



An AI Glossary for Communication Professionals*

An *unsuccessful experiment in generative AI co-creation

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www.thepromptcommunicator.com

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About this glossary

This attempt to create an experimental glossary has been produced as a working example of key Artificial Intelligence terms and concepts as they apply to communication professionals.

The glossary has been prepared with the assistance of generative AI tools. The prompts used to generate content are included and the sections created by generative AI are clearly identified. The initial generative AI tools used for the creation of this work are:

Google Gemini
Microsoft CoPilot
OpenAI Chat GPT 4.o

It will be an iterative experimental publication. It will be updated from time to time with new generative AI inputs and additional research.

It is produced under a Creative Commons CC-BY-NC-SA 4.0 license to the extent that this content is produced and edited by a human author who is augmenting content generated with unique prompts in a range of AI tools. These unique human-written prompts are intended to be educational for other communication professionals, but are not for commercial exploitation.

The copyright for the AI generated content is subject to the range of copyright issues, terms, and agreements provided by these platforms and tools.

This document is produced in Google Docs using Droid Sans, for ironic reasons.

For a useful glossary of AI terms for communication professionals visit a credible source:
Digital NSW.

<https://www.digital.nsw.gov.au/policy/artificial-intelligence/a-common-understanding-simplified-ai-definitions-from-leading>

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The objective

The surface objective of this glossary is to **demonstrate the range of responses to prompts from a variety of generative AI platforms**. What do three of the leading generative AI resources define as essential information for communication professionals needing to work with AI in their organisations?

But something deeper is at the heart of this publication: a broader objective.

This human author faces a daily dilemma in the development and deployment of AI. As a communication professional, I understand that there is zero option for our industry to opt out of engaging with AI for business and organisational use. To do so is to risk a number of things:

- Not being part of a conversation that fundamentally impacts the work we do, the organisations we support and the audiences and publics that we engage with.
- Without action research into the tools and applications of AI we are minimising our ability to take an ethical approach and participate in the governance of AI within our organisations.
- Failure to compete with the parts of our industry that are willing to be early adopters and who are committed to figuring it out along the way. If we won't work with AI, our organisations in many cases will choose those who will.
- An inability to advocate for our internal and external stakeholders when AI is part of a marketing, customer service, research and development, or sales solution.

We need to engage in order to determine what an acceptable level of engagement may be. In the process we must try to avoid creating harm or being swept up in the noise. The Fourth Industrial Revolution is already underway.

As a creative, there are myriad unresolved moral, ethical and legal issues attached to the use of AI tools, in particular:

- The data sets that have been used in training large language models, visual and audio generative tools.
- The degree to which the exploitation of these tools will incur losses to livelihood for creatives such as writers and artists.
- The ongoing legal and moral arguments about crediting the sources of training data, the 'copying' of creative works, likenesses, even voices.

The broader objective of this work is therefore to experiment with the tools in a critical way, engaging in a creative process while critiquing the assumptions generated in the process.

Do generative AI tools know their audience?

The basis of the prompts is that content generated will be suitable for 'communication professionals'.

I prompted each of the platforms to define:

1. What their understanding of a 'communication professional' was
2. What the platform will take into account when preparing content for this audience.

The initial prompt - What is a communication professional?

The identical prompt was used for each platform:

When asked to prepare a response for 'communication professionals', what is your understanding of this role? What do you consider when preparing a response to a query for this audience? Describe 'communication professional' as a persona or a demographic group.

How does Chat GPT define a communication professional?

A communication professional is an individual skilled in managing and orchestrating various aspects of communication within an organization or for external audiences. This role encompasses a wide range of functions, including public relations, marketing communication, corporate communication, media relations, and internal communication. Communication professionals are responsible for crafting messages, managing communication channels, building relationships with stakeholders, and ensuring the consistency and clarity of the organization's voice.

Persona of a Communication Professional:

1. **Role and Responsibilities**:

- **Message Crafting**: Creating clear, compelling, and consistent messages for different audiences.
- **Media Relations**: Managing relationships with journalists and media outlets, handling press releases, and organizing press conferences
- **Crisis Management**: Handling communication during crises to maintain the organization's reputation.
- **Internal Communication**: Ensuring effective communication within the organization, including employee engagement and change management.

- **Social Media Management**: Overseeing the organization's presence on social media platforms, crafting content, and engaging with the audience.

- **Brand Management**: Maintaining and promoting the organization's brand identity and values.

- **Event Planning**: Organizing events, from press conferences to product launches, ensuring smooth communication throughout.

2. **Skills and Expertise**:

- **Strong Writing Skills**: Ability to write clearly, concisely, and persuasively.

- **Interpersonal Skills**: Building and maintaining relationships with various stakeholders.

- **Strategic Thinking**: Developing communication strategies aligned with organizational goals.

- **Media Savvy**: Understanding how media works and how to leverage it effectively.

- **Crisis Communication**: Skills in managing and mitigating negative publicity or crises.

- **Digital Proficiency**: Familiarity with digital communication tools and platforms.

3. **Demographic Attributes**:

- **Education**: Typically holds a degree in communications, public relations, marketing, journalism, or a related field.

- **Experience**: Varies from entry-level positions requiring a few years of experience to senior roles demanding extensive experience and proven track records.

- **Work Environment**: Employed across various sectors including corporate, non-profit, government, and agency settings.

Considerations When Preparing a Response for Communication Professionals:

1. **Clarity and Precision**: Communication professionals value clear, concise, and well-structured responses that get to the point without unnecessary jargon.

