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AI ACTIVATED

BONUS CONTENT

THE RELEVANCE REPORT

USC ANNENBERG CENTER FOR PUBLIC RELATIONS

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THE RELEVANCE REPORT 2025

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CONVENIENCE CULTURE VS. AUTHENTICITY: AI IS A BLESSING WITH A WARNING LABEL

When I think about the advent of generative AI and my own relationship with it, I cannot deny the fact that its utility is revolutionary. In my experience, that is all it has been. Useful. If I need to write a press release, I can put all the necessary details in an AI chat bot and it will come back with a formatted piece that seemingly seamlessly includes every detail I requested. As a person who is not a fan of the time consumption it takes to properly format a piece of messaging, I'm glad. It's useful.

⇒ That said, I'm highly doubtful of the idea that generative AI will impact every sector to a degree where it will replace the labor of the human brain. I also struggle to believe AI will ever have the capability to understand humans the way humans understand each other. This is because every person lives a unique life under an extremely nuanced context, and the extent of AI's power is to learn and adapt. AI is a perpetual child.

⇒ This is not to say that AI isn't capable of engineering a collective human response. That's a learning-related task, so it is doable. Successful examples of advertising send clear messages that engineer a mass human

response. Fast food advertising is designed to engineer a craving. Political attack ads, despised as they are for their negative tone, still produce the intended disgust response.

⇒ While the reason behind the overestimation of AI's potential has a lot to do with the hyperbolically forward-thinking culture of the tech/innovation industry, we must also consider how the current tech and innovation environment has trained the world to value convenience and speed over authenticity and difference. I can at least partially attribute this prioritization of convenience and speed to the success of companies like Amazon, Uber, Instacart, and Airbnb.

⇒ Each of these companies actively use the convenience provided by their products and services as a vibrant color on their stamp of authenticity. While the quality of material is still and will always be important, the speed at which one gets a product or service they need has become a dominating force in our fast-paced marketplace. The increasingly instant nature of service delivery has created a culture of instant gratification.

⇒ However, an important distinction needs to be addressed.



Rafiq Taylor is a public relations associate at USC's Charlotta Bass Journalism & Justice Lab. His fascination with the art of communication ignited as an undergraduate at Syracuse University. Since then, Rafiq has engaged with media as not only a content shepherd with agency experience, but a content creator as well. During his graduate studies as a Public Relations and Advertising Major at USC, Rafiq was a participant in the ACC Think Tank and wrote his graduate thesis on the depersonalization of art criticism in the age of algorithms.

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⇒ Having convenience incorporated as an element of what makes your organization distinct from its competitors does not serve as a replacement for authenticity, and not even AI can blur that line. When it comes to brain power, AI is the equivalent of a single, impossibly competent person. Like any individual, its frame of reference will be forever limited by the information it can access and its ability to adapt to the task and environment it's guided towards.

⇒ AI can be engineered to make nuanced distinctions, produce insights, and predict outcomes with increasing accuracy, but I'm not certain AI can be taught personal preference. It can emulate it, but it can't make commitments without human intervention, especially because it is designed to constantly learn and adapt.

⇒ What does this mean for the modern marketer? It means that in order to remain competitive, the way organizations use AI needs to be strategic and needs to serve a specific purpose. AI can ease mundane mental labor. AI can traverse language barriers. AI will likely be able to cover every organizational "loose end" in ways

we mere humans haven't even considered yet. But a savvy marketer cannot allow the convenience of this tool to gently drift our actions towards the realm of complacency. This is because for all of the benefits we are seeing now and the benefits to come, the one thing AI cannot fix is a lack of vision. ■

THE ONE THING AI CANNOT FIX IS A LACK OF VISION.

THE CULTURAL CONTEXT IN AI

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I've lived in more countries than states. Growing up around the world, in five countries, I've taught myself to cook a mean Paneer Tikka Masala and downed too many Dutch stroopwafels. I've eaten the most decadent coffee-infused chocolate cake for my 9th and 10th birthdays in Sweden, and I can confidently say that my travels have facilitated my foodie interests. However, as an Indian, if I had to live in all of these countries and stick to their diets, I'd be hanging by a thread. I needed my hot foods- naans and dals and curries; I needed those daily in my diet to thrive. I also needed to hold on to the cultural values my parents instilled in my brother and me. India is known for its collectivist culture, where the neighborhood celebrates festivals together. A sense of community is essential in most Asian countries.

