

Reaching New Audiences with Generative AI



News Illustrations



Tweetorial Hooks



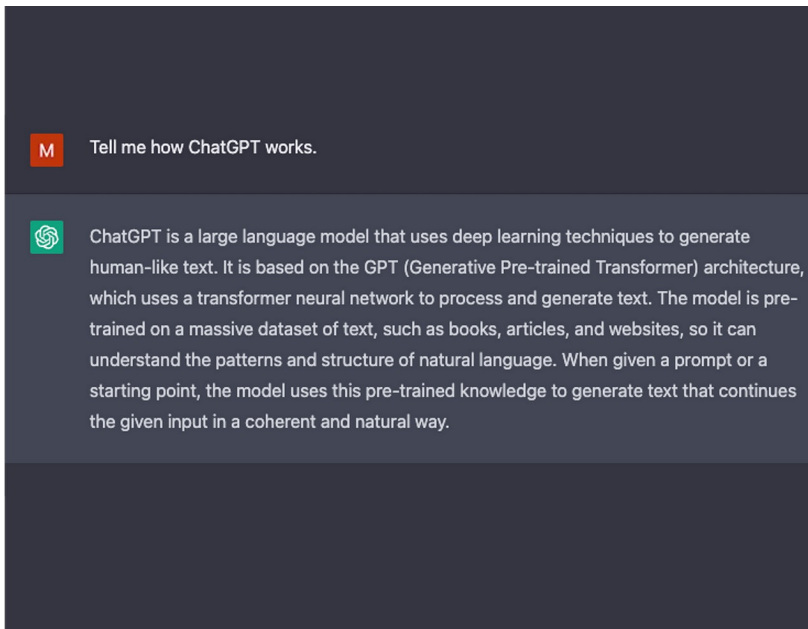
News Reels



COLUMBIA | ENGINEERING
The Fu Foundation School of Engineering and Applied Science

Lydia Chilton
chilton@cs.columbia.edu

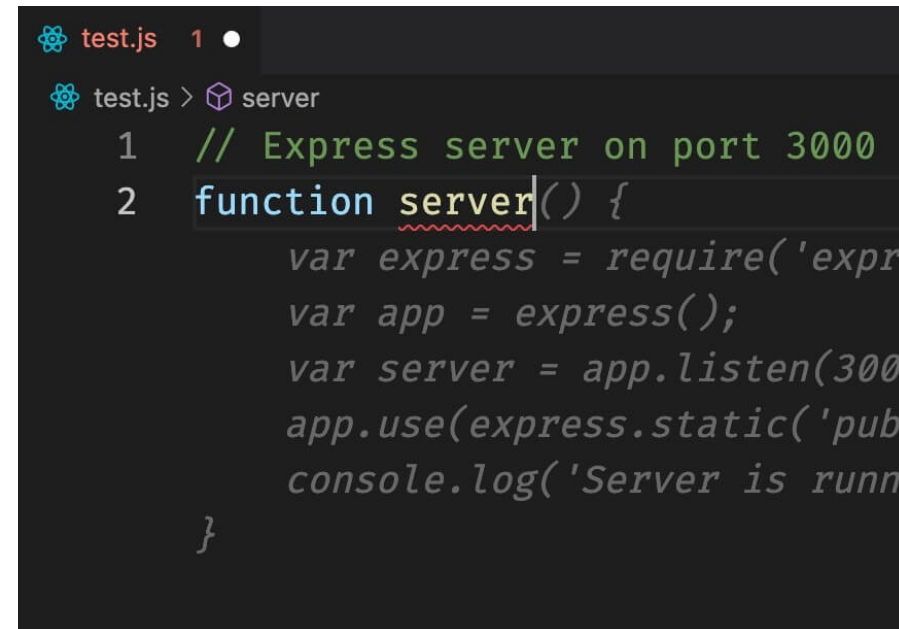
AI seems to be taking over the world



text



images



code

Everyone: AI art will make designers obsolete

AI accepting the job:



AI is impressive, but far from perfect



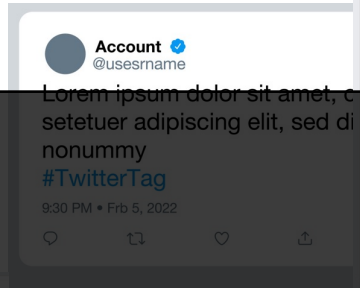
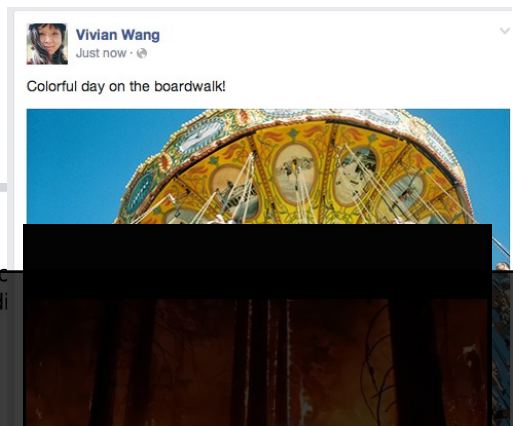
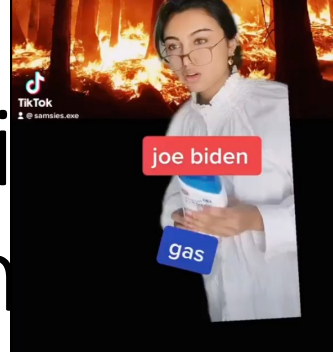
- It doesn't know what's true
- It can't evaluate what outputs will resonate with people
- It's answers are pretty basic - summarized from what's already written.
- It can't do fact-based original content
 - No novel scientific research
 - No expert interviews,
 - No investigative research

People are highly trained in the skills and values of producing quality content

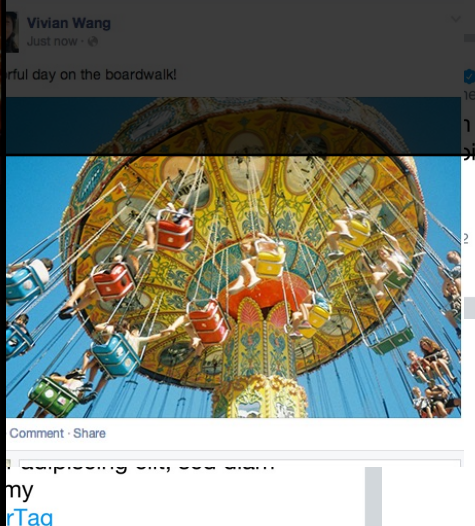
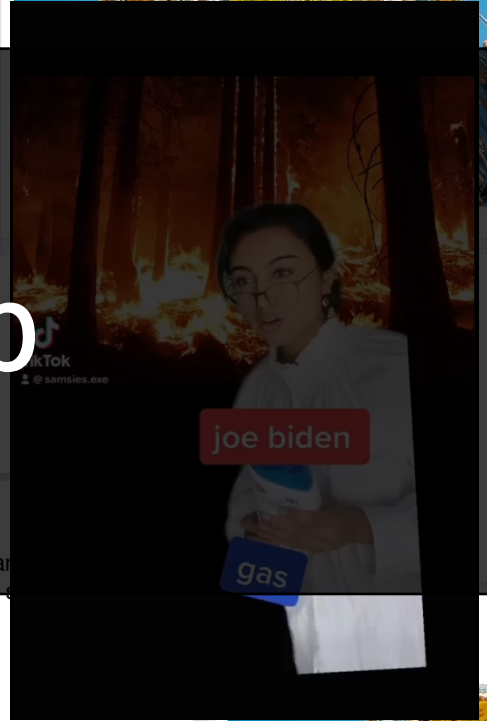
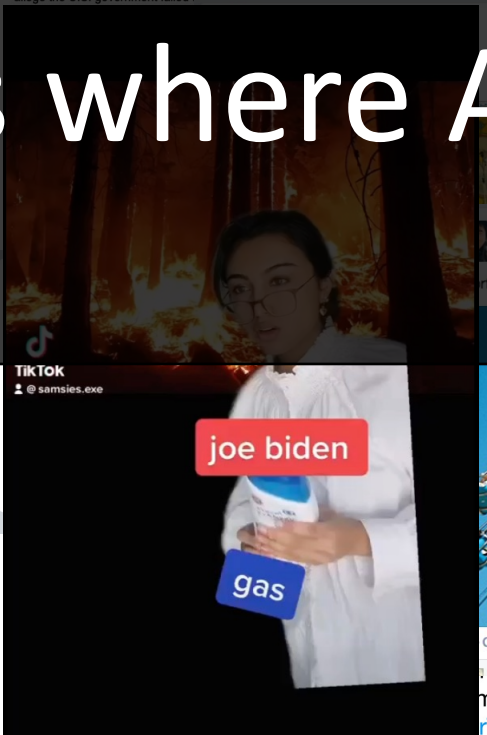


This can't be replaced

you've done original work, the
attending



This is where AI can help



Given original content, AI can help *transform* it

What's Next for Alaska's Willow Oil Project?

The Biden administration's approval earlier this week of the largest new oil project in years on Alaska's petroleum-rich North Slope was immediately met by lawsuits seeking to stop the Willow project.

Lawsuits filed by environmental groups and an Alaska Native organization seek to overturn Monday's approval of three drill sites and up to 199 total wells for the ConocoPhillips Alaska project. The lawsuits allege the U.S. government failed to adequately consider alternatives to greenlighting development.

WHAT IS THE WILLOW PROJECT?

The 30-year project could produce up to 180,000 barrels of oil a day. That is significant because Alaska's economic fortunes are tied to the boom-and-bust cycles of oil. The flow of oil through the trans-Alaska pipeline is a fraction of what it was at its height in the late 1980s.

Willow also is currently the largest proposed oil project on federal lands.

WHERE IS WILLOW?

Willow is on Alaska's remote North Slope, about 600 miles (966 kilometers) north of Anchorage.

