# ARTIFILICAL INTELLIGENCE IS

*PROCESS BOOK BY CALE MOOTH*

**EXPERIENCE DESIGN • DATA VISUALIZATION**

This project was designed to help viewers understand the human perception of AI so that we may better understand the impacts of advanced technology on the human race. Data was sourced from the Twitter API and then analyzed.

**AUDIENCE & CONTEXT**
This analog experience targets workers in the tech industry forcing them to call into question the powerful & dangerous outcomes of AI.

CM

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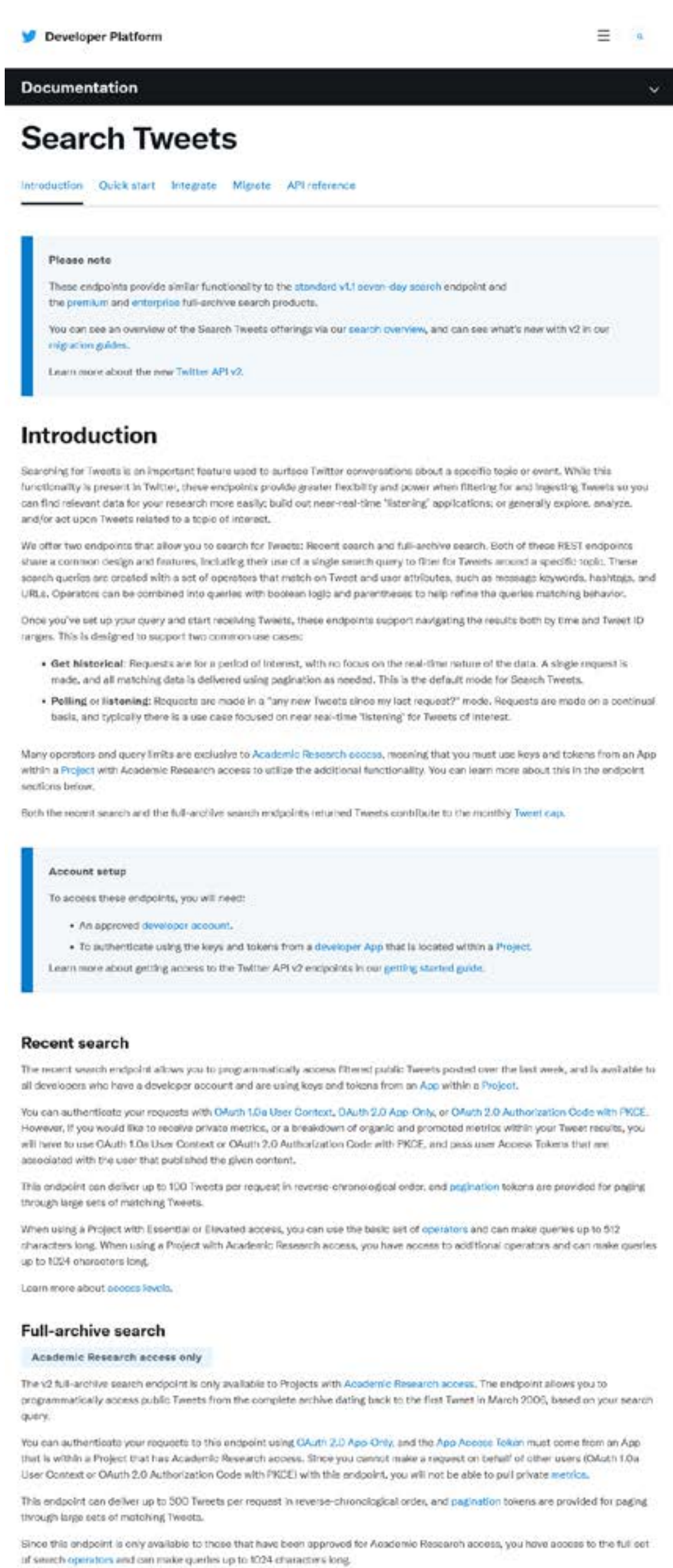# SOURCING DATA

