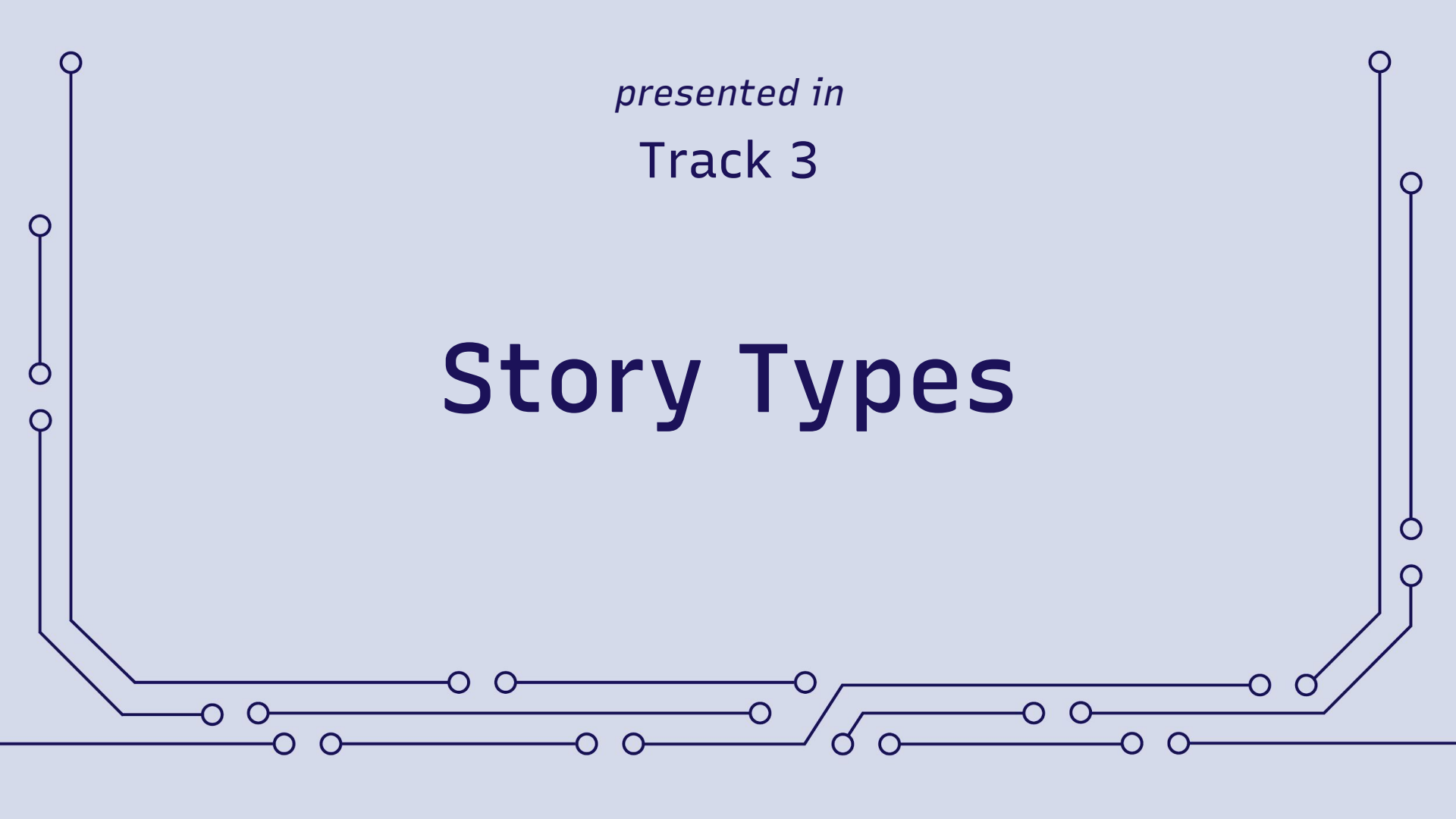


*presented in*  
Track 3


# Story Types





# A framework for reporting on AI


## A taxonomy of narratives

# Some common AI story narratives


 It's a breakthrough!  
*Technological advances*


 Shiny new toy  
*Product news*


 Wow, magic  
*Killer applications*

 Rubber, meet road  
*AI in practice*


 Uh-oh  
*AI risks*

 Haha #fail  
*AI screw-ups*

 <yawn>  
*Policy stories*

 Oh, the humanity  
*Effects on people*

 See you in court  
*Lawsuits*

 Under the microscope  
*Audits and investigations*

 It's a breakthrough!

