



## Content Design for AI: Hype vs. Reality

### HYPE\*

*GPT-3 and its peers have made one astonishing thing clear: The machines have acquired language.*

### REALITY\*\*

This statement is only true if we interpret “acquired language” to mean “have been programmed to produce strings of text that humans who speak that language find coherent”.

### Questions to consider when writing about IBM Products

1. Are we certain that we understand how this product is an example of AI?
2. Is “AI” an appropriate term to describe this product?
3. Does the term “AI” clarify or obscure what this product can do?
4. Will using the term “AI” create unreasonable expectations for the user?
5. Will seeing the phrase “AI” dissuade users from using the product?
6. Are we confident in our own understanding of what constitutes AI?
7. Is our writing accurately describing what AI can and can’t do?

\*“AI Is Mastering Language. Should We Trust What it Says?”, New York Times April 15, 2022

\*\*On NYT Magazine on AI: Resist the Urge to Be Impressed, by Professor Emily Bender