2. **Credibility and Accuracy**: Information provided should be accurate, reliable, and well-supported by credible sources.

3. **Relevance**: Ensure the response is relevant to their specific needs and contexts, whether it be media relations, internal communication, or digital marketing.

4. **Practical Insights**: Offering actionable insights, best practices, and real-world examples can be highly valuable.

5. ****Tone and Style****: Maintain a professional tone that aligns with the standards of corporate communication while being engaging and approachable.

6. ****Trends and Innovations****: Highlight current trends, innovative practices, and emerging technologies in the field of communication to keep them informed and ahead of the curve.

By considering these aspects, you can tailor your responses to effectively meet the needs and expectations of communication professionals, ensuring your message resonates and adds value to their work.

I asked Chat GPT to create an image for this persona description. This is what was generated:



Here is the image of a communication professional in a modern office setting based on the provided persona description. Let me know if there's anything else you'd like to add or modify!

How does Google Gemini define a communication professional?

Understanding Communication Professionals

A communication professional is someone who uses strategic communication to achieve specific goals within an organization. They are the bridge between ideas and audiences, ensuring clear, concise, and effective messages are delivered through various channels.

Here's what I consider when crafting a response for this audience:

- **Expertise in Communication Channels:** They understand the strengths and weaknesses of different communication methods, like written reports, presentations, social media, and internal communications.
- **Audience Awareness:** They can tailor their message to resonate with different audiences, considering factors like age, technical background, and interests.
- **Strategic Thinking:** They can see the bigger picture and how communication fits into the organization's overall goals.
- **Content Creation Skills:** They can craft compelling written, visual, and sometimes even auditory content to engage their audience.
- **Metrics and Analytics:** They understand how to measure the success of their communication efforts and adapt strategies based on data.

Communication Professional as a Persona

Imagine Sarah, a mid-level communication specialist in a tech company. She spends her mornings writing press releases about new product launches, then crafts engaging social media content to promote them. In the afternoon, she might prepare a presentation for the sales team or work on the company newsletter. Sarah excels at taking complex information and translating it into clear, concise messages for various audiences.

Key Persona Traits:

- Strong written and verbal communication skills
- Analytical and research-oriented
- Creative and strategic thinker
- Adaptable and comfortable with new technologies
- Team player with excellent interpersonal skills

While Sarah represents a typical communication specialist, this field is broad. There are also Public Relations specialists who manage a company's public image, Technical Writers who create user manuals, and Internal Communication specialists who keep employees informed.

I hope this helps! Let me know if you have any other questions about communication professionals.

At the time of preparing this edition of this paper, Google Gemini still had image generation disabled following the bias- and history-problematic image creation issues that arose shortly after the launch of the capabilities.

Here was Gemini's response to the request:

We are working to improve Gemini's ability to generate images of people. We expect this feature to return soon and will notify you in release updates when it does.

How does CoPilot define a communication professional?

Certainly! A **communication professional** is an individual who specializes in creating, managing, and disseminating information across various channels to achieve specific goals. Let's delve into the details:

1. Role and Responsibilities:

- **Strategic Communication:** Communication professionals develop strategic plans to convey messages effectively. They consider the organization's objectives, target audience, and desired outcomes.
- **Content Creation:** They write, edit, and design content for different platforms, such as websites, social media, press releases, and internal communications.
- **Media Relations:** Communication professionals interact with journalists, pitch stories, and manage media inquiries.
- **Crisis Communication:** They handle communication during crises, ensuring accurate information reaches stakeholders promptly.
- **Internal Communication:** Professionals facilitate communication within an organization, keeping employees informed and engaged.
- **Public Speaking and Presentations:** They may deliver speeches, presentations, or workshops.
- **Branding and Reputation Management:** Communication professionals maintain and enhance an organization's image.
- **Digital Communication:** They navigate social media, email campaigns, and other digital channels.
- **Measurement and Analytics:** Professionals assess the impact of communication efforts using metrics.

2. Audience Considerations:

- **Tailored Messaging:** Communication professionals adapt their language, tone, and content to suit the audience. For executives, they might focus on business outcomes; for the public, they simplify complex topics.
- **Channel Selection:** They choose appropriate channels (e.g., email, social media, newsletters) based on the audience's preferences.
- **Cultural Awareness:** Professionals consider cultural nuances, avoiding offensive or inappropriate language.
- **Psychographics:** Understanding audience interests, values, and behaviors helps tailor messages effectively.
- **Demographics:** Age, gender, education, and occupation influence communication preferences.

3. Persona or Demographic Group:

- **Name:** Meet **Alexandra**, a communication professional.
- **Background:** Alexandra holds a degree in communication or a related field. She has experience in PR agencies, corporate communication departments, or nonprofit organizations.
- **Skills:** Alexandra is a skilled writer, adept at crafting compelling narratives. She's tech-savvy, familiar with social media tools and analytics.
- **Personality:** Alexandra is adaptable, organized, and a good listener. She

thrives under pressure during crises.

- **Challenges:** Balancing creativity with strategic thinking, staying updated on industry trends, and managing tight deadlines.
- **Motivation:** Alexandra believes in the power of communication to drive positive change.

Remember, communication professionals play a crucial role in shaping perceptions, fostering relationships, and achieving organizational goals. They bridge gaps, inform, and inspire! ☀️



"Alexandra, a communication professional"

🔥 Designer

Powered by DALL-E 3

Continuing the conversation...essential knowledge

With two of the generative AI tools going so far as naming the communication professional persona created in response to the prompt, I thought it would then be useful to probe further to see what each platform would recommend that a communication professional must know to work effectively with AI.

