

**(970) 372-4940 | TechFramework.com**

## **Artificial Intelligence IN BUSINESS**

- The Impact of AI on News Media: Changing Journalism and Public Information
- AI TOOL FOR BUSINESS: SpotIQ - Simplifying Data Analysis for Everyone
- Will Generative AI Be Worth It for Businesses in 2024?

## **Artificial Intelligence AT HOME**

- Facebook, Instagram, and Threads to Label AI-Generated Images
- AI TOOL FOR HOME: Amazon Launches AI Shopping Assistant 'Rufus'
- AI in Nutrition: Helpful But Not a Complete Solution

## **AI IN BUSINESS: The Impact of AI on News Media: Changing Journalism and Public Information**

The impact of Artificial Intelligence (AI) on journalism is increasingly significant, yet its full implications are still unfolding. Based on interviews with news workers and experts, this article highlights the key ways AI is changing the news industry.

### **Why Newsrooms are Using AI**

- News organizations are turning to AI to keep up with technological advances and market pressures.
- AI is used for tasks like automated transcription and data analysis, but it's not a perfect solution.

### **Challenges with AI in Journalism**

### **The Future of AI in News**

- AI is currently helping rather than replacing journalists, but this might change and affect job security.
- The decisions of news organizations will shape how AI impacts the quality of journalism and public information.

- AI is making news work faster and more efficient, but there are limits. Concerns include the reliability of AI and potential harm to a news organization's reputation.

- Newsrooms increasingly depend on big tech companies for AI technology, raising issues about journalistic independence and bias in AI systems.

- The journey to integrate AI in newsrooms faces challenges like regulation and resistance from news workers.

- AI won't solve all the problems in journalism and will need careful balancing with concerns about copyright and harm.

In summary, AI is reshaping journalism, making it more efficient but also bringing new challenges. The future of AI in news will depend on how newsrooms balance innovation with these emerging issues.

[More on this topic here...](#)



## AI TOOL FOR BUSINESS:

### SpotIQ - Simplifying Data Analysis for Everyone

SpotIQ, a feature of ThoughtSpot, revolutionizes data analysis by making it accessible to all users, regardless of their expertise. This powerful tool uncovers trends, correlations, and outliers in data, providing valuable insights that might otherwise be overlooked.

#### User-Friendly and Intelligent

Designed for both beginners and experienced data analysts, SpotIQ adapts to the user's level of expertise. It offers an intuitive experience for novices while allowing power users to adjust parameters for detailed analysis. The more you interact with SpotIQ, the more it learns and tailors its insights to your needs.

#### Easy Access and Navigation

Accessing SpotIQ is straightforward. If it's visible on your ThoughtSpot dashboard, you're all set. If not, simply request the "Has Spot IQ" privilege from your ThoughtSpot Administrator. Navigate to the SpotIQ tab on the top bar to explore insights from various sources like search results, tables, and data uploads.

SpotIQ stands out as a user-friendly, intelligent tool that transforms

complex data analysis into an accessible and insightful experience for everyone. Whether you're uncovering hidden patterns or exploring data in new ways, SpotIQ makes data analysis a more approachable and enlightening journey.

[Watch Demo...](#)

## AI AT HOME: Facebook, Instagram, and Threads to Label AI-Generated Images

Facebook has announced plans to label AI-generated images on its platforms, including Instagram and Threads, in a move towards greater transparency.

### Key Points:

- Facebook is collaborating with industry partners to create standards for identifying AI-generated content.
- In the coming months, images on Facebook, Instagram, and Threads will be labeled if they are detected as AI-generated.
- Currently, Meta AI-created photorealistic images are labeled as "Imagined with AI" for user awareness.

### Background:

- Facebook has been a leader in AI development and is now focusing on using AI tools responsibly.
- The initiative aims to help users distinguish between human-made and AI-generated content.

**Conclusion:** Facebook's move to label AI-generated images is part of its commitment to responsible AI use. They continue to work on developing standards and tools for better transparency and user understanding of AI content on their platforms.

[More on this topic here...](#)

### Future Developments:

- Facebook is working on tools to detect AI-generated content, even without visible markers.
- They are also exploring ways to make it harder to remove these markers from images.
- The company acknowledges the challenge of identifying all AI-generated content and is pursuing various approaches.

### Content Integrity:

- Facebook uses AI to enforce community standards and detect harmful content.
- They are testing AI models to improve content policy enforcement and reduce hate speech.



## AI TOOL FOR HOME: Amazon Launches AI Shopping Assistant 'Rufus'

Amazon has introduced a new AI assistant named Rufus, designed to make online shopping easier. Here's a quick overview:

### How Rufus Works

- Users can type or speak into the Amazon mobile app to ask Rufus questions about products.
- Rufus can handle conversational queries, like comparing different types of shoes or coffee makers.

### What Rufus Offers

- It uses Amazon's product catalog, customer reviews, and web information to answer questions.
- The aim is to help customers find and discover products that meet their needs more easily.

### Availability

- Rufus is currently being tested with a small group of users in the U.S.
- Amazon plans to roll it out nationwide in the coming weeks.

### Amazon's AI Expansion

- This launch is part of Amazon's broader plan to incorporate AI across its business.
- Amazon is also developing other AI tools for reviewing summaries and helping sellers with listings.