⇒ Now that we are at the brim of an AI outburst, it's important to remember that intercultural dynamics are also peaking. We are all surrounded by people with different cultural values than us. And there's so much beauty in that. Sitting on a picnic table with food and trinkets from around the world sounds like a dream to me. However, With the advent of AI, patterns and language have taken center stage, over nuance and cultural complexities. The LLM is updated only until September 2024. Although it may not seem

like a long time, it is an intentional difference between cultural sensitivity and not, equivalent to a decade in the tech world.

⇒ I conducted an experiment at USC Annenberg's Center for PR where students spoke about their versions of "healthy meals," and most American students put down "Rice and Protein" or various types of salads. Non-American students brought up different curries, noodles, spicy sauces and a plethora of veggies (seaweed, chickpea, and so much more!) that AI has not spotted regarding USC's pantry. The cultural nuances that need to be addressed within the United States have been overlooked, and AI has only been continuing this.

⇒ AI seems to reify everything that should be looked at with a culturally accommodative lens. It treats something abstract as a physical thing. In this case, AI can treat food as an object separate from its historical and material connections. This can be seen in Chatbot responses, where food is presented as always available and abundant and where food choices are made for specific reasons, completely negating the cultural context behind certain food choices.

⇒ This can lead to a way of thinking that views society as made up of "natural laws," where only certain foods are considered



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‘healthy.’ This is a dangerous thing. When the world is a global village, there is a bigger need, especially among policy experts and Governments, to understand the socio-cultural context among their demographics. More importantly, the commodification and reification of food support the instrumentalization of the body and its practices through food, revealing novel ways that the commodity form structures the lives of subjects living under capitalism (1) and homogenous points of view that turn into soft power.

⇒ The intersection of Food and AI has been utilized in a limited fashion outside of agriculture. Apart from AI algorithms being employed (in a restricted way) to analyze large datasets to predict food quality, safety, and shelf life, AI has also been used in dietetics to create nutrition plans and benchmarks for ‘healthy diets’ by governments and refugee camps, counseling homes, and households like yours and mine. This further enhances the effect of reification.

⇒ The National Institute of Health has acknowledged the ‘emotional’ value of food that people are paying more attention to while pursuing the nutritional value of food. Artificial intelligence technology can guide the macro or microstructure in food design, realize the innovation of food flavor and

texture, and achieve the unity of food sensory quality and health attributes. (2)

⇒ Food is part of an intangible cultural heritage that can reflect the values and beliefs of different communities. Currently, AI chatbots and filters don’t bring the emotional quotient needed to incorporate the history and relevance of culture into people’s lifestyles. During my research, I asked Chat GPT for a nutrition plan for an Indian vegetarian living in the United States. The response it gave me was oat milk and chia seeds for breakfast, hummus and pita for lunch, and paneer with rice for dinner.

⇒ Through this, I realized that the only reason why I, as an Indian, would still stick to my dosa for breakfast — dal and rice for lunch — paneer and naan for dinner diet, it is imperative that policy experts and governments practice an inclusive design and cultural intelligence in decision making, which means— People from different cultures and demographics need to have a seat on the table to help create acceptable and culturally appropriate meal plans that will lead to healthier populations in the long run.

⇒ Employing cultural sensitivity in AI’s LLM will enhance innovation, health, and food security. ■

HUMANIZING FESTIVAL PARTNERSHIPS

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In the middle of a dairy farm in the summer of '69: half a million people, rock 'n' roll, chants of 'No War,' and rain — a legacy of the power of music. From igniting anti-war sentiments at Woodstock to sparking global fashion trends at Coachella, music festivals continue to be at the forefront of cultural movements. Brands are aware of music's influence on society, and businesses are yearning for a piece of the pie.

⇒ The intersection of music and culture has been prevalent for decades. Brands across industries have tapped into the benefits of sponsoring a tour, such as Sprite Liquid Mix Tour and the Vans Warped Tour, or McDonald's collaborating with artists like Travis Scott to remain relevant with Gen Z. Now, festivals are integrating AI within music fandom to create a safer and more personalized fan experience. In the music industry, brand partnerships have become increasingly paramount to the brand's business strategies in hopes of resonating with niche markets and opening the doors to new business opportunities.

