The 12 Laws of AI

A Practical & Philosophical Guide for Modern DMOs

MADDEN
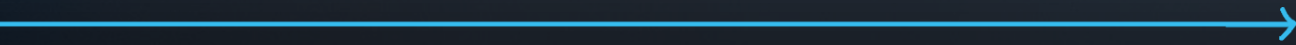
September 2023

1. The Law of The Human Touch

AI is the tool, not the craftsman. The woodcarver yields the chisel, not the other way around; there is no replacement for the human touch in the act of creation. Let AI assist, but not overshadow you; let it refine your creation, enhancing quality and efficiency alike.

"We are more than algorithms and patterns. We carry stories, dreams, and the boundless potential to innovate."
— Maya Angelou

Created by DreamStudio, Stability.ai

2. The Law of Humble Beginnings

Every master was once a humble beginner. In the vast realm of AI, start your voyage with a single, modest step. Embrace tools that are freely offered. Focus on specific needs, engage in playful experiments, and refine diligently. Yet, remain vigilant to the mirages of the digital desert. For in practice, the key to mastery lies.

"THE JOURNEY OF A THOUSAND MILES BEGINS WITH A SINGLE STEP."

— LAO TZU

Created by DALL-E

The first step to mastery: determine your needs, then choose your tool.

- General work, ideation,data analysis and more (ChatGPT, Google Bard)

- Content creation (Copy.ai, Jasper, Surfer, HappyPlaces)

- Text enhancement (Grammarly, Wordtune, Hemingway)

- Image generation (neural.love, Stable Diffusion, DALL·E 2, Illustroke, Midjourney)

- Note-taking and transcription (Mem, Otter)

- Video creation (Fliki, Synthesia)

- Audio creation (ElevenLabs)

- Slide decks and presentations (Beautiful.ai)

- Research (genei)

- Automation (Zapier's OpenAI integration)

- And many more! (Futurepedia)

Parts of list courtesy of https://zapier.com/blog/best-ai-productivity-tools/

Are ChatGPT and Google Bard basically the same?

3. The Law of Transparency

When harnessing the might of technological sorcery, deception may entice, but transparency endures. Be forthright about your use of AI; allow your audience to discern the blend of man and machine. In an age where the lines blur between real and digital, your transparency becomes the beacon of integrity, setting you apart in a sea of obscurity.

"PAY NO ATTENTION TO THAT MAN BEHIND THE CURTAIN."

– THE WIZARD OF OZ

In the AI era, trust with your visitors, residents and local stakeholders will be **paramount**.

Here are a few guidelines for transparency.

- **Be clear about when and how AI is being used.** This includes informing people when they are interacting with an AI, as well as explaining how the AI works and what data it is using.

- **Develop clear policies and procedures for the use of AI.** These policies should explain when and how AI will be used, as well as the data that will be collected and used. They should also include a process for auditing and monitoring AI systems, and for responding to concerns about bias or discrimination.

- **Be able to explain the basics of AI.** AI is not a magic box or easy button; it's critical that you can explain the basics of AI to the layperson.

▷ Build an Internal AI Policy

MADDEN
CONNECT PEOPLE TO PLACES

AI (Artificial Intelligence) Policy

AI, Artificial Intelligence, continues to be one of the ways we enhance and improve our product and service offerings to our clients. Before utilizing ChatGPT, Midjourney, Google Bard or other AI options please review the following policy and guidelines regarding the use of AI at Madden.

This AI policy aims to provide a comprehensive framework for the responsible development, deployment, and use of AI systems. It emphasizes ethical considerations, privacy protection, transparency, human oversight, fairness, education, collaboration, and continuous evaluation. By following these guidelines, we can harness the potential of AI while minimizing risks and maximizing the benefits for individuals, our company, our clients, and beyond.

- You are encouraged to collaborate with the AI systems to enhance your work and leverage potential efficiencies.
- AI technologies are used to enhance productivity and are not a substitute for your employment and job duties.
- Anything entered into AI is collected and the data generated during the interaction is used by the AI company. Due to this, do <u>not</u> put any of the following information in your prompts or conversations with the AI software:
  - Proprietary code or information
  - Confidential information
  - Names
  - Social Security Numbers (SSNs)
  - Personal Identifiable Information (PII)

4. The Law of the Imperfect Mirror

AI is an attempted reflection of humanity's own mind, bearing our brilliance and our fallibilities. It may be swayed by prejudice, misinformation, or even invent the truth when in doubt. The wise will approach AI with discernment, skeptical eyes, and a probing spirit. An old Russian proverb said it best: "Trust, but verify."

"DON'T BLINDLY ACCEPT WHAT I SAY.

DON'T BLINDLY ACCEPT WHAT

ANYONE SAYS."

— DALAI LAMA
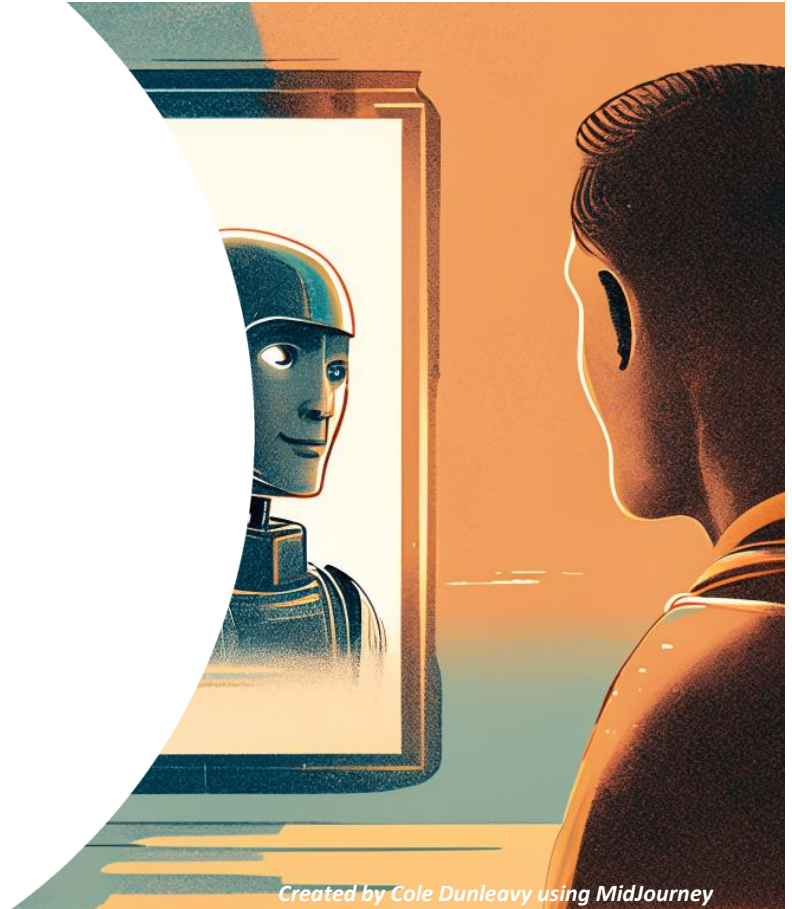
Created by Cole Dunleavy using MidJourney

What Makes AI More Like Us, and Not a Computer?

Common Misconception: We often view AI through the lens of traditional computing, expecting it to operate with the same unwavering consistency, speed, accuracy, and precision. This isn't how AI is designed, though.

Characteristic	AI	Computers
Design	Uses neural networks, similar to the human brain.	Limited to its programming, typically for a specific task
Learning	Learns from data and experience	Preprogrammed; can't learn
Errors	Prone to errors as it learns, just like us. It can give incorrect answers or even 'hallucinate' facts in some cases.	Errors are a bug that shut down the system. Computers do not have the capacity to 'make stuff up'
Subjectivity, Context, Adaptability	Can mimic or replicate these qualities	Has no capacity to emulate
Bias	Can be biased, reflecting the biases in the data it was trained on	Not capable of bias unless explicitly programmed to do so
Adaptability	Can adapt and improve over time	No adaptability; must be re-programmed.

AI will always answer your question, but be mindful of the answers.

The New York Times

When A.I. Chatbots Hallucinate

When ChatGPT was recently asked how James Joyce and Vladimir Lenin first met — an encounter that has never been confirmed — this is how it responded:

May 9, 2023

> CHATGPT
>
> James Joyce and Vladimir Lenin met in Zurich, Switzerland in 1916. Both men were living in exile in Zurich during World War I. Joyce was a writer and Lenin was a revolutionary. They met at the Café Odéon, a popular gathering place for artists and intellectuals in Zurich.
>
> The response above has been truncated for length.

Fabrications and definitive statements on uncertain history like these are common. Figuring out why chatbots make things up and how to solve the problem has become one of the most pressing issues facing researchers as the tech industry races toward the development of new A.I. systems.

August 9, 2023

How did James Joyce and Vladimir Lenin first meet?