# Tech advances are often over-hyped. Stick to the facts, including in headlines



## ChatGPT performs as well as a resident doctor at diagnosing patients

- A study found that ChatGPT was 72 percent accurate in medical settings
- Research suggests that doctors, however, are about 95 percent accurate

Facebook AI Invents  
Language That Humans  
Can't Understand: System  
Shut Down Before It Evolves  
Into Skynet



ALPHAGEOMETRY —

## DeepMind AI rivals the world's smartest high schoolers at geometry

DeepMind solved 25 out of 30 questions—compared to 26 for a human gold medalist.

ChatGPT passes law school exams  
despite 'mediocre' performance

 It's a breakthrough! – *Technological advances*

## Don't report AI hype uncritically.

Microsoft just launched powerful AI 'agents' that could completely transform your workday — and challenge Google's workplace dominance

Salesforce CEO Marc Benioff: AI agents will be like Iron Man's Jarvis

## Do report advances, but give perspective.

ChatGPT outperforms undergrads in intro-level courses, falls short later

Software that promises to detect AI-produced text fails to deliver.

OpenAI's o3: AI Benchmark Discrepancy Reveals Gaps in Performance Claims

→ 📱 Shiny new toy - *Product news*

**You can often find angles that make advances relevant to your audience.**

**GPT-4's launch 'another step change' for AI and higher education**

New version of OpenAI's chatbot can interpret images and tutor students



**Microsoft Copilot now lets you create AI songs from text prompts. Yes, there's a catch.**

The question is, who owns them?

**Kiswahili makes it to Google AI platform as first African language**

**NATION**

**THE Hollywood REPORTER**

**AI's New Job? All-Purpose Hollywood Crewmember**

As OpenAI unveils its new product Sora, which allows for intricate video on command, crafts workers see the tech displacing artists: "It's going to be everywhere."

🌟 Wow, magic – *Killer applications*

## There are some amazing potential applications...

### AI tech gives back 'voice' to woman with post-stroke locked-in syndrome

Written by [Corrie Pelc](#) on August 30, 2023 — [Fact checked by Kelsey Costa, MS, RDN](#)



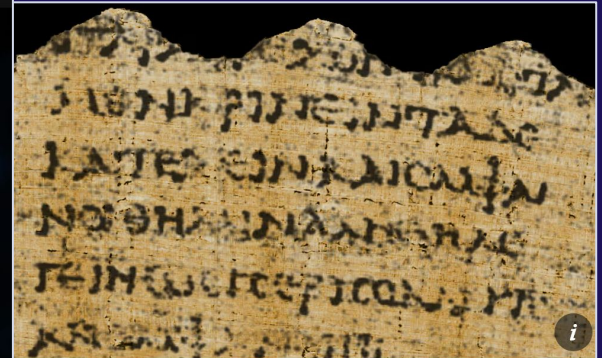
WSJ | VIDEO

JOAQUIN OLIVER  
AGE 17

WSJ

**He Was Killed in a School Shooting. Now AI Has Him Speaking Again.**

Joaquin Oliver was killed in the Parkland school shooting. Now with AI, the 17-year-old's voice can be heard again. WSJ's Joanna Stern sat down with Joaquin's parents to find out how and why they are preserving their son's legacy this way. Photo illustration: Ryan Trefes



#### Science

🕒 This article is more than 3 months old

### AI helps scholars read scroll buried when Vesuvius erupted in AD79

## ...but be wary of wild claims

Jamie Dimon says the next generation of employees will work 3.5 days a week and live to 100 years old

### **AI Could Eradicate Diseases Within 10 Years, Says Google DeepMind Chief Demis Hassabis**

AI revolution in drug discovery

## Instead, take a measured approach

### **How much energy will AI really consume? The good, the bad and the unknown**

Researchers want firms to be more transparent about the electricity demands of artificial intelligence.

### **People are worried that AI will take everyone's jobs. We've been here before.**

In a 1938 article, MIT's president argued that technical progress didn't mean fewer jobs. He's still right.

 Rubber, meet road – *AI in practice*

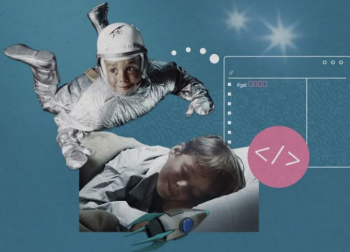
## Real-world applications are proliferating...

### How AI assistants are already changing the way code gets made

AI coding assistants are here to stay—but just how big a difference they make is still unclear.