The prompt

What must this communication professional know about working with AI tools? What are the essential concepts as they relate to their role? What are some ways this communication professional can take a leading role in their organization when it comes to working with AI? Where should they turn for current and reliable information about the adoption of AI tools, ethical considerations for communicating with AI, and emerging applied research in how AI is an assistive technology for communication professionals?

Gemini

Communication professionals working with AI tools need to be aware of several key concepts:

1. Capabilities and Limitations:

- **Strengths:** AI excels at data analysis, content generation (with guidance!), and automating repetitive tasks. It can help with social media listening, sentiment analysis, and crafting personalized email campaigns.
- **Weaknesses:** AI struggles with nuance, subtlety, and understanding human intent. It can't replace human judgment in crafting strategic messages or handling crisis communication.

2. Ethical Considerations:

- **Bias:** AI algorithms can inherit biases from the data they train on. Communication professionals need to be vigilant about identifying and mitigating such biases.
- **Transparency:** It's important to be transparent with audiences about the use of AI in communication. Don't pass off AI-generated content as purely human-crafted.

3. Effective Collaboration:

- **Human-in-the-Loop:** The best results come from a blend of human expertise and AI capabilities. Communication professionals should leverage AI as a tool, not a replacement for their strategic thinking.

Leading the Way with AI:

Here's how communication professionals can champion AI adoption:

- **Advocate for Upskilling:** Educate colleagues about the benefits of AI and its potential to streamline their work.
- **Champion Responsible Use:** Develop a framework for ethical AI implementation that considers bias and transparency.
- **Measure and Showcase Results:** Track the impact of AI tools and use data to demonstrate their effectiveness.

Staying Informed:

For reliable information on AI in communication, consider these resources:

- **Industry Publications:** Public Relations Society of America (PRSA) <https://www.prsa.org/> and International Association of Business Communicators (IABC) <https://www.iabc.com/> both offer resources on AI communication.
- **Research Institutes:** The MIT Technology Review <https://www.technologyreview.com/> and Pew Research Center <https://www.pewresearch.org/> publish insightful research on AI trends and applications.
- **Conferences and Events:** Events like SXSW Interactive <https://www.sxsw.com/> or industry-specific conferences often feature discussions on AI's role in communication.

By understanding AI's capabilities and limitations, communication professionals can become leaders in their organizations, ensuring ethical and effective use of this powerful technology.

Chat GPT

Essential Concepts for Communication Professionals Working with AI:

1. **Understanding AI Basics**:

- **Machine Learning and Natural Language Processing (NLP)**: Grasp the fundamental concepts of how AI learns from data and processes human language.
- **AI Capabilities and Limitations**: Know what AI can and cannot do to set realistic expectations and leverage its strengths effectively.

2. **AI Tools for Communication**:

- **Content Generation**: Tools like GPT-4 can assist in drafting press releases, social media posts, and other content.
- **Sentiment Analysis**: AI can analyze public sentiment from social media and other sources to gauge audience reactions.
- **Chatbots**: Automated customer service and engagement tools powered by AI.

- **Media Monitoring**: AI tools can track and analyze media coverage, providing insights into brand perception.

3. **Ethical Considerations**:

- **Bias and Fairness**: Understand how AI models can be biased and the importance of using diverse training data to mitigate this.
- **Transparency**: Ensure transparency in AI-driven communications, making it clear when interactions are AI-generated.
- **Privacy**: Respect data privacy laws and ethical standards in the collection and use of data for AI applications.

Leading Role in AI Adoption:

1. **Advocate for AI Integration**: Promote the adoption of AI tools within the organization by demonstrating their potential benefits, such as efficiency and enhanced decision-making.
2. **Training and Education**: Organize workshops and training sessions to educate colleagues on the basics of AI and its applications in communication.
3. **Ethical Guidelines**: Develop and implement ethical guidelines for AI use in communication, ensuring responsible and transparent practices.
4. **Pilot Projects**: Initiate pilot projects to test AI tools in specific communication tasks, gather feedback, and refine the implementation process.
5. **Cross-Functional Collaboration**: Work closely with IT and data science teams to ensure effective integration of AI tools and address any technical challenges.

Sources for Current and Reliable Information:

1. **Professional Organizations and Networks**:
 - **Public Relations Society of America (PRSA)**: Offers resources and publications on the latest trends in communication, including AI.
 - **International Association of Business Communicators (IABC)**: Provides insights into emerging technologies and ethical practices in communication.
2. **Academic Journals and Research Institutions**:
 - **Journal of Public Relations Research**: Publishes peer-reviewed articles on the latest research in public relations and communication.
 - **MIT Media Lab**: Conducts cutting-edge research on AI and its applications in communication.
3. **Industry Conferences and Webinars**:
 - Attend events like the **AI in PR Conference** or **SXSW Interactive** for sessions on AI in communication.
 - Participate in webinars hosted by tech companies and professional organizations.
4. **Tech and Communication Blogs**:
 - **Harvard Business Review**: Covers the intersection of technology and business,

including AI applications.

- **TechCrunch**: Provides updates on the latest technological advancements and AI tools.

5. **Books and Whitepapers**:

- **"Artificial Intelligence: A Guide for Thinking Humans"** by Melanie Mitchell: A comprehensive overview of AI concepts.
- **Whitepapers from AI companies**: Many AI companies publish detailed whitepapers on their technology and its applications.

