

Regional Network Meeting

Generative AI: text-to-image models

Arkam Oğrak / Interact / 7 December 2023

Interact



Co-funded by
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Interreg



AI won't take your job, but **someone who knows how to use AI might.**

anonymous online quote

The hype





Image generated in Midjourney, using the prompt "robot master has human on leash in dystopian future, human crawling, cinematographic style, natural daylight --ar 9:16"

Pessimistic discourse

Talking about AI ends up with dystopian scenarios – we are nowhere close to that point.



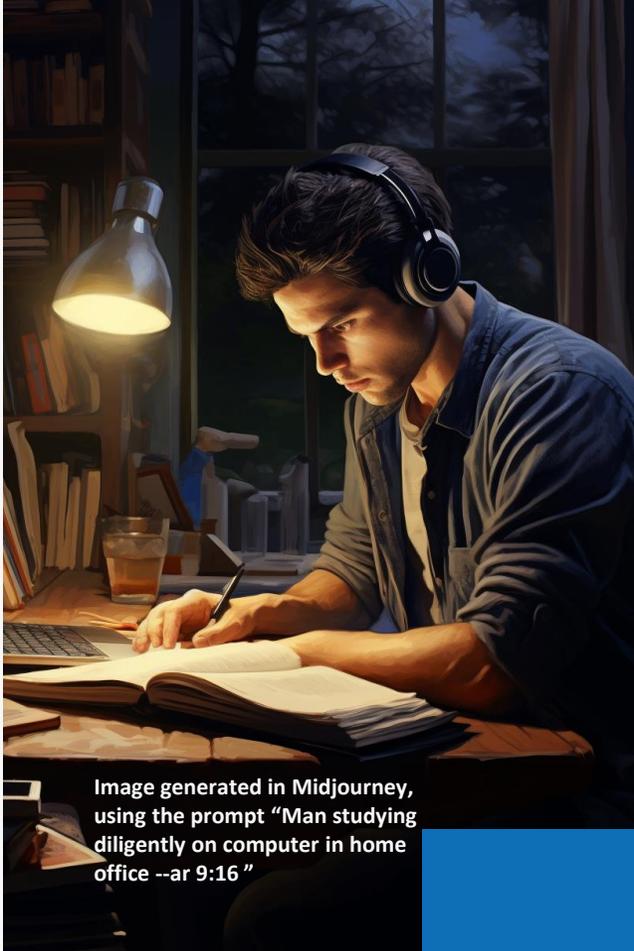


Image generated in Midjourney,
using the prompt "Man studying
diligently on computer in home
office --ar 9:16"

Be realistic be informed

Let's keep our feet on the ground and make use of what is available –we can do so by knowing what the tools can do and how they work