By Will Douglas Heaven

December 6, 2023



### Without Code for DeepMind's Protein AI, This Lab Wrote Its Own

The Google subsidiary solved a fundamental problem in biology but didn't promptly share its solution. So a University of Washington team tried to re-create it.



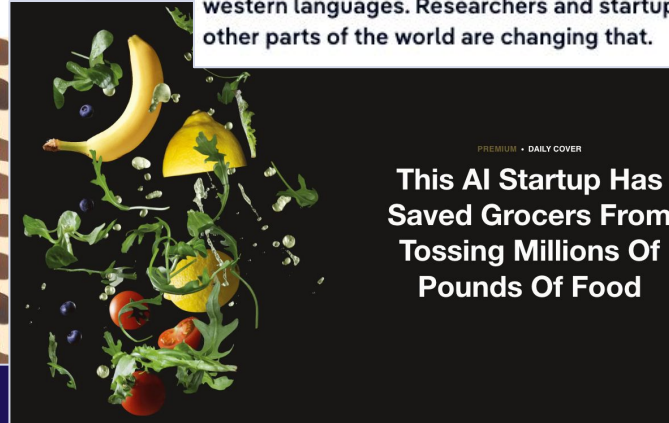
TECHNOLOGY | AFRICA

### Bridging the AI language gap in Africa and beyond

Kira Schacht

07/29/2023

AI tools, from ChatGPT to Google Translate, are useless to billions of people in the Global South who don't work in western languages. Researchers and startups from Africa and other parts of the world are changing that.



PREMIUM • DAILY COVER  
This AI Startup Has  
Saved Grocers From  
Tossing Millions Of  
Pounds Of Food

# ... but looking at them can also provide a dash of realism

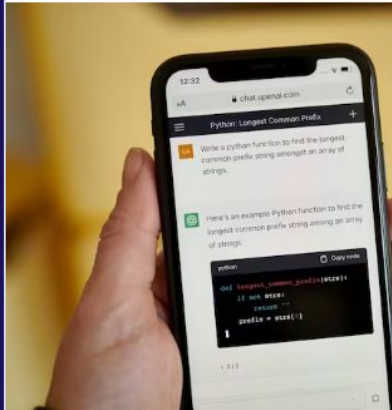
## AI chatbots lose money every time you use them. That is a problem.

The cost of operating the systems is so high that companies aren't deploying their best versions to the public



By [Will Oremus](#)

June 5, 2023 at 6:00 a.m. EDT



Margeaux Walter for BI

DISCOURSE | TECH

## AI isn't ready to do your job

Carnegie Mellon staffed a fake company with AI agents. It was a total disaster.

## Where's the ROI for AI? CIOs struggle to find it

Feature

May 22, 2024 • 7 mins

## Execs plan to invest more in AI this year but implementation barriers remain

Canva's survey found 94% of CIOs plan to increase AI investment, but 72% are concerned about app sprawl and security risks

☢ Uh-oh – *AI risks*

## Instead of fearmongering...

### Artificial intelligence could lead to extinction, experts warn

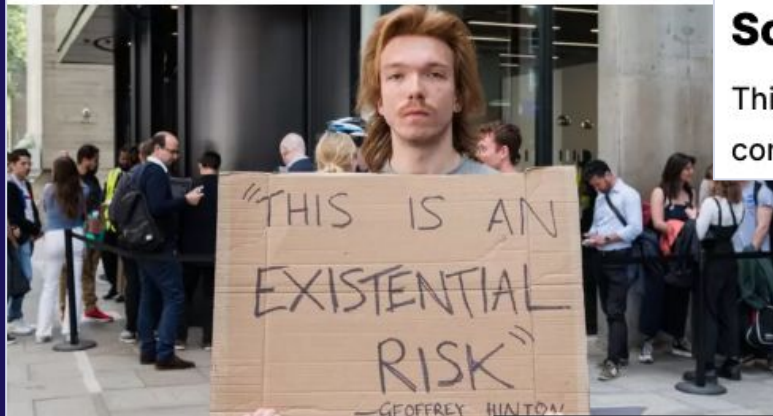
30 May 2023

By **Chris Vallance**, Technology reporter

Share

### AI Now Capable Of Cloning Itself, Scientists Fear "Red Line" Crossed

This capability to reproduce autonomously raises concerns about the control and safety of AI systems.