By understanding these essential concepts, advocating for ethical AI use, and staying informed through reliable sources, communication professionals can effectively leverage AI tools to enhance their work and lead their organizations in the digital age.

It's worth interrupting at this point to note the common sources cited by both Gemini and ChatGPT for ways communication professionals can stay current with emerging areas of AI development. Searching for these terms together does not immediately identify a potential source but this is an indicator of specific source material or content that has been scraped and that fits a specific query.

CoPilot

Certainly! Let's explore the essential concepts and strategies for communication professionals working with AI tools:

1. **Understanding AI Tools:**

- **Transparency and Explainability**: Communication professionals should grasp the importance of transparent AI models and the ability to explain their decisions¹.
- **Fairness and Non-Discrimination**: Awareness of potential biases in AI systems is crucial. Professionals must ensure that AI treats all individuals fairly and avoids discriminatory outcomes².
- **Privacy and Data Protection**: AI tools should respect user privacy and handle personal data responsibly².

2. **Taking a Leading Role:**

- **Educate Colleagues**: Communication professionals can lead by educating colleagues about AI's impact, dispelling myths, and fostering a culture of AI literacy.
- **Advocate for Ethical AI**: Encourage ethical practices within the organization. Promote guidelines that prioritize fairness, transparency, and accountability.
- **Collaborate with Data Scientists**: Work closely with data scientists to understand AI models, interpret results, and align communication strategies.

3. **Sources of Information:**

- **Industry Reports and Blogs:** Stay informed by reading industry reports, blogs, and case studies on AI adoption in communication³.
 - **Academic Journals:** Explore research articles on AI ethics, communication, and assistive technologies⁴.
 - **Professional Associations:** Join relevant associations (e.g., PRSA, IABC) for access to webinars, conferences, and resources.
 - **Government and Regulatory Bodies:** Monitor guidelines and regulations related to AI and communication.
4. **Emerging Applied Research in AI as Assistive Technology:**
- **Artificial Intelligence:** AI can enhance communication tools, automate tasks, and personalize content⁴.
 - **Human-Computer Interfaces:** Explore emerging interfaces (e.g., brain-computer interfaces) for inclusive communication⁴.
 - **Sensor Technology:** Sensors enable context-aware communication solutions.
 - **Robotics:** Assistive robots can aid communication and mobility.
 - **Connectivity and Computing Advances:** Leverage faster networks and cloud computing for real-time communication.
 - **Additive Manufacturing and New Materials:** Innovations in materials impact device design and accessibility⁴.

Remember, communication professionals play a pivotal role in shaping how organizations adopt and communicate about AI. By staying informed, advocating for ethical practices, and collaborating across disciplines, they can lead the way toward responsible AI integration.



1. <https://hbr.org/2020/10/a-practical-guide-to-building-ethical-ai>
2. <https://transcend.io/blog/ai-ethics>
3. <https://www.twinmindsmedia.com/blog/ultimate-guide-of-ai-tools-for-pr-pros-50-tools>
4. <https://www.tandfonline.com/doi/pdf/10.1080/10400435.2021.1945704>
5. <https://aaronhall.com/insights/ai-ethics-in-media-transparency-guidelines-and-regulations/>
6. <https://thecsce.com/resources/how-to-integrate-ai-tools-into-your-communication-workflow/>
7. <https://www.forbes.com/sites/forbescommunicationscouncil/2023/06/02/demystifying-generative-ai-for-communicators/>
8. <https://topai.tools/s/communication-and-collaboration>
9. https://link.springer.com/chapter/10.1007/978-3-031-47997-7_3
10. <https://www.tandfonline.com/doi/pdf/10.1080/17483107.2018.1549276>
11. <https://www.frontiersin.org/research-topics/62717/intelligent-and-emerging-assistive-technology>
12. <https://www.tandfonline.com/doi/pdf/10.1080/10400435.2023.2259247>
13. <https://doi.org/10.1080/10400435.2021.1945704>

Building the Glossaries

Now that we've investigated what these generative tools see the role of communication professionals to be, and in two cases, have created personas for the potential audience for this, we can get to creating the glossaries.

Working with an AI tool is a case of developing prompts and refining the output. Specific questions and terms help parse the algorithm and improve the 'next best guess' that drives generation.

For the sake of this experiment, and to enable a comparison of like with like, only the first response has been included.

The Gemini Glossary

The prompt

You are creating a web resource for communication professionals. Write a short glossary of the key AI terms for communication professionals to know and understand. Include a commonly agreed set of definitions for the different kinds of ai tools: assistive, analytic, generative. Use content that is released under creative commons terms where possible.

The response

AI for Communicators: A Glossary

The world of communication is rapidly embracing AI tools. This glossary equips communication professionals with a basic understanding of key AI terms to navigate this evolving landscape.

Source Note: Unless otherwise indicated, definitions are adapted from sources with Creative Commons licenses ([Creative Commons](#)).

- **Artificial Intelligence (AI):** The simulation of human intelligence processes by machines, particularly computer systems. AI systems are programmed to analyze information, learn from data, and make decisions mimicking human capabilities (source: [Coursera](#)).

