



AI, STEP BACK

It's algorithmic anarchy out there.

George Tzintzis

In a race to fight artificial intelligence (AI), Australian universities are having “crisis meetings” about how exams will be marked in the future, due to the rise of artificial intelligence software that is helping students write their essays for them.

Toby Walsh, Scientia professor of artificial intelligence at the University of New South Wales said, “We should’ve been aware this was coming ... but we do tend to sleepwalk into the future.”¹

Publishing group, The Brag Media tested the effectiveness and viability of using artificial intelligence in its articles, where the CEO Luke Girgis asserted his position that AI does not mark the end of the news writer (nor print journalism).²

“Just as the invention of the calculator didn’t devalue mathematicians, and Photoshop didn’t devalue the artist, AI writing won’t devalue the journalists and news writers,” Girgis said.

Through the trial, the team was able to use AI tools to help create SEO content, but state they will not publish articles that are solely AI generated.

On another note, tech publisher CNET’s CEO, Connie Guglielmo said the website posted 78 articles that were written by AI for a few months as a trial, at some point even churning out 12 posts per day. However, the publisher was forced to issue large and embarrassing corrections to many.³

AI is generated through a series of coding also known as algorithms. Wenke Lee, Director of the Georgia Tech information Security Centre says, “In the print media age, if somebody was to give me a manipulated version of The New York Times, I would be able to put my newspaper next to yours and find out that mine is different. But now? You and I can very likely see different front pages

of newspapers online because they are customised for individuals, and that’s pretty dangerous because that means I don’t have a baseline to compare what is real and what it not.”⁴

To conclude, Orly Lobel author of *The Equality Machine: Harnessing Digital Technology for a Brighter, More Inclusive Future* says, “What we need to do is ask questions and be sincere about what our goals are and what trade-offs are between different choices that we are making as a society. This is the history of all human progress: there are always costs and benefits.”⁵ ●

Sources: 1. Original article posted in *The Guardian*, 2023; 2. *Mumbrella*, 2023; 3. *B & T*, 2023; 4. *Columbia Journalism Review*, 2014; 5. *McKinsey*, 2022

“Just as the invention of the calculator didn’t devalue mathematicians, and Photoshop didn’t devalue the artist, AI writing won’t devalue the journalists and news writers.”