Understand the human perception of AI so that we may better understand the impacts of advanced technology on the human race.

```php
<?php
require "vendor/autoload.php";

use Abraham\TwitterOAuth\TwitterOAuth;

$access_token = '0000';
$access_token_secret = '0000';
$connection = new TwitterOAuth('0000', '0000', $access_token, $access_token_secret);
$content = $connection->get("account/verify_credentials");
$connection->setApiVersion('2');

// With 'next' token
$response = $connection->get('tweets/search/recent', ['query' => '"artificial intelligence is"', 'start_
time' => '2022-01-26T08:00:00.000Z', 'max_results' => 100, 'tweet.fields' => 'created_at,attachments,au-
thor_id', 'expansions' => 'author_id,attachments.media_keys', 'media.fields' => 'url', 'user.fields' =>
'id,name,username', 'next_token' => 'b26v89c19zqg8o3fpe47nandpkrtrltiuwwlswq4zb9ml']);

$fulljson = json_encode($response, JSON_PRETTY_PRINT);
echo $fulljson;

$json = json_decode($fulljson, true);

$pattern = '/[\n\r].*Artificial Intelligence is\s*([^\n\r]*)/';

$aiarray = [];
foreach($json['data'] as $item) {
    echo "Item: ";

    if (preg_match('/Artificial Intelligence is(.*)/', $item['text'], $matches)) {
        $aiarray[] = $matches[0];
    }

    if (preg_match('/Artificial Intelligence Is(.*)/', $item['text'], $matches)) {
        $aiarray[] = $matches[0];
    }

    if (preg_match('/Artificial intelligence is(.*)/', $item['text'], $matches)) {
        $aiarray[] = $matches[0];
    }

    if (preg_match('/artificial intelligence is(.*)/', $item['text'], $matches)) {
        $aiarray[] = $matches[0];
    }
}

$compiledtweets = json_encode($aiarray, JSON_PRETTY_PRINT);
echo $compiledtweets;

// Save full output to individual files
$now = date("Y-m-d-H:i:s");
$file = file_put_contents(__DIR__ . '/Output/'.$now.'.json', $fulljson);
$myfile = file_put_contents(__DIR__ . '/Output/all-tweets.txt', $compiledtweets.PHP_EOL , FILE_APPEND);

?>
```

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# 1,000 Tweets

# *ANALYZING DATA*

Artificial intelligence is onto something here
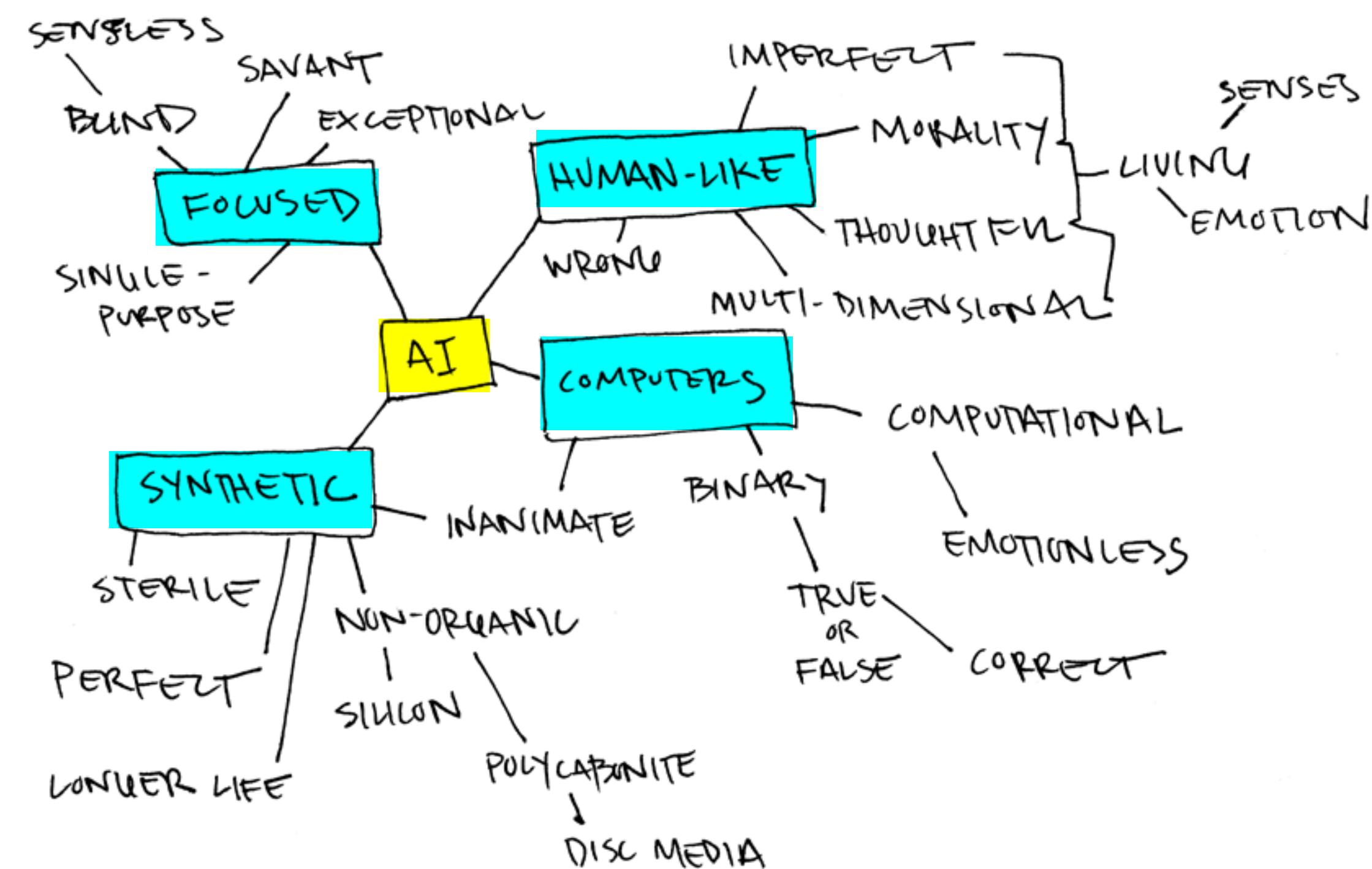
Artificial intelligence is taking over