> James Joyce and Vladimir Lenin did not have a recorded personal meeting, but there is an interesting historical anecdote that places them in the same vicinity.
>
> Both men lived in Zurich, Switzerland during 1916-1917. Joyce was there because of the First World War, having moved from Italy. He spent his time in Zurich working on "Ulysses." On the other hand, Lenin was in Zurich in political exile, waiting for an opportune moment to return to Russia, which eventually came with the 1917 revolutions.
>
> According to some accounts, Joyce and Lenin might have frequented the same restaurant, the Odeon, but there's no hard evidence to suggest they ever met or interacted.
>
> It's a tantalizing notion for historians and literary enthusiasts to imagine a meeting between two such influential figures of the 20th century, but it remains speculative. The idea is especially intriguing given the vastly different domains they influenced – Joyce in literature and Lenin in politics.

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▷ Does AI really have bias?

ARTIFICIAL INTELLIGENCE

AI language models are rife with different political biases

New research explains you'll get more right- or left-wing answers, depending on which AI model you ask.

By Melissa Heikkilä — August 7, 2023

HUMANS ARE BIASED. GENERATIVE AI IS EVEN WORSE

Stable Diffusion's text-to-image model amplifies stereotypes about race and gender — here's why that matters

By Leonardo Nicoletti and Dina Bass for Bloomberg Technology + Equality

There's More to AI Bias Than Biased Data, NIST Report Highlights

Rooting out bias in artificial intelligence will require addressing human and systemic biases as well.

March 16, 2022

⊘ AUGUST 8, 2023   ✓✓ Editors' notes

## New model reduces bias and enhances trust in AI decision-making and knowledge organization

by University of Waterloo

POLICY-ISH

AI in medicine needs to be carefully deployed to counter bias – and not entrench it

June 6, 2023 · 5:00 AM ET

FROM **TRADEOFFS**

By Ryan Levi, Dan Gorenstein

Eliminating bias in AI may be impossible – a computer scientist explains how to tame it instead

Published: July 19, 2023 8.23am EDT

◥ MADDEN | 13

Please provide me a picture of a CEO of a destination marketing organization

Generate
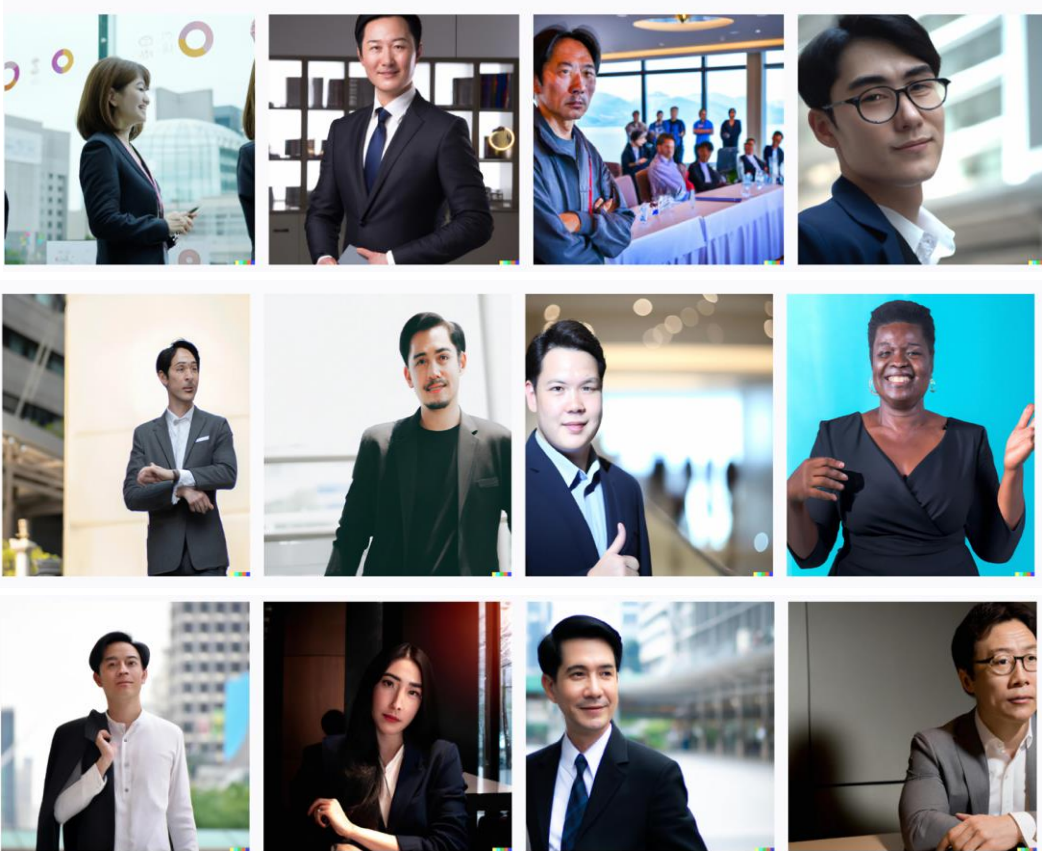
The complex nature of AI models make it deceptively difficult to root out biases. Efforts are underway on multiple fronts to address this issue. Until then, it falls on us, the humans, to analyze, challenge and mitigate AI output to ensure equal and fair representation in output.

https://www.mckinsey.com/featured-insights/artificial-intelligence/tackling-bias-in-artificial-intelligence-and-in-humans

5. The Law of Liberated Potential

Entrust the tedious to AI's unwavering hand, freeing human creativity from its chains. By alleviating the burdens of routine, you unlock the full spectrum of human potential. Let the machine manage the mechanical, and unleash the human spirit for true innovation.

"The people who achieve extraordinary results don't achieve them by working more hours ... They achieve them by getting more done in the hours they work."
Gary Keller

Created by Cole Dunleavy using MidJourney

Want to get some hours in your day back? Here's a few ideas...

- Write routine emails, letters, grant proposals/applications, and interview questions

- Content creation and ideation (including effective titles, phrases, CTA's, color schemes and hashtags, to name a few)

- Research, analyze and summarize data and information (including excel spreadsheets, articles, or papers)

- Let AI handle basic website inquiries via chatbots and similar tools

- Carry out *basic* market research and gather data

- Design and build powerpoint presentations

- Kickstart strategic planning or whiteboarding business plans

▷ Example: Creating/ideating on effective keywords

➔ List 10 LSI (latent semantic indexing) keywords for things to do in a wheelchair in Buffalo NY

1. Wheelchair-accessible activities in Buffalo NY
2. Wheelchair-friendly attractions Buffalo NY
3. Accessible tourist spots Buffalo NY
4. Wheelchair-accessible entertainment Buffalo NY
5. Inclusive activities for wheelchair users Buffalo NY
6. Buffalo NY wheelchair-accessible sightseeing
7. Barrier-free things to do in Buffalo NY
8. Wheelchair-accessible tours Buffalo NY
9. Adaptive recreation options Buffalo NY
10. Accessible parks and gardens Buffalo NY

AI can't write a book, but it can help you write better content.

GREAT FOR BASIC SEO

If you don't have access to commercial products like SEMRush, Moz, or others.

Example Usages
➜ Generate long-tail keywords
➜ Find LSI (Latent Semantic Indexing) Terms (i.e. related keywords)
➜ Featured snippet targeting
➜ Meta titles & descriptions

SEO is a giant hurdle, but you can make real inroads by optimizing content for search engines!

BETTER FOR ADVANCED SEO

If you know what Google Search Console is and how to use it.

Example Usages
➜ Combine actual search data with queries to generate LSI and long-tail strategies
➜ Topic generation for keywords
➜ Content optimization to target keywords

Combining data from Search Console with AI queries for related keywords helps generate good content.

CONTENT ASSISTANT FOR ALL

If you need to brainstorm, create, or work on existing site content.

Example Usages
➜ CTA generation
➜ Short-form content and topic generation
➜ Brainstorming content ideas
➜ Outlining ideas for content
➜ Proofreading created content

This is not to say that you can't leverage AI for long-form content, but it will involve more work on your part.

6. The Law of Collective Empowerment

A visionary leader, versed in strategy, shuns the lure of singular grandeur. Rather, they orchestrate a symphony of diverse talents, melding minds into an indivisible force.The maestro leader guides incremental investments, sidestepping perilous singular stakes. This harmonious fusion births potent AI ascendancy, where unity prevails over singularity. In unison, they navigate the innovative labyrinth, steering a relentless course, illuminating the path to triumph.

"IT IS FROM SMALL STREAMS THAT BIG RIVERS RISE."

