Welcome to the OpenAI podcast, the podcast that opens up the world of AI in a quick and concise manner.

Tune in daily to hear the latest news and breakthroughs in the rapidly evolving world of artificial intelligence.

If you've been following the podcast for a while, you'll know that over the last six months I've been working on a stealth AI startup.

Of the hundreds of projects I've covered, this is the one that I believe has the greatest potential, so today I'm excited to announce AIBOX.

AIBOX is a no-code AI app building platform paired with the App Store for AI that lets you monetize your AI tools.

The platform lets you build apps by linking together AI models like chatGPT, mid-journey, and 11Labs.

Eventually, we'll integrate with software like Gmail, Trello, and Salesforce so you can use AI to automate every function in your organization.

To get notified when we launch and be one of the first to build on the platform, you can join the wait list at AIBOX.AI, the link is in the show notes.

We are currently raising a seed round of funding.

If you're an investor that is focused on disruptive tech, I'd love to tell you more about the platform.

You can reach out to me at jaden at AIBOX.AI, I'll leave that email in the show notes.

In an effort to bring greater transparency to AI-generated content, TikTok is introducing a new tool that allows creators to label AI-generated content.

This move comes as part of a wider industry trend, which I think is really emphasizing the need for clarity about the role that AI really plays in content creation.

This new feature is going to serve not only to comply with TikTok's existing policies around synthetic media, but also to provide additional context to viewers who might otherwise find AI-generated content misleading or confusing.

This is why I think it's important.

Actually, I've been calling for essentially the same thing.

A lot of people have been saying, oh my gosh, there's going to be all this AI-generated content, not just text or images, but videos specifically.

This stuff's going to get better, and people are not going to know what's real, what's fake, yada yada.

What I've been saying is I'm just the same way that on social media, you have to do hashtag ad when something's sponsored.

You just want transparency.

The user just wants transparency.

I don't think there's banal AI-generated stuff, because AI-generated stuff's great, and maybe it saves creators and people a ton of time, money, energy, et cetera.

I think it has a lot of pros to it, that it's super, super useful, but just label it, right?

So the same way you say hashtag sponsored or whatever on sponsored content, the user wants transparency, and I think that it's the same thing with AI-generated stuff.

So it looks like TikTok's moving in this direction.

Previously, TikTok had already updated its guidelines to demand the labeling of AI-generated content, deep fakes, all that kind of stuff to help users better understand and contextualize what they're watching.

The policy even allows TikTok to remove any AI-generated realistic images that are not properly disclosed.

So however, this new tool aims to facilitate the labeling of a broader range of AI-generated or heavily AI-edited content.

Now that is super interesting.

Imagine if Instagram did that right, they put labels on influencers posts.

This isn't actually what they look like.

This is heavily AI-edited.

That'd be hilarious.

In any case, probably would it be bad to be honest.

In any case though, available upon video upload, the tool doesn't require creators to retroactively label their past content, right?

So if you had past AI content, you're good to go.

Now I think what's interesting is there is a ton of different TikTok channels.

I've seen where it's like people making deep fakes.

I think there's one it's like deep fake Tom Cruise or something.

All sorts of stuff.

It'd be interesting to see what happens to those channels.

I mean, essentially, I guess they just label it.

People already know for a large part, but they don't have to label their past stuff.

So very interesting.

When activated, the label is actually going to appear below the creator's username, indicating that the video has been identified as AI-generated.

And I think it's worth noting that failing to label AI-generated content, which doesn't fall under the existing synthetic media policy, will not result in penalties for creators.

So TikTok also revealed plans to develop automated detection and labeling of AI-generated content.

This is really interesting.

I mean, even open AI tried to have some sort of AI detection for AI-generated texts.

They failed and they actually shut down the whole program.

But I think this is going to be interesting to see if TikTok is able to pull this off.

Obviously, there's a way to do it.

Just we haven't quite cracked the code on that yet, so to speak, no pun intended.