⇒ No matter the cultural movement your brand is targeting, prioritizing integrated collaborations, keeping fans at the core, and investing in long-term relationships are essential to building an authentic partnership within the music festival industry.

Integrated Collaborations

A study by Forrester surveyed companies worldwide to evaluate the role of partnerships in driving business growth. 76% of companies agreed that partnerships are key to delivering on their revenue goals. As communication practitioners, it is easy to fixate on the buzzwords of the industry — drive engagement, boost brand awareness, and ultimately increase revenue. But, the true return on investment comes with creating a deeply integrated collaboration that offers value to both the artists and the brand.

⇒ At its onset, all it took to have a successful festival partnership was to slap a logo on some promotional material. Now, there are a variety of partnership models from social to experiential activations. It is up to the brand and artists to find the storyline where a brand can become a part of the music, emotions, and humanity associated with the artists.

Fans at the Core

The expanding access and accuracy of data have allowed brands to pin down an impressive list of defined segments about their target audience. Although they are equipped with more information than ever to



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Kevin Lyman is an associate professor of practice in the USC Thornton Music Industry program. Kevin is best known as founder and producer of the Vans Warped Tour, which made its 24th and final cross-country run in 2018. He has been an industry professional for 37 years, and his philosophy has always been to include three things in all events he produces: music, education, and philanthropy.



inform an effective strategy, quarter to quarter, brands are still losing sight of who the social campaigns, guerilla marketing, and partnerships are for — the fans.

⇒ When speaking on the evolution of partnerships within his career, Kevin Lyman, Associate Professor of the USC Thornton Music Industry program and Founder of the Vans Warped Tour, stressed, “You have to spend time talking to people. Speak to the fans as humans versus scraping data on them constantly. You are trying to connect on an emotional response, whether you are bringing back memories or trying to move forward.” Brands can easily fall into the issue of becoming too consumed by the data, forgetting the reason fans attend festivals.

Long-Term Relationships

There is a rise in the use of technology within festival production, from using RFID trackers to help with traffic flow to even AI-driven collaborations like Summer School’s partnership with Microsoft Copilot, which connects fans with artists through personalized AI-generated pen pal letters. However, the music industry continues to be driven by people.

⇒ Brands must understand the concerns of managers, agents, production, and fans. Regardless of brands’ growing desire to enter the festival environment, festival producers and founders want business partners to be just as much fans as those buying tickets. Long-term partners outweigh short-term dollars. Partnerships that withstand time can establish a sense of trust and newfound loyalty within the internal and external sides of the business.

⇒ Whether you are a beverage, automotive, or hotel and resort brand hoping to connect with these distinct relationships people have with music, the partnership is only as influential as the humanness. The challenge is to create a partnership that elevates the highly emotional, inclusive, and communal feelings that music festivals inspire within us. ■

AI REVOLUTIONIZING THE OLYMPIC EXPERIENCE

THE ROLE OF TECHNOLOGY IN MODERN SPORTS

Technology has long been integral to high-level sports operations, from force sensors detecting false starts in track and field to AI-powered cameras determining tennis line calls. The Olympic Games, as a global event, heavily rely on such innovations to ensure fairness and accuracy in competition. As the use of technology continues to grow, a transition toward incorporating artificial intelligence (AI) into the Games appears not only logical but necessary.

The Need for AI in the Olympic Games

The Olympic Games determine the world's best athletes, with victories often decided by fractions of a second or centimeter. Some sports, like artistic gymnastics or figure skating, involve subjective judging, making AI's objectivity and precision highly valuable. The 2024 Paris Olympics highlighted the potential need for AI, with controversial moments such as Noah Lyles' narrow 100m victory and Jordan Chiles' inquiry during the Women's Floor Final. AI's ability to aid in clearer, more accurate decision-making could enhance the fairness of such events.