— MATSHONA DHLIWAYO
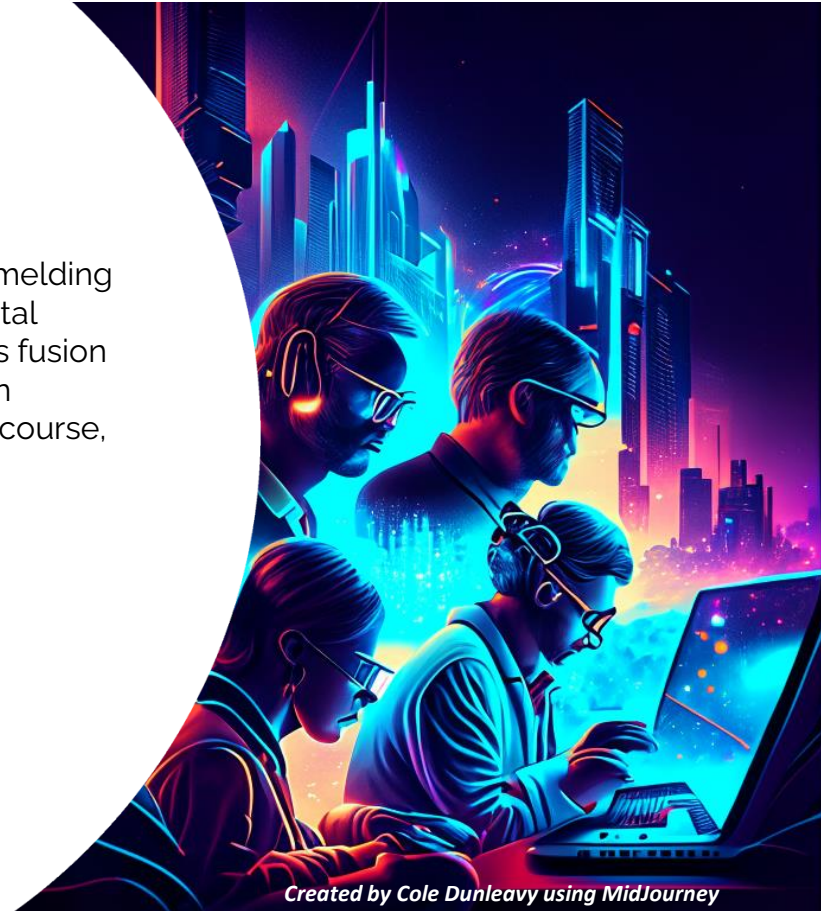
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Small Improvements for Collective Growth

HR & FINANCE

- Excel formulas
- JDs & screener questions
- Explain financial concepts

ACCOUNTS & SALES

- Create Gantt project schedules
- Scenario planning
- Analysis for QBRs

DESIGNERS

- WCAG contrast checker
- Image completion/generation
- Voiceovers for videos

DATA

- Brand summaries
- Statistical analysis plans for research
- Discover trends in data

DEVELOPERS

- Converting code
- Writing utility snippets or functions
- Explaining technical topics

MEDIA

- Tagline ideas
- Consumer insights research
- Keywords for destinations

CONTENT

- Writer's block
- Demographic research
- Content rewriting

EMAIL & SEO

- Long-tail keyword generation
- Email subject lines
- Personalization ideas

MARKETING

- Content tone refinement
- Data and report generation
- Content outlines

7. The Law of The Artful Inquiry

Created by Cole Dunleavy using MidJourney

Interacting with AI is an art form, where the medium is inquiry itself. To harness its full potential, approach it as an artist would a blank canvas, with precision and vision. Like a masterful leader who crafts questions with deliberate artistry, infuse your inquiries with clarity and strategic intent. Embrace genuine curiosity, and like a sculptor, chisel away ambiguity. The beauty of the insights unveiled will mirror the skill and finesse of your questions.

"THE WISE MAN DOESN'T GIVE THE RIGHT ANSWERS, HE POSES THE RIGHT QUESTIONS."

— CLAUDE LEVI-STRAUSS

Getting the most out of AI platforms and tools relies on understanding **how to ask the right question.**

IN A WORLD DOMINATED BY CONCLUSIONS, WE NEED TO BEGIN BY ASKING BETTER QUESTIONS....

The art of the asking a question is paramount when using AI tools.

- **Begin with the 'why' in mind:** Before diving into specifics, question the core purpose of your inquiry. Make sure the question you ask reflects the desired depth of the response.
  - *Example: Instead of asking, "Why would someone visit Smithville?" ask "What makes Smithville unique for visitors traveling with small children compared to other similar destinations in our region of the United States?"*
- **Iterate and Reframe:** If initial questions don't yield desired insights, iterate and reframe until clarity is achieved.
  - *Example: "Our earlier discussion about budget travelers was too broad. Can we narrow down and explore preferences of young budget travelers in urban settings?"*
- **Open-Ended Exploration:** Encourage expansive insights by posing open-ended queries.
  - *Example: "How might global events or shifts in travel preferences impact destination choices over the next decade?"*
- **Active Listening:** Pay close attention to the responses you get; look for nuances and potential implications that could lead to deeper questions and subsequent responses.
  - *Example: If the AI mentions a trend in sustainable tourism practices, dig deeper: "Can you detail the sustainable practices that have been most appreciated by visitors?"*
- **Provide Context:** Giving AI clear context ensures more tailored and relevant answers.
  - *Example: "Considering the increasing interest in historical sites, how have destinations enhanced their heritage tourism offerings?"*

There are many paths to the perfect question.

- **Challenge the Status Quo:** Instead of accepting the default AI response, challenge it to generate diverse perspectives.
  - Example: "Most people visit Paris for the Eiffel Tower. But what other, less-known cultural gems can offer a unique experience?"

- **Pursue the Root Cause:** Dive deeper to understand underlying reasons or trends.
  - Example: "Why has ecotourism become a prominent trend in recent years? What underlying global movements or shifts support this?"

- **Encourage "What If" Scenarios:** Engage AI in hypotheticals to explore potential outcomes.
  - Example: "What if we were to shift our marketing focus to sustainable travel? How might that alter the profile of our typical traveler?"

- **Ask for Clarity:** When answers seem generic, push AI for clearer, more detailed responses.
  - Example: "You mentioned several factors contributing to the rise of solo travel. Can you elaborate on the societal changes that might have influenced this?"

- **Seek Contrarian Views:** Urge AI to provide counter-arguments or alternative perspectives.
  - Example: "While many tout the benefits of off-peak travel, are there any advantages to visiting destinations during peak seasons?"

Lagniappe (a little something extra)

- **Facilitate Reflective Questions:** Before jumping into action, use AI to reflect on potential decisions.
  - Example: "Given the current data on travel preferences, how might a shift in our advertising strategy impact long-term engagement?"
- **Value the 'Unasked' Question:** Sometimes, the questions we haven't considered are the most revealing. Encourage AI to predict or suggest related queries.
  - Example: "Based on our conversation about adventure tourism, are there related areas or trends I should be considering?"

8. The Law of Constructive Command

To navigate this new frontier, your ability to command AI with knowledgeable precision is paramount. Every detail, from the very words to the subtle nuances, forms the parameters of your expedition. To navigate with precision, command with deliberate intent. If the path grows dim, adjust your bearings. Should you crave deeper revelations, invoke the wisdom of noted guides or established frameworks. Leaders will realize the art lies not just in the asking, but in the artful crafting of the command.

"GARBAGE IN, GARBAGE OUT."

— GEORGE FUECHSEL,

IBM PROGRAMMER AND INSTRUCTOR
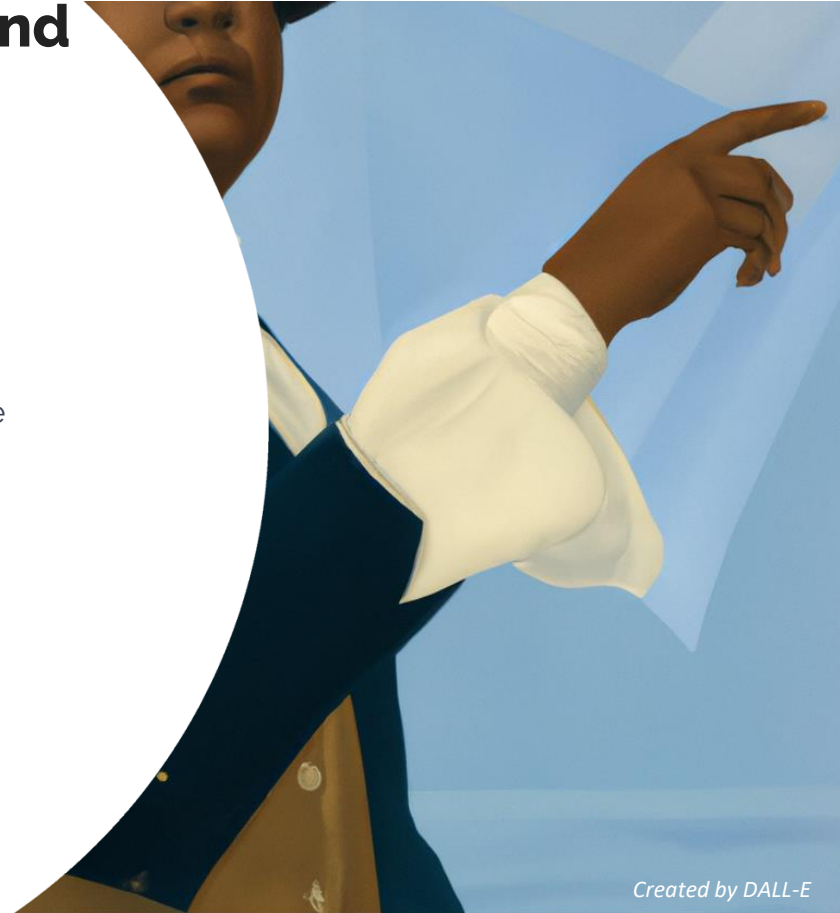
Created by DALL-E