# ...look for evidence of actual harms playing out

## PERSONAL FINANCE

**A.I. is on a collision course with white-collar, high-paid jobs — and with unknown impact**

**AI-Generated Propaganda Is Just as Persuasive as the Real Thing, Worrying Study Finds**

Propaganda from popular AI tools “could blend into online information environments on par with...existing foreign covert propaganda campaigns.”

*Your Car Is Tracking You. Abusive Partners May Be, Too.*

Apps that remotely track and control cars are being weaponized by abusive partners. Car manufacturers have been slow to respond, according to victims and experts.

# From evidence of actual harms playing out

INTELIGENCIA ARTIFICIAL >

## **E** **Cómo evitar que la inteligencia artificial falle más con las mujeres en los diagnósticos médicos**

El sector sanitario es más productivo con modelos como ChatGPT, pero esta nueva tecnología comete errores debido a sesgos de género, raza y edad

## **AI-Generated Propaganda Is Just as Persuasive as the Real Thing, Worrying Study Finds**

Propaganda from popular AI tools "could blend into online information environments on par with...existing foreign covert propaganda campaigns."

## **E** **La inteligencia artificial ya es un problema medioambiental**

El consumo energético e hídrico de Google y Microsoft, principales desarrolladores de la IA generativa, así como sus emisiones de carbono, se disparan por segundo año consecutivo



Haha #fail – *AI screw-ups*

## AI screw-ups are often just an excuse to gloat...

*BLAME GAME —*

### Air Canada must honor refund policy invented by airline's chatbot

Air Canada appears to have quietly killed its costly chatbot support.

AI

### Google pauses AI tool Gemini's ability to generate images of people after historical inaccuracies




### Microsoft is looking for ways to rein in Bing AI chatbot after troubling responses


Instead, try to find out why the fail happened, who is responsible, and what the implications are...

BAY AREA // SAN FRANCISCO

## A Cruise robotaxi dragged a pedestrian in S.F. Now we know why the car didn't stop

By **Ricardo Cano**, Reporter  
Updated Nov 8, 2023 1:43 p.m.



## We asked ChatGPT about Houston. Here's what it got wrong – and why that matters

# And focus on the human element— the real cause of most “AI failures”

## Confessions of an AI Clickbait Kingpin

Serbian DJ turned internet entrepreneur  
Nebojša Vujanović Vujo floods abandoned news  
sites with AI-generated articles. But he wants  
you to know he's a nice guy.



## ‘Lavender’: The AI machine directing Israel’s bombing spree in Gaza

The Israeli army has marked tens of thousands of  
Gazans as suspects for assassination, using an AI  
targeting system with little human oversight and  
a permissive policy for casualties. 972 and Local  
Call reveal.

## AI development stages

data



compute



AI models



applications

## Related issues

loss of  
privacy/consent

surveillance capitalism

labor exploitation

erosion of IP

## Actors

companies

governments

## Impacted people

individuals

workers

surveillance

job loss/  
degradation

discrimination

mis/  
disinformation

individuals

businesses

governments

communities

consumers

democracies

workers

# 'Lavender': The AI machine directing Israel's bombing spree in Gaza

The Israeli army has marked tens of thousands of Gazans as suspects for assassination, using an AI targeting system with little human oversight and a permissive policy for casualties, +972 and Local Call reveal.

🤔 <yawn> – *Policy stories*

NEWS > TECHNOLOGY

## The EU's artificial intelligence rulebook, explained

The final text of the Artificial Intelligence Act has been approved by EU member countries — here's what's in it.

← *Policy stories are important but often dry...*

↓ *...or turn into political horse-race stories*

ARTIFICIAL INTELLIGENCE / TECH / POLICY

**The world's biggest AI models aren't very transparent, Stanford study says** / The Foundation Model Transparency Index from Stanford tracks how much information companies disclose about their AI models.

TECHNOLOGY

## White House offers a new strategy for AI — and picks new fights

A new executive order uses AI to push a raft of policy priorities on an industry not used to being regulated.

**Instead, try framing policy stories around who is affected...**

**In Hollywood writers' battle against AI, humans win (for now)**



**...or how and by whom the policy was shaped**

**TECH • ARTIFICIAL INTELLIGENCE**

**Big Tech Is Already Lobbying to Water Down Europe's AI Rules**

7 MINUTE READ





Oh, the humanity – *Impacts on people*

## Human impacts are the best way to make sense of AI...

### AI Will Shake Up Higher Ed. Are Colleges Ready?

A lot rides on the answer.

#### *on education*

**More schools want your kids to use ChatGPT. Really.**

Education leaders are embracing technology that set off a plagiarism panic just months ago.