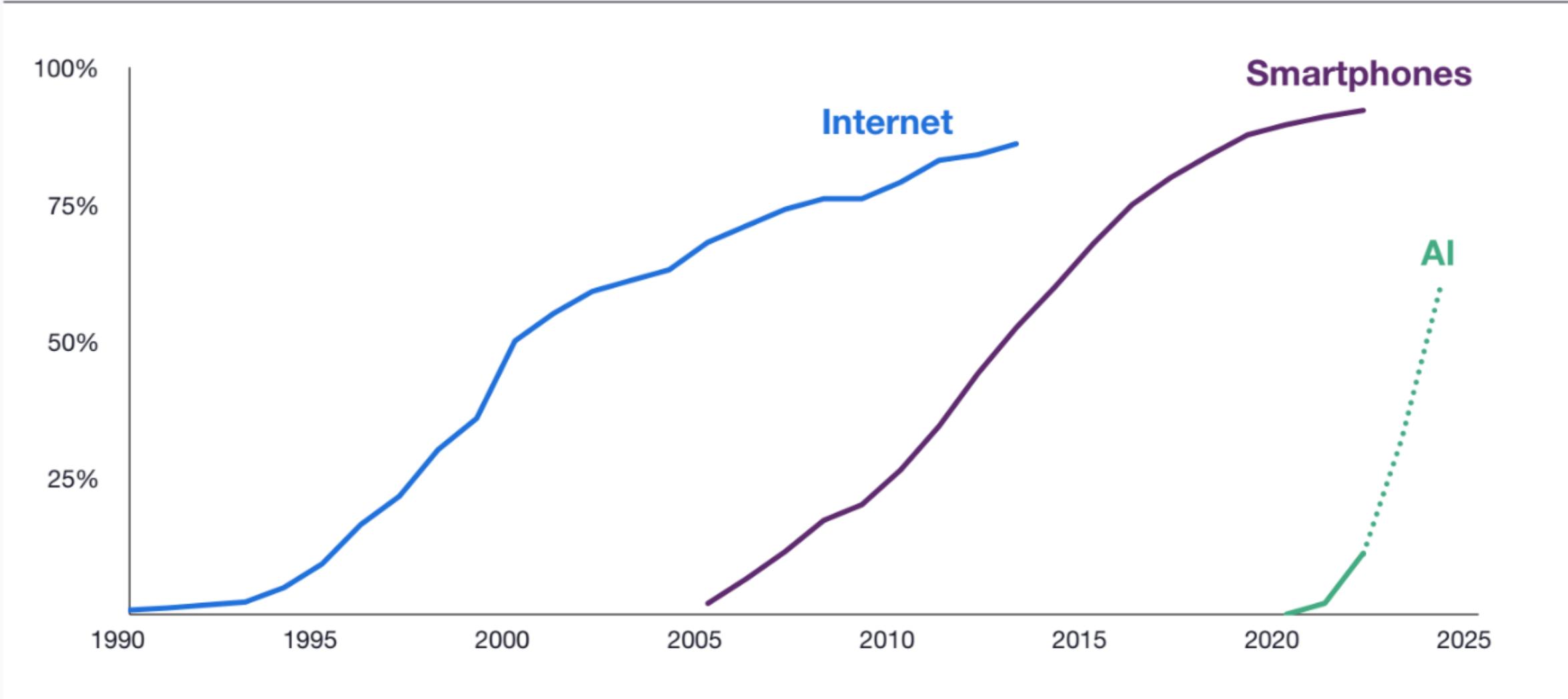
Don't let fear hold you back

There are risks in use of every technology but the future is bright



We're at Day 1 of AI...and riding on top of past waves