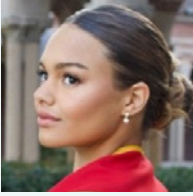
AI's Growing Role in Sports

AI is gaining prominence across various industries, and its potential to revolutionize

sports is enormous. In anticipation of this shift, the International Olympic Committee (IOC) has set a strategic goal to integrate AI effectively across five key areas: improving athletic training, enhancing performance analysis, ensuring judging accuracy, optimizing fan experiences, and improving overall event operations. AI is also transforming how sports are consumed by fans, offering personalized viewing experiences across streaming platforms and television.

Challenges and Risks of AI in the Olympics

While AI holds great promise, it also brings certain risks. AI's principles often conflict with the human-centered values of the Olympics, raising concerns about data privacy, security, accountability, and fairness. There is also the potential for job displacement and negative environmental impacts. To address these concerns, the IOC established an AI Working Group in 2023, bringing together athletes, AI innovators, academics, and other stakeholders to explore AI's benefits and challenges. This group's discussions culminated in the creation of the Olympic AI Agenda, which aims to guide the responsible integration of AI into the Games.



Anicka Delgado is a two-time Olympian, having competed in the 2021 and 2024 Olympics. Currently based in Los Angeles, she is a fifth-year master's student in Public Relations and Advertising at USC.



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The Olympic AI Agenda outlines five focus areas for AI integration:

- 1) Talent Identification and Training:** AI can analyze performance data and physical traits to help identify athletic talent, offering new opportunities to athletes worldwide. It can also personalize training programs to optimize performance and reduce human bias in judging, ensuring fair competition.
- 2) Health and Safety:** AI can play a major role in injury prevention, creating recovery plans, and supporting anti-doping efforts. It can also help detect harassment, including online abuse of athletes during the Games.
- 3) Accessibility and Coaching:** Making AI accessible to athletes, federations, and committees is a priority. AI is already improving coaching through data-driven training plans and is breaking down barriers to adoption across sports.
- 4) Sustainability and Efficiency:** AI has streamlined operations, from transportation logistics to workforce training, enhancing efficiency and sustainability. It also supports eco-friendly venue designs in line with the UN's Sustainable Development Goals.
- 5) Fan Engagement and Viewing Experiences:** AI has revolutionized how fans experience the Olympics, offering real-time stats, personalized content, and interactive experiences. The Paris 2024 Olympics

showcased AI-powered 8K broadcasts that transformed how fans watched sports by slowing down routines in events like gymnastics and diving, making complex performances easier to analyze.

⇒ The integration of AI into the Olympic Games represents a significant shift in how the Games are conducted, enhancing fairness, athlete performance, and fan engagement. By leveraging AI's capabilities across areas like talent identification, personalized training, health and safety, and sustainable event management, the IOC is taking vital steps to ensure that the Games remain at the forefront of innovation. However, this transformation must also be approached with care, addressing the ethical concerns surrounding data privacy, bias, and the potential for job displacement. The Olympic AI Agenda offers a strategic roadmap for managing both the opportunities and challenges AI presents, ensuring that the Olympic Movement remains focused on its core values while embracing the future of sports technology. ■

ONE STEP CLOSER TO IRON MAN: THE AI REVOLUTION IN THE CAR INDUSTRY

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“Wake up, Daddy’s home,” announces Tony Stark as he motions for J.A.R.V.I.S. to activate his workshop. A “Welcome home, sir,” responds as holographic screens light up. It shouldn’t be a stretch to say that anyone who has watched this scene in Iron Man 2 has thought to themselves, “Wouldn’t it be nice to have that?” Well, at the rate that AI is developing, it’s no longer a matter of “if,” but rather “when.”

⇒ At the moment, artificial intelligence won’t be producing any Avengers. However, that doesn’t mean we can’t experience the same feeling Iron Man does. We may not fly through the sky in a Mark III suit, but we certainly zip around in our cars. With how rapidly AI is being incorporated and mastered in the automobile industry, the driver-vehicle dynamic, as we know it, is being completely revolutionized.

