



When Robots Write the News, Humans Must Become More Human Than Ever



Uli Hitzel
Executive Geek

August 2, 2023

Would you get brain surgery from a doctor who had just learned the procedure from an AI-generated textbook? Will machines take over the world and leave us all jobless? How do we stay relevant in a world where anyone can use AI to teach "Quantum Physics for Dummies" or write a plausible looking essay on ancient civilizations? Let's talk about why we must learn to collaborate with AI, strengthen our critical

thinking skills, and focus on things that machines will never be able to do.

Did you see the job ad for a "content writer" who is supposed to produce 200 articles each week? At first glance, this job may seem like a dream come true for any aspiring writer. After all, who wouldn't want to make a living by writing? But upon closer inspection, we can quickly see the potential flaws in such an arrangement. 200 articles each week is an impossible task for a single human writer, and it's highly likely that the work would be done by AI-generated content. Not only is this unethical, but it also devalues the craft of writing and threatens the livelihoods of real writers. And, of course, it raises the question of how much we can trust the quality and accuracy of the content produced under such circumstances.



I am pretty convinced that established newspapers like The New York Times, The Guardian, and The Washington Post will continue to prioritize the work of human journalists and

uphold the highest standards of editorial integrity. Will they, as a result from this growing reliance on AI-generated content, face increased competition from less reputable sources that prioritize quantity over quality? Absolutely. Will we as a society resort to those classic publications, and even new ones emerging, that maintain a strong commitment to journalistic ethics, fact-checking, and original reporting? I certainly hope so, as it is our responsibility as consumers of information to be discerning and support those who prioritize accuracy and integrity over clickbait and sensationalism.

Adapting to a Changing Landscape

We have come a long way from the invention of simple machines that helped us with physical tasks such as washing clothes or cooking rice. Now, we have machines that can take over complex cognitive tasks and intellectual work. This is an unprecedented development in human history, the emergence of AI taking on intellectual and cognitive responsibilities challenges us to redefine our roles and adapt.

It's true that the rise of AI-generated content and automation has caused concern about the future of work. Many people worry that robots will take over jobs that previously required highly educated individuals, leaving many without work. While this is a legitimate concern, it's important to remember that these technological

advancements can also create new opportunities for us as humans.

However, we cannot simply sit back and expect things to fall into place. Professionals who have relied on copy-pasting emails or performing other routine tasks may need to adapt their skills in order to remain relevant in a world where machines can do these tasks more efficiently. We must be willing to learn new skills, collaborate with AI tools, and embrace lifelong learning if we want to thrive in this new era of work.

But what exactly does it mean to "change"?

Human-AI Collaboration: Better Together

Firstly, we should not frame the issue as humans versus AI. Instead, we should be seeing it in a way that we are now in an era of human-AI collaboration. By working together, humans can achieve almost superhuman capabilities. For instance, consider a doctor who collaborates with an AI system that has access to millions of patient records. Together, they can diagnose and treat patients more effectively than either could do alone. The key to successful human-AI collaboration is the need for the human collaborator to have both the expertise and authority to articulate the problem as well as ensuring that the results are accurate and appropriate for the given context. This

approach allows us to leverage the strengths of both humans and machines to achieve remarkable outcomes.



Professionals in all industries must learn how to work with these new tools. Accountants can use AI software to automate bookkeeping tasks, while marketers can use it to analyze customer data and optimize campaigns. Teachers, too, have an important role to play in preparing students for a world where AI is increasingly present. Rather than relying solely on AI-powered educational tools that adapt to each student's learning style, teachers should also teach their students how to work with these tools, much like they would teach them how to use a calculator or a computer. This approach can help ensure that students are prepared for the

demands of the modern workforce and can thrive in a world where AI is an increasingly important part of everyday life.

The reality is that those who are willing to embrace AI and learn how to use it will have a significant advantage over those who do not. While some fear that AI will take their jobs, the truth is that it's more likely that someone who knows how to work with AI will take their job.

Embracing Our Humanity in the Age of AI

Secondly, in this era of AI-generated content, we must focus on further developing skills that are uniquely human, such as critical thinking, creativity, empathy, and collaboration.

These skills set us apart from machines and allow us to bring authenticity and humanity to our work. In a world where anyone can create a stunning website or execute a PR campaign, it is even more important to have approachable people running the show, with real names and faces and human customer support. By embracing our humanity and leveraging AI as an extension of ourselves, we can create a harmonious balance between man and machine that drives innovation forward while preserving what makes us uniquely human.

Ultimately, the challenge of adapting to a world with AI is an opportunity for us to grow and refine our skills. We must focus on developing and refining our human skills, such as creativity, empathy, collaboration, and critical thinking. By



embracing our humanity, we can collaborate with AI-generated content and use it to drive innovation forward while preserving what makes us uniquely human. We must also be willing to learn new skills and embrace lifelong learning if we want to stay relevant in a world where anyone can create anything with the help of AI.

As we continue to adapt to a world with a constant flow of AI-generated content, we may actually see some sort of renaissance of print media, as people seek out high-quality, original content produced by real humans, even if they may have used AI tools to assist in the process. Similarly, boutique shops in the real world may become more popular as people seek out unique experiences that cannot be replicated by machines. This shift towards unique, human-driven experiences could signal a new era of creativity and innovation, one where humans and machines work together to create something truly special.

Cultivating a Discerning Mindset

Thirdly, in order to adapt to this changing landscape, we must cultivate a discerning mindset that questions the authenticity and accuracy of the information presented to us. With AI-generated content becoming more prevalent, it's essential that we develop critical thinking skills and robust verification methods to ensure that we are consuming accurate and reliable information. This means fact-checking sources, questioning assumptions, and being willing to change our beliefs when presented with new evidence.

By doing so, we can avoid falling prey to misinformation or propaganda and make informed decisions based on reality rather than conjecture. Ultimately, what makes us human is not just our ability to create or collaborate but also our capacity for rational thought and independent judgment. As AI becomes more commonplace, it is essential that we all become more discerning in our consumption of information. We must be willing to question the authenticity and accuracy of the information presented to us and seek out reliable sources of information.

Additionally, we have to learn to recognize the signs of AI-generated content and be wary of its potential pitfalls. For example, many AI-generated articles contain subtle errors or inaccuracies that can easily go unnoticed. Therefore, it is important to be aware of these errors and to double-check any information that appears suspicious. By developing a discerning mindset, we can ensure that the decisions we make are based on reality rather than conjecture and that we are not being misled by AI-generated content.

Where to start?

We are living in an era where machines can do things that were once thought to be impossible. But instead of fearing this change, we should embrace it and learn to work alongside AI. We must cultivate our human skills, such as creativity, empathy, collaboration, and critical thinking while using AI-generated content to drive innovation forward. As consumers of information, we must also develop a discerning mindset that questions the authenticity and accuracy of the information presented to us. By doing so, we can create a world where humans and machines work together to achieve remarkable outcomes.



I strongly believe that the future is not about choosing between humans or machines; it's about finding ways for both to coexist and thrive together. To achieve this balance, we must be willing to adapt and learn new skills. We need more than ever before individuals with critical thinking abilities who can question what they see online and in news outlets.

Depending on where you are in your journey to adapt to the changing landscape, there are several steps you can take. Start by identifying the areas where you can use AI to automate routine tasks, freeing up time to focus on more complex and creative work. Seek out opportunities to learn new skills and collaborate with AI tools in your industry.

And above all, remain curious and open-minded about the possibilities that AI can bring to our lives and work.