examples: Midjourney, Stable Diffusion

Large Language Models: fancy
auto-complete

Example: Chat-GPT, LLaMA, PaLM



Just What Is Artificial Intelligence?



Midjourney

- Started in 2022.
- Currently on V6.
- Generates images from your written prompts.
- Uses Discord.

Just What Is Artificial Intelligence?

Chat-GPT

- Started 2022.
- Chatbot
- LLM
- Uses your text-based prompts to generate text responses.
- At its core: fancy autocomplete



Just What Is Artificial Intelligence?

The question is, on what is a particular AI trained on?

Chat-GPT was trained on sources like Wikipedia, Twitter, and Reddit. Around 300 billion words.

Midjourney was trained on over five billion images scraped from the web, without the consent of the original artists.



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HAVE YOU FIGURED
OUT HOW AI WILL
IMPACT OUR
BUSINESS?



WORKING
ON IT.



A large speech bubble originates from the man's computer. It is divided into two horizontal sections. The top section has a white background and contains a question mark icon in an orange square followed by the text "How will AI impact our business?". The bottom section has a light grey background and contains the OpenAI logo (a green swirl) followed by the text "There are many ways that AI can impact".

TOM
FISH
BURNE

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The Ethics Around AI Use!

Ways this will crop up:

Do you make your own covers? Where did the component art pieces come from? Sites like pixabay are getting flooded with AI art. Stock image sites as well.

Do you hire someone to make your covers? How do you know if they are using AI?

Has Google or Amazon messaged you asking if you would like to try their AI voice talent?

Have you had the thought 'what if I just asked ChatGPT for the text of a kids book, then used Midjourney to make the art?'

The Ethics Around AI Use!

Ways this will crop up:

 Hey bossmanbob, Fever AI suggested we are a good match, so I am reaching out.

We're looking for our "go-to" writer who will be crafting content for upcoming board games, such as slogans, descriptions and rulebooks. S

Would you be interested in doing a test gig with us?

Cheers,

A billion other uses cases most of us can't even imagine currently, such as using AI to ask which Fiverr would be the best fit for your use case, as happened here with this hapless chap from Serbia trying to hire me.

The Ethics Around AI Use!

The Narrators Have Already Lost The War

- Audiobook narration has probably already lost the war to AI.
- There aren't nearly as many narrators as artists and authors.
- AI narration has applications in accessibility.
- It's only going to get better.
- The moment Amazon started rolling it out to authors was the moment it was over.

Things To Consider



AI art can't be copyrighted.

Things To Consider



AI hasn't been fully legally tested yet. There are lots of lawyers yet to get involved.

Things To Consider



Most technological improvements have traditionally hurt blue collar workers (robotics for example). AI is the first on to really threaten white collar jobs.

Things To Consider

Your interactions are used to train the AI. So, if you use it to generate content, like story ideas, that content is potentially used to answer other prompts.

- This is probably less of a concern than you are worried about, unless you are using AI to actually write your books.

Blowback Example:

TOR attempted to use AI in the cover for the book shown. People aware of it were furious.



Tor did not care though.

Blowback Example:

This cover won the Self-Published Fantasy Blog-Off (SPFBO) cover contest, which requires no AI be used. Spoiler: it used AI. The author didn't know the cover artist used it.

Mark Lawrence, who organizes the SPFBO has now canceled the cover contest as part of the SPFBO.



Surprisingly not about me.

Blowback Example:



Unethical people are churning out AI generated foraging books. Beyond just being pirated content essentially, folks have found where some contain content which is factually incorrect, and in some cases actively harmful.

Just don't eat veggies, problem solved. It's what I do.

Blowback Example:

A company in Scotland advertised their Willy Wonka Interactive experience using ads generated by AI (Left). What they offered is pictured on the right. It went...not well.



The cops were called. But no children died...so better outcome than the original?

Ethical Uses For AI As An Author!

- Using AI voices to read your works back to you for editing purposes..
- Using programs like MidJourney to generate character images to help you visualize them.
- Using programs like Chat-GPT to help you brainstorm ideas.
- You can use it to quickly summarize research articles.
- You could use it for transcribing recorded voice notes.
- Many of the more advanced editing software suits use AI now.

What Might The Future Look Like?

Authors will commonly be using AI to quickly churn up a series bible. Simply plug your books into a personal GPT, and you will be able to ask it questions like:

- What color hair does Frodo have?
- How old is Aragorn?
- What is the name of the mountain where Smaug lives?
- When was the battle at Horn's Deep?
- How can I integrate second breakfast more fully into my life?

What Might The Future Look Like?

On a corporate level that same concept will look like this:

- “In a groundbreaking collaboration, iWot productions and AI software firm D1srupt1ve are creating True Source, a venture aimed at launching an AI-based large language model (LLM) based on Robert Jordan’s renowned The Wheel of Time series.

The AI service, branded as the One Power, aims to immerse fans in an AI chat service that has an encyclopedic knowledge of The Wheel of Time across various media formats, including books, television, movies, video games, and location-based entertainment.” – VentureBeat.com 2/15/24

Final Thoughts

The reality is that eventually AI will become settled law, and there will be ethically sourced AI to some degree. The landscape for creatives is going to change dramatically. It may one day be totally socially/morally acceptable to use AI to generate your book covers. So, you can't just stick your head in the sand and ignore it, hoping it will go away. It's here to stay. Pay attention.

Final Thoughts

“AI is not going to take your job. Someone better at using AI than you is going to take your job.”

– Scott Galloway

“We're all doomed, you know. The whole, silly, drunken, pathetic lot of us.”

– Julian Osborne in ‘On the Beach.’

Questions?

Thank you.

A copy of this presentation can be found on my website. You can also use the contact form there to ask me any questions about...well pretty much anything really.

www.talesbybob.com