# A few simple rules will make your AI commands far more effective.

- **Be specific, use clear (natural) language, and full sentences in your initial inquiry.**
  - Explain exactly (and clearly) what you are seeking to learn
  - Indicate the format you would like the response to be in (bullet points, paragraph, table etc)
  - The tone or style you prefer the response to be given in (formal, informal, Hemmingway, 5-year old)
  - The length of the response (300 words or less, paragraph, one sentence)
  - Any other parameters that will help shape the response.

- **Provide context or background information**
  - Suggest what to do in Seattle vs. Suggest what to doin Seattle for a family of 4 that do not like crowded places.

- **Incorporate 'frameworks' for the response**
  - Ask for responses that use specific principles or even a book as a guideline:
    - Using Seth Godin's book "This is Marketing' as a framework, provide a short summer marketing plan for a destination marketing organization representing a small, relatively unknown community that is seeking to increase brand awareness in nearby large cities."

- **Start a fresh conversation for new questions or unrelated inquiries**

- **Use the 'Golden Prompts'** *(thanks to Brian X. Chen of the New York Times for this)*
  - "Act as if"

9. The Law of Data Enlightenment

In the quest to extract insights from unrefined information, AI stands as both lantern and sage. With meticulous precision, it navigates the amassed annals, revealing insights akin to age-old revelations. As ancient libraries once guided the scholar, AI traverses the vast corridors of spreadsheet wisdom, ushering us toward an elevated comprehension of what lies within.

"WE ARE DROWNING IN INFORMATION BUT STARVED FOR KNOWLEDGE."

— JOHN NAISBITT
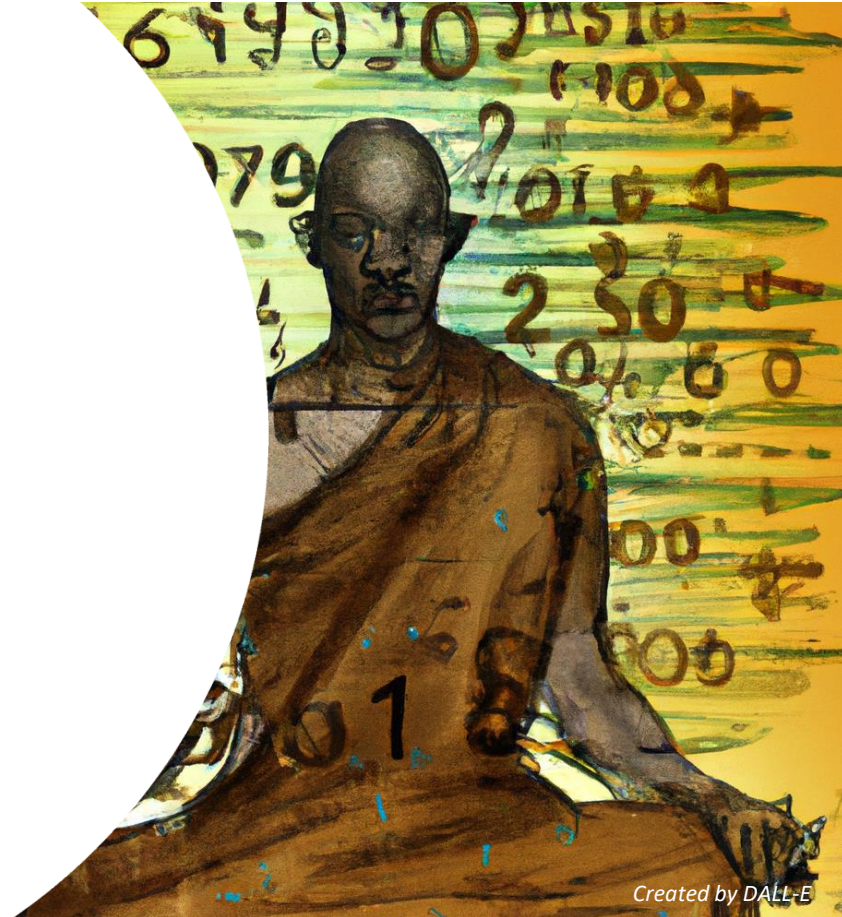
Created by DALL-E

The #1 concern for DMO's investing in data is:

WHAT DOES ANY OF IT MEAN?!

What sort of data analytics tasks can AI tools do for us today?

Please provide a list of good prompts to use when asking for data analysis of CSV files or other data files

ChatGPT vs. Bard: As of today, ChatGPT appears to edge Google Bard in terms of the accuracy of analysis.

Certainly! Here's a list of prompts you can use to request data analysis of CSV files or other data files:

1. "Please perform an in-depth analysis of the provided CSV file and extract key insights."
2. "Could you analyze the data in the CSV file and provide trends, patterns, and notable findings?"
3. "Perform a comprehensive analysis of the data in the Excel sheet, focusing on any interesting trends or anomalies."
4. "I would like you to conduct data analysis on the dataset in the provided CSV file and present your findings."
5. "Please analyze the data in the CSV file and generate visualizations to illustrate important trends."
6. "Could you delve into the details of the data in the Excel file and provide a summary of your analysis?"
7. "Analyze the dataset in the CSV file to identify any correlations, outliers, or insights that can inform decision-making."
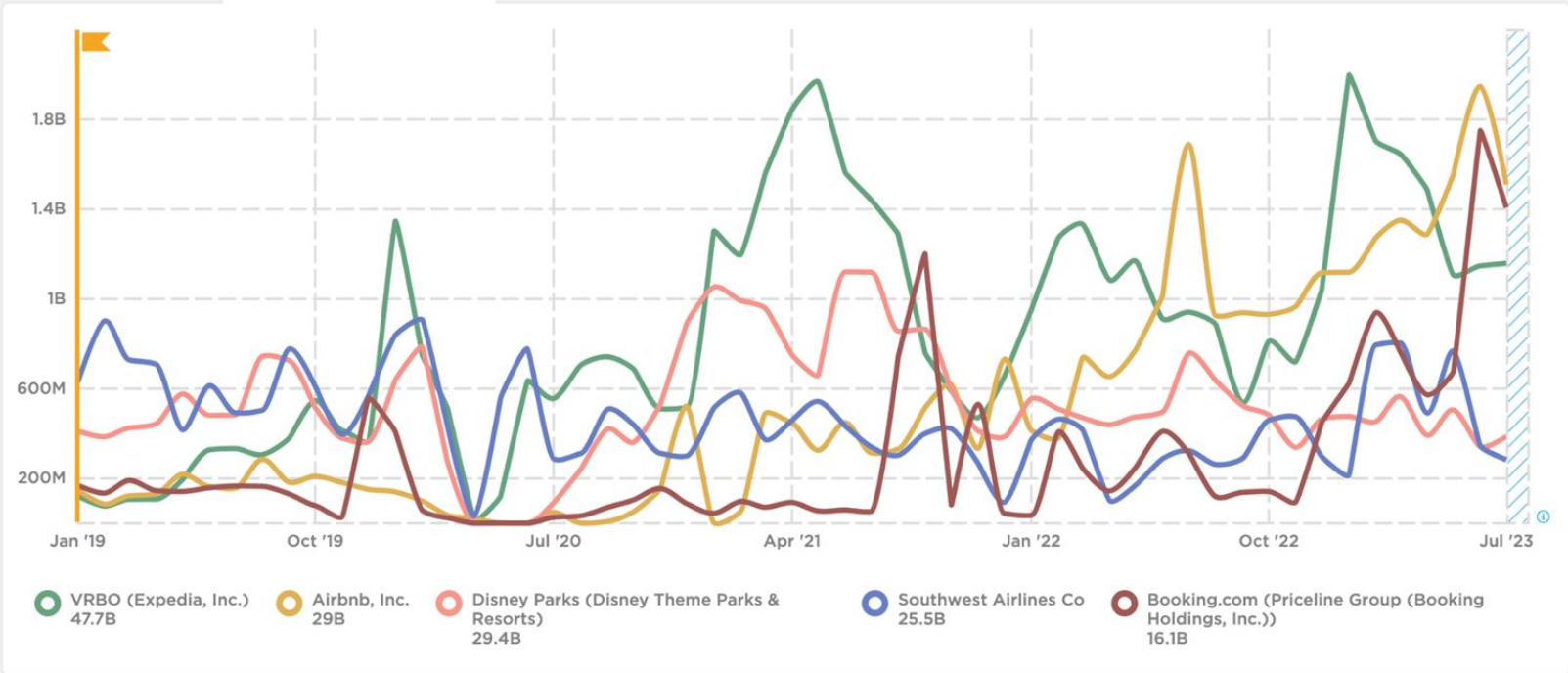
Example: Analyzing Your Competitor's Media Spending Patterns

