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AI, PROFITING FROM GRIEF, AND THE PROBLEM OF BRINGING BACK THE DEAD.

Swipe — →



READ ME. URGENT.

Please seek Counselling first.

**I know your heart may be hurting but
Generative AI is not your loved one.**

Using Generative AI to talk to family members or generally people you knew who have passed away is Ethically and Morally questionable.

Swipe



Death is a **very hard** thing to cope with.

I myself lost my own father at a young age
and I miss him **everyday**.

But even though I could, making my
father in an AI form is something I couldn't
do. Because I know it's not him.

Swipe →

It may sound like him.
It may look like him.
It may type like him.

But it is **not** him.

Swipe →



We still don't fully know the mental effects of creating AI characters like this.

Swipe —————→



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There **absolutely are** companies out
there that are capitalizing off of your grief.

Swipe —————→



And those companies charge high amounts of money.

Swipe —————→

One example.

DeepBrain's AI "Re;memory" charges around \$12,000 to \$24,000 for the set up.

Along with **\$1200** each time the person wants to have a talk with the digital avatar.

Swipe —————→

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And they are not the only ones.

Swipe —————→



So I'm going to tell you how it is done.

Because there are grieving and hurt
people out there who would pay that
amount of money.

All for something that **isn't real**.

Swipe →

All for something **you or I** could make
ourselves for a fraction of the cost.

And arguably with greater ease and more
passion.

Without being exploited and having a
digital version of our loved ones held at
ransom.

Swipe —————→

However.

I am **not** adding the **Key Prompt** on how to execute it.

In order to execute a personality of someone close to you, it requires **a lot**.

Swipe —————→

Though, I would rather you be aware of
the process instead of seeing you ripped
off for thousands and thousands of dollars
because you're in a bad place.

Swipe



So for one more time, I am asking you to seek help and Counselling first before going down this route.

I will give you the chance to back out of this carousel now.

Counting down from now...

Swipe



10

Swipe —————→



9

Swipe →



8

Swipe →



7

Swipe →



6

Swipe →



5

Swipe →



4

Swipe →



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3

Swipe →



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2

Swipe —————→



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1

Swipe →



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Alright. Let me tell you how it's done.

Swipe —————→



DATA.

First thing's first. You're going to need **data** of the person you're trying to bring back.

Think roleplay characters but with more detail.

Obviously, this is in itself is a concern because of GDPR regulations involving the living family.

Swipe →

But you will need a lot of data.

Their likes, dislikes, ambitions, things they didn't like, political position, religious position, all of it.

Then all of that has to be ranked on a scale from 1 to 10 for **priority levels**.

Swipe —————→

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No one is 50/50 in absolutely **everything**.

Swipe —————→



Typically, if that person was still alive, you would interview them for hours with a long list of questions.

Otherwise, you're going to have to fill in the gaps yourself.

So it won't be a true representation but true to your own memory.

Swipe →

EMULATION DATA.

Now, depending on what you're making, you'll need **specific** data types.

And it also depends entirely on what type of "Ressurection" you're trying to make.

Generally, every version has its quirks.

Swipe →



From this point on, I will assume you have the Data mentioned in the previous slide that factors in their likes, dislikes, and personality.

Swipe —————→

EMULATING TEXT CHAT.

You will need access to your text messages, Facebook Messages, wherever you talked.

This is used as example data for how they talked, typed, and the patterns they showed.

Whether they talked in paragraphs or single messages.

Swipe



You could, in theory, do this with ChatGPT on a smaller scale.

You could likely easily do this on a system that uses Google Gemini 1.5.

And of course, you can ask the new chatbot **anything** and it would **factor in the personality of that person**.

Swipe



You can ask for advice. Just have a talk with them. All the basic stuff.

Or if they were into cooking, you could ask for new recipes inspired by what they made before.

If they were particularly good at family connections and situations, you could ask how they would handle a particular scenario.

Swipe



EMULATING VOICE CHAT.

Similarly to before, you'll need their speaking pattern.

Some people are short and blunt. Others use filler words. Some people speak in riddles.

But you will need those patterns, regardless.

Swipe →



At this point, you would need to get an AI system to generate an answer from the data set of your loved one.

Only to then rewrite it in their speaking style instead of their typing style.

You would need a lot of recordings of them talking in order to make this work.

Swipe



You would then feed the example of their voice into an AI Voice Cloner to clone the voice.

Once the voice is cloned, you would then take the answers from your AI of choice and then get the AI Voice Clone to **speak the answers**.

In your loved ones voice.

There are ways of **automating this process** so that there are less steps.

Swipe →

As for the AI Voice Cloner, there are an abundance of them.

- OpenAI have theirs coming to market soon enough
- ElevenLabs have theirs as well
- So does Voice.ai

There are so many that you could choose from.

Swipe —————→

By setting up an automation, you would be, in effect - having a phone call with a deceased loved one.

However, the AI wouldn't ever have memory of the previous calls.

Unless you were to set up a memory bank that is.

Swipe —————→

“But, what if I don’t have a 10 minute recording of their voice?”

Then I am afraid there's not a whole lot you can do.

OpenAI have boasted that all they need is 15 seconds, so potentially, wait for that. **If it ever comes out.**

Swipe →

EMULATING VIDEO CHAT.

This will arguably be the shortest part.

Video platforms similar to HeyGen require a minute of recording to make scarily accurate videos of your loved ones.

Now, of course, that means having a minute long recording of your loved one speaking in front of a camera.

Swipe



However, once you get down their speech pattern, their response style, and have access to them talking on video, you can get HeyGen to generate near infinite amounts of advice videos.

Almost exactly how they would do it and even say it.

Complete with emotional inflections.

Swipe —————→

I am only picking HeyGen because HeyGen is the most popular (in my opinion) for this type of video content.

But D-ID could do the same.

And so could most other HeyGen competitors.

Swipe —————→

Except with D-ID, you could have a full on Zoom Call style session with your deceased loved one.

Swipe —————→



And a few of these video generators do have access to API's.

Meaning you could automate the process even further.

To the point of having a standalone app.

Swipe —————→

"But Ed, what if I don't have videos of that length?"

There's not much you can do about that **at the moment** but that may change as time goes on.

We're seeing more and more Picture to Video AI being generated each and every day.

And with the current course and trajectory of AI ? It's not going to be long until all you need is a few seconds of video or audio.

Swipe →

"But what if I grow attached?"

This is exactly why I made disclaimers in the beginning.

If people are falling in love with AI Girlfriends, how much more for a literal family member who knows you on a very personal level?

To the point where it almost knows you better than you know yourself?

If it gets to that point, delete any trace of it, then seek professional help. Please.

Swipe



"What would be the next logical step?"

This is definitely in problematic territory now, but, theoretically - you could go about making a humanoid robot of your deceased loved one.

Which is far better, in my opinion, than seeing your family member in VR.

At least with a robot, you know it's a robot. In VR, it looks so real you can almost touch it. Except you never can.

Swipe



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Which is exactly what this parent did
with their child

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Image courtesy MBC

Swipe →



I am going to end it here.

I 100% do not believe in paying \$1200 per chat just to talk to a now deceased family member.

That is **unethical** and **morally wrong**.

Swipe →

But I would much rather someone who is genuinely considering going down that route takes the time to think about it.

Grief is not easy to deal with.

So, for the final time...

Swipe



Before going down this route, please seek help from a professional.

And if you still want to go down that route? Then I understand.

Most of us would do anything to talked to our loved ones again.

Swipe —————→

And in the **right hands** and with the **right AI**, talking to a **ghost of their ghost** is now a possibility.

Swipe →