It is in something called the National Petroleum Reserve-Alaska, which was originally set aside in 1980 as an emergency oil supply for the U.S. Navy. The area has been overseen by the U.S. Geological Survey and the Department since the 1970s, and there has been debate over where development should occur. The Biden administration last year limited oil and gas leasing to just over half of the federal lands in the northeast.



create news illustrations for
social media

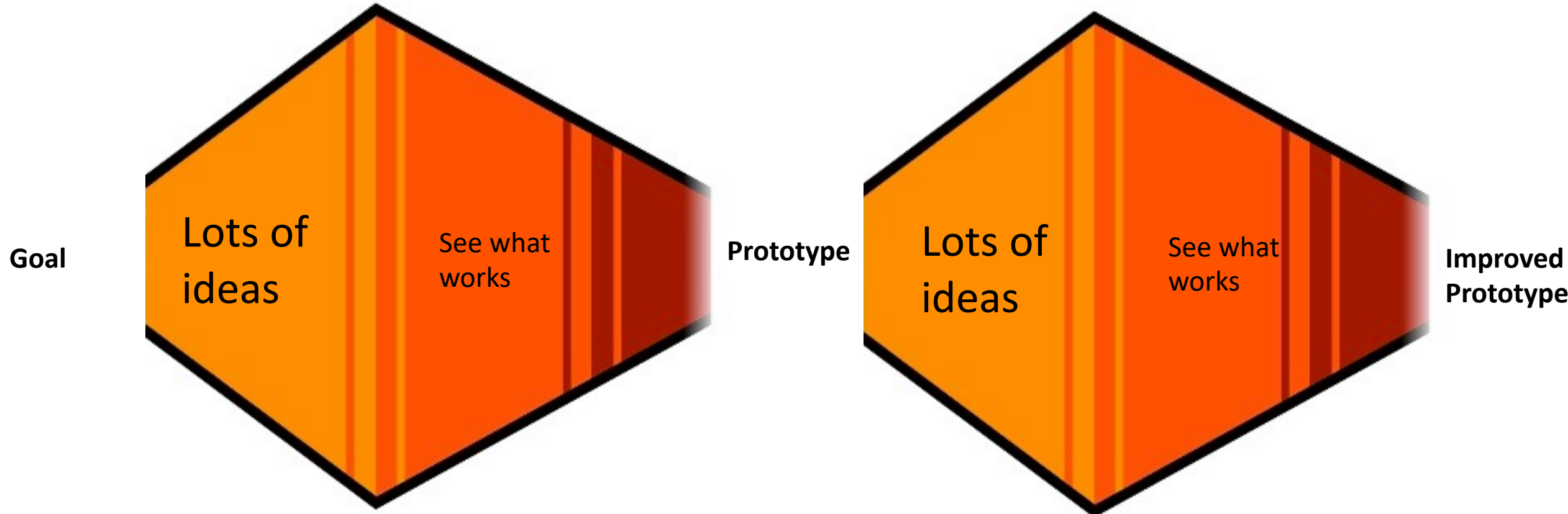
explain science on Twitter

turn a news story into a
TikTok reel

How do we structure human-AI collaboration?



Design requires lots of ideas and prototypes



It's easier for people to recognize a good idea,
than to generate one.

Human-AI Collaboration

AI can help:

- **Explore** the design space.
- Provide a good **starting point**.
- Create many **prototypes** quickly.

People must:

- Understand the **context and goal**
- **Pick the direction**
- **Judge** the outputs
- **Iterate** on the direction
- **Ensure a cohesive** output.



Reaching New Audiences with Gen AI

- News Illustrations
 - Create images for social media
- Science Hooks
 - Motivate science on Twitter
- News Reels
 - Turn news into TikTok videos



Tony Breu
@tony_breu · Follow

1/
"Why do my fingers get all wrinkly when I take a bath?" This was the question my 3-year-old daughter asked me recently after bath time.
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Art is essential for journalism



Bianca Bagnarelli

What the Future May Hold for the Coronavirus and Us



Somnath Bhatt

What Should Happen to Our Data When We Die?



Courtesy Getty Images

The IRS could owe you an old refund

Eye-catching visuals increase click-through rate

But small newspapers can't afford unique art

How Beyond Barnard is adapting to a changing career landscape

By Emma Cho | October 4 at 12:55 AM



By Natalie Tischler / Staff Photographer

NEWS | ADMINISTRATION

After a demands letter garnered over 1,200 signatures, Columbia changed its RA compensation model. Some say it's not enough.



By Kat St. Martin / Senior Staff Photographer

PROFESSIONAL

Tips for making the most of the Columbia Center for Career Education

By Michelle Zhuang | September 22 at 11:20 PM



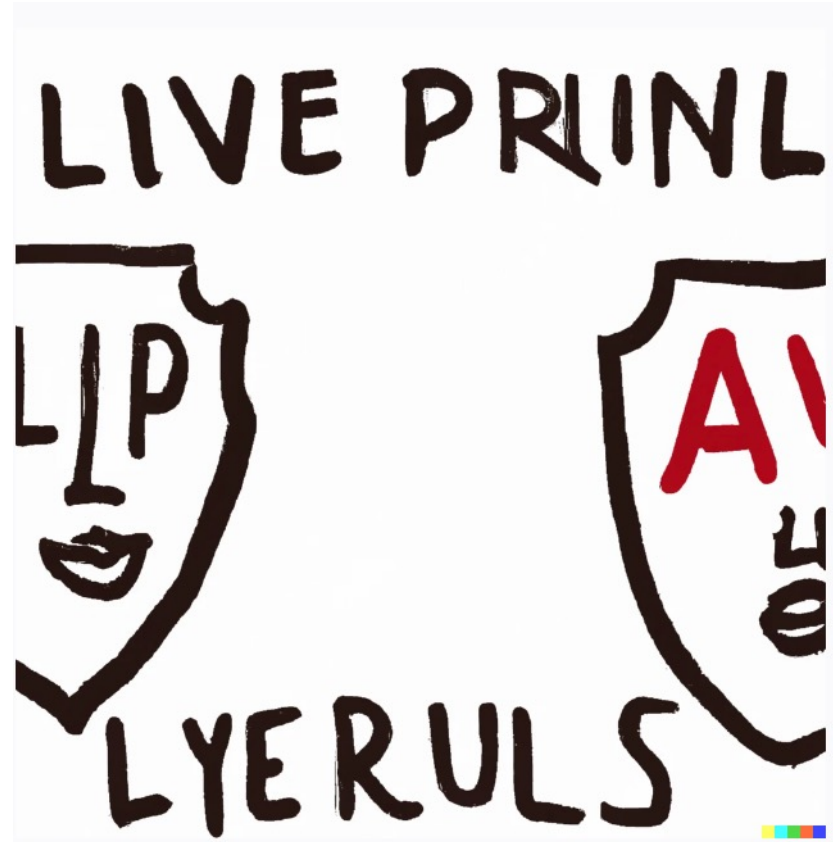
By Michael Edmonson / File Photo

AI Image Generation is impressive!



But also limited – really have to tell it what you want...

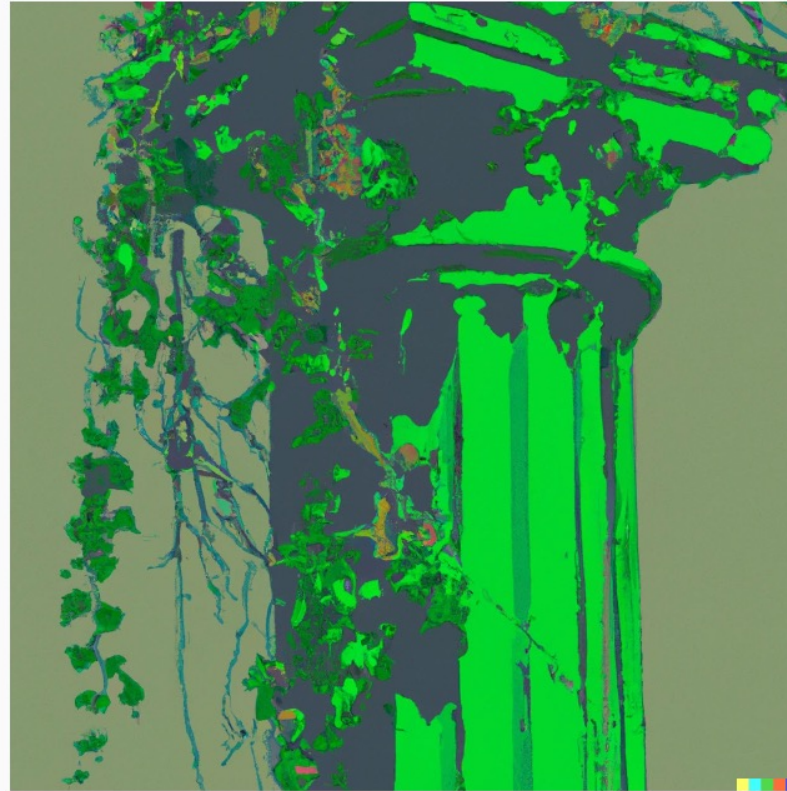
Ivy League students are not who you think they are, Mr. President



We need specific description of art to represent the headline

A structure for image prompts is
“{SUBJECT} in the style of {STYLE}”

Ivy League students are not who
you think they are, Mr. President



Ivy growing up a neoclassical pillar the style of abstract art

Subjects can be keywords from headlines

ARTICLE: Student financial crises



PROMPT: "credit card student in the style of glitch art"

ARTICLE: Getting COVID in a movie theater



PROMPT: "movie theater bonfire in the style of art deco"

Subjects can be related to the tone of the article

ARTICLE: Topics to avoid during Thanksgiving dinner



PROMPT: "food fight in the style of action painting"

ARTICLE: Choosing a major during college



PROMPT: "paths in the style of watercolor"

Opal: GPT + Dall-E for News Illustrations

WORD PALETTE

Climate change is speeding up sound in the ocean. That's bad for marine animals

Marine life Global warming A whale lonely whale


Panic Concern Anxiety

INPUT ARTICLE


Climate change is speeding up sound in the ocean. That's bad for marine animals

Adding to that list of dangers, a new study suggests that ocean warming could also accelerate the speed of sound underwater, threatening a fragile balance of noise that many marine species require to carry out essential communication for survival. Modeling a new future "soundscape," researchers found this effect across the world's oceans, but particularly in two glaring hotspots: the northwestern Atlantic, and the Greenland Sea. They predicted that the phenomenon could contribute to "the impending risk of biodiversity loss at global scale."


[GET KEYWORDS](#)




lonely whale
black and white fisheye photography




Global warming
halftone art




Global warming
black and white photography




Global warming
fisheye photography




A whale
collage




A whale
fisheye photography



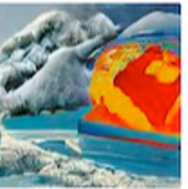
Marine life
documentary photography




A whale
collage




Global warming
painting




Global warming
collage




Global warming




Marine life



A whale



Global warming




A whale

1. Use GPT to generate keywords from article.

WORD PALETTE


Climate change is speeding up sound in the ocean. That's bad for marine animals



GET KEYWORDS



Climate change is 

SELECT KEYWORDS FOR ARTICLE 

Selected keywords will generate with default style (photo, painting, and collage).

Biodiversity Research Study Survival Communication

Sound **Marine life** Ocean **Global warming** Climate change

Enter a subject of your own

GENERATE IMAGES



Global warming 
painting



Global warming 
collage



Global warming 
photo



Marine life 
painting



Marine life 
collage

2. Use GPT to generate concrete nouns for keywords

SELECT ICONS FOR KEYWORDS

Selected related keywords will generate with default style (photo, painting, and collage).

Global warming

Sun Earth Greenhouse pollution climate change
melting ice caps rising sea levels droughts floods wildfires

Marine life

A fish A whale A dolphin A shark A starfish A seagull
A crab A lobster A barnacle A sea urchin

Enter a related keyword of your own

 **GENERATE IMAGES**



A whale
photo




A whale
painting



A whale
collage



3. Use GPT to generate tones for articles


SELECT TONES 

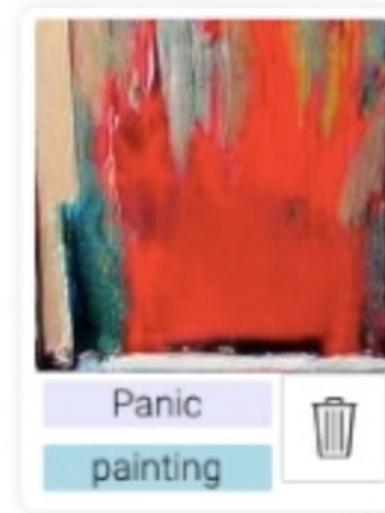
Selected tones will generate with default style (photo, painting, and collage).