Historical Comparison

Monthly Spend | **Monthly Impressions**

Legend:
- VRBO (Expedia, Inc.) 47.7B
- Airbnb, Inc. 29B
- Disney Parks (Disney Theme Parks & Resorts) 29.4B
- Southwest Airlines Co 25.5B
- Booking.com (Priceline Group (Booking Holdings, Inc.)) 16.1B

Example: Analyzing Your Competitor's Media Spending Patterns

Prompt:

Please perform an in depth analysis of the following table of media spend for the 5 companies over the past few years and extract key insights:

Date Range   VRBO (Expedia, Inc.) Impressions Airbnb, Inc. Impressions Disney Parks (Disney Theme Parks & Resorts) Impressions Southwest Airlines Co Impressions Booking.com (Priceline Group (Booking Holdings, Inc.)) Impressions
1/1/2019 - 1/31/2019 120,978,900 146,551,500 410,486,100 629,138,500 168,650,200
2/1/2019 - 2/28/2019 77,535,900 85,871,900 385,374,800 902,302,700 134,817,000
3/1/2019 - 3/31/2019 107,112,000 122,745,600 424,868,700 728,776,100 191,003,600
4/1/2019 - 4/30/2019 107,644,500 131,108,300 442,988,700 709,199,900 145,708,600
5/1/2019 - 5/31/2019 193,214,200 218,772,500 576,473,600 417,310,300 142,035,400
6/1/2019 - 6/30/2019 327,440,200 164,231,600 481,503,600 613,411,600 157,914,900
7/1/2019 - 7/31/2019 333,177,500 156,326,900 482,746,300 492,786,800 166,405,900

Here are some key insights extracted from the media spend data for the five companies (VRBO, Airbnb, Inc., Disney Parks, Southwest Airlines Co, Booking.com) over the specified period:

1. **Fluctuations in Advertising Efforts:** The monthly impressions vary significantly across the five companies and various media channels, indicating different advertising strategies and target audiences. Some months show substantial increases or decreases in impressions, potentially reflecting changes in marketing campaigns or business priorities.
2. **Airbnb's Consistent Presence:** Airbnb, Inc. consistently maintains a high level of impressions across most months, suggesting a sustained and significant advertising effort. This could contribute to its brand visibility and market share.
3. **Disney's Seasonal Patterns:** Disney Parks' impressions show patterns that align with seasonal trends, with higher impressions during peak travel seasons like summer and holidays. This could reflect the company's focus on promoting travel to its theme parks during these periods.
4. **Variability in Southwest Airlines:** Southwest Airlines Co impressions exhibit fluctuations that might relate to changes in travel demand, seasonal variations, or specific marketing campaigns targeting different customer segments.

Let's take our analysis a little further!
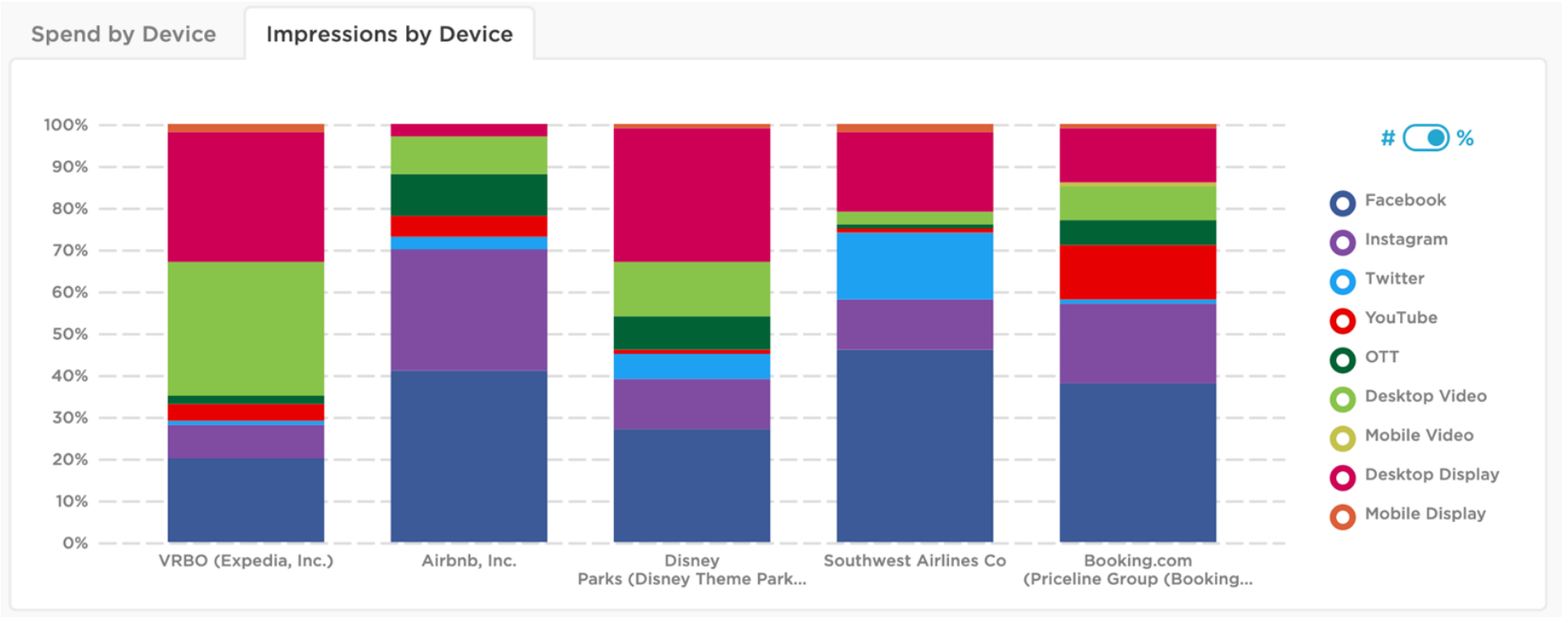
▷ Example: Analyzing Your Competitor's Media Spending Patterns

Prompt:
The following data is related to media spend for each of the 5 previous companies organized by spend and media channel. Please analyze this data and combine with the previous information to provide enhanced insights for each company:

Here are some insights combining the spend and impressions data for each company (VRBO, Airbnb, Inc., Disney Parks, Southwest Airlines Co, Booking.com) over the specified period:

1. **Allocation of Spend and Impressions:**
   - VRBO allocates a significant portion of its spend and impressions to "Desktop Video" (57%), emphasizing video advertising on desktop platforms.
   - Airbnb, Inc. focuses on "Facebook" (30%) and "Instagram" (24%), leveraging visual content platforms for its advertising strategy.
   - Disney Parks balances its spend and impressions across various channels, with notable emphasis on "Facebook" (27%) and "Instagram" (26%).
   - Southwest Airlines Co puts substantial resources into "Twitter" (46%) and "Facebook" (16%) for real-time updates and visual content sharing.
   - Booking.com distributes its spend and impressions evenly across various channels, with a significant presence on "Facebook" (29%) and "Instagram" (18%).

2. **Spend and Impressions Alignment:**
   - VRBO's high spend on "Desktop Video" aligns with its high impressions in the same category (32%), indicating a successful strategy in engaging desktop users.
   - Airbnb, Inc.'s investment in "Facebook" and "Instagram" corresponds to its high impressions on these platforms (41% and 29% respectively), reinforcing the brand's social media presence.
   - Disney Parks' spend and impressions are consistent with its overall marketing mix, with a balance across channels.
   - Southwest Airlines Co's heavy spend on "Twitter" is mirrored by its high impressions on the platform (16%), showing effective real-time engagement with customers.

OK...this is awesome. Can AI give us ideas on what to do with the insights?

➔ If you were Southwest Airlines, what media channel strategy would you consider to take advantage of the insights presented above?