⇒ Today, when we imagine AI in automobiles, we instinctively think of self-driving cars thanks to the leaps and bounds that companies like Tesla are making with autonomous vehicles. However, it may relieve some people to know that you don’t have to buy a Model X to get that AI companionship. AI has planted its seeds

all across the automotive industry. Here are some subtle uses of AI in cars today:

- **Lane Departure Warning:** Exactly as it sounds, some cars alert you when they begin to move out of the lane on freeways or city roads unless the turn signal is on in that direction.
- **Lane Assist:** Taking it a step further, vehicles equipped with lane assist monitor the lines and markings on the ground, and will steer themselves back toward the center of the lane if they’re shifting out.
- **Emergency Braking:** Cars with emergency braking systems take into account your speed and distance from a person or object, and will autonomously brake on your behalf when they identify possible collisions that will occur.

⇒ Now, all these features are amazing, but they don’t quite make us feel like Iron Man. In the same way J.A.R.V.I.S. was Tony Stark’s trusty assistant, helping him with his ambitious projects while at the same time throwing in a few sarcastic comments here and there, AI is beginning to act as a wingman to drivers not just behind the wheel, but even before they purchase a vehicle. Here are 3 features that are bringing us closer to that reality:



Van Luu is a third-year undergraduate student at USC Annenberg studying public relations and advertising. While his curiosity and enthusiasm lie mainly in the technology space, he also has a strong interest in the world of global communications, a result of his time at Publicis Groupe's Vietnamese branch.

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- **Adaptive Cruise Control:** The closest thing we'll get to autonomous driving in normal cars. ACC helps drivers maintain a specified speed and distance from other cars. Say you're cruising at 75 mph on the freeway, and you've set your desired distance from the car ahead to be 3 gaps. If any vehicle gets within that gap, your car will slow down to maintain the specified distance all on its own.
 - **Predictive Maintenance:** Your vehicle will send alerts when a specific part may need maintenance soon, allowing you to catch and solve the issue before it spreads to other parts of the car, becoming a bigger, more expensive problem. Hear that? It's the sound of a happy wallet.
 - **AI-Powered Car Configurator:** Porsche has an AI-powered "Recommendation Engine" feature that adds a pinch of flavor to its Car Configurator. You can go in and not only design your desired vehicle but also get advice from the AI on how to make it your perfect car. The recommendations are uniquely tailored to you; influenced by your interests and behavior. Imagine this dialogue:

⇒ "Sir, you may want to consider adding the bespoke leather interior to your design."
⇒ "Why?"
⇒ "Your cousin, Max, who you aren't particularly fond of opted for the regular interior design. Based on past behavior, you seem to gain satisfaction from one-upping him."
⇒ "Get me that leather interior."
⇒ "Right away, sir."
⇒ Of course, currently, the interaction would look more like texts and pictures on a screen, but that dialogue is an approaching reality.
⇒ Sure, the rapid growth of AI in our world today may seem intimidating. Some people hear Artificial Intelligence and think, "Age of Ultron," but the relationship between people and AI will probably look more like that of Iron Man and J.A.R.V.I.S. Instead of an evil being trying to take over the world, AI will be the compadre that is up at midnight throwing around snarky comments while helping you design your dream car. And who knows... Maybe one day soon, that compadre will be helping you design your Iron Man suit. ■

COMBATING FEARS IN THE MIDDLE EASTERN CLASSROOM

Let's get one thing clear: AI is not a dirty word. It's not cheating, it's not plagiarism, and it's definitely not something to be ashamed of using in the classroom. Despite what the skeptics may say, AI is here to help, not hinder, the learning process. In recent years, the integration of Artificial Intelligence into education has sparked both excitement and apprehension. Nowhere is this dichotomy more apparent than in the Middle East, a region at the intersection of rapid technological advancement and deep-rooted cultural traditions. Quddus Pativiada, CEO and founder of ASI, leads a team supported by notable investors like GSV, Character, and Mark Cuban, collaborating with the Ministry of Education to implement AI tutoring at scale across the UAE. After an interview with Pativiada, it's clear that companies like ASI are at the forefront, developing innovative solutions that address common fears while harnessing the transformative power of AI in education.