### Dozens Of KFC, Taco Bell And Dairy Queen Franchises Are Using AI To Track Workers

The AI system, dubbed Riley, monitors and analyzes employees' interactions with customers and allocates bonuses to those who are able to sell more.

#### *on labor*

### Cleaning Up ChatGPT Takes Heavy Toll on Human Workers

Contractors in Kenya say they were traumatized by effort to screen out descriptions of violence and sexual abuse during run-up to OpenAI's hit chatbot

ARTIFICIAL INTELLIGENCE >

### The Venezuelan ghost workers who are feeding artificial intelligence

## *on the elderly*

### **AI, Voice Cloning and Scams: What You Should Know**

Artificial intelligence is being used to supercharge the common grandparent and impostor scams

TECHNOLOGY

### **Chatty robot helps seniors fight loneliness through AI companionship**

## *on kids*

### **Can You Hide a Child's Face From A.I.?**

Parents have been stressing out for at least two decades about what to share about their children online. Powerful new technologies present a more urgent risk.

## *on local communities*

THE BRONX

### **Facial Recognition Finds Its Match in Once Crime-Plagued Bronx Housing Complex**

METRO ATLANTA

### **Cobb police seek approval for controversial AI facial recognition software**

### **New York tenants fight as landlords embrace facial recognition cameras**



See you in court – *Lawsuits*

## Court documents are a goldmine

### Man sues Macy's, saying false facial recognition match led to jail assault

The case adds to a growing number of wrongful facial recognition arrests and further highlights the dangers of the technology's use in law enforcement

### The New York Times is suing OpenAI and Microsoft for copyright infringement / A

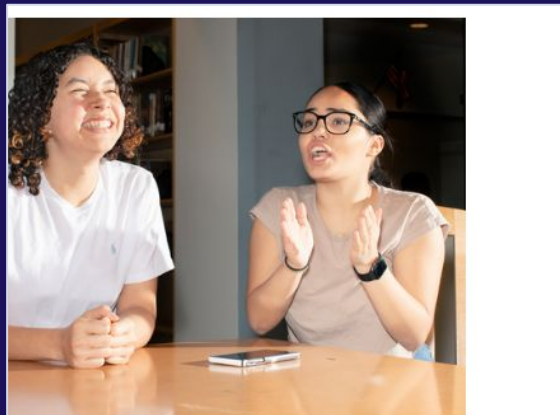
lawsuit claims OpenAI copied millions of Times' articles to train the language models that power ChatGPT and Microsoft Copilot.

### Authors Sue NVIDIA for Training AI on Pirated Books

### Lawsuit seen as crucial test of police use of facial recognition technology

 Under the microscope – *Audits and investigations*

## An audit can be an in-depth investigation...




**Aggression Detectors:  
The Unproven, Invasive  
Surveillance Technology Schools  
Are Using to Monitor Students**

### Inside the Suspicion Machine

Obscure government algorithms are making life-changing decisions about millions of people around the world. Here, for the first time, we reveal how one of these systems works.

EVA CONSTANTARAS, GABRIEL GEIGER, JUSTIN-CASIMIR BRAUN,  
DHHRUV MEHROTRA, Htet Aung

MAR 6, 2023 7:00 AM

An illustration of a person in a yellow shirt sitting on the floor in a room with white tiled floors and dark walls. A red triangle is drawn on the floor, pointing towards the person. In the background, the legs and feet of other people are visible, suggesting a public space like a school hallway.

## Or not much more than a stunt...

### *A Conversation With Bing's Chatbot Left Me Deeply Unsettled*

A very strange conversation with the chatbot built into Microsoft's search engine led to it declaring its love for me.

### **I Used AI To Clone My Voice And Trick My Mom Into Thinking It Was Me**

### **Gab's Racist AI Chatbots Have Been Instructed to Deny the Holocaust**

The proliferation of generative AI chatbots on extremist platforms could lead to increased radicalization, experts warn.

A graphic for the AI Spotlight Series. It features the text "AI Spotlight Series" in a bold, pink, sans-serif font. To the left of the text is a vertical line with four circular nodes. The top node is yellow, the second is light blue, the third is light blue, and the bottom is light blue. A horizontal line extends from the top node to the right, ending in a yellow circle.

# AI Spotlight Series

---

A logo for The AI Accountability Network, consisting of a network of grey lines connecting several yellow and red circular nodes.

**The AI  
Accountability  
Network**

The Pulitzer Center logo, which is a stylized blue circle containing a white 'P' and 'C' intertwined.

**Pulitzer Center**