Dread Fear Horror Terror **Panic** Stress Anxiety


Worry **Concern** Apprehension

Enter a tone of your own

 **GENERATE IMAGES**



4. Use GPT to generate concrete nouns for tones

SELECT ICONS FOR TONES 

Selected related tones will generate with default style (photo, painting, and collage).


Horror

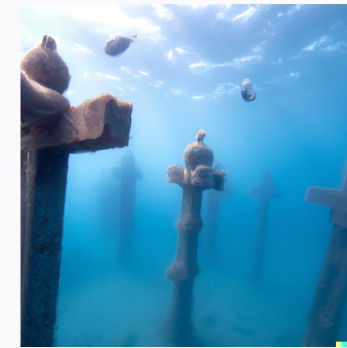
A scary clown A masked murderer A black cat A full moon

An abandoned house A graveyard A stormy night A spider

A snake A rat

Enter a related tone of your own

 **GENERATE IMAGES**



Climate change is speeding up sound in the ocean.



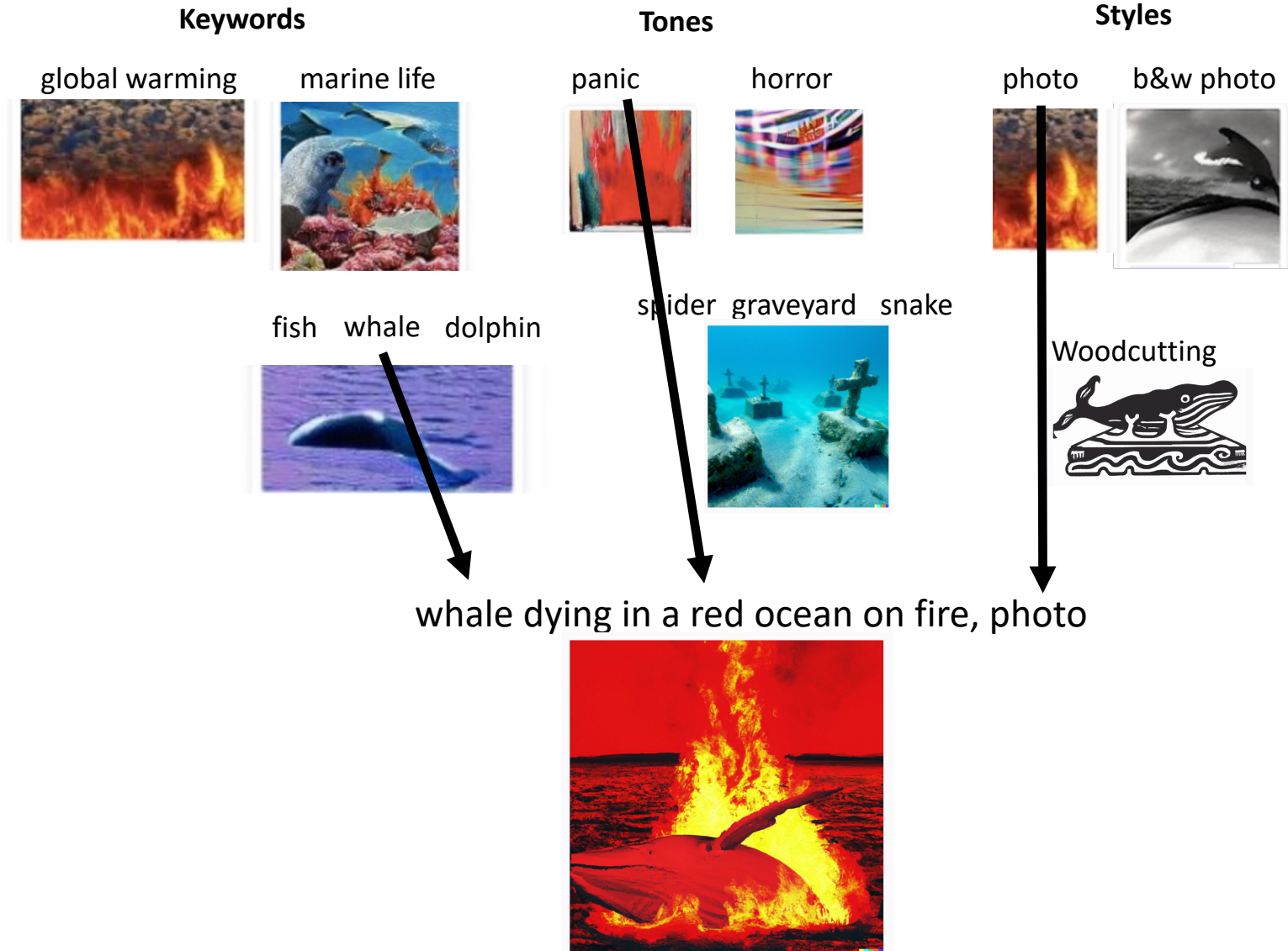
Graveyard underwater, photo

Climate change is speeding up sound in the ocean.

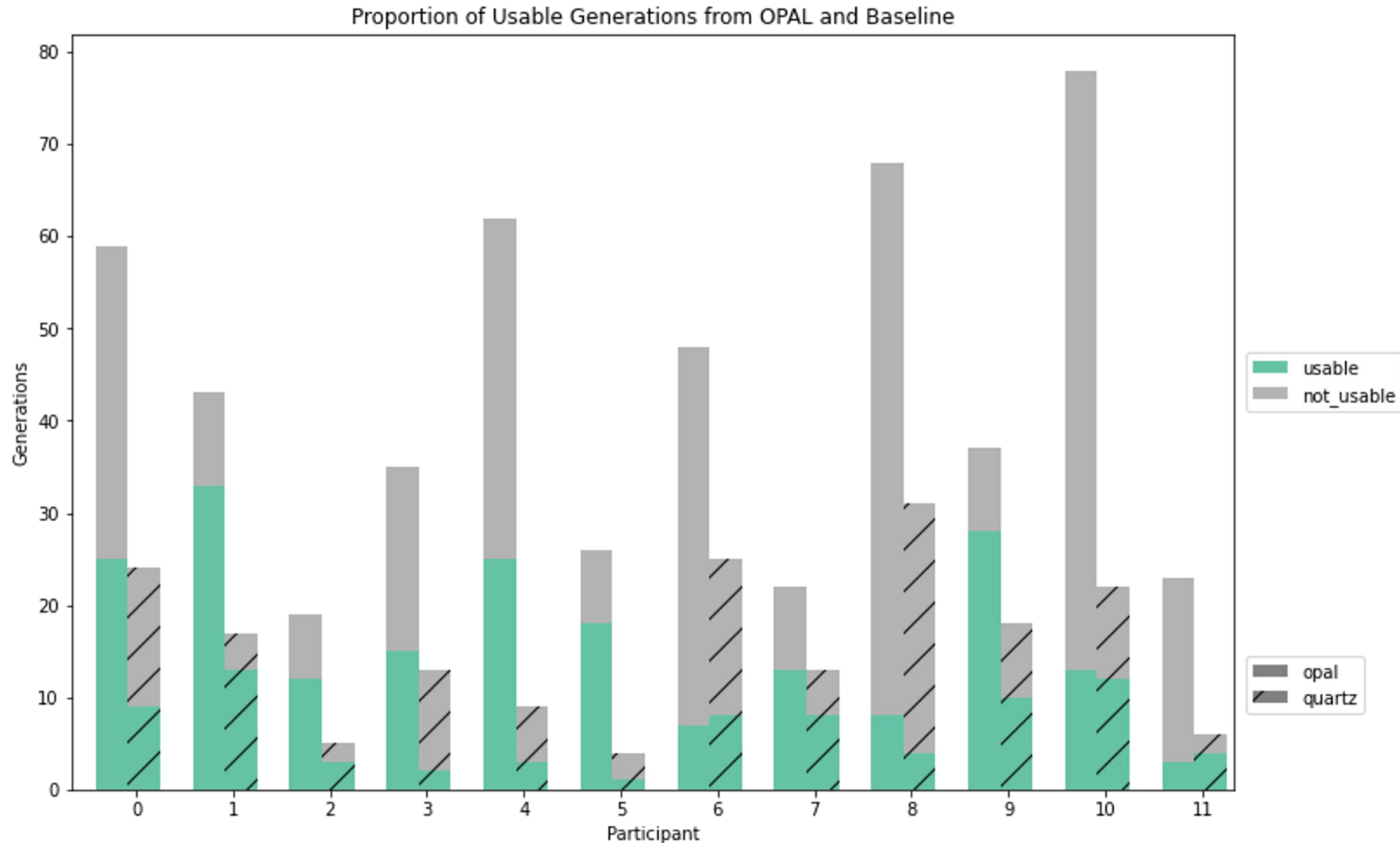


whale dying in a red ocean on fire, photo

A final image is often a combination of visual ideas



With Opal, users found **2x** more usable outcomes than with just generative AI.



Me, TV, and COVID-19



TV in the style of **Dali**

Hyrule, Heroics and Healing



A **hug** in the style of pixel art

Why Metternich Matters



Diplomat In the style of **contemporary art**

News Illustrations: Human-AI Collaboration

AI can:

- Explore concrete subjects and styles to represent the headline
- Generate many images

People must:

- Pick the relevant subjects and styles
- Judge the image outputs
- Iterate based on judgement
- Select the ultimate prompt to generate an appropriate image



Reaching New Audiences with Gen AI

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Communicating science to the public is
important to democracy



But scientists are trained to talk to other scientists, not the public

A Programmable Dual-RNA–Guided DNA Endonuclease in Adaptive Bacterial Immunity

MARTIN JINEK, KRZYSZTOF CHYLINSKI, INES FONFARA, MICHAEL HAUER, JENNIFER A. DOUDNA, AND EMMANUELLE CHARPENTIER [Authors Info & Affiliations](#)

SCIENCE • 28 Jun 2012 • Vol 337, Issue 6096 • pp. 816-821 • DOI: 10.1126/science.1225829

↓ 151,086 🗨️ 10,030



Ditching Invading DNA

Bacteria and archaea protect themselves from invasive foreign nucleic acids through an RNA-mediated adaptive immune system called CRISPR (clustered regularly interspaced short palindromic repeats)/CRISPR-associated (Cas). **Jinek *et al.*** (p. 816, published online 28 June; see the Perspective by **Brouns**) found that for



- Long
- Jargon
- Complex
- In a “foreign language”
- (Often behind a pay wall)

Many scientists would like to explain their work to the public but don't know how



Tweetorial

(n.)

an emerging format for explaining complex STEM concepts on Twitter

Tony Breu @tony_breu · Follow

1/
"Why do my fingers get all wrinkly when I take a bath?" This was the question my 3-year-old daughter asked me recently after bath time.