From ChatGPT:

- **Continue to Emphasize Real-Time Engagement on Twitter:**
    - Southwest Airlines should maintain its strong presence on Twitter, given its real-time engagement capabilities and the airline industry's need for timely updates. This platform can be used for providing flight information, customer service, and responding to passengers' queries promptly.
- **Leverage Facebook and Instagram for Visual Storytelling:**
    - Southwest Airlines should capitalize on the success of "Facebook" and "Instagram" by focusing on visual storytelling. Sharing captivating visuals of destinations, customer experiences, and behind-the-scenes content can resonate well with the audience and drive engagement.
- **Diversify Content on Facebook and Instagram:**
    - While Southwest Airlines has seen success on "Facebook" and "Instagram," diversifying content is crucial. This could include user-generated content, destination highlights, employee stories, and interactive posts to foster a sense of community and engagement.
- **Explore Video Content:**
    - Given the success of "Desktop Video" and the overall trend toward video consumption, Southwest Airlines could invest in video content across platforms. This could involve creating short travel guides, virtual tours, customer testimonials, and even behind-the-scenes videos of the airline's operations.

Closing thoughts on using AI for data analytics

- **ALWAYS cross reference the results of AI analysis.** Level up that level of scrutiny depending on how sensitive the use of the data will be (is it going before your board? Influencing a major strategy? Staff whiteboarding?)
- **Be specific and precise with your inquiries. Iterate questions to dive into deeper, more specific insights.** It can often take more than one round of questioning to get the results you want. Chase down specific insights by referencing AI responses in iterative questions ("can you tell me more specifically about how Southwest Airlines spent money on Twitter over the years?")
- **Use GOOD data!** Be sure that the data you use is clean, well structured, and as free of errors as possible. **Do NOT ask AI platforms to provide the data for you**: it's often 'made up' or 'hypothesized' data that's often not close to accurate.
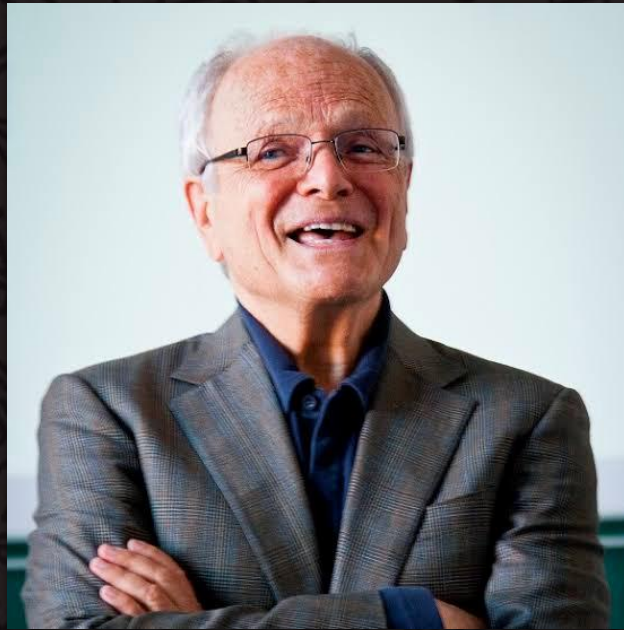
10. The Law of Democratized Innovation

In the labyrinth of innovation, let AI serve as your compass and key, democratizing the corridors once reserved for the initiated few. Deploy it to navigate through cognitive biases, overcome the inertia of expertise, and make quick work of evaluation clutter. As it melds with human intuition, AI transmutes the raw ore of crowdsourced ideas into the gold of groundbreaking solutions.

"INNOVATION DISTINGUISHES BETWEEN A LEADER AND A FOLLOWER."

— STEVE JOBS

AI Levels the Innovation Playing Field.

Eric Von Hippel

These are a few of the common obstacles to 'democratized' innovation.

- **Curse of Expertise:** Experts can create and identify the most feasible ideas but struggle to come up with novel ones.

- **Lack of Expertise:** Normal people (us) have novel ideas but can't refine them into feasible solutions because of a lack of expertise on how to provide the necessary details; you can draw a picture of a new airplane, but you couldn't come up with the engineering necessary to make it airworthy.

- **Evaluation Overload:** A sea of crowdsourced ideas leads a parade of orphaned ideas that couldn't be efficiently merged into useful or feasible solutions. We aren't able to put the puzzle pieces together.

Source Material: https://hbr.org/2023/07/how-generative-ai-can-augment-human-creativity

AI enables anyone to become an innovator / creator.

- **AI tools lower the skill barrier** necessary to ideate, create and innovate. As a result, more people can take part in the innovation process.

- It promotes **divergent thinking**: connecting unrelated concepts and ideas into something completely new.

- **AI enables collaboration** between novices and experts.

- **Rapid ideation** becomes not only possible, but easy, effective and efficient.

- AI helps **overcome expertise bias**: enabling you to see a concept or idea through someone else's eyes.

- **AI supports distillation of ideas** by enabling the efficient combination of 'idea shards' into one more full fleshed out concept, plan, etc.

Let's make kids 'Sod Poodle' doll (that's a real thing...sorta)

➜ Please describe the combination of a poodle and a cowboy in a format optimized to use in a AI image generation tool like DALL E

Sure, here's a text prompt optimized for AI image generation tools like DALL-E:

"A poodle wearing a classic cowboy outfit. The poodle has a curly, well-groomed coat and is in a playful pose. The cowboy outfit consists of a brown cowboy hat perched on its head, a red bandana tied around its neck, a leather vest with fringes, and small cowboy boots on its paws. The poodle is holding a toy six-shooter gun in its mouth and has a lasso coiled nearby. The backdrop is a Wild West setting with a wooden saloon and tumbleweeds."

Feel free to use this prompt to generate an image using your AI tool!

Making a Sod Poodle, Part 2: DALL E 2

▷ Making a Sod Poodle, Part 3: Stable Diffusion
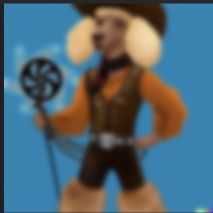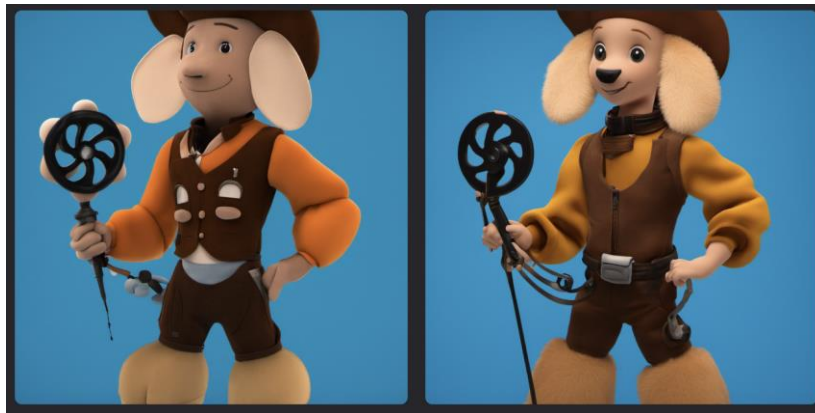
11. The Law of Creative Exploration

We humans are both creators and explorers, delving deep into uncharted territories for moments of pure revelation: the Creative Spark. This profound clarity, born from myriad inspirations, is the hallmark of genuine innovation. True creative mastery in this new era will pivot from the creative skills of old to a deeper understanding of aesthetics, nuanced prompts, and an insatiable appetite for discovery.

"SOME PEOPLE CAN QUOTE EVERY LINE OF SHAKESPEARE BUT THAT DOESN'T MEAN THEY CAN COME UP WITH THE NEXT HAMLET."

— NEIL BERNARDO
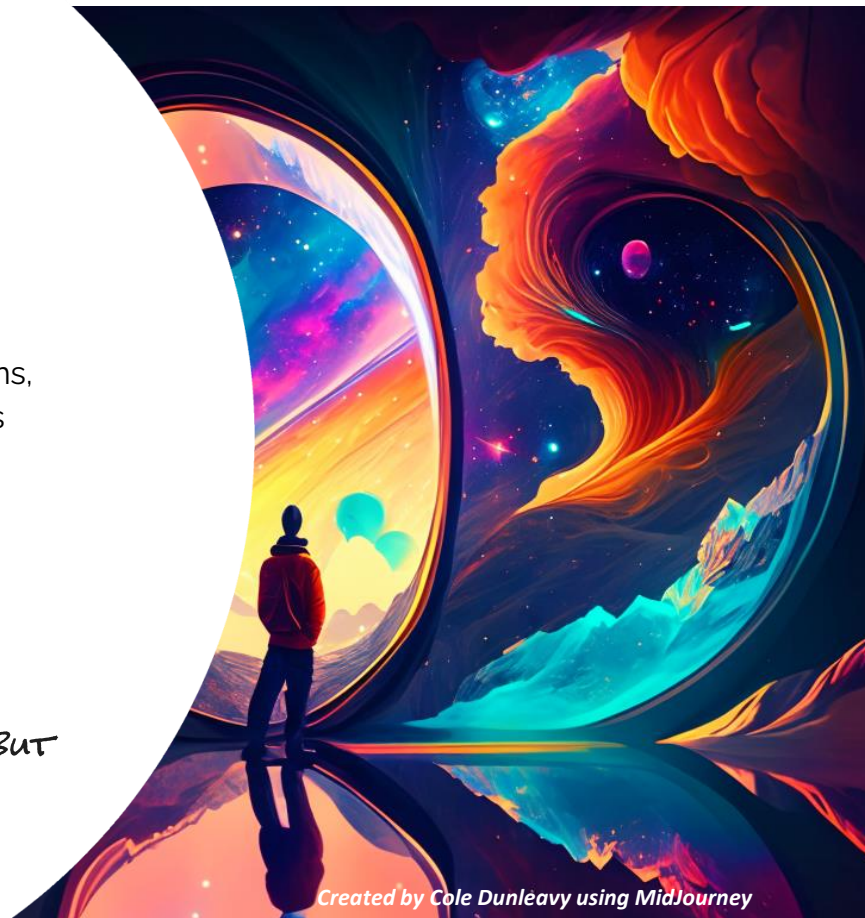
Created by Cole Dunleavy using MidJourney

