



How will artificial intelligence (AI) impact the future of arts, culture and heritage marketing?



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How are arts, cultural and heritage organisations using AI?

Content creation

San Francisco Ballet Company (SFBC) used the AI tool **Midjourney** to create new branding for their 2022 marketing strategy for the Nutcracker.

With the use of assistive technologies and mixed response in conversation, SFBC's revenue doubled from **31 million USD** in 2021 to **63 million USD** for the year in 2022.

Content Ideation

One of the biggest architecture firms in the UK, **Zaha Hadid architects** are encouraging their architects and designers to use **text-to-image** generators such as Midjourney for initial ideation before re-drafting it in their own design.

Personalisation of experience through data

WICKED The Musical on Broadway partnered with an AI platform called **Broadw.ai** for customer service and ticket sales.

Broadw.ai is a ticketing AI platform, a link to the website is in the resources list at the bottom of this handout.

The travel company **Expedia Group** also partnered with the OpenAI platform, **ChatGPT** which they use as a chatbot, to give people customised information on things to do and see, places to visit and relevant information on their chosen destination.

Museums are looking to explore AI for Visitor forecasting and customer service.

In house are looking to use it to automate their processes, like **Collections classification**.

AI tools and their uses

Natural Language Processing (NLP) Tools:

These tools enable computers to understand and interpret human language, including tasks like text analysis, sentiment analysis, language translation, and chatbot development.

Machine Learning Frameworks

Machine learning frameworks provide libraries and tools for developing and training machine learning models. Examples include TensorFlow, PyTorch, and scikit-learn.

Computer Vision Tools

Computer vision tools specialize in tasks related to image and video analysis. They can be used for object recognition, image classification, facial recognition, and autonomous driving, among other applications. OpenCV and Microsoft Azure Computer Vision are popular examples.

Voice and Speech Recognition Tools

These tools enable the recognition and understanding of spoken language. They power applications such as voice assistants, transcription services, and voice biometrics. Examples include Google Cloud Speech-to-Text, Amazon Transcribe, and Mozilla DeepSpeech.

Data Analytics and Visualization Tools

They help people visualize data, uncover patterns, and generate insights. Popular tools in this category include Tableau, Power BI, and Google Data Studio.

Virtual Agents and Chatbots

These tools employ AI to simulate human conversation and provide automated customer support or assistance. They can be integrated into websites, messaging apps, or voice interfaces. Examples include Dialogflow, IBM Watson Assistant, and Microsoft Bot Framework.

Pitfalls of AI

Data Bias

AI models learn from data, and if the data used for training is biased, the model can inherit those biases. This can lead to unfair or discriminatory outcomes. It's crucial to ensure diverse and representative training data and implement measures to mitigate bias.

Ethical Considerations

AI systems can raise ethical dilemmas and moral considerations. It's crucial to address ethical concerns related to transparency, fairness, accountability, and the potential social impact of AI technologies. Awareness of these pitfalls and proactive measures to address them can help mitigate risks and ensure responsible and effective use of AI technologies.

Lack of Transparency and Interpretability

Some AI models, such as deep neural networks, can be complex and challenging to interpret. Lack of transparency can make it difficult to understand how a model arrives at its decisions or predictions. This can be a concern in critical areas like healthcare and finance where explainability is crucial.

Over Reliance on AI without Human Oversight

AI is a powerful tool, but it should be used with human oversight. Over Reliance on AI systems without proper monitoring or human intervention can lead to errors or unintended consequences. Human judgment and intervention are still necessary to ensure ethical and responsible use of AI. Chat GPT is sometimes wrong, but sounds very confident, even when wrong.

Security and Privacy Risks

AI systems often deal with sensitive data, and if not properly secured, they can be vulnerable to attacks and privacy breaches. It's important to implement robust security measures and adhere to data privacy regulations to protect user information.