I thought for a minute, then realized I didn't have a clue.

The explanation is so much cooler than I had expected...



6:52 PM · Jul 11, 2018

[Read the full conversation on Twitter](#)

5.8K Reply Copy link

[Read 91 replies](#)

← **Thread**

Tony Breu @tony_breu · Jul 11, 2018

2/
Let me throw a version of my daughter's question out to you:

Which of the following contributes to "water immersion wrinkling"?

Water moves out of hand	24.2%
Sodium moves out of hand	26.8%
Vasoconstriction	25.7%
Cold-induced retraction	23.3%

24,647 votes · Final results

3 18 50

Tony Breu @tony_breu · Jul 11, 2018

3/
For 40 years, I have observed, like my daughter, that my fingers look like prunes after being in water. I've assumed that they lost water (became dehydrated), just like prunes!

But, that can't be. When I submerge my hand in water, I'm placing it into a hypotonic solution.

2 8 89

Tony Breu @tony_breu · Jul 11, 2018

4/
Reminder:

Plasma osmolality: ~285 mOsm/kg
Water osmolality: ~0 mOsm/kg


If anything, water should flow IN and make my fingertips MORE swollen.

1 10 131

Tony Breu @tony_breu · Jul 11, 2018

5/
It's true that water enters fingers after immersion. The portals of entry are likely sweat glands (which are highly concentrated in the hands).


The hardest part is writing a “hook” to grab readers’ attention and motivate the topic in 1 tweet


 **Tony Breu**
@tony_breu · [Follow](#)

1/
"Why do my fingers get all wrinkly when I take a bath?" This was the question my 3-year-old daughter asked me recently after bath time.

I thought for a minute, then realized I didn't have a clue.

The explanation is so much cooler than I had expected...



 [Read the full conversation on Twitter](#)

No jargon!

Relatable stories

Sparks curiosity

 **Meehan Crist**
@meehancrist · [Follow](#)

I've been watching the landscape of my childhood burn with an aching heart, and wondering how much climate change is to blame. Turns out human activity is a major driver of California's wildfires, but not just in the ways you might imagine. (pic: Noah Berger)

1/10



9:51 AM · Nov 21, 2019

People struggle to write engaging



Everyone ▾

What are Domain Name Servers & why do they matter?
Here's everything you need to know:

Everyone can reply



Tweet

Not relatable



Everyone ▾

Website takes forever to load? That's because domain name servers (DNS) are down or not responding. DNS servers are used to translate web addresses into IP addresses that can be read and understood by computers. 1/

Everyone can reply



Tweet

Doesn't spark
curiosity

Good Example



Jargon-free ✓

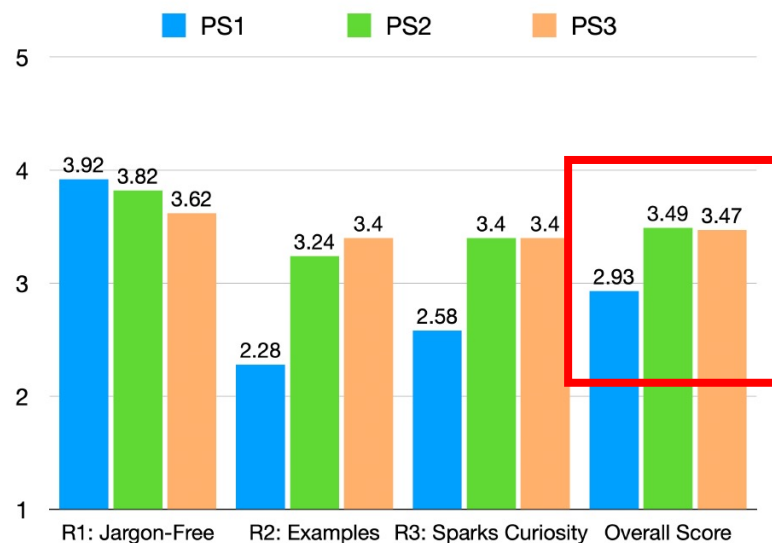
Relatable & Specific Example ✓

Sparks Curiosity ✓

Unfortunately, GPT can't write hooks on it's own.

Back End

Have you ever wanted to keep your data secure and away from prying eyes? You might not realize it, but controlling access to your accounts is just as important as data privacy. But how can you do this? My recent experience with Amazon Web Services' Identity and Access Management feature has shown me the power of properly managing back end access. Let's discover more! 1/



- Example is off topic.
- Lacks specificity in experiences.
- Not quite targeted at general audience.

- Overall, 3.5 / 5

Human + AI Hook Writing System

Step 1: Please Input the Topic.

Step 2: Generate Common Experiences.

Please enter your favorite everyday example here.

Step 3: Generate Personal Anecdotes.

Please enter your favorite common experience here.

Step 4: Generate a More Specific Anecdote.

Please enter your favorite personal anecdote here.

Step 1: Please Input the Topic.

Here are 5 everyday examples about that:

1. Connecting to a work office server from home
2. Using a public Wi-Fi connection in a restaurant or cafe
3. Accessing a video streaming service while traveling abroad
4. Keeping your web browsing anonymous and secure
5. Securing data while using a shared or public network

Step 4: Generate a More Specific Anecdote.

Please enter your favorite personal anecdote here.

While I was connected to my company's VPN, I received an alert that told me there was a phishing attempt on our secure network. As soon as I saw the warning, I immediately disconnected the VPN and notified my colleagues about the potential threat..

Generate A Specific Anecdote

Then, here is the specific version of it:

I also contacted our IT team to help us combat the phishing attempt. While I was logged into my company's secure network via the virtual private network (VPN), I received an alert notifying me of a suspicious phishing email that had been sent to one of our employees. Immediately, I disconnected the VPN and reached out to my colleagues to warn them of the potential threat. I then contacted our IT team to assist in gathering more information and developing a strategy to combat the attack.

Step 6: Write Yourself a Final Hook.

Please check all these info above and use them to write yourself a final hook below:

[URGENT DATA REQUEST] Have you ever received a suspicious email that could have threatened your security 🗝️? What is the best way to protect yourself against these threats!!! I've got the answer - Virtual Private Networks (VPNs)! Read on to see how they work and why they are important for online security. #onlineprotection #VPNs 1/

Submit!

User Study

- 10 users, 1.5 hours each
 - introduction about the task and the system
 - 6 rounds of hook writing tasks, 3 with system and 3 without
 - fill out 6 NASA TLX forms and semi-structured interviews

Result 1: LLMs ease the writing process.

Less mentally demanding:

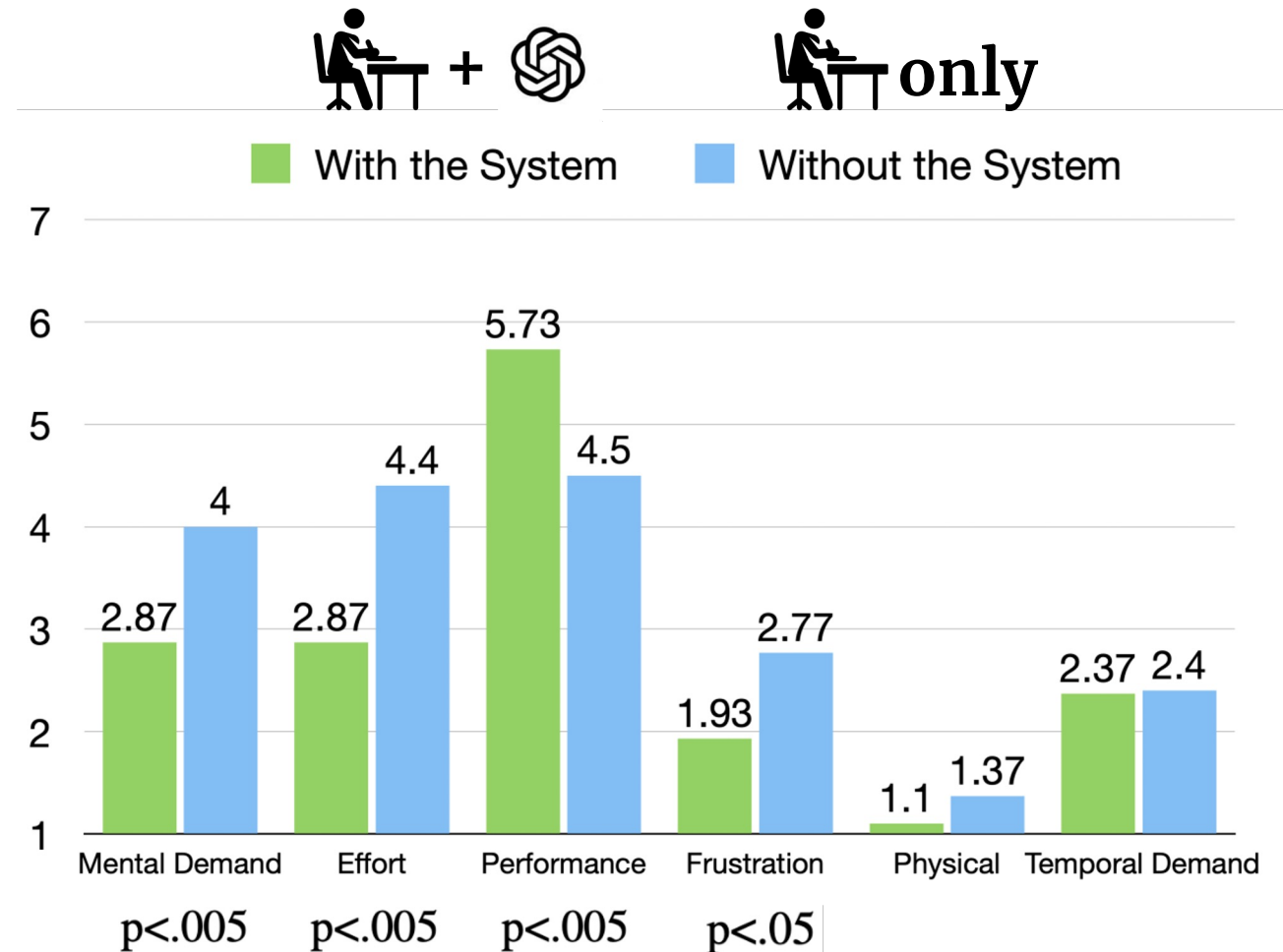
Help brainstorm, Ease the process to simplify language into digestible terms that more people could understand, Find more good examples,

Less Effort:

Less search on google, less time, easy to edit

Better Performance:

Create better hooks, more confident and satisfied



Hooks (without system vs with system)

Topic: Cybercrime

Without System	With System
<p>These days computers are a huge part of our lives- what illegal activities could be going on within our computers? In this thread, we will be exploring cybercrime, and what this could mean for our online safety. 1/</p>	<p>Have you ever received a call out of the blue from someone claiming to be from your bank, asking for your personal information? After this happened to me recently, I wondered what other kinds of cybercrime exist and how someone like me can protect themselves? Here's what I found out:</p>

Result 2: User still need to make edits for requirements and personal styles.

