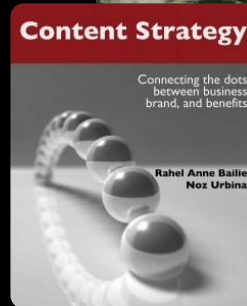


# The I in AI



# Noz Urbina

- Content strategist and modeller
  - +20 years' experience in modular content solutions with focus on omnichannel strategies
- Author
  - “Content Strategy: Connecting the dots between business, brand, and benefits” ([thecontentstrategybook.com](http://thecontentstrategybook.com))
- Lecturer
  - Content Strategy programme at the University of Applied Sciences, Graz, Austria
- Founder, Urbina Consulting and OmnichannelX Podcast & Learning Hub



Sur le Pont d'Avignon  
On y danse, On y danse



# What is RAUX™?

With AI you can create infinitely patient **Persona simulations** to walk through as many **Journeys** as you want.

<https://tinyurl.com/urbina-raux-p2>



AI



Persona

Writer

You!

Designer

Persona

AI

# Artificial intelligence isn't intelligent



- It lacks empathy and common-sense understanding
- It can't even simulate speaking like a human when that's the one thing it's supposed to be good at (verbose)
- It confidently spouts errors and misinformation as facts
- It makes false connections and false positives
- It can't be creative, it just imitates
- It has less neurons than we do
- It doesn't have a body

# Empathy and common sense



## Faculty & Staff

### Faculty

Faculty - List View

Emeritus Faculty

Faculty Honours

Chairholders

▶ Distinguished Visitors

▶ Adjunct and Visiting Faculty

Postdoctoral Fellows

▶ Staff Directory

Academic Employment  
Opportunities

Academic Visitors to the  
University of Toronto Faculty  
of Law

🏠 Faculty & Staff > Faculty > Ab

## Abraham Dr



Notre Dame Law School *copying?*  
Book Roundtable

WHAT'S WRONG  
WITH COPYING?



FRIDAY, OCTOBER 2  
ROOM 2173

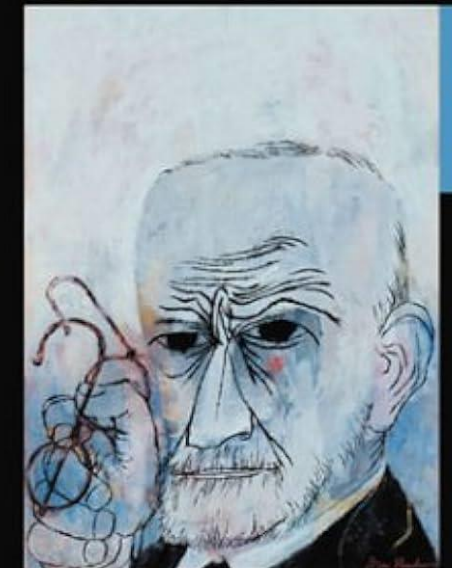
ABRAHAM DRASSINOWER  
Associate Professor & Chair, Ethical and Cultural  
Implications of Technological Innovation  
University of Toronto Law School

LAW  
MARKET  
BEHAVIOR

UNIVERSITY OF  
NOTRE DAME  
The Law School

# FREUD'S

THEORY of CULTURE



EROS,  
LOSS,  
AND  
POLITICS

ABRAHAM DRASSINOWER

Abraham Drassinower, B.A., M.A., Ph.D., LL.B. (Toronto) is Professor at the Faculty of Law, and Chair in the Legal, Ethical and Cultural Implications of Technological Innovation.

