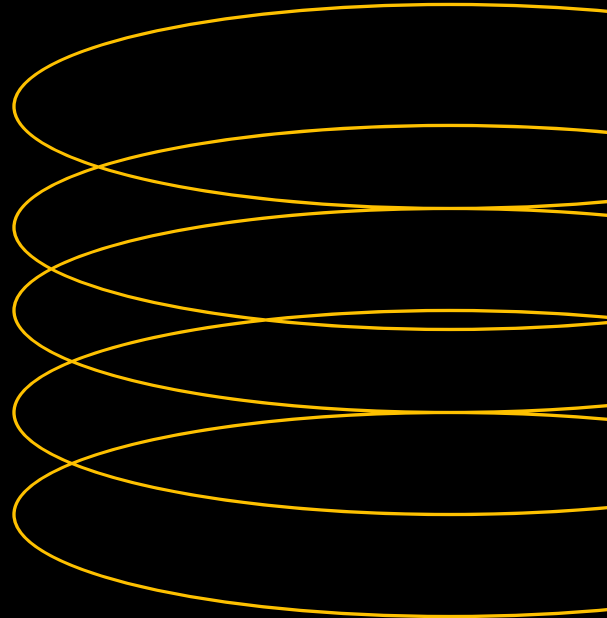# Weighing the Pros and Cons of
AI-Generated Content

Weighing the Pros and Cons of AI-Generated Content

The subject of AI-generated content is currently dominating conversations among content creators and curators. Many are wondering how they can utilize AI content generators like ChatGPT and where to begin. However, before delving into the practical applications of AI-generated content, it is crucial to examine the potential advantages and drawbacks it can have on businesses. This understanding is essential for achieving success in implementing AI-generated content strategies.

In the coming months, we will explore the practical uses of AI content generators and how they can be integrated into communication and creative endeavors. But first, let us provide you with some food for thought to help you determine whether AI-generated content, ideas, or outputs are suitable for your specific needs.
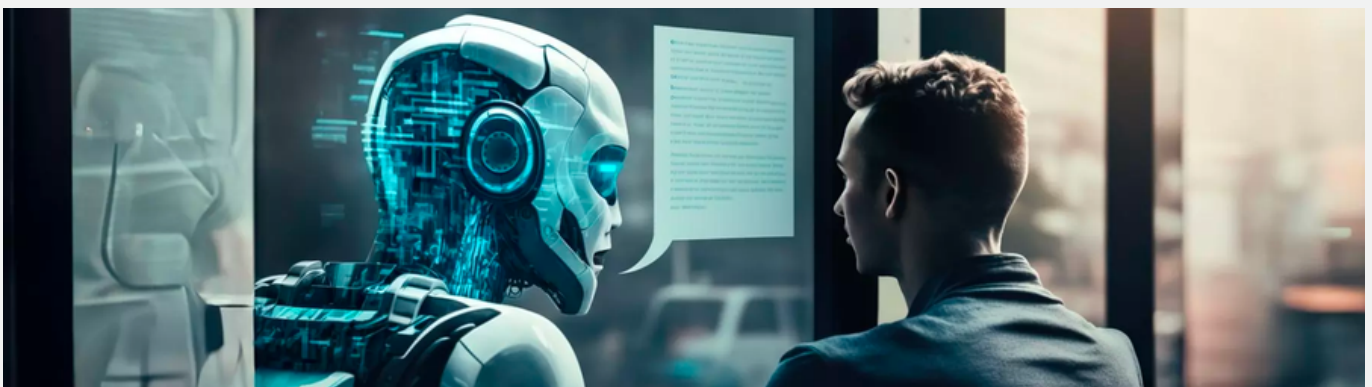
Clarify Your Intentions with AI-Generated Content

Consider whether AI-generated content is the entire solution or just a part of it. Are you seeking ways to enhance your current content curation efforts, or are you attempting to manipulate the SEO system to gain an advantage over your competition?