1. Edit for requirements:

- Remove jargon
- Edit anecdote to make it true to their experience
- Add specifics to the anecdote
- Increase curiosity with more exaggeration

2. Rewrite in their own voice: word-level, tone, emojis

- Split long sentences for easier reading
- Insert emojis for tone and personal style
- Delete filler words that sounded unnatural

Science Hooks: Motivate science on Twitter

Step 1: Please Input the Topic.

Here are 5 everyday examples about that:

1. Connecting to a work office server from home
2. Using a public Wi-Fi connection in a restaurant or cafe
3. Accessing a video streaming service while traveling abroad
4. Keeping your web browsing anonymous and secure
5. Securing data while using a shared or public network

Step 2: Generate Common Experiences.

Please enter your favorite everyday example here.

Thus, the 5 common experiences about that are:

1. Data interception and snooping
2. Malware infection through malicious websites
3. Phishing attempts to steal sensitive information
4. Unauthorized access to computers, networks, data and accounts
5. Unauthorized changes to settings and configurations

Step 3: Generate Personal Anecdotes.

Please enter your favorite common experience here.

Then, here are the 3 personal anecdotes about that:

1. Once, I was using a VPN to access my company documents when a suspicious email suddenly popped up in my inbox. I knew it wasn't associated with work, so I quickly shut down the VPN connection before opening the email.
2. Recently, I was connected to my company's VPN when I noticed strange activity on my browser. It seemed like someone was trying to access my private documents, so I quickly disconnected the VPN and reported the incident to my IT department.
3. While I was connected to my company's VPN, I received an alert that told me there was a phishing attempt on our secure network. As soon as I saw the warning, I immediately disconnected the VPN and notified my colleagues about the potential threat.

Tweetorial Hooks: Human-AI Collaboration

AI can:

- **Explore** everyday examples of a topic.
- **Suggest** relatable experiences
- **Provide sample text** with no jargon to get them started.

People must:

- Verify the applications are **relevant** to the topic
- Verify the anecdotes will **resonate with the general public**
- Iterate on anecdote to be true to their experience
- Rewrite text in their own “voice”



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“News Reels” deliver news by acting it out



- News reels are an **emerging format** of sharing news on **social media**.
- Many news publishers are embracing this format to **engage with younger audiences**.
- They are:
 - short
 - fast-paced
 - story-driven
 - colloquial
 - fun

News Reel Challenge:

Balance between entertainment and information

- People (not AI) are crucial in making these decisions
 - GPT doesn't know what the audience will find engaging
 - And can't judge what's an appropriate script for a story
- But GPT can provide options for different degrees of infotainment
 - People can tweak and evaluate each one to see if it fits.

Three options for “infotainment” in scripts:

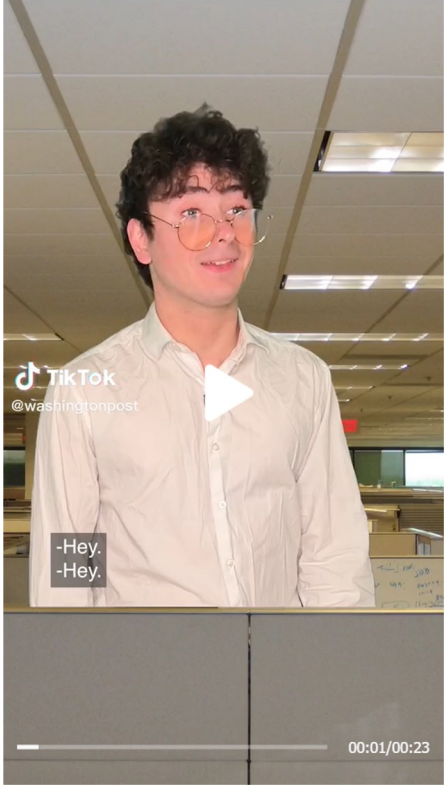
- Expository Dialog: (low entertainment)
 - An expert explains the story to a newcomer
- Re-enactments (medium entertainment)
 - Two characters reenact the story
- Comedic Analogy (high entertainment)
 - Two characters acting-out of an amusing situation that is analogous to the news event.
 - For example, an airline merger is like a wedding, where the companies how they met and describe how their new life together will be.

ReelFramer scaffolds the process of transforming print articles into news reels

EUROPE

France protests: What to know as Macron forces a retirement-age hike

By Niha Masih, Rick Noack and Claire Parker
Updated March 18, 2023 at 4:39 p.m. EDT | Published March 17, 2023 at 4:24 a.m. EDT



1. Enter the news article

ReelFramer

0. Enter news article

Don't lose your credit card. A new one could take months. The global chip shortage is creating supply chain headaches for debit and credit card issuers, particularly credit unions. When Ed Delaney contacted his credit union in early November to get a

1. Extract news information

Where:

Who:

]

[

2. Review extracted info on “where” “who” and “what happened?”

ReelFramer

0. Enter news article

Don't lose your credit card. A new one could take months. The global chip shortage is creating supply chain headaches for debit and credit card issuers, particularly credit unions. When Ed Delaney contacted his credit union in early November to get a

1. Extract news information

Where:

[United States](#)

Who:

[Ed Delaney](#)

He contacted his credit union in early November to get a credit card issued for his wife.

[Lewis Black](#)

He is the CEO of one of the largest producers of tungsten concentrate, a semiconductor component.

[Patrick Penfield](#)

He is a professor of supply chain practice at Syracuse University.

[Credit Union](#)

They experienced the full effects of a global semiconductor shortage and had long wait times for issuing credit cards.

[Consumer](#)

Experienced long wait times for receiving their credit cards and experienced a major inconvenience.

3. Explore details for “expository dialog”

ReelFramer

0. Enter news article

Don't lose your credit card. A new one could take months. The global chip shortage is creating supply chain headaches for debit and credit card issuers, particularly credit unions. When Ed Delaney contacted his credit union in early November to get a

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They experienced the full effects of a global semiconductor shortage and had long wait times for issuing credit cards.

[Consumer](#)

Experienced long wait times for receiving their credit cards and experienced a major inconvenience.

2. Generate and edit script elements

Framing:

Expository Dialog

Roleplay Act-out

Comedic Analogy

Characters:

Premise:

Setting:

Information:

(Three bullet points of the news story)

The global chip shortage is causing major delays in the delivery of debit and credit cards.

Semiconductor demand has spiked during the pandemic, leading to long lead times for chip production, averaging 20-25 weeks.

Competition from other industries has kicked the credit card sector to the bottom of the priority pile.

3. Generate and edit scripts [\(View Script History\)](#)

Script:

4. Generate “Expository Dialog” scripts

ReelFramer

0. Enter news article
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2. Generate and edit script elements
Framing:
 Expository Dialog
 Roleplay Act-out
 Comedic Analogy

Characters:

Premise:
A person explaining the information to another

Setting:

Information:

(Three bullet points of the news story)

- The global chip shortage is causing major delays in the delivery of debit and credit cards.
- Semiconductor demand has spiked during the pandemic, leading to long lead times for chip production, averaging 20-25 weeks.
- Competition from other industries has kicked the credit card sector to the bottom of the priority pile.

3. Generate and edit scripts [\(View Script History\)](#)

Script:

<i>Title:</i> Send in the Chips!
<i>(Scene:</i> Credit Union)
<i>ED DELANEY:</i> (frustrated) I've been waiting forever for my wife's credit card. What's the hold-up?
<i>PATRICK PENFIELD:</i> (calmly) Well, Ed, it's due to the global chip shortage, you see.
<i>ED DELANEY:</i> (confused) Chip shortage? Like potato chips? Are we suddenly all out of Lay's?
<i>PATRICK PENFIELD:</i> (smiling) No, not potato chips. Semiconductor chips. They're small, but they make a world of difference.
<i>ED DELANEY:</i> (sarcastically) So, my credit card is waiting in line behind what, cars and computers?
<i>PATRICK PENFIELD:</i> (nodding) Actually, yes. With the pandemic, chip demand skyrocketed, and credit cards have taken a backseat.
<i>ED DELANEY:</i> Great. We got kicked to the curb for cars and laptops, huh?
<i>PATRICK PENFIELD:</i>

5. Explore details for “Reenactments”

ReelFramer

0. Enter news article

Don't lose your credit card. A new one could take months. The global chip shortage is creating supply chain headaches for debit and credit card issuers, particularly credit unions. When Ed Delaney contacted his credit union in early November to get a

[Edit](#) [Submit](#)

1. Extract news information [Get news info](#)

Where:
[United States](#)

Who:
[Ed Delaney](#)

He contacted his credit union in early November to get a credit card issued for his wife.
[Lewis Black](#)

He is the CEO of one of the largest producers of tungsten concentrate, a semiconductor component.
[Patrick Penfield](#)

He is a professor of supply chain practice at Syracuse University.
[Credit Union](#)

They experienced the full effects of a global semiconductor shortage and had long wait times for issuing credit cards.
[Consumer](#)

Experienced long wait times for receiving their credit cards and experienced a major inconvenience.

2. Generate and edit script elements

Framing:

Expository Dialog

Roleplay Act-out

Comedic Analogy

[Get script elements](#)

Characters:
[Patrick Penfield \(Expert\) and Ed Delaney \(Naive Newcomer\)](#)

Premise:
[A person explaining the information to another](#)

Setting:
[Credit Union](#)

Information:
[Regenerate](#)

(Three bullet points of the news story)

- [The global chip shortage is causing major delays in the delivery of debit and credit cards.](#)
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3. Generate and edit scripts ([View Script History](#))

[Generate script](#) [Save edited script](#) [Star](#) [See visualization](#)

5. Generate Scripts for “Reenactments”

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 Roleplay Act-out
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- Competition from other industries has kicked the credit card sector to the bottom of the priority pile.

3. Generate and edit scripts ([View Script History](#))

Script:

[INT. CREDIT UNION - DAY]

ED DELANEY (excited):
I'm finally here to pick up my new credit card!

PATRICK PENFIELD (smiling):
Hold on, Ed. Due to the global chip shortage, it'll take a while.

ED (confused):
Chip shortage? Are we talking about potato chips?

PAT (chuckling):
No, Ed. Semiconductors. Their demand spiked during the pandemic.

ED (amazed):
You mean like those in computers and smartphones?

PAT:
That's right. Lead times are now up to 20-25 weeks compared to 10-14 weeks before.

ED (groaning):
So my credit card is at the bottom of the priority list?

PAT (nodding):
Afraid so. Competition from other industries pushed us down there.

ED (disappointed):
I guess I'll just have to wait.

PAT:
Patience is a virtue, my friend.

