AR and VR in Nonprofit

Show your donors what they’re supporting without travelling! With VR and AR, you can create an immersive experience for current and potential supporters of your cause.

[An Augmented Reality Coral Reef Thrives or Dies by Your Tweets (hyperallergic.com)](https://hyperallergic.com/407677/white-noise-augmented-reality/)

[How Nonprofits Can Use VR and AR Tech for Fundraising – Nonprofit Tech for Good (nptechforgood.com)](https://www.nptechforgood.com/2019/09/04/how-organizations-can-use-vr-and-ar-tech-for-fundraising/)

[Highlighting the Resilience of Indigenous People Through Augmented Reality (hyperallergic.com)](https://hyperallergic.com/530443/highlighting-the-resilience-of-indigenous-people-through-augmented-reality/)

[An Augmented Reality App Connects the Life of an Opioid Victim to the Met Museum’s Sackler Wing (hyperallergic.com)](https://hyperallergic.com/592739/mariah-app-metropolitan-museum/)

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Using AI to generate online content

**When I tell people that I’ve used AI to help me write a novel, they often raise the same issue: plagiarism.** I understand that concern; after all, AI systems have read the entire internet and many books. How do we know they’re not just spitting out words that it collected from some other source? In my experience, plagiarism is very rare. When I encounter AI-generated text that sounds really good, I copy the text into Google and seldom find any matches.

In this Twitter [thread](https://email.mg2.substack.com/c/eJwtkbtu6zAMhp_GGgPrLg8aihbdeoYe4AxnMWSJdoTYUirRTfP2lZsCBC8gyJ_46B3CksvdXnNFcrgR71ewCW51BUQoZK9QxhgspVwOQisSrAjUSENiHecCsLm4Wiw7kOs-rdE7jDkdE5oZQ87WBMNBzcJ5Tmc9zPPQC66dM5qJMDnxkHV7iJA8WPiEcs8JyGrPiNfa8aeOvTbDWzwOOvm8teo9-rMr4e35z5JbWdHhXltCJeWMGsX1YITWig68469tywvrO6awJfGf4--Xr2c1xr-f_7-Gj-220icSLesZ6wUdaN_3XJ34iUkGPvggpQHmHO1Evy3sVPep6fnLcQoptq45LTFlo1t_OXD8NBqNscVtTxHvIyQ3rRAeoPDB-wfduECC0v4QRoeWKtmkmRg4V79kGknJhJBGatKUQ25TyW6uXABjWqb6DceZlPE), OpenAI researcher Richard Ngo tries to show that GPT-3 can create original ideas:

Ngo continues with even weirder similes — many of which the AI describes better than I could explain — such as “that’s like thinking boats could be sunk by lettuce” and “the type of man who could lose the lottery while trapped in groundhog day.”

**In addition to concerns about plagiarism, I hear a lot of questions about “what Google might say about AI?”**

Let's suppose you can create thousands of pages of content in a fast and efficient way.

Will Google penalize you for generating this content with AI systems instead of the “old-fashioned” way (i.e., a team of human writers)?

**Google SAYS you will be penalized.**The company has implied that AI-generated content will be dealt with like spam. Kevin Indig, the Director of SEO at Shopify, [suggests](https://email.mg2.substack.com/c/eJwlkE2OhCAQhU_T7DSAoLhgMZu5hkGopklrYQDbOKcfbJNKVVJ_L--zpoCP6dRbzIVcaSrnBhrhyAuUAonsGdIUnGask6MYeuK0cExJRUKenglgNWHRJe1Atn1egjUlRLwuBq4UeWnKRus4dRbAssEIZwWorn-CVG7sR3nLmt0FQAsaPpDOiEAW_Sply4_u58F_axzH0b7hE7AJ6IJvbVxr1xpsfIx-gSaBjR7DHzQmNDZiASx1gwTNKedUsJFRSru-7VouOVhnnZQKuDHsIejqeZv3ORdj39dvknReIvqAUQ117i-f30G1OdW67hjKOQGaeQF3Eyg3yC-TyQNCqoDdZIpmvazSXIxd14vbckUkuRBSyYFUZRfrFerVpDeUgH7O_8M3jMo) that “Google might treat AI content similar to backlinks.” (If Google identifies a pattern of blatant paid links to your company’s website, you might receive a warning notice; plus, you might experience a significant drop in traffic and keyword ranking.) So, if you create BAD content with AIs — like the auto-generated text that is not reviewed and edited by an experienced human — then expect Google to penalize you.

But if, on the other hand, your company implements an effective process for quality control, you could probably develop AI-created content that is indistinguishable from your human-produced content. In that case, Google would treat both types of content the same — with no penalties for using AI.

**Even if Google REALLY WANTED to punish AI users, would they even be able to identify the auto-generated content?**

Maybe. There is some evidence that current AI systems use a less-varied vocabulary than human-generated content. This tendency is a by-product of AI design. AIs work on a syllable-by-syllable basis; they evaluate the previous content and then predict the most likely option for the next syllable (and then repeat the process again and again). This syllable-by-syllable design helps string together coherent, well-written documents. But because AIs choose syllables that are “most likely” to appear, they are less likely to include unconventional — though appropriately used — words or sentence structures.

The average human probably couldn’t spot this difference, but a Google Robot that scans vocabulary distributions might be able to identify AI-generated versus human-written content. (Or at least human content that features a wide range of words and structures. I assume that some less inventive human writers will get flagged as “writing like an AI”).

**Ultimately, though, if your company pushes forward with AI content, you are far more likely to face problems with**[**“offensive” content**](https://email.mg2.substack.com/c/eJwlkc2OhCAMgJ9muGGkgDoHDnvZ1zD8dJSsgoG6G99-mTEhJWnTfs1XbwmXXC5z5ErsHWa6DjQJ_-qGRFjYWbHMMRghpH6qcWDBqCAmPbFY51dB3G3cDJUT2XG6LXpLMad3xwjTxFbjxQBq6BEQhJJyENbB00kv7QTO4XBj7RkiJo8Gf7FcOSHbzEp01If8esB3e_VA3zB7FxGxy2VpuZg49GLge_Ql1_yiyov1sRL3qyWXiZc2z24YOK3Ig00Llsrzi-e0xYTc59R49bMziwZ6gF6Jp-j7Xg6d7EAD-uCD1hOCteKh-n2Brp6ukvU_nc87K6ZuOS0x5Wls9eUt5FNoPub272eKdM2YrGuL3KroNv6RNy-YsLRLhNmSEYNuaFDPpkrdbppLDUrpSY-skUNuXcnstvwgxbS4-g8iLZvc)**than you will with Google search penalties.**

Marketing BS: AI Language Models, Part 2: The Essay

Novel AI

[Drones Have Transformed Blood Delivery in Rwanda | WIRED](https://www.wired.com/story/drones-have-transformed-blood-delivery-in-rwanda/)

[When text messages save lives | UNICEF](https://www.unicef.org/stories/when-text-messages-save-lives)