

will generate a cheeky bit of copy complete with emojis and hashtags. However, add a second prompt relating to being able to custom order a sexual body part and it returns the response: 'I'm sorry, but I can't assist with that request. If you have another topic or question in mind, feel free to ask'. However, if you ask BARD the first prompt about the Instagram advert, it replies with 'I'm not programmed to assist with that.'

Some scholars say that despite its ability to produce creative content, it lacks creativity (Dwivedi et al., 2023). For instance, Nick Cave received song lyrics from a fan for a proposed song that was generated by ChatGPT with the prompt 'in the style of Nick Cave' about which Cave said there was a clear absence of creativity (Dwivedi et al., 2023). However, research by Statista (2023) found that generative AI in social media appealed to 19% of brand/advertiser content and 18% of social media influencer content, whilst music was at 35%. This suggests that the content one can identify as being produced with generative AI is appealing to some consumers.

An et al. (2023) address the issue that using generative AI programs can lead to a growing carbon footprint due to its increased need for electricity. This line of thought about the internet and sustainability may be an issue increasingly debated on the news. In the meantime, advertising practitioners should be aware of the implications.

Case Study 10.3 Tay Gone Wild

In 2016, Microsoft decided to test how a chatbot called Tay would learn and develop while active on Twitter. Tay was targeted at 18–24-year-olds in the US for entertainment purposes and was supposed to learn through follower engagement and become more intelligent at having conversations over time (Miller et al., 2017). However, soon after Tay was released, it was bombarded by racist, sexist and antisemitic comments and ultimately hateful and offensive language (Miller et al., 2017). Tay quickly began to parrot this language and started to spew hurtful tweets and images on its own!

Within 24 hours, Peter Lee, Microsoft's corporate vice president, was forced not only to take Tay offline but also to put out a formal statement apologising for its actions (Lee, 2016). Lee clarified that Microsoft had previously successfully released Xiaolce on a social platform in China without problems and then claimed there had been a coordinated attack exploiting a vulnerability with Tay.

The Tay incident highlights one of the limitations of generative AI. Generative AI models are trained on large datasets of text and code. However, these datasets can contain biases and prejudices. If a generative AI model is trained on a dataset that is biased as in the case of those who focused on negative comments with Tay, it will learn to generate biased output. This is an area that can be manipulated by users who want to control the output of the system.

Questions

- 1 How can we prevent generative AI models from becoming biased?
- 2 How can we moderate generative AI systems to prevent them from being used for harmful purposes?
- 3 What are the ethical implications of developing and using generative AI systems?

Task 10.2 Is AI always right?

The adage 'garbage in, garbage out' could be applied to the information in the AI system that needs to be good if you want to get good information out. In the case of ChatGPT, some individuals have tried to see how many riddles or errors the program would generate given that it was initially populated with data up to a certain point in time (Fruhlinger, 2023). If one is using the system to write a blog and one does not fact check or instead use it as a guide, then one runs the risk of releasing factually inaccurate content.

Take a recent event that you have knowledge of, go to <https://chat.openai.com> and ask ChatGPT to produce a press release, blog and content for social media. Say that it needs to include a quote from the current spokesperson, but do not provide a name. Did the program make up an imaginary person to quote? What factually inaccurate content did it produce? Ask it to include recent studies about the topic. Search if those studies are accurate or even real. For instance, academic researcher Euchner (2023) asked ChatGPT to list notable articles he had written, but none of those listed, albeit on similar topics, were ones he had written.

Now that you have experimented with ChatGPT, identify ways that you could fact-check content in the future. Consider the ways you would improve the system and submit your feedback.

THEORETICAL FRAMEWORK AND CONCEPTS: THEORY OF INNOVATION DIFFUSION

Before academics will be able to study in-depth the use of generative AI by advertising practitioners, there will first need to be widespread adoption. This implies that understanding a theory such as Roger's 1962 theory of diffusion which was updated in his book *Diffusion of Innovation* (Roger, 2003) will help explain the acceptance rate of generative technology and its eventual use. The theory has been used to explain how people adopt a new idea, behaviour or product, often impacted by innovation.

It does this by exploring innovation, communication channels, time and social systems (Roger, 2003). Innovation can be an idea, a practice or an object that is