



Online Platforms Introduce Filters to Combat 'AI Slop'

Description

Brands like Equinox gyms and Almond Breeze almond milk are using the problems with AI (artificial intelligence) in their ads. They say they are real and authentic options for people.

Microsoft's leader, Satya Nadella, wants people to stop arguing about AI. He says we should use AI to help creativity and work better. Microsoft is one of the big companies spending a lot of money on AI.

Last year, Pinterest let users block some AI-made content. People wanted to see fewer synthetic (not real) images. TikTok also added a similar feature for its users.

Platforms like YouTube, Instagram, and Facebook help users see less AI content. But they do not have clear filters. Some smaller companies, like Coda Music, ask users to report AI creations. If users confirm these reports, they label the accounts as AI artists.

Coda helps its users completely block AI content from song suggestions. Cara, a social network for artists, uses both technology and people to filter AI content. People want to connect with real art.

Vocabulary List:

1. **Authentic** /ɔ:'θentɪk/ (adjective): Real and genuine; not false or copied.
2. **Synthetic** /sɪn'θetɪk/ (adjective): Not real; made using artificial substances.
3. **Filter** /'fɪltər/ (verb): To remove or separate something from a group based on specific criteria.
4. **Block** /blɔ:k/ (verb): To prevent something from happening or being seen.
5. **Report** /rɪ'pɔ:rt/ (verb): To give a spoken or written account of something.
6. **Creative** /kri'eɪtɪv/ (adjective): Relating to or involving the use of imagination or original ideas to create something.

CATEGORY

1. Sci/Tech - LEVEL1

POST TAG

1. cats
2. ESL learning
3. esl news
4. Level 1
5. painting
6. sick
7. videos



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