Artificial intelligence is able to make art

Artificial Intelligence is more Dangerous Than Nukes

Definition / Humanity

Optimism / life changing

Unavoidable / here to stay

War

Pessimists

Business / industry

Crypto

Creativity

**Definition / Humanity**

Artificial Intelligence is the same as A Cyborg,.

Artificial Intelligence is attached to a body using the human body as host?,

artificial intelligence is developing algorithms,

**Optimism / life changing**

Artificial Intelligence is my inner beast,

Artificial Intelligence is Experience.,

Artificial intelligence is the future.,

Artificial intelligence is Self-Organizing and Self Assembling\" ^,

Artificial Intelligence is Real.. https:\/\/t.co\/ FFEFPqj2rY,

Artificial Intelligence is strong with this BOT.,

Artificial intelligence is thriving\u201 4and\u2026,

artificial intelligence is currently immune to trolling \u083d\ude14,

**Unavoidable / here to stay**

Artificial intelligence is here for a stay. It's either a cooperate with it or u lose. #AI https:\/\/t.co\/1Bm V2pON,

artificial intelligence is everywhere today indeed it has come a long way\u2026,

Artificial Intelligence is inevitable!,

Artificial intelligence is here, Artificial Intelligence is on the rise. ,

Artificial Intelligence is Already Changing Our World\ https:\/\/t.co\/1b KA8hHC5\",

artificial intelligence is entering into the world, more and more emotional intelligence must enter into leadership. Amit Ray,

artificial intelligence is better than no intelligence at all.,

artificial intelligence is used.,

artificial intelligence is thriving - and human culture is dying\u201d ,

Artificial intelligence is high rise. We must make sure real humans \u2014 but still changing most occupations, @workofit\nu2026,

**War**

Artificial Intelligence is being taught to fly warplanes. Can thelu00a0technolog y be trusted?\u2018,

Artificial intelligence is driving a worldwide arms race. In 2020, global spending for military A.I. was estimated to exceed\u2026,

**Pessimists**

artificial intelligence is hooking you to google credit score,.

Artificial intelligence is growing rapidly faster than any humans in history due\u2026 control destroy life. https:\/\/t.co\/dmyo89 59OL,

Artificial intelligence is often a dull normal,

Artificial intelligence is rapidly taking over our lives every day. ,

Artificial intelligence is no match for natural stupidity. ##eva,

Artificial Intelligence is as powerful as it is dangerous. ,

Artificial intelligence is enough to make one believe in God,

Artificial intelligence is making the world think 1 thing when it's the complete opposite. They who know & see through it all & even see what,

Artificial Intelligence is Missing

Artificial intelligence is rapidly taking over our lives. And investing in corporate IT expenses to grading #ArtificialIntelligenc e #Chatbots #DataAnalytics\u2026,

Artificial intelligence is not globally regulated - CBS News https:\/\/t.co\/rVY2 0o6US4,