Confidently spouts errors and misinformation as facts

Mansplaining 101



# Optical computation error



Things That Look Like Faces



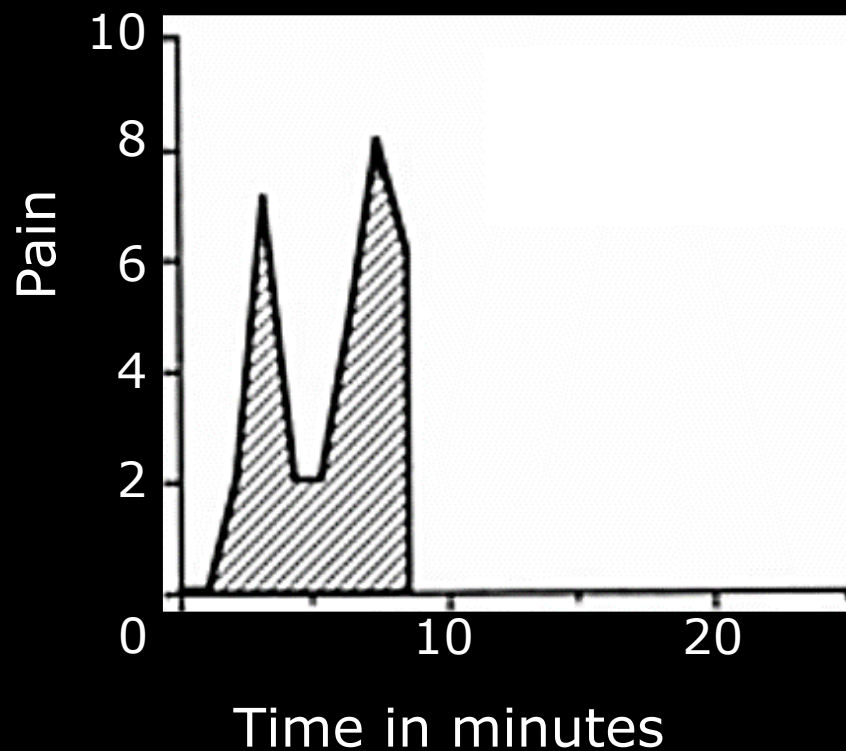
Check Out  
Our TLLF  
Calendar At:  
<http://bit.ly/TLLF>



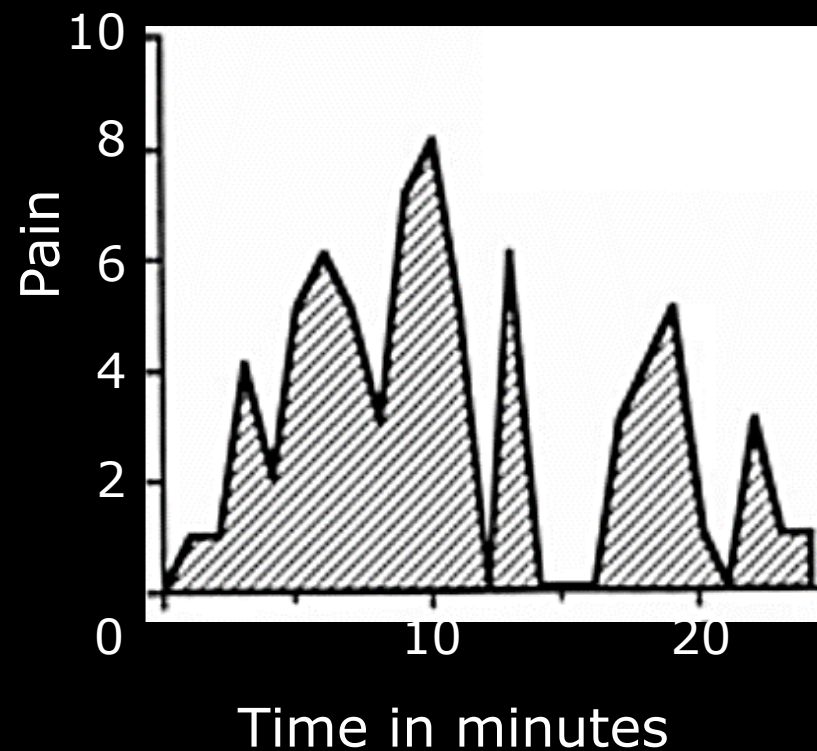
# Who suffered more?