The Myth of the AI Takeover

The introduction of AI in classrooms often raises concerns revolving around the fear of AI replacing teachers, potentially limiting

students' critical thinking, and producing an over-reliance on technology. Through the incorporation of Personalized Language Models (PLMs), ASI has taken a proactive approach to address these fears. Rather than using Learning Language Models (LLMs), PLMs are designed to augment rather than replace teachers, empowering educators to provide more personalized attention and tailor their teaching methods. By involving teachers in the development and implementation process, ASI ensures that human expertise remains central to the educational experience. Moreover, PLMs are engineered to foster creativity and critical thinking. These AI systems adapt to each student's learning style, presenting challenges that encourage innovative problem-solving and analytical reasoning. The incorporation of open-ended tasks and project-based learning further stimulates original thought and knowledge application, addressing concerns about AI limiting students' cognitive development.

Middle Eastern Integration

The Middle East is at a pivotal moment in educational innovation, presenting a



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unique landscape for the integration of AI in learning environments. Nations within the Gulf Cooperation Council (GCC), such as the United Arab Emirates, are proactively reforming their educational frameworks to align with knowledge-based economies, emphasizing AI as a crucial element in this transformation. With strong governmental support and a young, digitally native population, the region provides the ideal ground for AI-driven educational solutions. Companies like ASI are collaborating closely with the UAE Ministry of Education to develop AI tools tailored to the region's specific linguistic and cultural needs. The Arabic language, with its variety of dialects, requires sophisticated AI models. ASI has risen to this challenge by developing PLMs capable of processing both Modern Standard Arabic and local dialects. This linguistic adaptability ensures that AI educational tools can effectively communicate with students across the Middle East. By incorporating local cultural elements into learning scenarios, ASI is paving the way for AI to become an integral part of Middle Eastern education, with McKinsey estimating AI could add \$150 billion of value to the GCC.

The Future of AI

Looking ahead, the vision for AI in education has transformative potential. In the next 5-10 years, we can expect to see seamless integration of AI in both physical and virtual classrooms, advanced AI tutors capable of natural, multi-modal interactions, and personalized curriculum design that adapts in real-time to student progress and interests. To stay at the forefront of this evolution, ASI is investing heavily in R&D to advance their PLM technology, expanding collaborations with educational institutions and tech companies globally, and developing AI systems with enhanced transparency and cross-cultural adaptability. As we move forward, the key to successful AI integration in Middle Eastern education lies in striking a balance between technological innovation and cultural sensitivity. By addressing fears, leveraging regional opportunities, and continuously adapting to local needs, AI has the potential to revolutionize education in the Middle East, preparing students for a future where human creativity and artificial intelligence work in harmony. ■

AI MUSIC PARTNER: “ANYONE’S IDEAL MUSIC PARTNER”

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I see music as an omnipresent, dynamic storyteller. With the rise of AI in music, it will revolutionize the way we learn and perceive the art form.

⇒ Having studied music for over 13 years, my experience as a student has been anything but ordinary. I had the opportunity to learn Carnatic music, a sub-genre of Indian classical music. Learning a traditional Indian art form required me to follow the Guru-Sishya (teacher-student) system, where I not only attended classes but also assisted my Guru, reflecting the deep mentorship that extends beyond just learning hours.

⇒ I am fortunate to have a guru who is a 9th-generation musician and assisting him made me observe the nuances of the art form. Our system and art form demand perfectionism.

⇒ After such a traditional experience, I recently came across a new partner to learn and practice my music with. The interesting fact, this can be anyone’s partner.

⇒ I worked with AI to see how far it could help me with my practice. For any musician, having a partner to bounce ideas with is a dream come true. I found a website that composes tunes and lyrics based on prompts given by the user.

AI CAN COMPOSE AND
GENERATE AN ENTIRE SONG
FROM A SINGLE PROMPT
BUT IT CANNOT REPLACE
THE CREATIVITY AND
NUANCES OF AN
EXPERIENCED MUSICIAN.



Sowmya Chandrasekaran is a first year graduate student at USC Annenberg studying Public Relations and Advertising. She is a classical vocalist and instrumentalist from Chennai, India.



⇒ For my first trial, I gave a vague prompt asking the tool to generate an Indian classical song. The response was a very poorly made generic song with stereotypical lyrics and a Westernized instrumental background. Since the AI was not built for Indian music, for my next prompt I asked the tool to generate a tune in the major scale. I wanted to see if I could bounce ideas based on the tune generated.