Artificial intelligence is as powerful as it is dangerous. ,

artificial intelligence is not real smart. https:\/\/t.co\/ TUo1qRnlnv,

Artificial intelligence is demonic in God,

Artificial intelligence is taking over,

Artificial Intelligence is a misnomer. ,

Artificial intelligence is really artificial ,

Artificial intelligence is \u201creating a world without choices\u2018 MSNBC

Artificial Intelligence is largely bullshit.,

Artificial intelligence is Faking Task, Via https:\/\/t.co\/B4uf https:\/\/t.co\/r2 QwqvNr,

Artificial Intelligence is just that Artificial!,

Artificial Intelligence is INSANE,

artificial intelligence is getting vertical on 5 - curve but about to plateau in some lower level? We could be at that point now or in 20 years.,

**Business / industry**

Artificial intelligence is Changing business - Social Media Explorer https:\/\/t.co\/6hVM57i #socialmediamanager #socialmediatips #speakers,

artificial intelligence is posed to reshape medicine - https:\/\/t.co\/rVc5 CEpLUkz,

Artificial Intelligence is used to both navigate through traffic as well as steer, brake, and accelerate all by itself.,

Artificial intelligence is predicting the value of my company next I see to be the best way forward for your #business and to a posed to gain long term positive momentum..SEO #Finance #cryptocurrency #crypto ,

Artificial Intelligence is improving the Healthcare Experience #HealthCare #artificialintelligence #Health u%u2026,

Artificial Intelligence is Building The Future of #Marketing Future \u00 26 Now!,

Artificial intelligence is going to be at the forefront of the auto industry,,

Artificial Intelligence is transforming Business,

Artificial intelligence is able to make art of this caliber \u083e\udc67 our lives w\u2026,

Artificial intelligence is Radically Transforming Creativity in Business https:\/\/t.co\/GA5H WiWFD,

Artificial Intelligence is Elevating Customer Experience https:\/\/t.co\/e8gtrC j6BFq,

Artificial intelligence is changing the Healthcare Customer Experience https:\/\/t.co\/n4eaa5\u2026,

Artificial Intelligence is Used in Banks,

**Crypto**

Artificial Intelligence is the future of Crypto trading\ud83d\ud d16,

**Creativity**

Artificial intelligence is creating smart contracts?. Will it be possible for #AI to take over #cryptocurrency? \ud83d\udc4c!\u2026,

Artificial intelligence is changing drug discovery - YouTube #ArtificialIntelligenc e #Industry40 #artforgood https:\/\/t.co\u2026,