Cognitive computational error

**Patient A**



**Patient B**

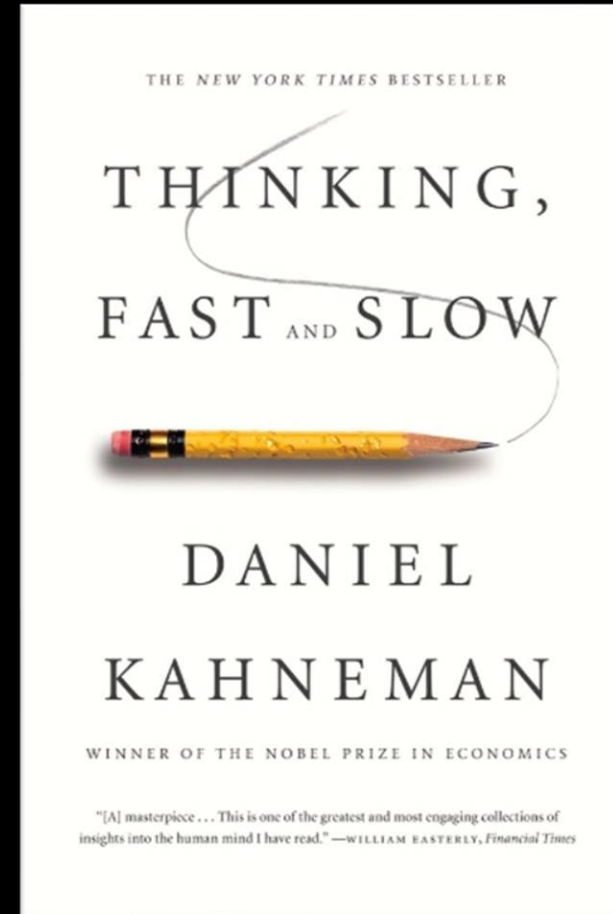


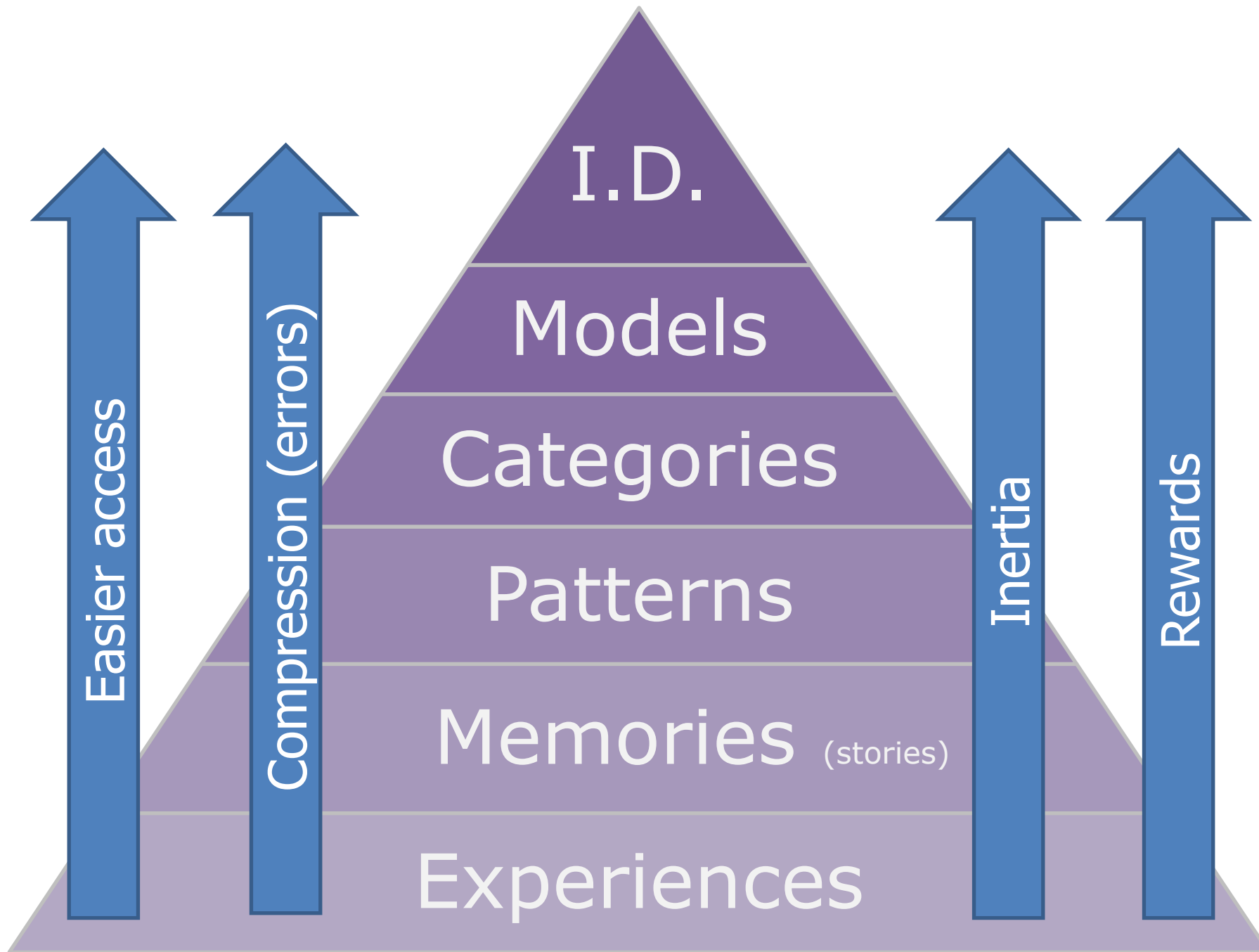
# Memory trumps experience

“The remembering self is a storyteller ...what we get to keep from our experiences is a story.