AI Tools by Function:

- **Assistive AI:** These tools automate tasks and augment human capabilities. They are

designed to improve efficiency and accuracy in communication workflows. Examples include:

- **Chatbots:** AI-powered conversational interfaces that simulate human interaction for customer service, lead generation, or information provision.
- **Smart content management systems:** Platforms that suggest content topics, optimize content for different channels, and personalize user experiences.
- **Social media scheduling tools:** Platforms that automate the scheduling and publishing of social media content.
- **Analytic AI:** These tools analyze large datasets to extract insights, identify trends, and inform communication strategies. Examples include:
 - **Social listening tools:** Platforms that monitor online conversations and brand mentions to understand audience sentiment and preferences.
 - **Marketing attribution tools:** Platforms that track user behavior across different channels to measure the effectiveness of communication campaigns.
 - **Sentiment analysis tools:** AI systems that analyze text to identify and gauge the emotional tone of language, such as positive, negative, or neutral sentiment.
- **Generative AI:** These tools create entirely new content, often mimicking existing styles or formats. Examples include:
 - **AI writing assistants:** Tools that generate different creative text formats, from blog posts to social media captions, based on user prompts and style preferences.
 - **Image and video generation tools:** Platforms that create original images or videos based on text descriptions or existing datasets.

By understanding these core AI functionalities, communication professionals can leverage the right tools to streamline workflows, gain valuable insights, and craft more impactful communication strategies.

The Chat GPT Glossary

The prompt

You are creating a web resource for communication professionals. Write a short glossary of the key AI terms for communication professionals to know and understand. Include a commonly agreed set of definitions for the different kinds of ai tools: assistive, analytic, generative. Use content that is released under creative commons terms where possible.

Note: following the initial response this prompt was added:

Create the glossary in alphabetical order. Include the full link to sources where they exist.

The response

AI Glossary for Communication Professionals

Algorithm

An algorithm is a set of rules or processes to be followed in problem-solving operations. In AI, algorithms are used to process data and make decisions.

<https://en.wikipedia.org/wiki/Algorithm>

Analytic AI

Analytic AI tools are used to analyze data and extract meaningful insights. These tools can process large amounts of data to identify trends, patterns, and correlations. For communication professionals, analytic AI can be used to understand audience behavior, measure campaign effectiveness, and optimize content strategies.

<https://emerj.com/ai-sector-overviews/ai-in-analytics/>

Artificial Intelligence (AI)

AI refers to the simulation of human intelligence in machines that are programmed to think and learn like humans. These systems can perform tasks that typically require human intelligence, such as recognizing speech, making decisions, and translating languages.

[https://en.wikipedia.org/wiki/Artificial_intelligence](https://en.wikipedia.org/wiki/Artificial_intelligence)

Assistive AI

Assistive AI tools are designed to support and enhance human activities. In the context of communication, assistive AI might include tools for grammar checking, language translation, and speech-to-text services. These tools help professionals by improving efficiency and accuracy.

<https://towardsdatascience.com/what-is-assistive-ai-8f3568bc2a5b>

Big Data

Big data refers to extremely large datasets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions. AI relies on big data to train models and improve accuracy.

[https://en.wikipedia.org/wiki/Big_data](https://en.wikipedia.org/wiki/Big_data)

Chatbot

A chatbot is an AI software that can simulate a conversation with a user in natural language. They are used in various customer service and communication applications to provide instant responses to user queries.

<https://en.wikipedia.org/wiki/Chatbot>

Creative Commons

Creative Commons is a nonprofit organization that provides free licenses for creators to use when making their work available to the public. Content released under Creative Commons licenses can often be freely used, shared, and adapted with appropriate attribution.

[https://en.wikipedia.org/wiki/Creative_Commons](https://en.wikipedia.org/wiki/Creative_Commons)

Deep Learning

A subset of machine learning, deep learning uses neural networks with many layers (hence "deep") to analyze various factors of data. It's particularly useful for image and speech recognition tasks.

[https://en.wikipedia.org/wiki/Deep_learning](https://en.wikipedia.org/wiki/Deep_learning)

Ethics in AI

Ethics in AI involves the consideration of moral implications and responsible use of AI technologies. For communication professionals, this includes ensuring transparency, accountability, and fairness in AI applications.

[https://en.wikipedia.org/wiki/Ethics_of_artificial_intelligence](https://en.wikipedia.org/wiki/Ethics_of_artificial_intelligence)

Generative AI

Generative AI involves creating new content or data based on existing information. This can include generating text, images, music, and more. In communications, generative AI can be used to create content such as articles, social media posts, and even design elements, helping professionals to scale content creation.

[https://en.wikipedia.org/wiki/Generative_model](https://en.wikipedia.org/wiki/Generative_model)

Machine Learning (ML)

A subset of AI, machine learning involves training algorithms on large datasets to learn patterns and make predictions or decisions without being explicitly programmed to perform the task.

[https://en.wikipedia.org/wiki/Machine_learning](https://en.wikipedia.org/wiki/Machine_learning)

Natural Language Processing (NLP)

NLP is a field of AI that focuses on the interaction between computers and humans through natural language. It enables machines to understand, interpret, and generate human language.

[https://en.wikipedia.org/wiki/Natural_language_processing](https://en.wikipedia.org/wiki/Natural_language_processing)

Neural Network

A neural network is a series of algorithms that attempt to recognize underlying relationships in a set of data through a process that mimics the way the human brain operates. It is a key component in deep learning.

[https://en.wikipedia.org/wiki/Artificial_neural_network](https://en.wikipedia.org/wiki/Artificial_neural_network)

Sentiment Analysis

Sentiment analysis is the process of using AI to analyze and categorize the emotional tone behind a body of text. This can help communication professionals understand public opinion and gauge reactions to content.

