Navigating the AI content boom: Risks, investments, and the urgent need for standards

Article

The news: AI-generated content could account for as much as 90% of online information by 2026, per a study by **Europol**.

Why it's worth watching: The deluge in synthetically generated AI content will create challenges in curbing disinformation, as well as accelerate opportunities for human-generated content.

- The sudden uptick of AI usage has led to a wave of competition as well as unprecedented investments.

- Pitchbook says **private equity and VC investors bet $40 billion on AI startups in the first half of 2023.**

  Europol's study was released last year, [months before the surge in usage of generative AI tools](#) like **OpenAI**'s **ChatGPT** and **DALL-E**, as well as **Google Bard**, **Midjourney**, and others.

- **NewsGuard** identified more than 400 unreliable websites operating with little to no human oversight.

- News outlet **CNET** published dozens of articles written by AI. The experiment ended in disaster when stories were found to have multiple glaring errors requiring corrections.

- **Baidu's VidPress AI** tool can generate **TikTok**-like 2-minute videos with synthesized voice-overs using data from multiple sources.

The problem: The surge in AI-generated content has hindered the standardization of labels to differentiate information created with an AI assist from human-generated content.

- The use of AI to replace content creators has resulted in a monumental backlash including the recent Hollywood writers strike, services like **X** and **Reddit** locking down API access, and **The New York Times** looking to [sue OpenAI over copyright infringement](#).

- Regurgitating and repurposing content created by AI results in "[model collapse](#)," which quickly deteriorates the accuracy of future results.

The opportunity: The coming deluge in AI-generated content will put a premium on reliable human-crafted content.

Our take: Stricter content guardrails and proper labeling of AI-generated content should come hand in hand with industry adoption of new technologies—a challenge that falls on AI companies, government regulators, and content providers.

Dive deeper: For more on how generative AI is changing content, read our report on **ChatGPT and Generative AI in the Creator Economy**

Overall Adoption of AI Tools at Their Company According to US Customer Service and Sales Professionals, by Company Size, May 2023

% of respondents

	<50	51-100	101-1,000	>1,000
We're very skeptical of AI tools	31%	15%	21%	22%
We'll only use AI tools if it is an industry standard	18%	18%	25%	23%
We're still understanding what types of AI tools exist	34%	43%	30%	32%
We're very aware of AI tools and will consider using them	13%	20%	16%	20%
We're always the first to try new AI tools even if they aren't perfect	5%	4%	8%	4%

Note: numbers may not add up to 100% due to rounding
Source: Dialpad, "2023 Dialpad The State of AI at Work Report," July 26, 2023

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