[More on this topic here...](#)

## AI IN BUSINESS: Will Generative AI Be Worth It for Businesses in 2024?

Businesses jumped on the generative AI bandwagon last year, expecting big things. But so far, many are left wondering where the benefits are. Arijit Sengupta, a big name in AI

### Key Points to Remember:

- **2024:** A Critical Year for AI: Businesses are demanding tangible results from their AI investments.
- **ROI Challenge:** The average ROI for AI

development and teaching at Harvard Business School, thinks 2024 is crunch time. He believes businesses now want to see real money from their AI investments.

"2024 is when businesses are really looking for AI to pay off," says Sengupta, who's the CEO of AI app company Aible. He notes that CFOs are eager for AI projects to show real returns, which have been hard to come by. Sengupta mentions a study by IBM that found the average return on AI investments last year was only 5.9%, which is lower than the usual business benchmark of 10%.

According to Sengupta, there's a big gap between what AI promises and what it actually delivers. He thinks we're in an "AI bubble," where the hype doesn't match the reality. Part of the problem, he says, is that companies take too long to get AI up and running. By the time they do, the technology is already behind.

Sengupta argues for a faster approach. "Don't wait for perfect data," he says, suggesting companies should get AI tools working quickly and improve them on the go. This approach means getting technology into users' hands and making adjustments based on their feedback. He also points out that making AI work well requires some tweaks and understanding of the context it's used in. However, marketing often skips over these details, leading to unhappy customers.

As we head deeper into 2024, it's clear that businesses are looking for more than just AI promises. They want results that impact their bottom line. The focus now is on making AI work effectively in the real world, setting realistic expectations, and achieving genuine benefits from this technology.

projects has been below expectations, with many struggling to meet the standard business benchmarks.

- **Reality vs. Hype:**

There's a significant gap between the marketed potential of AI and its actual performance in business settings.

- **The Need for Speed:**

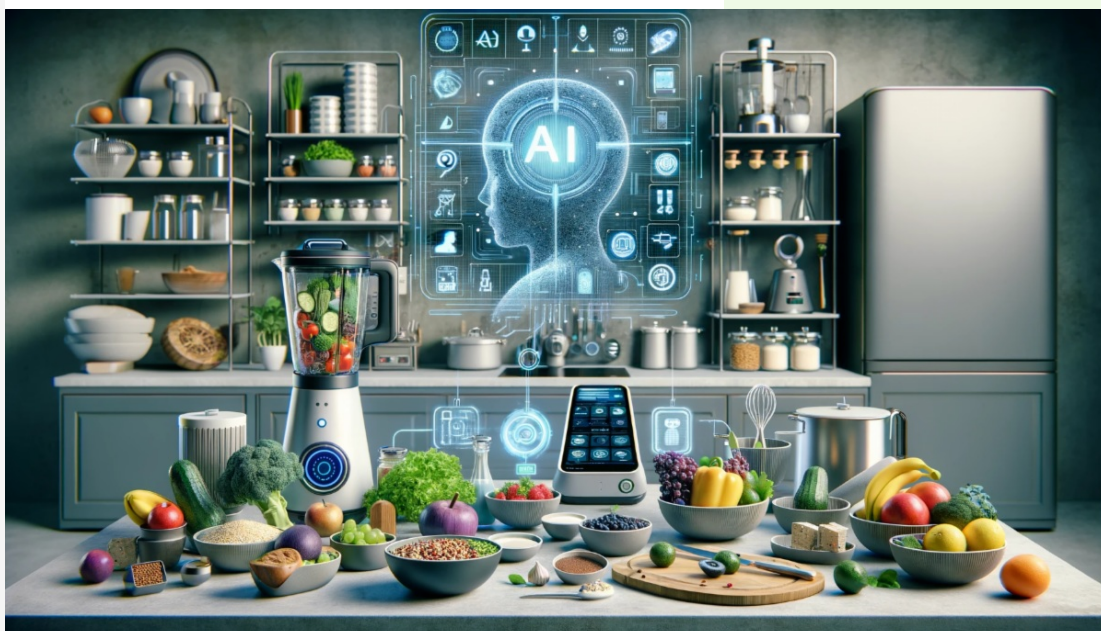
Quick deployment and iteration of AI projects are essential to keep technology relevant and effective.

- **Practical Implementation:**

Successful AI use requires adjustments and understanding specific to each business's context.

- **Customer Satisfaction:**

Marketing needs to align more closely with the real capabilities and requirements of AI to meet customer expectations.



**AI AT HOME: AI in Nutrition: Helpful But Not a**

## Complete Solution

AI apps are stepping into the nutrition world, offering features like calorie tracking from food photos and personalized diet advice.

Examples include HealthifyMe and SnapCalorie A.I. Nutritionist, which promise to make diet management easier. Even high-tech fridges are getting in on the act, suggesting recipes based on what you've got at home.

But experts like dietitian Alexandra Kaplan remind us that AI can't replace human know-how, especially for those with special dietary needs like diabetes or celiac disease.

While AI can help track what we eat more accurately, real-life nutritionists offer personalized advice and motivation that apps just can't match.

Kaplan points out that logging food helps people stick to their goals, whether it's through an app or just taking a photo. But understanding food labels, making healthier food swaps, and getting motivated for long-term diet changes are areas where human experts excel.

In short, AI might be a handy tool for keeping an eye on what you eat, but when it comes to the full picture of nutrition, you still need that human touch.

[More on this topic here...](#)