So while TikTok is not telling us a lot about what's actually going to happen and their citing concerns that disclosing details could help bad actors evade detection, it did confirm that various detection models and partnerships are under assessment.

So actually, I think this is smart.

It's kind of funny, in my opinion, when companies come out and are like, yeah, we're like detected AI by doing X, Y, and Z, and then it's like, okay, sweet, you just gave the blueprint to someone to evade that.

So it really doesn't surprise me that I'm not saying how they're going to do it.

I think this initiative by TikTok aligns with recent moves by a bunch of big platforms, OpenAI, Google, who've also announced AI detection capabilities, although OpenAI, I think kind of failed at that.

Perhaps they're going to try again.

Instagram is reportedly developing a similar feature and the EU is advocating for mandatory AI content labeling as part of its strategy to combat disinformation.

Now, I for one, usually am opposed to like most regulations and that kind of stuff.

I'm sure you'll hear that in my opinions on stuff.

This one, no problem with it.

It's the same as labeling something that's an ad.

I just think that gives you transparency and it just stops you from tricking people.

I guess the idea is not to deceive people.

So I think, yeah, this is a no brainer.

I have no problems with this.

I think this makes a lot of sense.

One significant change accompanying this announcement is the renaming of TikTok's AI-powered effects.

This is interesting because is TikTok going to be accused of calling the kettle black?

They have AI features for doing all sorts of AI effects on you.

So how do they, now that they're like, you got to label it or you're going to get in trouble, we could delete stuff that's not properly labeled.

So the company will now explicitly include AI in the name of the effects that they have to make their nature transparent to users.

This marks a departure from TikTok's previous stance when its bold glamour filter gained some viral status the company did not confirm whether it was powered by AI or AI.

So alongside this updated guidelines will also be issued for effect house creators instructing them to do the same thing.

So in the course of developing these new features, TikTok sought the expertise of its safety advisory councils and industry experts.

I guess they have MIT's Dr. David G. Rand, his research indicated that the term AI generated is widely understood across demographic groups influencing TikTok's decision to use it.

Additionally, the company plans to release educational content aiming to help users better understand the nuances of AI.

I mean, that's whatever I highly doubt their educational content is going to get that viewed.

So it's kind of just like a nice to have.

I think they're saying, you know, they're doing to kind of show that they're, you know, on the right side of everything.

So TikTok's latest updates are part of a broader initiative to be transparent and responsible with AI.

Earlier this year, the platform committed to the partnership on AI responsible practices for synthetic media.

Moreover, it has collaborated with the nonprofit Digital Moment to host discussions about young

people's perspectives on AI advances online.

I think, you know, as these new AI labels start to appear, users might not immediately notice them until the full rollout is complete.

But I think they, you know, they kind of signify like a conscious effort by TikTok to engage in, you know, talking about the ethical considerations around AI and the media.

This is so interesting to me, though, because it's like all of a sudden now that it's labeled AI and it's like, it's artificial intelligence doing it versus, I don't know, like we've been doing like, like, you know, like Facebook's had Facebook filters forever, TikTok's had all sorts of AI filter kind of stuff.

Now that it's kind of getting big and people are like, oh, deepfake, scary, bad, like now we're like going to make the regulations and rules and labeling.

But like, this stuff really has been around for a long time, like Facebook's filters on Messenger, I swear, that's over five years, right, five, 10 years on that stuff.

So anyways, it's interesting, it's interesting that they're making the changes now.

But you know, at the end of the day, I think these, these aren't really that bad and probably labeling AI generated stuff is good in the long run.

If you are looking for an innovative and creative community of people using chatGPT, you need to join our chatGPT creators community.

I'll drop a link in the description to this podcast.

We'd love to see you there where we share tips and tricks of what is working in chatGPT.

It's a lot easier than a podcast as you can see screenshots, you can share and comment on things that are currently working.

So if this sounds interesting to you, check out the link in the comment.

We'd love to have you in the community.

Thanks for joining me on the Open AI podcast.

It would mean the world to me if you would rate this podcast wherever you listen to your podcasts and I'll see you tomorrow.