6. Regenerate script for Reactment

ReelFramer

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2. Generate and edit script elements

Framing:
 Expository Dialog
 Roleplay Act-out
 Comedic Analogy

[Get script elements](#)

Characters:

Premise:
Key stakeholders acting out what happens -

Setting:

Information:
[Regenerate](#)

(Three bullet points of the news story)

-
-
-

3. Generate and edit scripts ([View Script History](#))

[Generate script](#) [Save edited script](#) [Star](#) [See visualization](#)

Script:

<i>Title:</i> The Chip-py Wait
INT. CREDIT UNION - DAY
<i>Credit Union (cheerful):</i> Welcome to the credit union! How may I assist you today?
<i>Consumer (frustrated):</i> My credit card hasn't arrived yet. It's been weeks!
<i>Credit Union (sympathetic):</i> Oh dear! Let me check on that for you.
[Credit Union pretends to type on a computer.]
<i>Credit Union (confused):</i> Huh, looks like there's a global chip shortage causing delays. Funny, right?
<i>Consumer (sarcastic):</i> Hilarious! So, when can I expect my card?
<i>Credit Union (hopeful):</i> Well, it's hard to say. Could be another six weeks... or more.
<i>Consumer (disbelieving):</i> What?! You're kidding, right?
<i>Credit Union (laughing):</i> I wish I was! But hey, look on the bright side...
<i>Consumer (impatient):</i> What bright side?

7. Explore details for Comedic Analogy

ReelFramer

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2. Generate and edit script elements

Framing:

- Expository Dialog
- Roleplay Act-out
- Comedic Analogy

[Get script elements](#)

Characters:

Premise:

[Regenerate](#)

- Premise1 Premise2 Premise3

Setting:

Information:

[Regenerate](#)

(Four plot points of the news story)

3. Generate and edit scripts [\(View Script History\)](#)

[Generate script](#) [Save edited script](#) [Star](#) [See visualization](#)

8. Generate Script for Comedic Analogy

ReelFramer

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Framing:
 Expository Dialog
 Roleplay Act-out
 Comedic Analogy

Characters:

Premise:

Premise1 Premise2 Premise3

Setting:

Information:

(Four plot points of the news story)

3. Generate and edit scripts [\(View Script History\)](#)

Script:


<i>Credit Union:</i> (frantically) Hey there, what can I get you today?
<i>Consumer:</i> Yeah, I'll take a refreshing debit card, please.
<i>Credit Union:</i> (nervously) Uh, sure thing... (searches under the counter) Just gimme a sec...
<i>Consumer:</i> Is there a problem or something?
<i>Credit Union:</i> (panicking) We're a bit low on microchip keg... (whispers) the secret sauce behind our card-infused drinks.
<i>Consumer:</i> (rolling their eyes) Great. How long's the wait gonna be?
<i>Credit Union:</i> (hesitant) Erm, six weeks, maybe more? I promise it's worth the wait!
<i>Consumer:</i> Six weeks? I've been using cocktail napkins for credit! (sarcastic) Perfect, just perfect.
<i>Credit Union:</i> (apologetic) Sorry, we're trying our best. Meanwhile, can I interest you in this vintage checkbook cocktail?
<i>Consumer:</i>

9. Generate character boards and backgrounds

ReelFramer

Script elements [See storyboard](#)

Roleplay characters



Credit Union


Description [Regenerate](#)

a man who wears a bartender's apron and a bowtie, holding a notepad and pen.

[Generate image](#)

Props [Regenerate](#)

bartender apron, bowtie, notepad, pen



Consumer

Description [Regenerate](#)


a woman who wears a denim jacket over a casual dress, accessorized with a fashionable crossbody bag.

[Generate image](#)

Props [Regenerate](#)

denim jacket, casual dress, crossbody bag, shopping tote bag

Background




Setting: Retro-themed Bar

Description [Regenerate](#)

Behind the bar counter that looks like it has shelves filled with various liquor bottles and a retro-style cash register.

[Generate image](#)



Description [Regenerate](#)

Standing near the bar that looks like it has vintage bar stools and neon signs along the walls.

[Generate image](#)


9. Generate a Storyboard

ReelFramer

Script shot panels

Panel 1:
a man who wears a bartender's apron and a bowtie, holding a notepad and pen., looking


Generate image



Credit Union:(frantically) Hey there, what can I get you today?

Panel 2:
a woman who wears a denim jacket over a casual dress, accessorized with a fashionable crossbody


Generate image



Consumer:Yeah, I'll take a refreshing debit card, please.

Panel 3:
a man who wears a bartender's apron and a bowtie, holding a notepad and pen., looking


Generate image



Credit Union:(nervously) Uh, sure thing... (searches under the counter) Just gimme a sec...

Panel 4:
a woman who wears a denim jacket over a casual dress, accessorized with a fashionable crossbody


Generate image



Consumer:Is there a problem or something?

Panel 5:
bowtie, holding a notepad and pen., looking panic, cupping hand around mouth to whisper,


Generate image



Credit Union: (panicking) We're a bit low on microchip keg... (whispers) the secret sauce behind our card-infused drinks.

Panel 6:
a woman who wears a denim jacket over a casual dress, accessorized with a fashionable crossbody


Generate image



Consumer:(rolling their eyes) Great. How long's the wait gonna be?

Panel 7:
a man who wears a bartender's apron and a bowtie, holding a notepad and pen., looking


Generate image



Credit Union:(hesitant) Erm, six weeks, maybe more? I promise it's worth the wait!

Panel 8:
a woman who wears a denim jacket over a casual dress, accessorized with a fashionable crossbody

Generate image



Consumer:Six weeks? I've been using cocktail napkins for credit! (sarcastic) Perfect, just perfect.

User study with five journalism students.

What's next for Alaska's Willow oil project?

The Biden administration's approval earlier this week of the largest new oil project in years on Alaska's petroleum-rich North Slope was immediately met by lawsuits seeking to stop the Willow project.

Lawsuits filed by environmental groups and an Alaska Native organization seek to overturn Monday's approval of three drill sites and up to 199 total wells for the ConocoPhillips Alaska project. The lawsuits allege the U.S. government failed to adequately consider alternatives to greenlighting development.

WHAT IS THE WILLOW PROJECT?

The 30-year project could produce up to 180,000 barrels of oil a day. That is significant because Alaska's economic fortunes are tied to the boom-and-bust cycles of oil. The flow of oil through the trans-Alaska pipeline is a fraction of what it was at its height in the late 1980s.

Willow also is currently the largest proposed oil project on federal lands.

WHERE IS WILLOW?

Willow is on Alaska's remote North Slope, about 600 miles (966 kilometers) north of Anchorage.

It is in something called the National Petroleum Reserve-Alaska, which was originally set aside a century ago as an emergency oil supply for the U.S. Navy. The area has been overseen by the U.S. Interior Department since the 1970s, and there has been debate over where development should occur. The Biden administration last year limited oil and gas leasing to just over half of the federal lands in the nearly



Reel produced by P5
(30 seconds)



Here is another participant's reel about the Willow Project.

Reel produced by P3
(33 seconds)

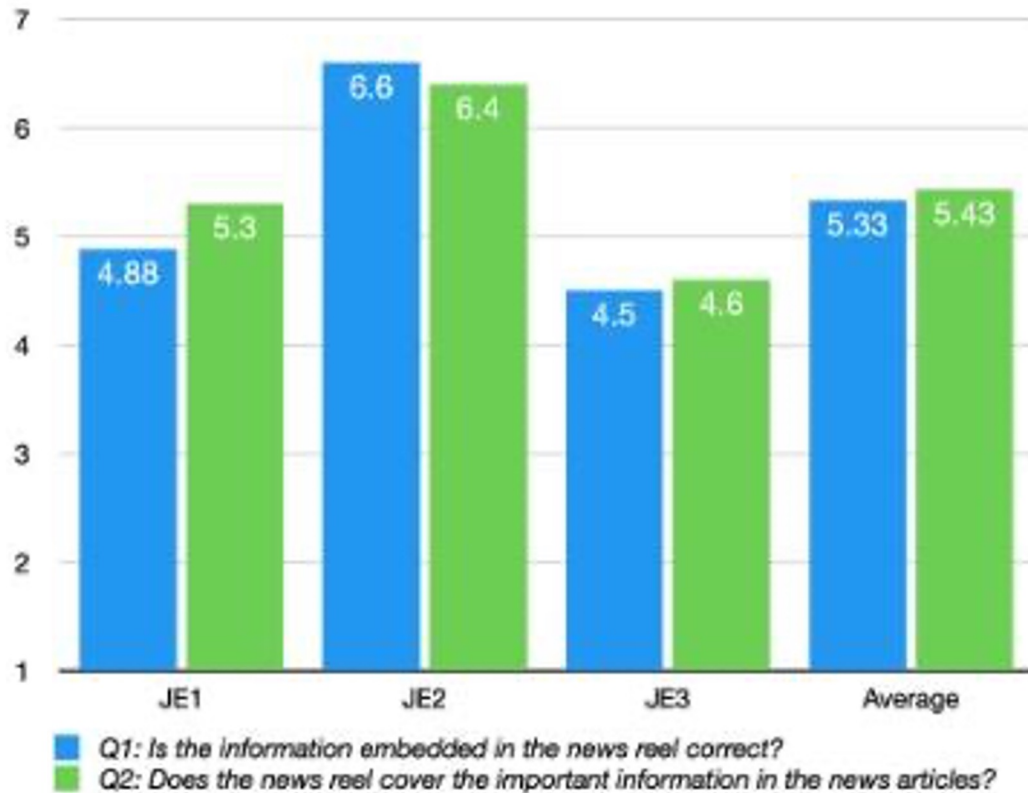


the Biden administration
approved the Willow Oil
project

U. S. Government

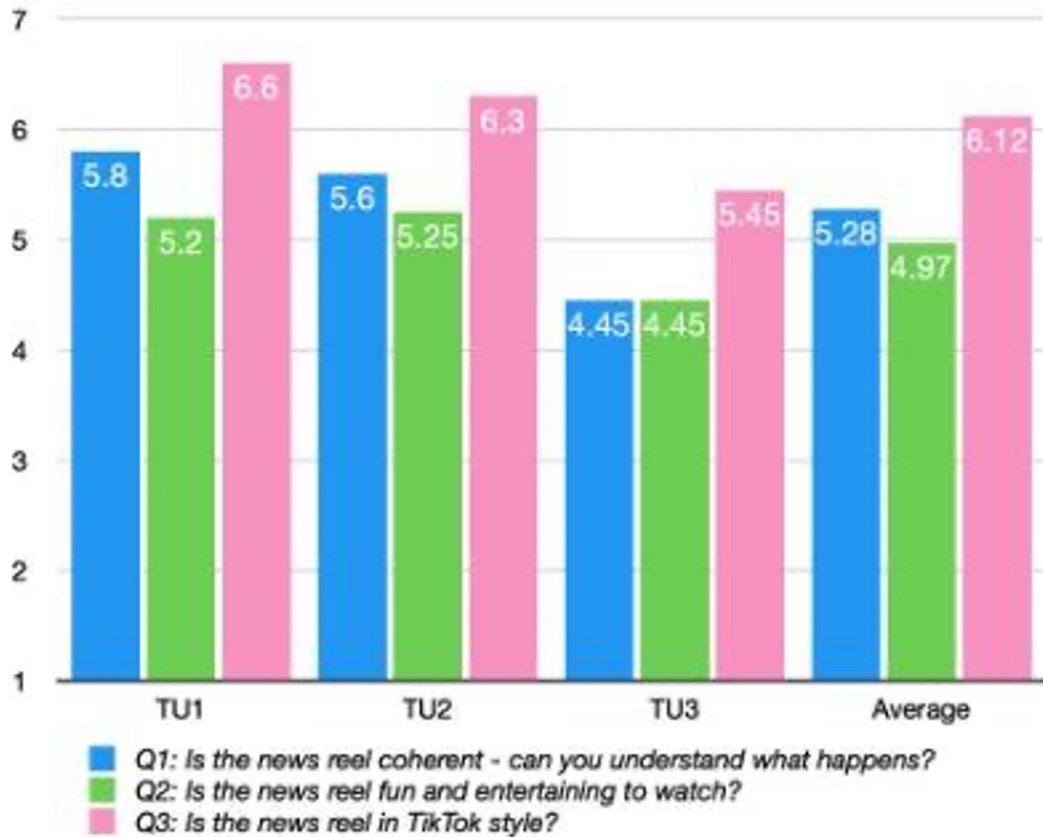
Environmental Groups

Reels had high information quality



- The average accuracy score was 5.3/7
- The average score for correct information focus was 5.4/7.
- The inaccuracies mostly came from the participants interjecting their opinions into the reels.