While the ethical concerns surrounding AI-generated content can generally be addressed by transparently disclosing its usage, the intent behind using such content can significantly impact the outcome. In the past, there have been attempts to manipulate search engine algorithms through tactics like keyword stuffing and bait-and-switch titling, but search engines like Google have developed sophisticated methods to detect and penalize such behavior.

If your goal is to assist content creators in improving their work or to provide a more conversational search experience for users, AI-generated content can be a positive addition to your strategy. However, it is essential to recognize that there are no shortcuts or cheats for long-term success. If you view AI-generated content as a tool that complements your existing workflow, you are likely to reap benefits. Before delving into the question of how to use AI-generated content, it is vital to define why it is needed in the first place.

Assess Efficiency

Content generation is often a challenging task for many clients, and its complexity is frequently underestimated. If you have a significant amount of content to create or find yourself struggling to write about a specific topic, AI content generators can provide you with a starting point to expedite the process.

Depending on the generality of your content requirements, AI-generated content may be suitable for your needs. However, if extensive editing, refining, or addition of specific details is necessary, it may become a time-consuming task for your content creators and curators if the AI solution is not trained to produce the required or desired output.

## Consider Google's Evaluation of AI-Generated Content

Currently, Google emphasizes the importance of content relevancy rather than its method of generation. Google states that it does not care how content is generated as long as it meets a certain quality standard and delivers value to users.

However, it is worth considering whether the evaluation of AI-generated content by Google might change when people start turning to AI platforms like ChatGPT for search results instead of relying solely on Google's search engine. If Google were to devalue AI-generated content in the future, it could have an impact on your search rankings. It is prudent to evaluate the long-term integrity of any strategy before fully relying on it.

Address Authenticity Concerns

Tools such as MIT-IBM's Watson AI and Harvard's Giant Language Model Test Room (GLTR) can help identify whether content is AI-generated. While not all customers may be concerned about the authenticity of content, some may attach value to it.

Research indicates that users often prioritize authenticity across various service offerings. Therefore, employing AI-generated content to populate product pages is likely to pose a low risk. On the other hand, using AI-generated content for blog posts or thought leadership pieces and attributing it to a human writer introduces more ethical ambiguity and a higher level of risk.
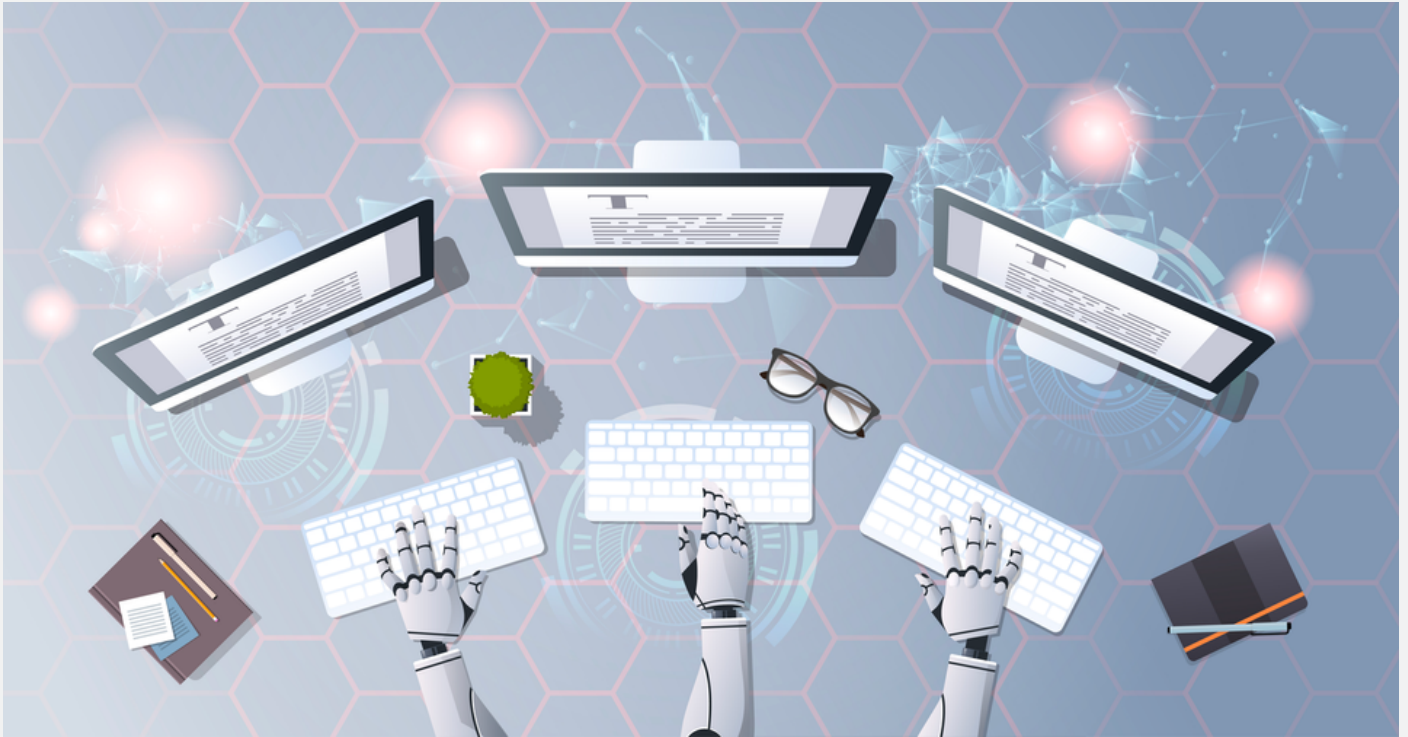
Beware of Bias and Flawed Sourcing