[https://en.wikipedia.org/wiki/Sentiment_analysis](https://en.wikipedia.org/wiki/Sentiment_analysis)

Automation

In AI, automation refers to the use of technology to perform tasks without human intervention. This can include anything from automated email responses to content scheduling and distribution.

<https://en.wikipedia.org/wiki/Automation>

The Glossary - CoPilot Edition

The prompt

You are creating a web resource for communication professionals. Write a short glossary of the key AI terms for communication professionals to know and understand. Include a commonly agreed set of definitions for the different kinds of ai tools: assistive, analytic, generative. Use content that is released under creative commons terms where possible. Create the glossary in alphabetical order. Include the full link to sources where they exist.

The response

Certainly! Here's a concise glossary of key artificial intelligence (AI) terms for communication professionals, along with commonly agreed-upon definitions. I've organized them alphabetically and included relevant sources where available:

1. [AI \(Artificial Intelligence\)](#)¹:
 - AI stands for artificial intelligence, which involves simulating human intelligence processes using machines or computer systems. AI can mimic human capabilities such as communication, learning, and decision-making.
2. [AI Ethics](#)¹:
 - AI ethics refers to the considerations that AI stakeholders (engineers, government officials, etc.) must take into account to ensure responsible development and use of AI technology. This involves adopting and implementing systems that support safety, security, unbiased decision-making, and environmental friendliness.
3. [Algorithm](#)¹:
 - An algorithm is a sequence of rules given to an AI machine to perform a specific task or solve a problem. Common algorithms include classification, regression, and clustering.
4. [Application Programming Interface \(API\)](#)¹:
 - An API defines protocols for how two software applications interact with each other. APIs are typically written in programming languages such as C++ or JavaScript.
5. [Big Data](#)¹:
 - Big data refers to large datasets that reveal patterns and trends, supporting business decisions. Organizations can collect massive amounts of complex data using data collection tools and systems.
6. [Chatbot](#)¹:
 - A chatbot is a software application designed to imitate human conversation through text or voice commands.
7. [Cognitive Computing](#)¹:
 - Essentially synonymous with AI, cognitive computing focuses on mimicking

human thought processes, including pattern recognition and learning.

8. **Computer Vision**¹:

- An interdisciplinary field that enables computers to gain understanding from images and videos. AI engineers use computer vision to automate tasks typically performed by the human visual system.

Feel free to explore these terms further using the provided sources! 😊

1. <https://www.coursera.org/articles/ai-terms>
2. <https://www.scribbr.com/ai-tools/ai-terms-glossary/>
3. <https://simply-communicate.com/blog/artificial-intelligence-terminology/>

Reviewing the initial results

While all three generative AI tools produced workable glossaries of the key AI concepts for communication professionals, there is a marked difference in quality between the three.

The initial responses from CoPilot were too brief and insubstantial to be a comprehensive or useful tool.

The initial responses from Chat GPT were returned in a strange order, and when prompted to complete the output in an alphabetical order, there were still anomalies.

Broadly, Chat GPT included a better breadth of terms, but struggled with parsing sources initially. Copilot was run initially in the middle mode - not too creative, not too detailed, which may explain the Goldilocks result.

Gemini provided useful examples in its definitions, but missed the broader point about key terms and technologies.

All three would be incomplete in terms of essential knowledge for a communication professional wanting to understand the basics of AI.

Collaboration between platforms. (Or, 'Why group rewriting is hard even for the robots...')

Writing is rewriting.

I decided to get each platform to work from the amalgamated first draft of all of their outputs and consolidate.

Things didn't get better.

The prompt

The task is to create a web resource for communication professionals. From the following three drafts, write a short glossary of the key AI terms for communication professionals to know and understand. The material below includes duplication and differences in tone.

The glossary will include a commonly agreed set of definitions for the different kinds of ai tools including assistive, analytic, generative. If there is key information missing from the source material, add the information in a consistent style. Use content that is released under creative commons terms where possible. Create the glossary in alphabetical order. Include the full link to sources where they exist.

Chat GPT's rewrite

AI Glossary for Communication Professionals

Algorithm

An algorithm is a set of rules or processes to be followed in problem-solving operations. In AI, algorithms are used to process data and make decisions.

<https://en.wikipedia.org/wiki/Algorithm>

Analytic AI

Analytic AI tools are used to analyze data and extract meaningful insights. These tools can process large amounts of data to identify trends, patterns, and correlations. For communication professionals, analytic AI can be used to understand audience behavior, measure campaign effectiveness, and optimize content strategies.

<https://emerj.com/ai-sector-overviews/ai-in-analytics/>

Artificial Intelligence (AI)

AI refers to the simulation of human intelligence in machines that are programmed to think and learn like humans. These systems can perform tasks that typically require human intelligence, such as recognizing speech, making decisions, and translating languages.
[https://en.wikipedia.org/wiki/Artificial_intelligence](https://en.wikipedia.org/wiki/Artificial_intelligence)

Assistive AI

Assistive AI tools are designed to support and enhance human activities. In the context of communication, assistive AI might include tools for grammar checking, language translation, and speech-to-text services. These tools help professionals by improving efficiency and accuracy.
<https://towardsdatascience.com/what-is-assistive-ai-8f3568bc2a5b>

Big Data

Big data refers to extremely large datasets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions. AI relies on big data to train models and improve accuracy.
[https://en.wikipedia.org/wiki/Big_data](https://en.wikipedia.org/wiki/Big_data)

Chatbot

A chatbot is an AI software that can simulate a conversation with a user in natural language. They are used in various customer service and communication applications to provide instant responses to user queries.
<https://en.wikipedia.org/wiki/Chatbot>