TikTok power users rated reels very high for coherency, engagement and style.



- Reels scored high for coherency and engagement.
- Reels performed well for **capturing the TikTok style**, (6.12 of 7).

Actual Impact on Users

- Creating in a new paradigm is daunting.
 - Tools help get people over the creative hump.
 - Gives people lots of options to help get “unstuck”
- But that training is still ESSENTIAL to the process.
 - Journalistic integrity and values are still at the heart of the process.
- At the Journalism School career fair, several news outlets were asking for experience creating news reels. Our users could say yes!

News Reels: Turn news into TikTok videos

ReelFramer

0. Enter news article
 Don't lose your credit card. A new one could take months. The global chip shortage is creating supply chain headaches for debit and credit card issuers, particularly credit unions. When Ed Delaney contacted his credit union in early November to get a credit card issued for his wife.

1. Extract news information [Get news info](#)

Where: United States
 Who: Ed Delaney
 He contacted his credit union in early November to get a credit card issued for his wife.
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 He is the CEO of one of the largest producers of tungsten concentrate, a semiconductor component.
 Patrick Penfield
 He is a professor of supply chain practice at Syracuse University.
 Credit Union
 They experienced the full effects of a global semiconductor shortage and had long wait times for issuing credit cards.
 Consumer
 Experienced long wait times for receiving their credit cards and experienced a major inconvenience.

2. Generate and edit script elements

Framing:
 Expository Dialog
 Roleplay Act-out
 Comedic Analogy

[Get script elements](#)

Characters:
 Credit Union and Consumer

Premise:
[Regenerate](#)
 Premise1 Premise2 Premise3

The credit union is like a frantic bartender at a crowded party, struggling to serve drinks to thirsty customers while the keg of microchips runs dry, leaving consumers waiting for their card-infused refreshments.

Setting:
 A Crowded Party at a Bar

Information:
[Regenerate](#)

(Four plot points of the news story)
 The global chip shortage is affecting credit and debit card issuers, causing delays in the issuance of new cards, particularly for credit union members.
 Ed Delaney, a credit union member, experienced a major inconvenience when it took several weeks for his wife's credit card to arrive due to the shortage of microchips.
 Wait times for new cards have increased to around six weeks or

3. Generate and edit scripts [View Script History](#)

[Generate script](#) [Save edited script](#) [Star](#) [See visualization](#)

Script:

Credit Union:
 (frantically) Hey there, what can I get you today?

Consumer:
 Yeah, I'll take a refreshing debit card, please.

Credit Union:
 (nervously) Uh, sure thing... (searches under the counter) Just gimme a sec...

Consumer:
 Is there a problem or something?

Credit Union:
 (panicking) We're a bit low on microchip keg... (whispers) the secret sauce behind our card-infused drinks.

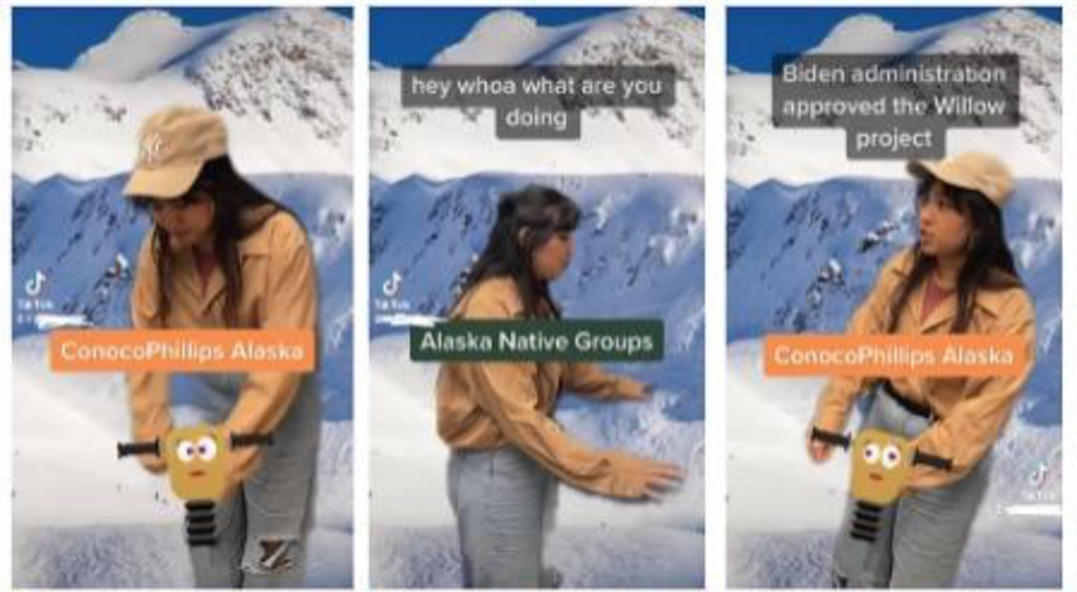
Consumer:
 (rolling their eyes) Great. How long's the wait gonna be?

Credit Union:
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 Six weeks? I've been using cocktail napkins for credit! (sarcastic) Perfect, just perfect.

Credit Union:
 (apologetic) Sorry, we're trying our best. Meanwhile, can I interest you in this vintage checkbook cocktail?

Consumer:



Roleplay characters

Credit Union
 Description: a man who wears a bartender's apron and a bowtie, holding a notepad and pen.
 Props: bartender apron, bowtie, notepad, pen.
 Generate image

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 Description: a woman who wears a denim jacket over a casual dress, accessorized with a fashionable crossbody bag.
 Props: denim jacket, casual dress, crossbody bag, shopping tote bag.
 Generate image

Background

Setting: Retro-themed Bar

Background 1
 Description: Behind the bar counter that looks like it has shelves filled with various liquor bottles and a retro-style cash register.
 Generate image

Background 2
 Description: Standing near the bar that looks like it has vintage bar stools and neon signs along the walls.
 Generate image

ReelFramer Human AI Collaboration

The AI can:

- **Explore** the design space for script creation.
- Providing a good **starting point** for scriptwriting.
- **Inspiring** users in visual design and acting.

The people must:

- **Check facts**
- Decide if a script is **appropriate**.
- **Balance** entertainment vs. information
- Strike an appropriate and natural **tone**.
- Ensure the story is **coherent**.

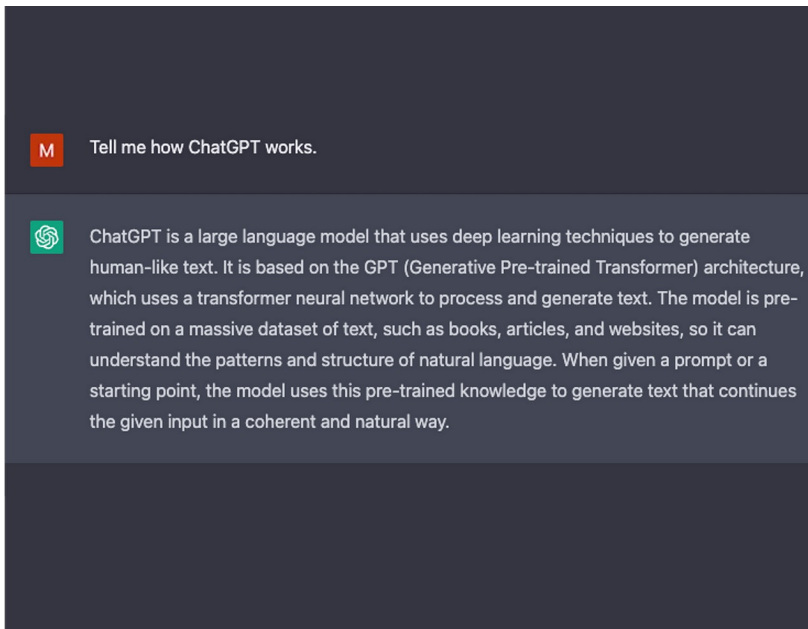
Reaching New Audiences with Gen AI

- News Illustrations
 - Create images for social media
- Science Hooks
 - Motivate science on Twitter
- News Reels
 - Turn news into TikTok videos



Summary

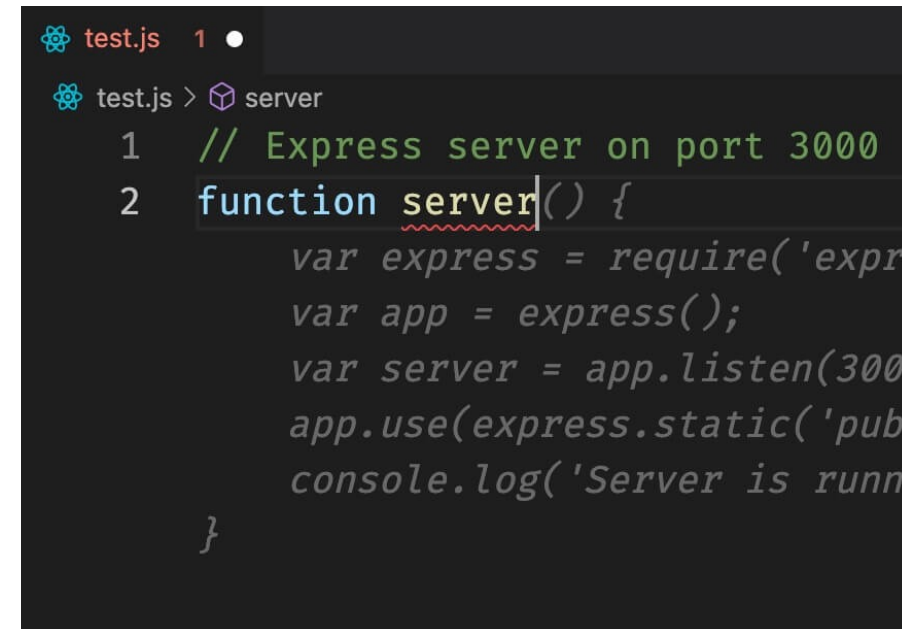
AI seems to be taking over the world



text



images



code

AI is impressive, but far from perfect



- It doesn't know what's true
- It can't evaluate what outputs will resonate with people
- It's answers are pretty basic - summarized from what's already written.
- It can't do fact-based original content
 - No novel scientific research
 - No expert interviews,
 - No investigative research