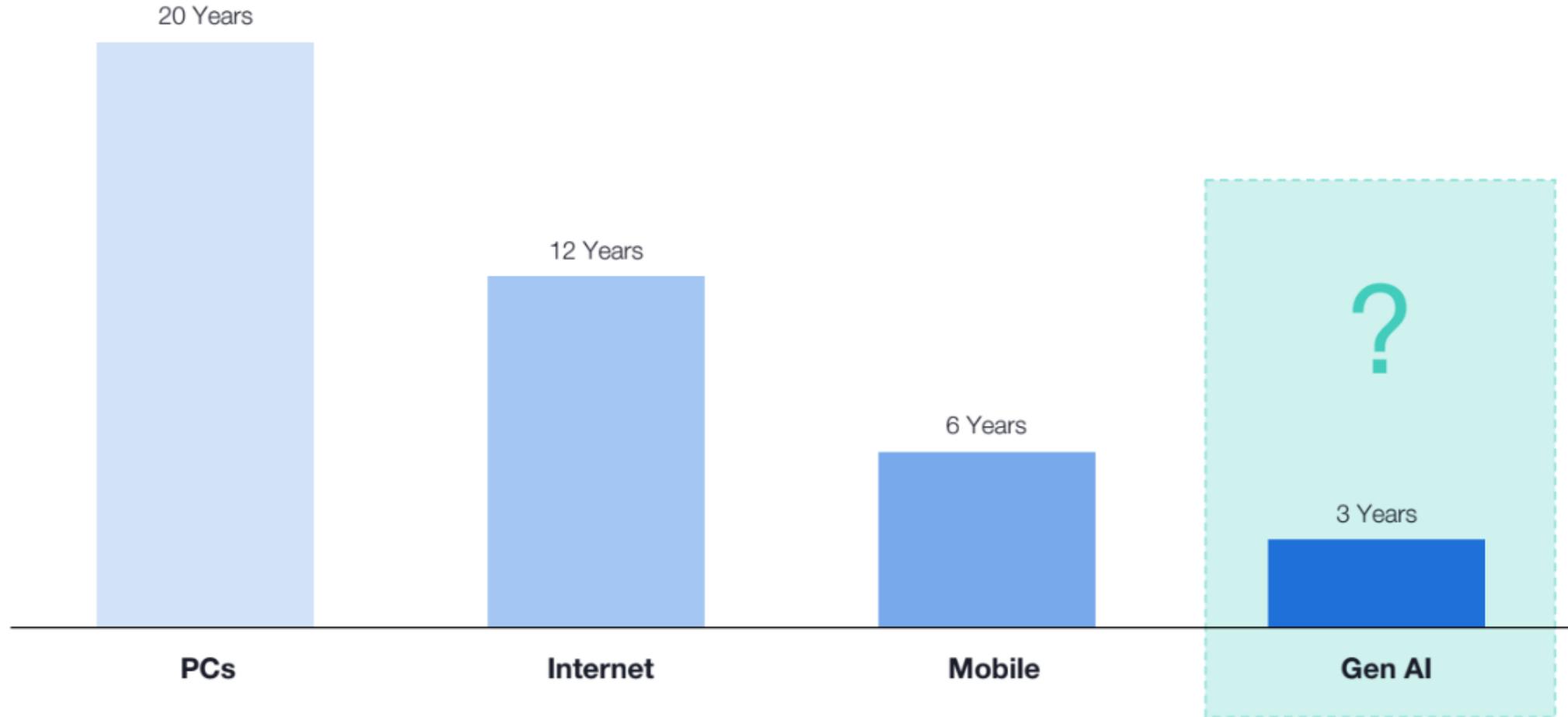
→ % US Technology Adoption



Adoption has been twice as fast with each platform shift

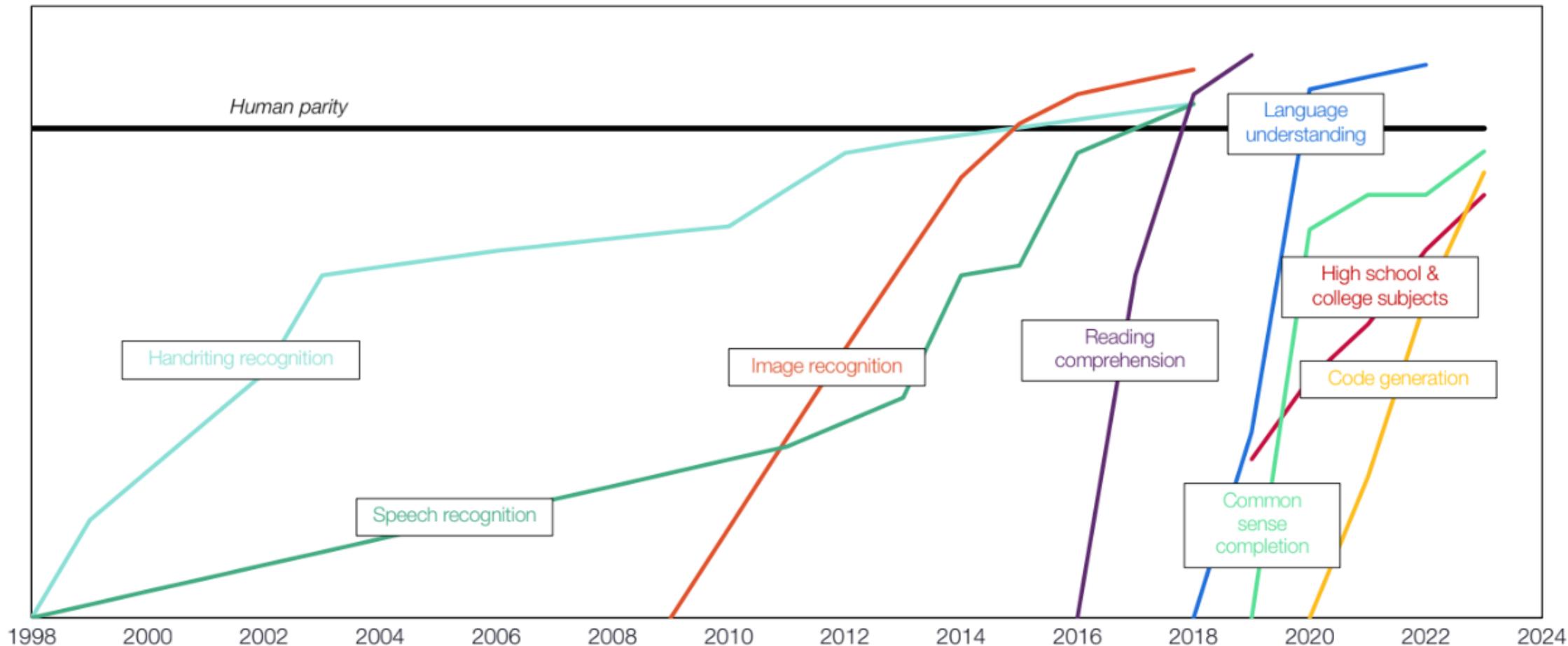