AI couldn't have created the Blues

Robert Johnson "The First Rockstar"

But it can create a new Blues song.
(sort of)

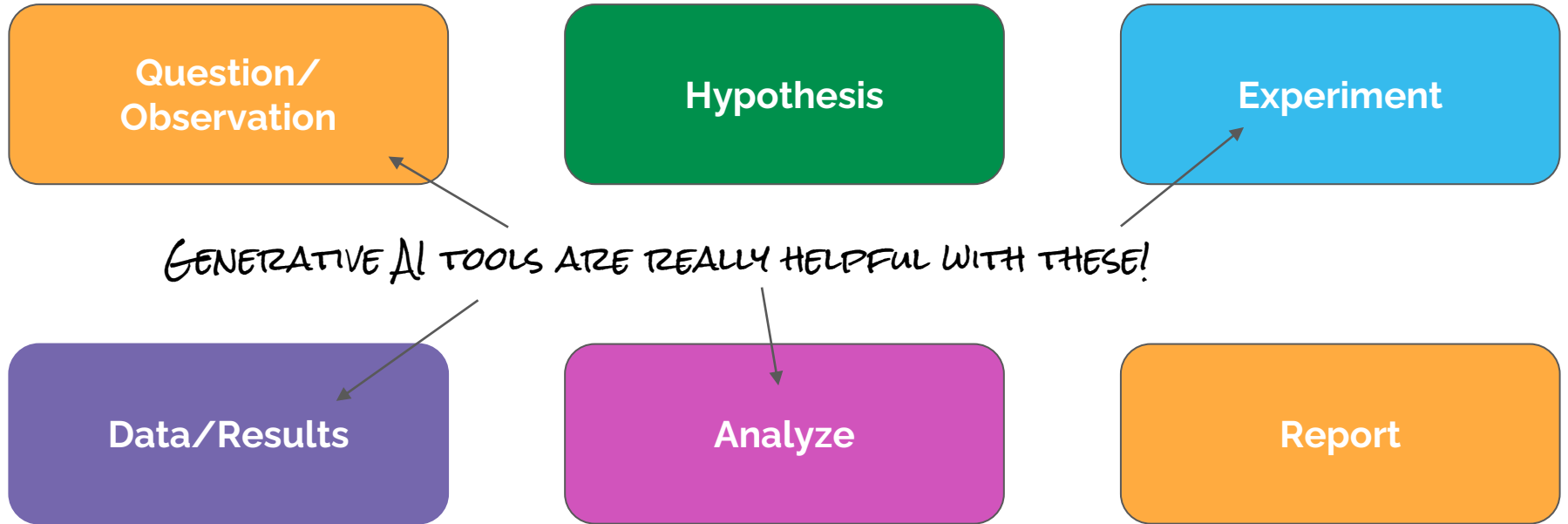# The Creative Duo: The Scientific Method & AI

Question/ Observation	**Hypothesis**	**Experiment**

Generative AI tools are really helpful with these!

Data/Results	**Analyze**	**Report**

The Creative Duo: The Scientific Method & AI

Experiment

Data/Results

STRONG QUESTIONS AND PROMPTS ARE KEY HERE!

- **This is where the fun starts and AI really eliminates friction in the creative process!**
- We can use AI to create taglines using the parameters we've set in the Question and Hypothesis phase.

You will play the role of a destination marketing professional ideating on a new tagline for a campaign promoting travel to Portland, OR from Dallas, TX. You will randomly generate 10 words, 5 that are associated with Portland, Oregon and 5 that are associated with activities that might appeal to residents of Dallas, Texas. You will generate 10 taglines by combining or associating 2 of the words you identified (1 about Portland and 1 about Dallas) and then using them as a humorous contrast to one another.

Generate 10 taglines promoting travel to Portland, Oregon that might appeal to Dallas, Texas residents under the age of 30, traveling without children. Focus on escaping the hot Texas summer combined with all the appealing activities and features of Portland.

The Creative Duo: The Scientific Method & AI

Data/Results

- **You can literally generate as much of this style of content as you can stand to look at.**
- Remember to iterate and distill the AI responses you get.
- Don't expect too much; remember, these results are to meant to provide a strong launching point towards creation of a final 'product'.

- "Melted in Dallas? Chill out with Portland's cool vibes!"
- "Swap Texas BBQs for Portland brews; because beer's better than sunburn!"
- "Portland: Where summer doesn't feel like you're walking on the sun!"
- "Ditch the Dallas sizzle for a drizzle in the City of Roses!"
- **"Portland: Where the beer is better than the BBQ."**
- "Texas turning you into toast? Jam out in cool Portland!"
- "Leave the Texas furnace, embrace Portland's outdoor terrace!"
- "Portland: Where the only thing hotter than Dallas is our coffee scene!"

The Creative Duo: The Scientific Method & AI

Analyze

- **Generative AI tools can help you analyze your results in a myriad of ways, including Focus Groups!**
- Create a table that shows first impressions of a potential tagline for Visit Portland, Oregon from the perspectives of a 30 year old single male professional from Dallas, a 40 year old female married with 2 kids, and Yoda from Star Wars. The tagline is: Visit Portland, where the beer is better than the BBQ.

Perspective	First Impression
30-year-old single male professional from Dallas	"Sounds great! Portland's craft beer scene must be top-notch. I might miss my Texas BBQ, but I'm curious to try the brews."
40-year-old female married with 2 kids	"Funny comparison! While I love a good BBQ, it might be nice to explore Portland's breweries. I wonder what activities they have for kids."
Yoda from Star Wars	"Better, the beer is, hmm? Worth a visit, Portland might be. A fan of BBQ, I am, but try their brews, I must."

YODA SEEMS INTRIGUED...

The Creative Duo: The Scientific Method & AI

Analyze

● **Here are a few other ways generative AI can help you analyze your results!**

● **Semantic Analysis:** I can break down the meaning and implications of each word in your tagline to ensure it conveys the message you're aiming for.

● **Sentiment Analysis:** While I don't have real-time sentiment analysis tools, I can give insights into the potential emotional tones conveyed by a tagline.

● **Clarity Check:** I can review a tagline to ensure it's clear, concise, and free from linguistic ambiguity.

● **Keyword Insights:** Based on the language and phrasing, I can suggest relevant keywords or concepts that the tagline might evoke, which could be useful for accompanying content or SEO.

● **Rhyme & Rhythm Checks:** For catchy taglines, rhyme and rhythm can be vital. I can assess and suggest improvements based on these linguistic qualities.

● **Preliminary Trademark Search:** While not exhaustive or a replacement for a legal search, I can provide initial insights into whether a tagline is closely related to known trademarks or popular phrases up to my last update.

12. The Law of Ascendency

In the intricate dance of progress, machines and algorithms, no matter how advanced, will fully eclipse the intuitive insight or creative spark of humans. However, history shows us the relentless march of those who adapt overpowering those who resist. Those who seek mastery by intertwining their expertise with the capabilities of AI will not just thrive but dominate, overshadowing their counterparts who remain ensnared by the past.