What defines a story are **changes, significant moments and endings.**

Endings are very, very important.

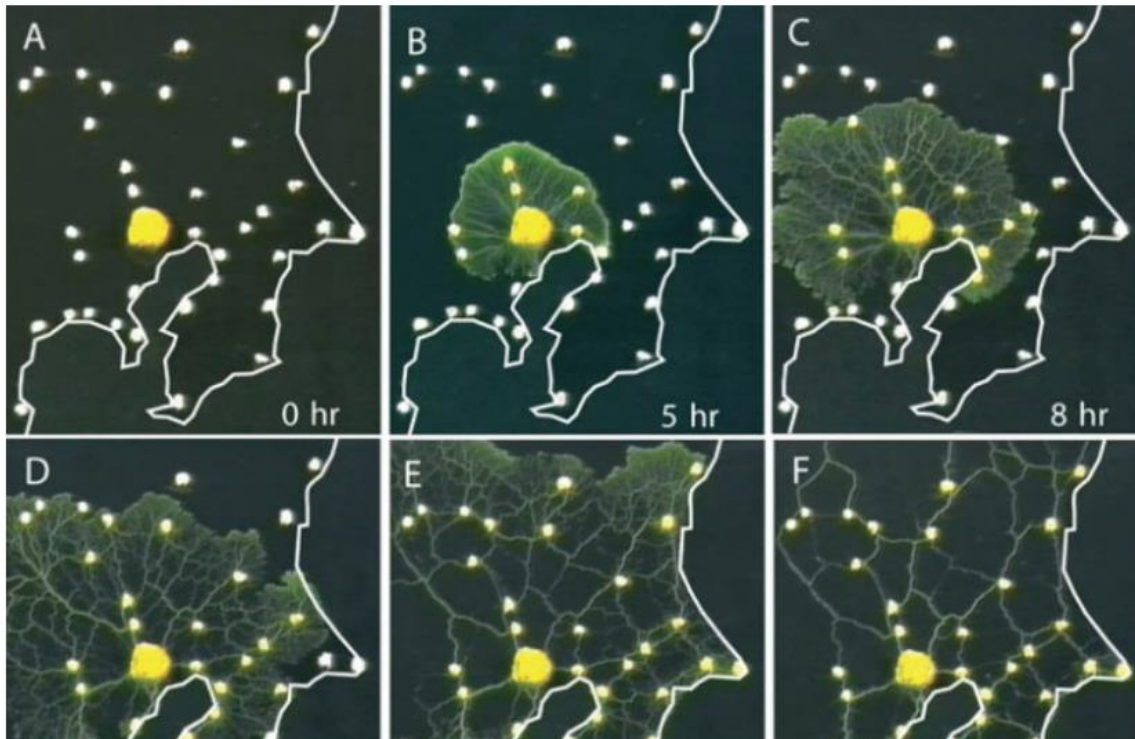




Intelligence is the ability to  
achieve a goal via multiple  
paths  
- *via Michael Levin*