→ **Halving of penetration time with new technology waves**

of years to reach 50% user penetration in the US



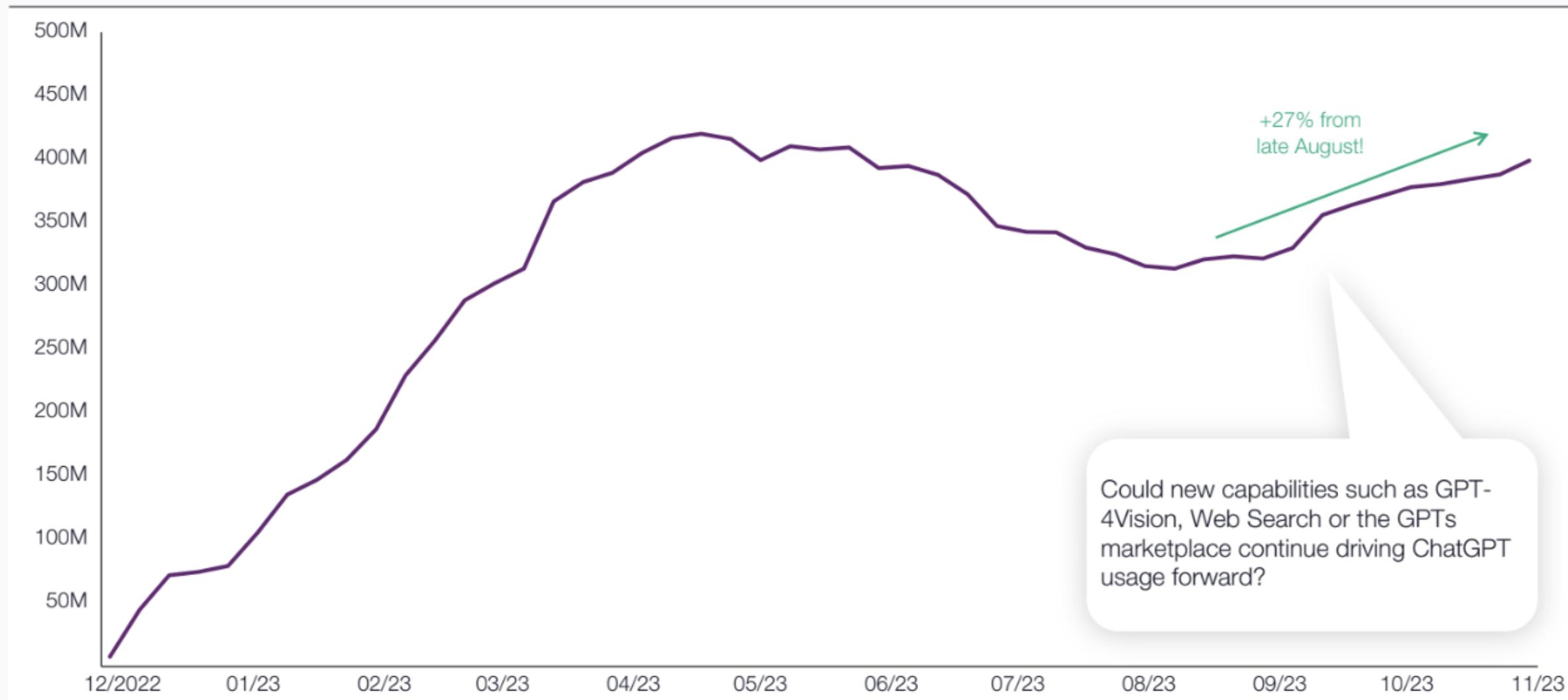
We are optimistic: AI is getting better, faster