Artificial Intelligence is becoming an increasingly skilled artist.,

# CATEGORIES OF DISCOURSE



Definition of AI

AI as savior of and natural progression of humanity

Normalization of AI

AI + War

AI as feature of dystopia

AI as big business
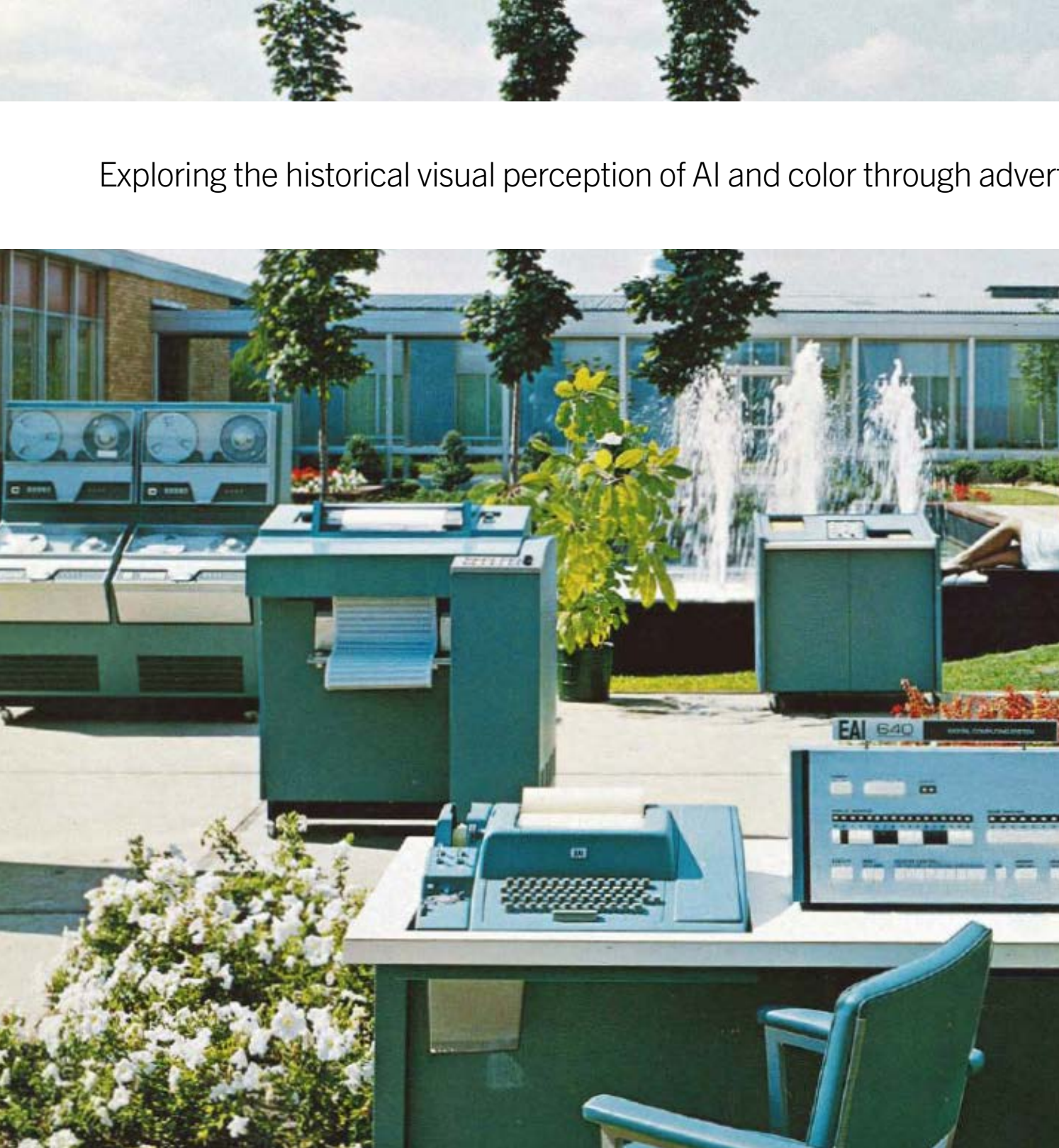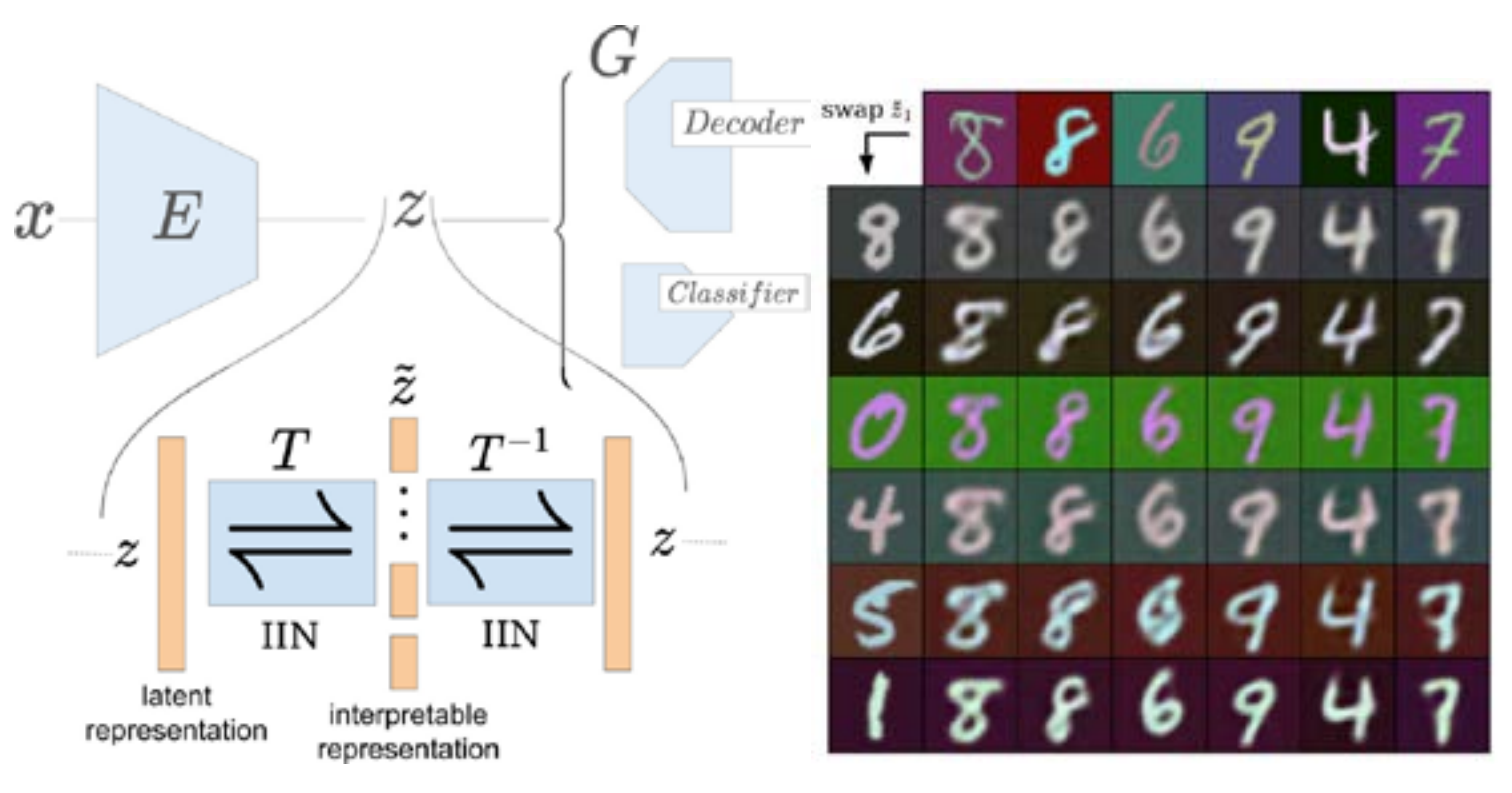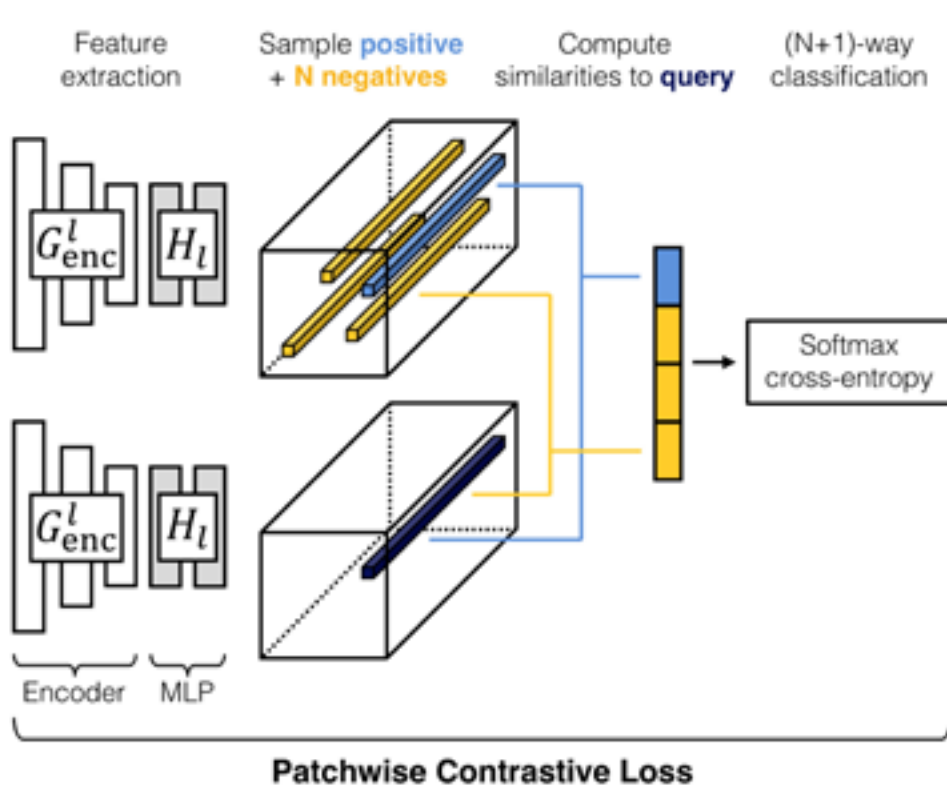