# Slime Mold Grows Network Just Like Tokyo Rail System

Talented and dedicated engineers spent countless hours designing Japan's rail system to be one of the world's most efficient. Could have just asked a slime mold. When presented with oat flakes arranged in the pattern of Japanese cities around Tokyo, brainless, single-celled slime molds construct networks of nutrient-channeling tubes that are strikingly similar to the [...]



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TRENDING NOW

<https://www.wired.com/2010/01/slime-mold-grows-network-just-like-tokyo-rail-system/>

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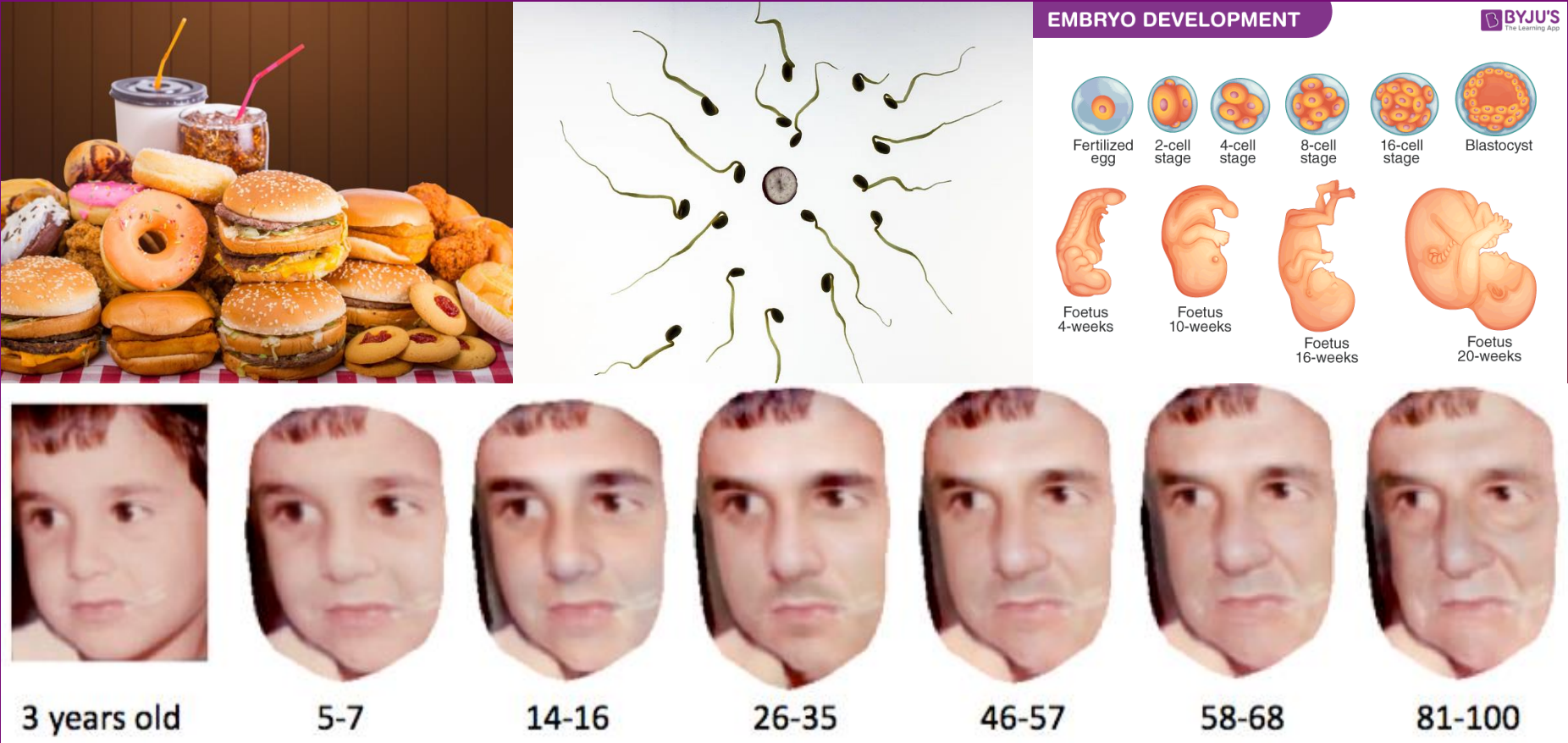
[The Power of Swarms Can Help Us Predict the Future](#)