→ **Speed for models to reach human level accuracy on benchmarks has decreased**



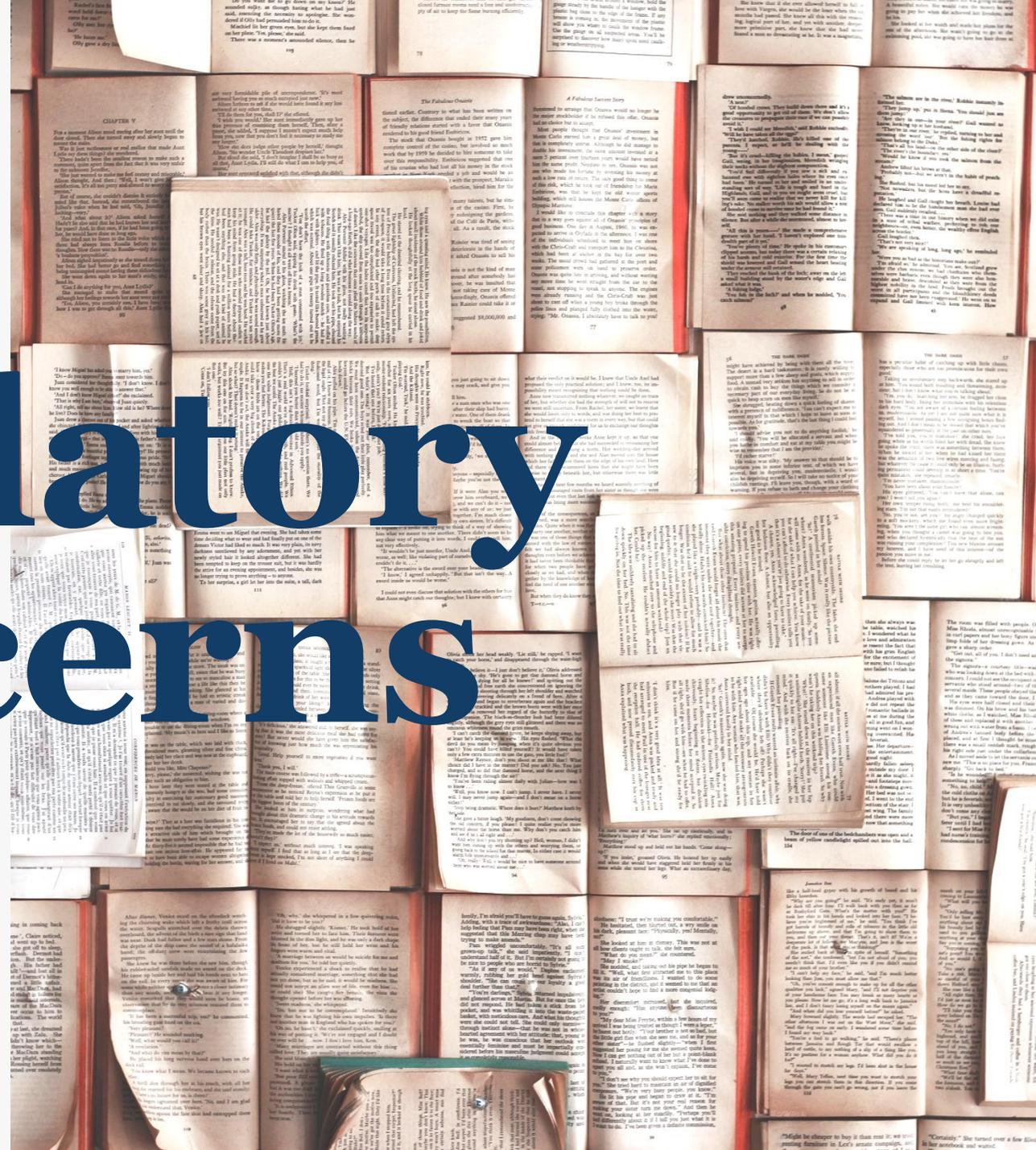
ChatGPT usage has rebounded, new capabilities have shipped