Creative Commons

Creative Commons is a nonprofit organization that provides free licenses for creators to use when making their work available to the public. Content released under Creative Commons licenses can often be freely used, shared, and adapted with appropriate attribution.
[https://en.wikipedia.org/wiki/Creative_Commons](https://en.wikipedia.org/wiki/Creative_Commons)

Deep Learning

A subset of machine learning, deep learning uses neural networks with many layers (hence "deep") to analyze various factors of data. It's particularly useful for image and speech recognition tasks.
[https://en.wikipedia.org/wiki/Deep_learning](https://en.wikipedia.org/wiki/Deep_learning)

Ethics in AI

Ethics in AI involves the consideration of moral implications and responsible use of AI technologies. For communication professionals, this includes ensuring transparency, accountability, and fairness in AI applications.
[https://en.wikipedia.org/wiki/Ethics_of_artificial_intelligence](https://en.wikipedia.org/wiki/Ethics_of_artificial_intelligence)

Generative AI

Generative AI involves creating new content or data based on existing information. This can include generating text, images, music, and more. In communications, generative AI can be used to create content such as articles, social media posts, and even design elements, helping professionals to scale content creation.

[https://en.wikipedia.org/wiki/Generative_model](https://en.wikipedia.org/wiki/Generative_model)

Machine Learning (ML)

A subset of AI, machine learning involves training algorithms on large datasets to learn patterns and make predictions or decisions without being explicitly programmed to perform the task.

[https://en.wikipedia.org/wiki/Machine_learning](https://en.wikipedia.org/wiki/Machine_learning)

Natural Language Processing (NLP)

NLP is a field of AI that focuses on the interaction between computers and humans through natural language. It enables machines to understand, interpret, and generate human language.

[https://en.wikipedia.org/wiki/Natural_language_processing](https://en.wikipedia.org/wiki/Natural_language_processing)

Neural Network

A neural network is a series of algorithms that attempt to recognize underlying relationships in a set of data through a process that mimics the way the human brain operates. It is a key component in deep learning.

[https://en.wikipedia.org/wiki/Artificial_neural_network](https://en.wikipedia.org/wiki/Artificial_neural_network)

Sentiment Analysis

Sentiment analysis is the process of using AI to analyze and categorize the emotional tone behind a body of text. This can help communication professionals understand public opinion and gauge reactions to content.

[https://en.wikipedia.org/wiki/Sentiment_analysis](https://en.wikipedia.org/wiki/Sentiment_analysis)

Automation

In AI, automation refers to the use of technology to perform tasks without human intervention. This can include anything from automated email responses to content scheduling and distribution.

<https://en.wikipedia.org/wiki/Automation>

This is basically the same version Chat GPT produced in the first instance, ignoring the additional input. Aside from the strange alphabetic order lapse at the end, it is relatively correct, but misses key concepts.

Gemini's rewrite

AI Glossary for Communication Professionals

This glossary provides communication professionals with clear and concise definitions of key AI terms:

- **Algorithm** (source: [Wikipedia](#)): A set of instructions that a computer follows to solve a problem or complete a task. In AI, algorithms are used to process data and make decisions.
- **Analytic AI** (source: [Emerj](#)): AI tools used to analyze large datasets and extract valuable insights. These insights can help communication professionals understand audience behavior, measure campaign effectiveness, and optimize content strategies.
- **Artificial Intelligence (AI)** (source: [Wikipedia](#)): A branch of computer science that deals with the creation of intelligent agents, which are systems that can reason, learn, and act autonomously.

Please note: While some sources define AI as the simulation of human intelligence, it's important to remember that AI can encompass a wide range of intelligent behavior, not just those that mimic humans.

- **Assistive AI** (source: [Towards Data Science](#)): AI tools designed to support and enhance human activities in communication. Examples include grammar checkers, language translation tools, and speech-to-text services.
- **Big Data** (source: [Wikipedia](#)): Extremely large and complex datasets that may be analyzed computationally to reveal patterns, trends, and associations. AI often relies on big data to train models and improve accuracy.
- **Chatbot** (source: [Wikipedia](#)): A computer program designed to simulate conversation with a user in natural language. Chatbots are used in various communication applications, such as customer service and information provision.
- **Creative Commons** (source: [Wikipedia](#)): A nonprofit organization that provides free licenses for creators to share their work with the public. Content released under Creative Commons licenses can often be used, shared, and adapted with attribution.
- **Deep Learning** (source: [Wikipedia](#)): A subfield of machine learning that uses artificial neural networks with multiple layers to process data and learn from it. Deep learning is particularly well-suited for tasks like image and speech recognition.
- **Ethics in AI** (source: [Wikipedia](#)): The consideration of moral implications and responsible use of AI technologies. For communication professionals, this includes ensuring transparency, accountability, and fairness in AI applications.
- **Generative AI** (source: [Wikipedia](#)): AI techniques that create new data or content based on existing information. This can include generating text, images, music, and more. In communication, generative AI can be used to create content like articles, social media posts, and even design elements.

I hope this clarifies any confusion and provides a focused resource for communication professionals!

Copilot's rewrite

Copilot required the amalgamated text to be added as an attachment, and then ignored the attachment.

Certainly! Let's create a concise glossary of key AI terms for communication professionals. I'll organize it alphabetically and provide definitions for each type of AI tool: assistive, analytic, and generative.