AI solutions like ChatGPT rely on information available on the internet as their source of knowledge. However, this information is not always accurate and can be biased or discriminatory.

Instances such as Google's AI chatbot Sparrow and Facebook's AI Galactica being held back or recalled due to concerns about erroneous information and biased sourcing highlight the potential risks. While editing and thorough research can help shape the narrative, outsourcing content creation runs the risk of starting with an unreliable foundation. Assessing whether the time spent editing and fact-checking AI-generated content is less than the time it would take to create content from scratch can aid in determining the value of the investment.

It is advisable to request the AI generator to provide citations with live links, allowing you to verify the quality and accuracy of the information it draws from.

Consider Your Unique Identity

AI content generation relies on aggregating information from multiple sources and presenting it in a consensus-based format. If you aim to differentiate yourself from others, are you satisfied with the "middle ground" that AI-generated content provides?

Although you can instruct AI content generators to write in a specific style, it is important to assess whether the generated content aligns with the unique voice you have established. Evaluating whether the time spent editing and incorporating your distinctive elements into generic content is a worthwhile trade-off for automated content generation can help you define your investment strategy.

Evaluate Alignment with Conversational Tone

At present, we advocate for content presented in Plain Language, which promotes universal accessibility. Whether you operate a retail establishment or present scientific findings, using universally accessible language aligns with the needs, search patterns, and desired behaviors of the majority of users. Furthermore, it allows you to support users who prefer jargon in complementary ways.

AI-generated content excels in delivering a conversational tone. It is particularly beneficial for organizations with multiple content creators who rigidly adhere to legacy content beliefs. AI-generated content can help overcome challenges posed by long-form or jargon-heavy writers. However, it is crucial to strike a balance and ensure that the content remains accessible to all users.

In conclusion, there are no universally right or wrong answers when it comes to AI-generated content. This decision requires a nuanced evaluation based on your own beliefs, content needs, and a thorough assessment of the risks and rewards involved.

Ultimately, the right decision is the one that aligns with your unique requirements and values. Understanding the potential impact of AI-generated content allows you to comprehensively evaluate its fit within your organization. We are here to help you explore how, when, and where AI-generated content can be effectively utilized for your business.

If there's anything else we can assist you with, please let us know.