→ ChatGPT weekly web visits worldwide since launch



Could new capabilities such as GPT-4Vision, Web Search or the GPTs marketplace continue driving ChatGPT usage forward?

Regulatory concerns





An unregulated field what to expect?

- It is NOT regulated yet. Expect regulations on privacy, children rights, intellectual property, deep fake,
- Artists claiming their property and name rights
- It may become mandatory to share prompts used for each generation
- Too early to assume many things
- [EU AI Act](#) under preparation



Interreg use cases?



Language tools

Better texts

AI can turn long, unintelligible texts into concise and clear works of art.

Time saving

AI can save you hours of work every week with drafting and summarizing.

Tailored contents

It can also adjust the tone and structure of your work for different purposes.

Visual tools

Visualise your imagination

No more Google Image search ending up in paid stocks. Almost anything you can imagine can be generated with AI tools. You just need to learn how!

Create your own stock

Create your programme photo stock without the need for contracting a photographer

Remedy to privacy concerns

Images of people normally an issue, need explicit permission. AI generated image is good remedy for that!

Text-to-image tools

	Native platform	Third party interface?	Best for
Midjourney	Discord	No	Realistic photos
Dall-E	OpenAI, GPT4	Yes	Natural lang prompts
Stable Diffusion	Local machine	Yes	Art, illustrations
Imagen(beta)	Google	??	??

Also less popular ones: Muse, DreamBooth, Dreamfusion...

Useful links

- Watch the [Interact webinar](#) on AI tools for communication
- <https://openart.ai> for free generations and trying out different models
- Also check out [Nightcafe](#), [PlaygroundAI](#), [LeonardoAI](#)
- [RunwayML](#), powerful website, trend-setting developers
- Video generation tool, [Pika](#). Currently premature, but developing fast
- And of course, [Midjourney](#). Check out the user documentation for self-training

Final tips to wrap up

- Authenticity first! Use genuine visuals from real projects, use AI if none available.
- Research, but don't get lost in details. Try new tools, see what works for you
- Consider the legal & ethical concerns
- Combine different tools
- More Interact services on the way, stay tuned and join the events!