⇒ The results were slightly better. Even if the tune was generic, it was accurate to the prompt. However, when I provided prompts for diverse scales like Mixolydian or Dorian, the music generated did not accurately follow those scales.

⇒ Based on my experimentation I can say that man and machine can create a partnership to learn and grow. These tools would be helpful for any learning musician. As for the creative aspect, that lies in the hands of the artist.

⇒ Yes AI can compose and generate an entire song from a single prompt but it cannot replace the creativity and nuances of an experienced musician. Utilizing the tool for learning and growing could foster the creativity of the musician and boost their learning experience.

⇒ A tangible example of musicians working with AI is Beethoven X. It is a groundbreaking project where classical musicians and musicologists helped to train AI to complete an incomplete symphony of Ludwig Van Beethoven. This process wasn't purely technical it relied heavily on the expertise and efforts of musicians.

⇒ After several pilot tests in 2019, the project was able to tweak and train the AI to complete the incomplete composition. Two years following, in 2021, Beethoven's Symphony 10 premiered at the Telekom Forum in Bonn, Germany.

⇒ This just proves that AI can never replace musicians but only work alongside them. No matter how advanced the technology is, it can never replace the nuances and creativity that only an experienced musician can provide. Especially as a Carnatic musician who has seen how traditions are preserved in the art form, AI can't replicate this particular style. Fostering a healthy partnership between the two can help create a world in which learning music is more accessible and speak your truth. ■

DOES AI HELP MAKE A BETTER MEAL?

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The cutting-edge technology of Artificial Intelligence (AI) combined with the creative minds of chefs across the globe — amateur home cooks, those employed by the greatest restaurateurs, or anyone in between — is among the many new advancements our world has seen.

⇒ AI is revolutionizing the home-cooking industry through online platforms like Dishgen, an AI-powered recipe generator for daily meals. Users can input their desired ingredients, recipe ideas, or dietary preferences, and the advanced algorithm will quickly create a unique recipe. The website promotes sustainable cooking by encouraging users to use ingredients they already have.

⇒ Similarly, SideChef, a step-by-step home cooking app, is an award-winning shoppable recipe platform that has been around since 2013 and recently launched its RecipeGen AI feature. Success using the AI function is dependent on the difficulty of the recipe according to tech news source CNET.

⇒ So how much do we really trust this? AI technology does not have tastebuds after all. Before AI, people were cooking just fine.

⇒ Regardless of how impressive these capabilities of AI might seem and if cooking with ease is a chef's ultimate goal, drawing

from trusted human-generated evidence in cookbooks, TV shows, and original restaurant menus is your best bet.

⇒ For as long as we can remember, cooking has been a practice that brings humans together — especially the notions of sharing ideas, recipes, and meals. These special connections, however, are less frequent, especially among single adults in our contemporary society as people are busier than ever.

⇒ The less time there is to properly prepare nutritious meals there is increasing reliance on restaurants or other prepared food sources. AI in the service industry might just be more useful than in home kitchens, or is there a ceiling on how helpful it can be to this industry as well?

⇒ In the restaurant industry, dining experiences are also being transformed by chatbots, which enhance customer service and improve operational efficiency. For example, McDonald's, was an early adopter of AI, purchasing the company Apprento to first help introduce voice-based AI technology in its business. While McDonald's later sold off its technology business, it recently completed a test run at its drive-thrus using IBM technology.



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AI IS IMPROVING NUMEROUS ASPECTS OF RESTAURANT MANAGEMENT AND THE FOOD INDUSTRY OVERALL.

⇒ From streamlining kitchen operations to personalizing customer interactions, AI is improving numerous aspects of restaurant management and the food industry overall. In the area of food creation, AI can assist chefs in designing innovative recipes. IBM's Chef Watson, an AI system, inspires chefs to create unique dishes by suggesting ingredient combinations that might not usually be considered.

⇒ An article in The Rooster discusses the idea of "fast-casual" being something AI can benefit. In an interview with Michelin Star Chef Duncan Holmes he says, "I think there's a big part of the dining crowd who go out and they enjoy the dining out and the buzz and the energy a restaurant provides, and the human interaction. Even with its faults, I think that still provides this restaurant experience that we all know and love and that we constantly return to." ■

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