

Review of: "[Perspective] AI Is All About Typing the Right Phrase"

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On first look there's something simplistic about the title of this post because it portrays the capabilities of AI very narrowly. After reading the article, this still seems to be the case. There have been incredible developments and milestones in the evolution of AI for many years & recent advances in generative AI with text & image production may seem like the headline stories but there's much more going on. It would be better if it is clear from the outset that the author is just talking about recent advances with ChatGPT & DALL-E etc.

Having said that, the author's emphasis on the productivity that can emerge from a human-AI partnership in the co-production of texts & images is an important feature of the new environment. Of course, keyword craft has been something that already makes a difference in the world of search. As does key phrases. So, arguably, there's nothing new here. Moreover, new terminology to describe what the author discusses is "prompt engineering".

Likewise, I think the portrayal of creativity based on the example of rendering a retro computer: "Creativity no longer lies solely in physically drawing a retro computer. Instead, creativity means coming up with a command phrase to ask AI to create something for you". What I feel is not captured here is the potential for a **sustained & iterative** engagement with the AI – in the same way that design thinking typically proceeds. Perhaps Figure 1 does capture this interaction to some extent.

This short post does however make good points about embracing the new capabilities to improve productivity. The closing comment on scrutinizing AI is also important and is definitely echoed by the Open Letter to Pause Giant AI Experiments because it seems that we are now in 'catch-up' mode with regulatory frameworks that specify responsible & ethical use of AI systems