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MOST POPULAR

# Every human started as inanimate objects

- via Michael Levin



**EMBRYO DEVELOPMENT**

BYJU'S  
The Learning App

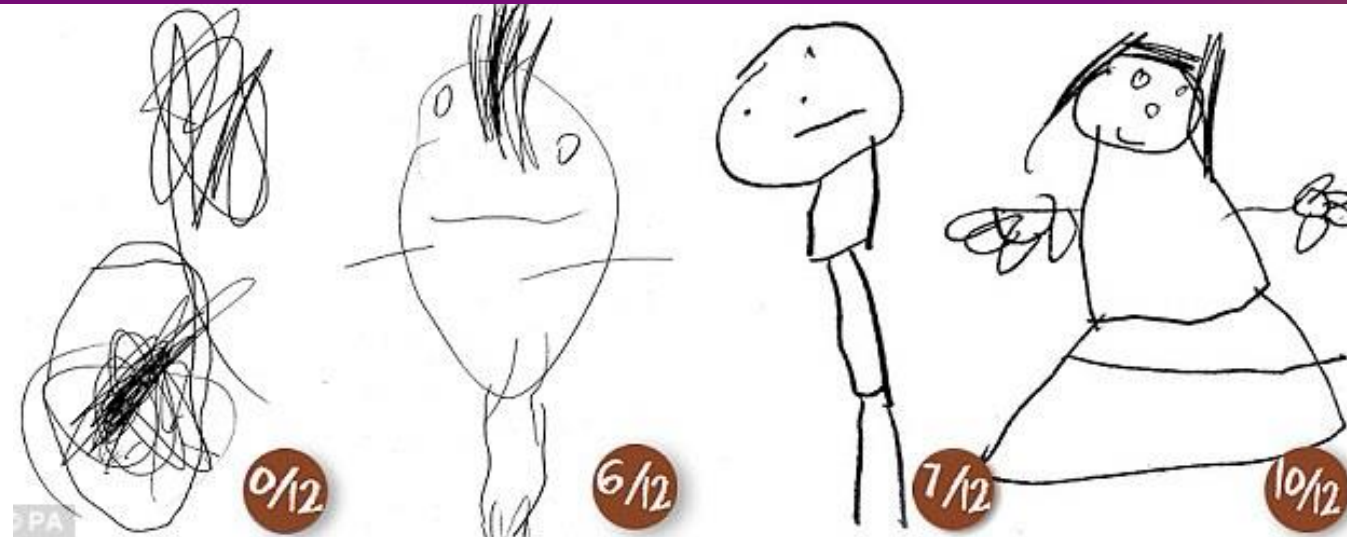
Fertilized egg   2-cell stage   4-cell stage   8-cell stage   16-cell stage   Blastocyst