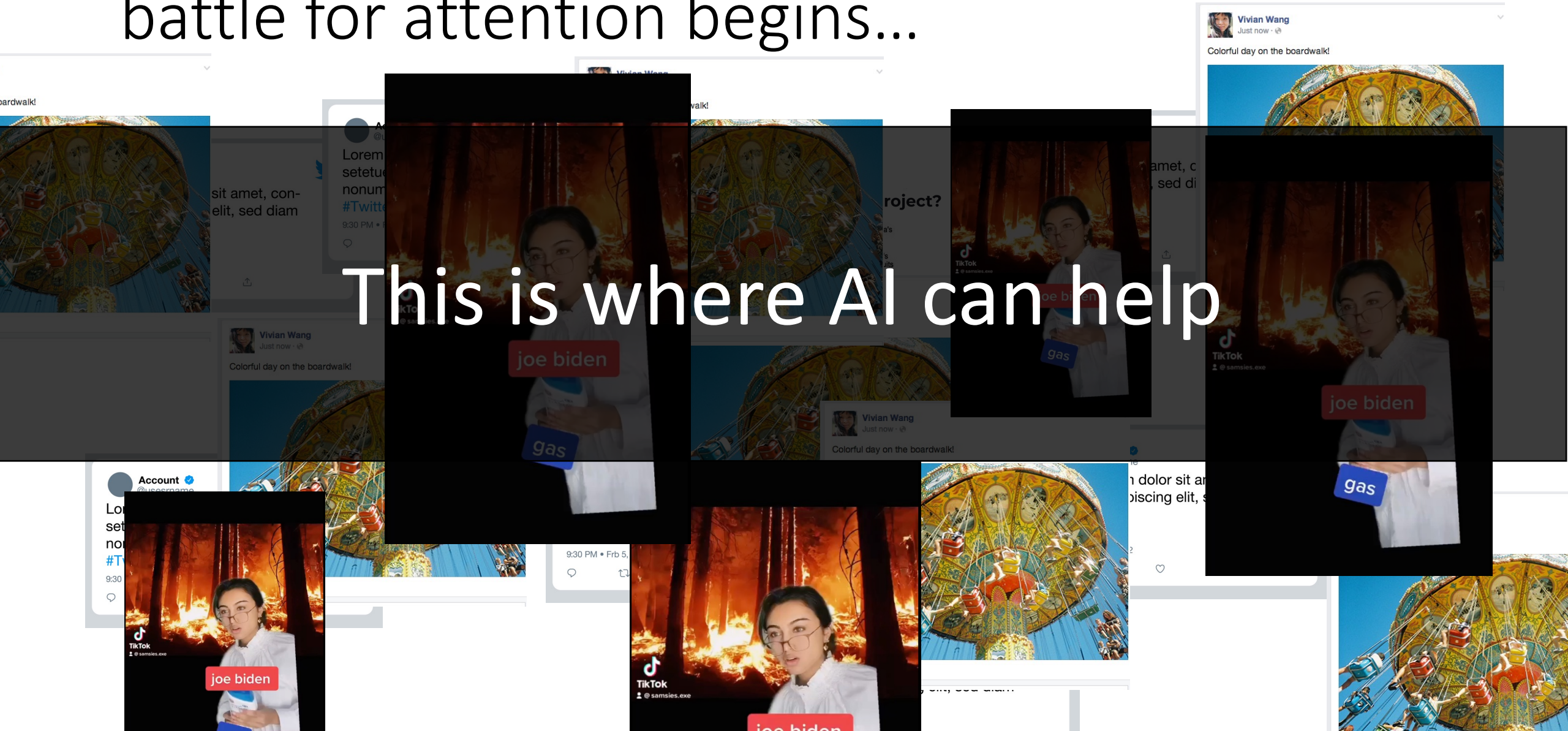
People are highly trained in the skills and values of producing quality content



This can't be replaced

But once you've done original work, the battle for attention begins...

This is where AI can help



Given original content, AI can help *transform* it

What's Next for Alaska's Willow Oil Project?

The Biden administration's approval earlier this week of the largest new oil project in years on Alaska's petroleum-rich North Slope was immediately met by lawsuits seeking to stop the Willow project.

Lawsuits filed by environmental groups and an Alaska Native organization seek to overturn Monday's approval of three drill sites and up to 199 total wells for the ConocoPhillips Alaska project. The lawsuits allege the U.S. government failed to adequately consider alternatives to greenlighting development.

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create news illustrations for
social media

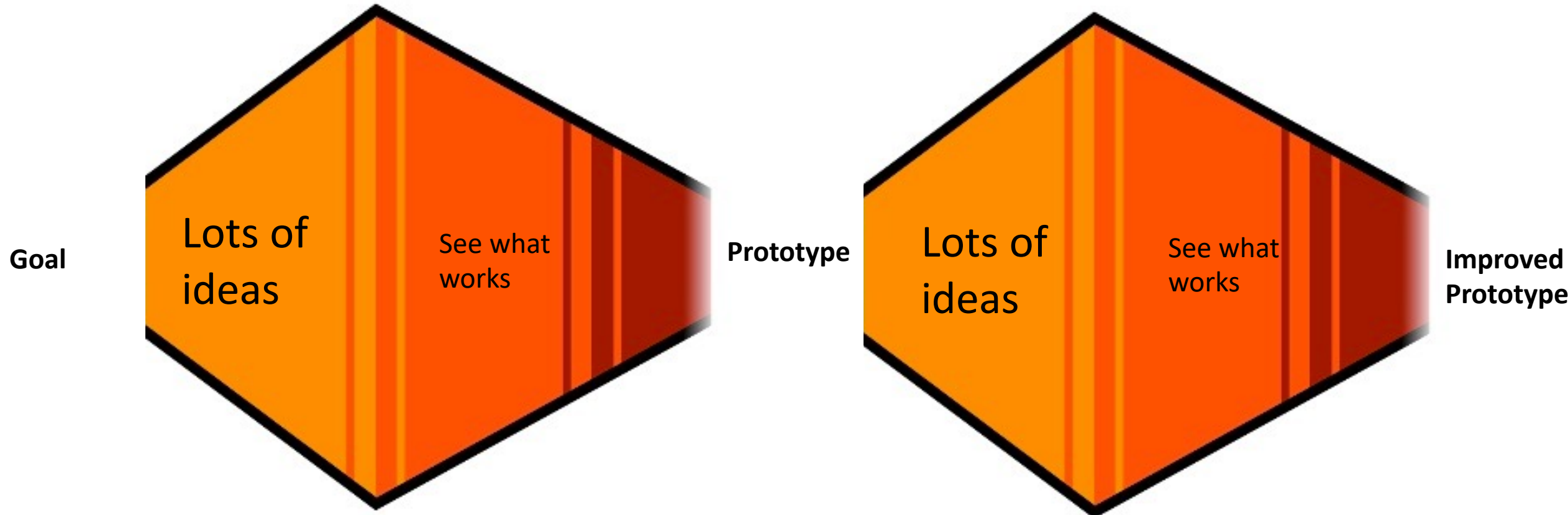
explain science on Twitter

turn a news story into a
TikTok reel

How do we structure human-AI collaboration?



Design requires lots of ideas and prototypes



It's easier for people to recognize a good idea,
than to generate one.

News Illustrations: Create Images for Social Media

Climate change is speeding up sound in the ocean.

Keywords

global warming



marine life



fish whale dolphin



Tones

panic



horror



spider graveyard snake



Styles

photo



b&w photo



Woodcutting



whale dying in a red ocean on fire, photo



Science Hooks: Motivate science on Twitter

Step 1: Please Input the Topic.

Here are 5 everyday examples about that:

1. Connecting to a work office server from home
2. Using a public Wi-Fi connection in a restaurant or cafe
3. Accessing a video streaming service while traveling abroad
4. Keeping your web browsing anonymous and secure
5. Securing data while using a shared or public network

Step 2: Generate Common Experiences.

Please enter your favorite everyday example here.

Thus, the 5 common experiences about that are:

1. Data interception and snooping
2. Malware infection through malicious websites
3. Phishing attempts to steal sensitive information
4. Unauthorized access to computers, networks, data and accounts
5. Unauthorized changes to settings and configurations

Step 3: Generate Personal Anecdotes.

Please enter your favorite common experience here.

Then, here are the 3 personal anecdotes about that:

1. Once, I was using a VPN to access my company documents when a suspicious email suddenly popped up in my inbox. I knew it wasn't associated with work, so I quickly shut down the VPN connection before opening the email.
2. Recently, I was connected to my company's VPN when I noticed strange activity on my browser. It seemed like someone was trying to access my private documents, so I quickly disconnected the VPN and reported the incident to my IT department.
3. While I was connected to my company's VPN, I received an alert that told me there was a phishing attempt on our secure network. As soon as I saw the warning, I immediately disconnected the VPN and notified my colleagues about the potential threat.

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ReelFramer

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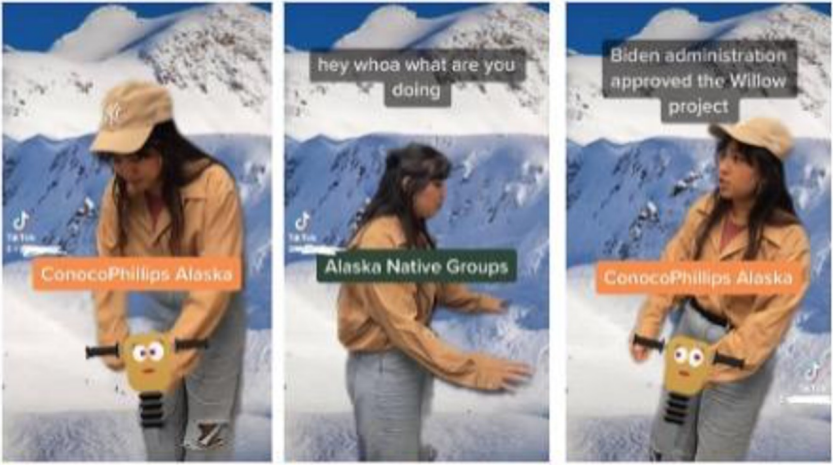
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 Description [Regenerate](#)
 a man who wears a bartender's apron and a bowtie, holding a notepad and pen.
[Generate image](#)

Consumer
 Description [Regenerate](#)
 a woman who wears a denim jacket over a casual dress, accessorized with a fashionable crossbody tote bag.
[Generate image](#)

Background

Setting: Retro-themed Bar

Background 1
 Description [Regenerate](#)
 Behind the bar counter that looks like it has shelves filled with various liquor bottles and a retro-style cash register.
[Generate image](#)

Background 2
 Description [Regenerate](#)
 Standing near the bar that looks like it has vintage bar stools and neon signs along the walls.
[Generate image](#)

Human-AI Collaboration

AI can help:

- **Explore** the design space.
- Provide a good **starting point**.
- Create many **prototypes** quickly.

People must:

- Understand the **context and goal**
- **Pick the direction**
- **Judge** the outputs
- **Iterate** on the direction
- **Ensure a cohesive** output.



Reaching New Audiences with Generative AI



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