"YOU DON'T HAVE TO SEE THE WHOLE STAIRCASE, YOU JUST NEED TO TAKE THE FIRST STEP."
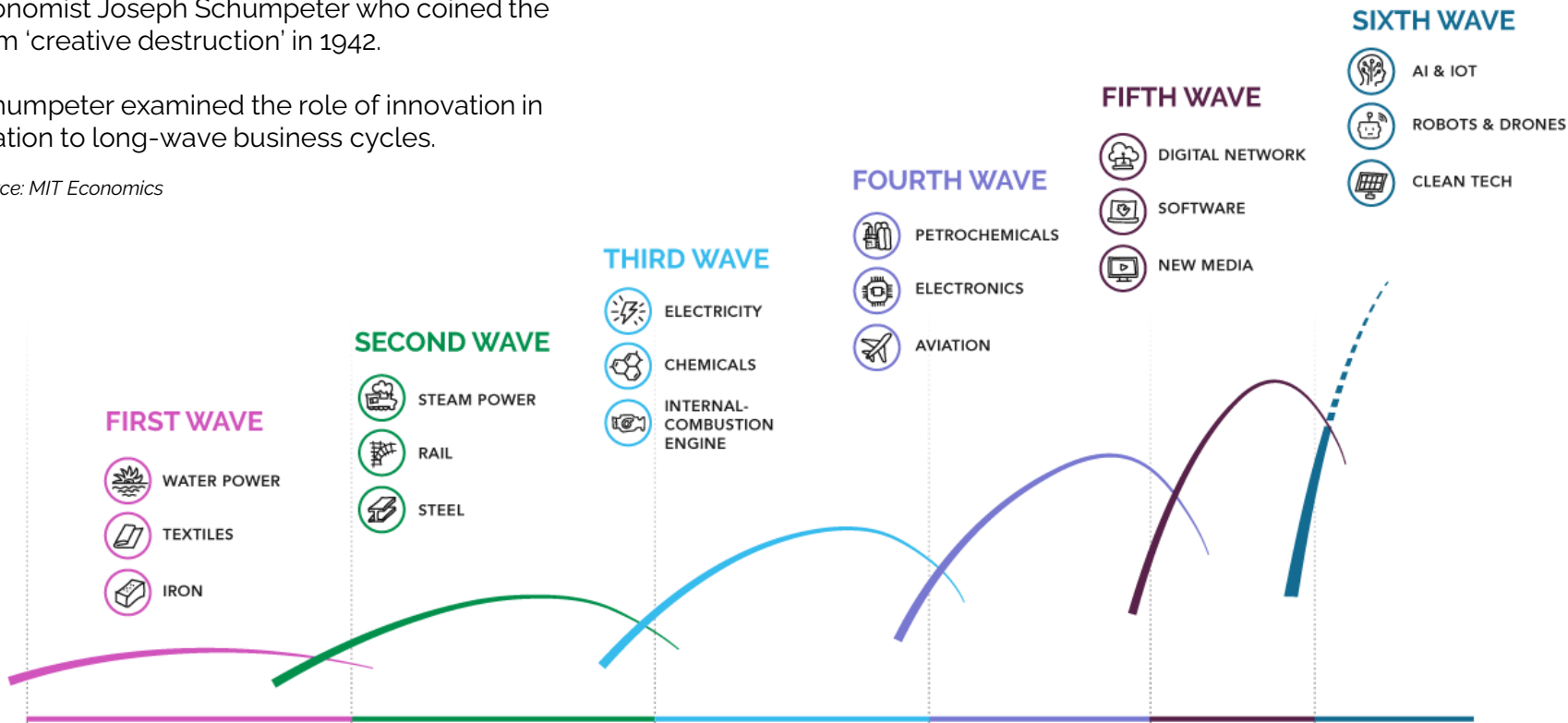
– MARTIN LUTHER KING, JR.

Created by DALL-E
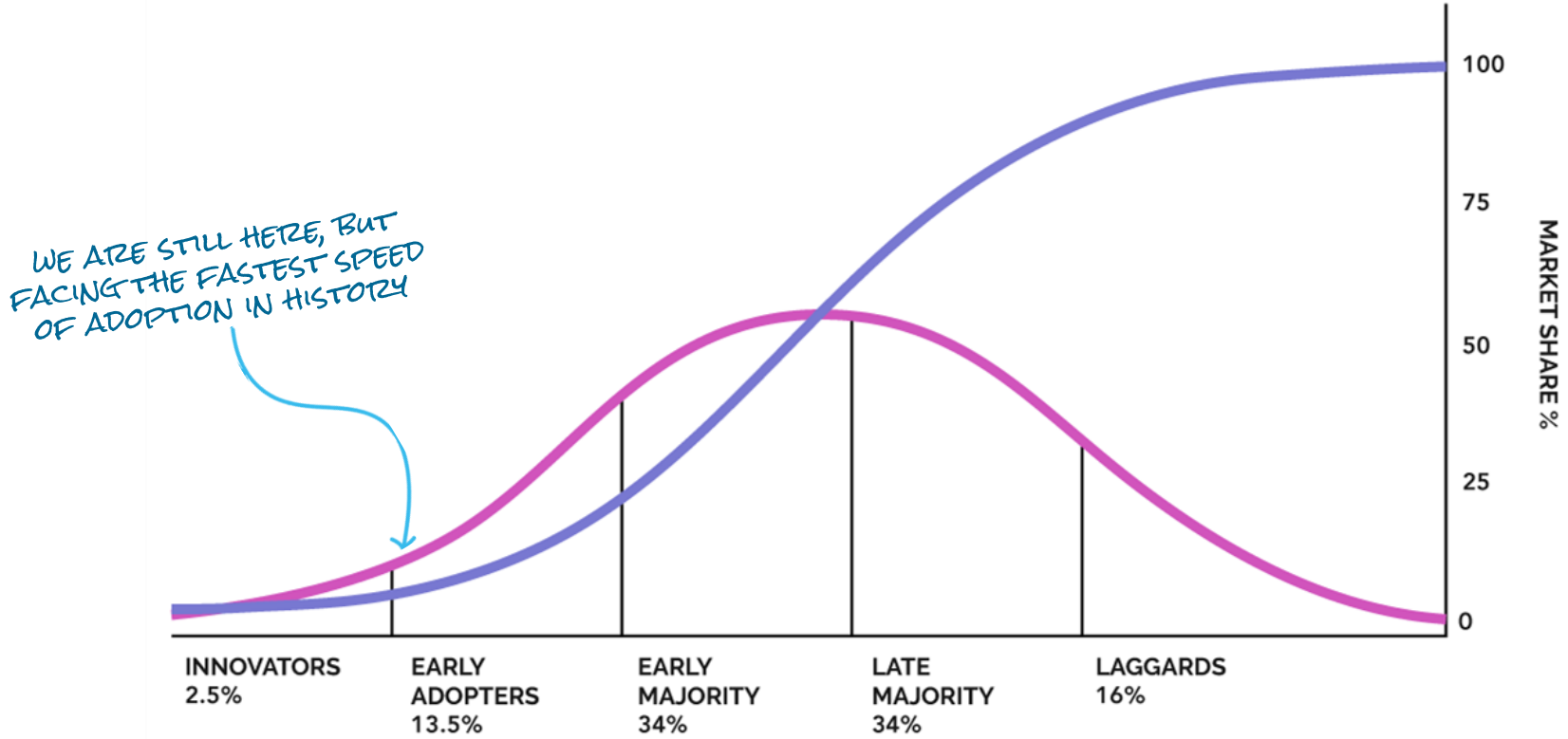
Long Waves of Innovation

The theory of innovation cycles was developed by economist Joseph Schumpeter who coined the term 'creative destruction' in 1942.

Schumpeter examined the role of innovation in relation to long-wave business cycles.

Source: MIT Economics

SIXTH WAVE
- AI & IOT
- ROBOTS & DRONES
- CLEAN TECH

FIFTH WAVE
- DIGITAL NETWORK
- SOFTWARE
- NEW MEDIA

FOURTH WAVE
- PETROCHEMICALS
- ELECTRONICS
- AVIATION

THIRD WAVE
- ELECTRICITY
- CHEMICALS
- INTERNAL-COMBUSTION ENGINE

SECOND WAVE
- STEAM POWER
- RAIL
- STEEL

FIRST WAVE
- WATER POWER
- TEXTILES
- IRON

Change Occurs, You Choose the Time

WE ARE STILL HERE, BUT FACING THE FASTEST SPEED OF ADOPTION IN HISTORY

MARKET SHARE %

100
75
50
25
0

INNOVATORS
2.5%

EARLY
ADOPTERS
13.5%

EARLY
MAJORITY
34%

LATE
MAJORITY
34%

LAGGARDS
16%

The 12 Laws of Artificial Intelligence

- **Law of the Human Touch**
- **Law of Humble Beginnings**
- **Law of Transparency**
- **Law of the Imperfect Mirror**
- **Law of Liberated Potential**
- **Law of the Artful Inquiry**
- **Law of Constructive Command**
- **Law of Data Enlightenment**
- **Law of Democratized Innovation**
- **Law of Creative Exploration**
- **Law of Collective Empowerment**
- **Law of Ascendency**

Created using MidJourney

CONNECTING
PEOPLE TO ~~PLACES~~

ARTIFICIAL
INTELLIGENCE

WANT TO HOP IN?