Foetus 4-weeks   Foetus 10-weeks   Foetus 16-weeks   Foetus 20-weeks

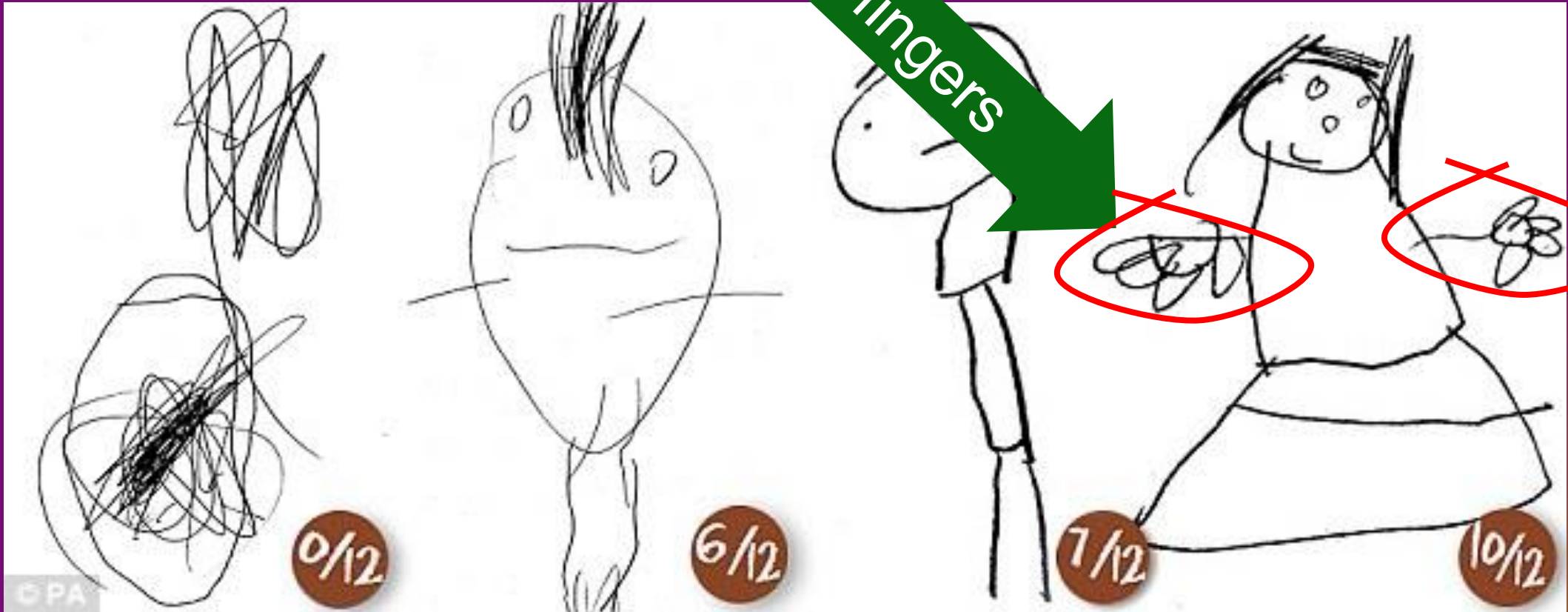
3 years old   5-7   14-16   26-35   46-57   58-68   81-100

## What your child's drawings say about their IQ: How the sketches a kid makes at age four point to teenage intelligence

- Children who can depict human form at age of four more likely to be brighter
- Psychologists at King's College London analysed 15,000 pictures by children
- Those who drew with most skill were likely to do better in intelligence tests
- Research on 7,750 twins also found strong link between genetics and talent



4 fingers





# Can't be creative

## Prompt\*

Describe this image in a humorous way, not a just caption, something longer



Amidst the shimmering dance of sunlight on water, our intrepid underwater adventurer attempts a bold feat: the perfect submerged pose. Yet, as bubbles ascend like a fizzy drink gone rogue, it seems the universe conspired against his suave ambitions. With goggles suctioned onto his face like an overeager octopus, he puts forth his best 'jazz hands'. But perhaps the pièce de résistance is his playful, bubble-distorted pout. Somewhere, a school of fish is probably giggling.

\*I had to reprompt with a corrective note that there's no snorkel in this image.

Are we looking  
for intelligence  
or for a mirror?

AI



**THANK YOU!**



**LinkedIn**

Noz Urbina, Urbina Consulting

[noz@urbinaconsulting.com](mailto:noz@urbinaconsulting.com)