1. **Assistive AI:**

- Definition: Assistive AI refers to technologies that enhance human capabilities by providing support or automating specific tasks. These tools are designed to work alongside humans, assisting them in decision-making, communication, or accessibility.
- Example: Chatbots, virtual assistants, and speech recognition systems fall under the category of assistive AI.
- Source: Wikipedia - Assistive Technology

2. **Analytic AI:**

- Definition: Analytic AI focuses on data analysis and pattern recognition. It processes large datasets to extract insights, identify trends, and make predictions. These tools are commonly used in business intelligence, finance, and research.
- Example: Machine learning algorithms, data mining, and predictive modeling are part of analytic AI.
- Source: Towards Data Science - What Is Analytic AI?

3. **Generative AI:**

- Definition: Generative AI creates new content, such as text, images, or music. It generates original material based on learned patterns and can be both creative and innovative.
- Example: Natural language generation (NLG) models, deep learning-based art generation, and style transfer fall into the generative AI category.
- Source: OpenAI - Generative Models

Remember that these definitions are concise summaries, and you can explore the provided sources for more in-depth information. If you have any further questions or need additional details, feel free to ask! 😊

The additional prompt was then: Use the attached document to expand the glossary to include additional terms.

Absolutely! Based on the content of the attached document, here are some additional AI terms to include in our glossary:

4. Algorithm:

- Definition: An algorithm is a set of rules or processes to be followed in problem-solving operations. In AI, algorithms are used to process data and make decisions.
- Source: [Wikipedia - Algorithm](#)

5. Artificial Intelligence (AI):

- Definition: AI refers to the simulation of human intelligence in machines that are programmed to think and learn like humans. These systems can perform tasks that typically require human intelligence, such as recognizing speech, making decisions, and translating languages.
- Source: [Wikipedia - Artificial Intelligence](#)

6. Big Data:

- Definition: Big data refers to extremely large datasets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions. AI relies on big data to train models and improve accuracy.
- Source: [Wikipedia - Big Data](#)

7. Chatbot:

- Definition: A chatbot is an AI software that can simulate a conversation with a user in natural language. They are used in various customer service and communication applications to provide instant responses to user queries.
- Source: [Wikipedia - Chatbot](#)

8. Creative Commons:

- Definition: Creative Commons is a nonprofit organization that provides free licenses for creators to use when making their work available to the public. Content released under Creative Commons licenses can often be freely used, shared, and adapted with appropriate attribution.
- Source: [Wikipedia - Creative Commons](#)

9. Deep Learning:

- Definition: A subset of machine learning, deep learning uses neural networks with many layers (hence “deep”) to analyze various factors of data. It’s particularly useful for image and speech recognition tasks.
- Source: [Wikipedia - Deep Learning](#)

10. Ethics in AI:

- Definition: Ethics in AI involves the consideration of moral implications and responsible use of AI technologies. For communication professionals, this includes ensuring transparency, accountability, and fairness in AI applications.
- Source: [Wikipedia - Ethics of Artificial Intelligence](#)

11. Machine Learning (ML):

- Definition: A subset of AI, machine learning involves training algorithms on large datasets to learn patterns and make predictions or decisions without being explicitly programmed to perform the task.

- Source: [Wikipedia - Machine Learning](#)
- 12. Natural Language Processing (NLP):**
 - Definition: NLP is a field of AI that focuses on the interaction between computers and humans through natural language. It enables machines to understand, interpret, and generate human language.
 - Source: [Wikipedia - Natural Language Processing](#)
- 13. Neural Network:**
 - Definition: A neural network is a series of algorithms that attempt to recognize underlying relationships in a set of data through a process that mimics the way the human brain operates. It is a key component in deep learning.
 - Source: [Wikipedia - Artificial Neural Network](#)
- 14. Sentiment Analysis:**
 - Definition: Sentiment analysis is the process of using AI to analyze and categorize the emotional tone behind a body of text. This can help communication professionals understand public opinion and gauge reactions to content.
 - Source: [Wikipedia - Sentiment Analysis](#)
- 15. Automation:**
 - Definition: In AI, automation refers to the use of technology to perform tasks without human intervention. This can include anything from automated email responses to content scheduling and distribution.
 - Source: [Wikipedia - Automation](#)

I hope this expanded glossary is helpful! If you have any other terms you'd like to add or if you need further clarification on any of these terms, please let me know! 😊

The outcome: There is no AI co-created glossary.

Stage One of this experiment has not produced a glossary of sufficient quality to release as the definitive AI Glossary for Communication Professionals.

However, the process has identified strengths and shortcomings from three of the leading generative AI platforms.

What worked:

- Ideation
- Some definitions identified for a glossary
- Testing source material
- Testing bias
- Refining prompts

What didn't work:

- None of the versions were fit for purpose as a comprehensive, exhaustive list of the key concepts for communication professionals to understand and apply
- Each generative AI misinterpreted key elements of the brief, from presenting sources, to creating the list in alphabetical order.
- Even asking the tools to consider the audience and the use of the information didn't provide sufficient context for practically complete content.

These kinds of experiments are important for communication professionals to conduct for themselves. The first draft of material prepared by generative AI can be seductive.

Running your own experiments

- Choose a problem that isn't mission critical.
- Fire up your chosen generative assistant.
- Test and learn.

Next steps

What we know is that these capabilities will continue to be refined and will evolve. New tools and models are being constantly developed and delivered. This process will be repeated when new substantial changes are made to any or all of the platforms.

Until then, keep experimenting and questioning.

About

The Prompt Communicator is a service of Meaning Business.

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