Lack of User Understanding or Trust

Users may not fully understand how AI systems work or may have concerns about their use. It's important to educate users about AI capabilities, limitations, and potential impact to build trust and ensure appropriate expectations.

Webinar Discussion

During the webinar we ran a poll, finding that **66% of our attenders** were aware of the use of AI in the workplace. Not surprisingly, language based tools and image based tools were the most popular. Here are some of the ways our attendees reported already using AI in the workplace:

- **OtterAI** and **Rev** for captioning videos.
- Using **Chat GPT** to create social media prompts when stuck for ideas or to proof read.
- **ChatGPT**, or similar tools as a **search engine** to **brainstorm** ideas.
- **ChatGPT** to generate a draft **audience segmentation**.
- Using AI to help write website copy and **funding applications**.

- **Anyword** for story and copywriting ideas.
- **ChatGPT** for **job applications**.
- **Fashion** and **Designs** using **Stable Diffusion**.
- AI to generate **alt-text** for images.

Webinar discussion

We later asked our webinar attendees how they thought **AI** might be used in the **future** within the arts and culture sector. Here are some of their responses:

- My dream is that it remains a **'tool'** that helps us with some of the drier aspects of our jobs, whilst **freeing us** up for more creative thinking.
- I think the **human analysis** and **reflection** on what it creates will hopefully always remain invaluable.
- You can really see how it would hugely **benefit** particularly smaller arts organisations with **small staff teams**.
- My hope is that doesn't mean bigger orgs see it as a way to **cut down on people**.

- I can see AI finally **unlocking** the potential of museum, gallery, archive and library **collections** to **connect** their **catalogues to people** asking questions or exploring topics through Google or even another iteration of Wikipedia, but obviously require those catalogues to be populated with the right data. **On the other side**, I see the tech advancing to the point where we face a massive **dilemma** of **replacing a lot of jobs** in the creative industries, replacing copywriters, artists and designers.
- As an artist, I can absolutely see the **potential** of image generators as a tool to help us think through **ideas** before committing to designs and compositions etc – but I won't touch them until they stop **scraping data without consent**.
- I wonder if it might improve access and **remove barriers** to **participation** in the arts (e.g allowing people to access information on what can be quite opaque industries).

How to keep up to date with AI

AI Tools

Midjourney

<https://www.midjourney.com/>

ChatGPT

<https://openai.com/blog/chatgpt>

Bard

<https://bard.google.com/>

Broadw.ai

<https://www.broadw.ai/>

Extra reading on Broadw.ai

<https://www.theticketingbusiness.com/2019/07/17/new-broadway-ai-platform-helps-wicked-achieve-major-ticket-boost/>

Newsletters

The Algorithm by MIT

<http://forms.technologyreview.com/newsletters/ai-demystified-the-algorithm/>

AI Weekly

<https://aiweekly.co/>

Websites

Theatre Art Life

<https://www.theatreartlife.com/lifestyle/ai-generators-for-language-art-and-design-an-introduction/>

Podcasts

The Marketing AI Show

<https://open.spotify.com/episode/2UG5Gyd3sEb1QEhb5kaevQ?si=nNpgKF0nQF63MhUXM41wbw>

The Guardian - Today in focus

‘Why ‘Godfather of AI Geoffrey Hinton thinks humanity is at crossroads’

<https://open.spotify.com/show/4TB4pnynaiZ6YHoKmyVN0L>

The AI podcast

<https://open.spotify.com/show/4TB4pnynaiZ6YHoKmyVNOL>

Events

Kings College AI Events

<https://www.kcl.ac.uk/ai>

The London AI summit

<https://london.theaisummit.com/welcome>

101 for business owners

https://www.eventbrite.ie/e/ai-101-for-business-owners-tickets-638928080087?aff=ebdssbdestsearch&keep_tld=1

San Francisco Data Summit

<https://www.databricks.com/dataaisummit/>

Extra resources from the webinar

AI generated Pizza Commercial

<https://www.youtube.com/watch?v=qSewd6laj6I>

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