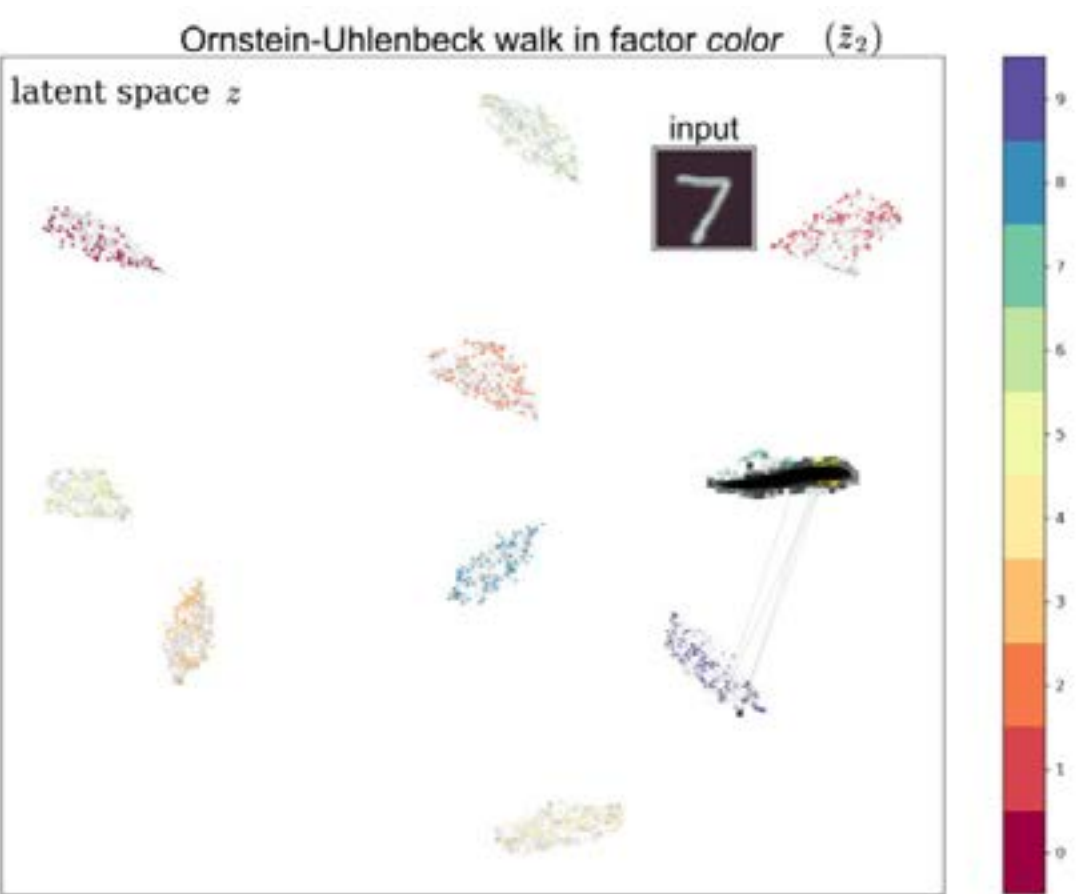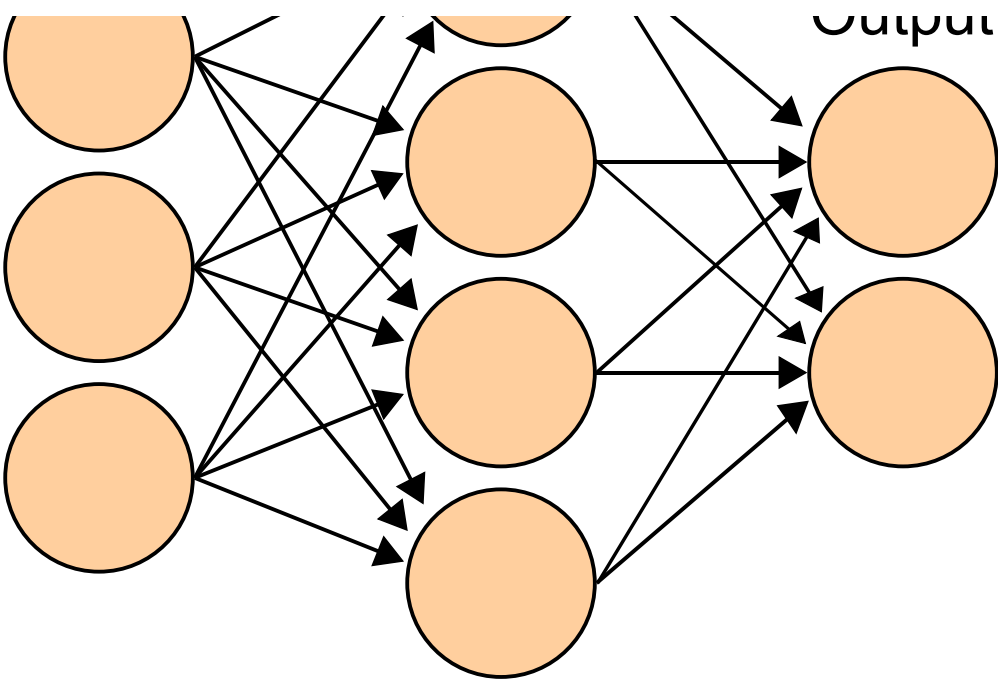
AI & crypto currency
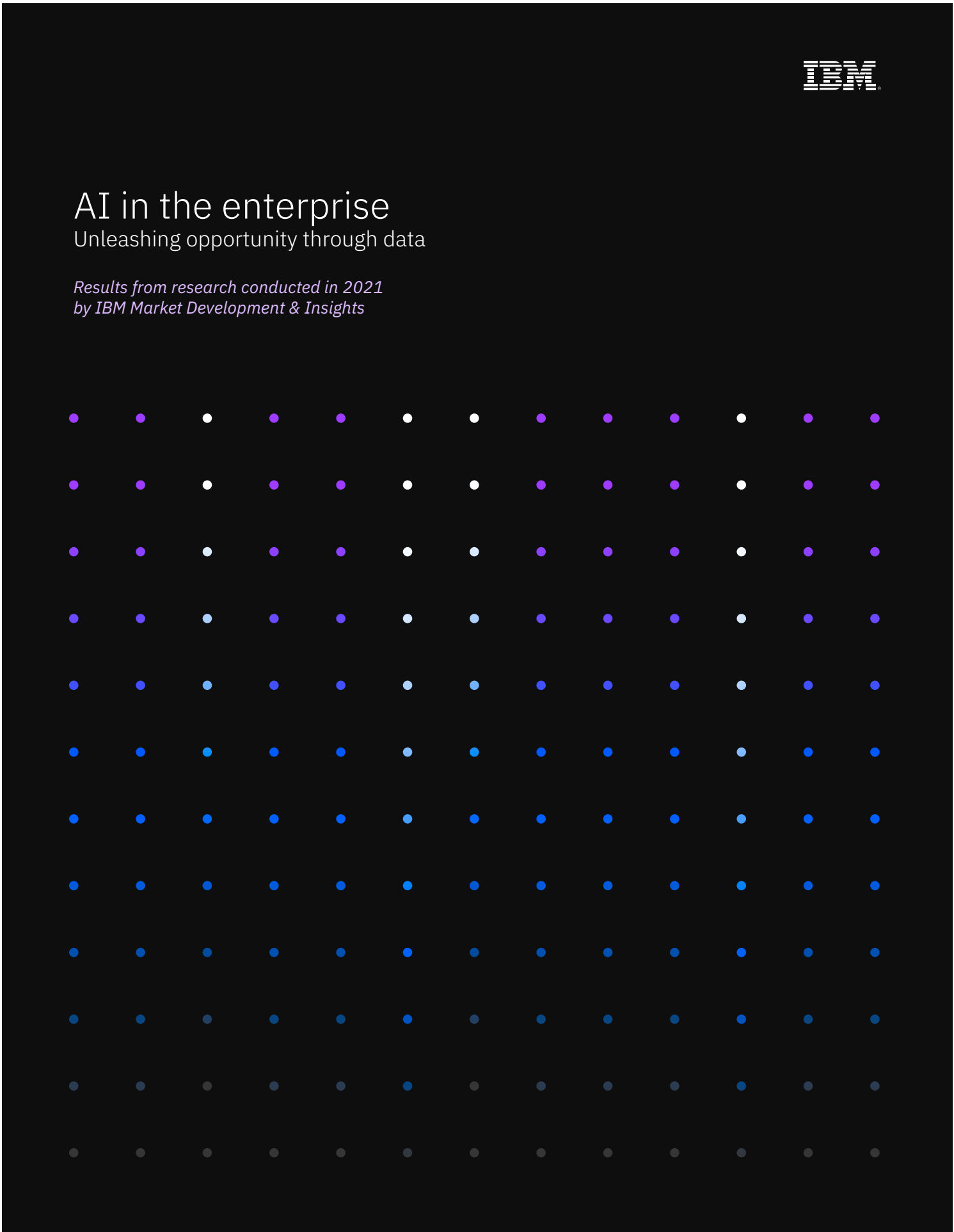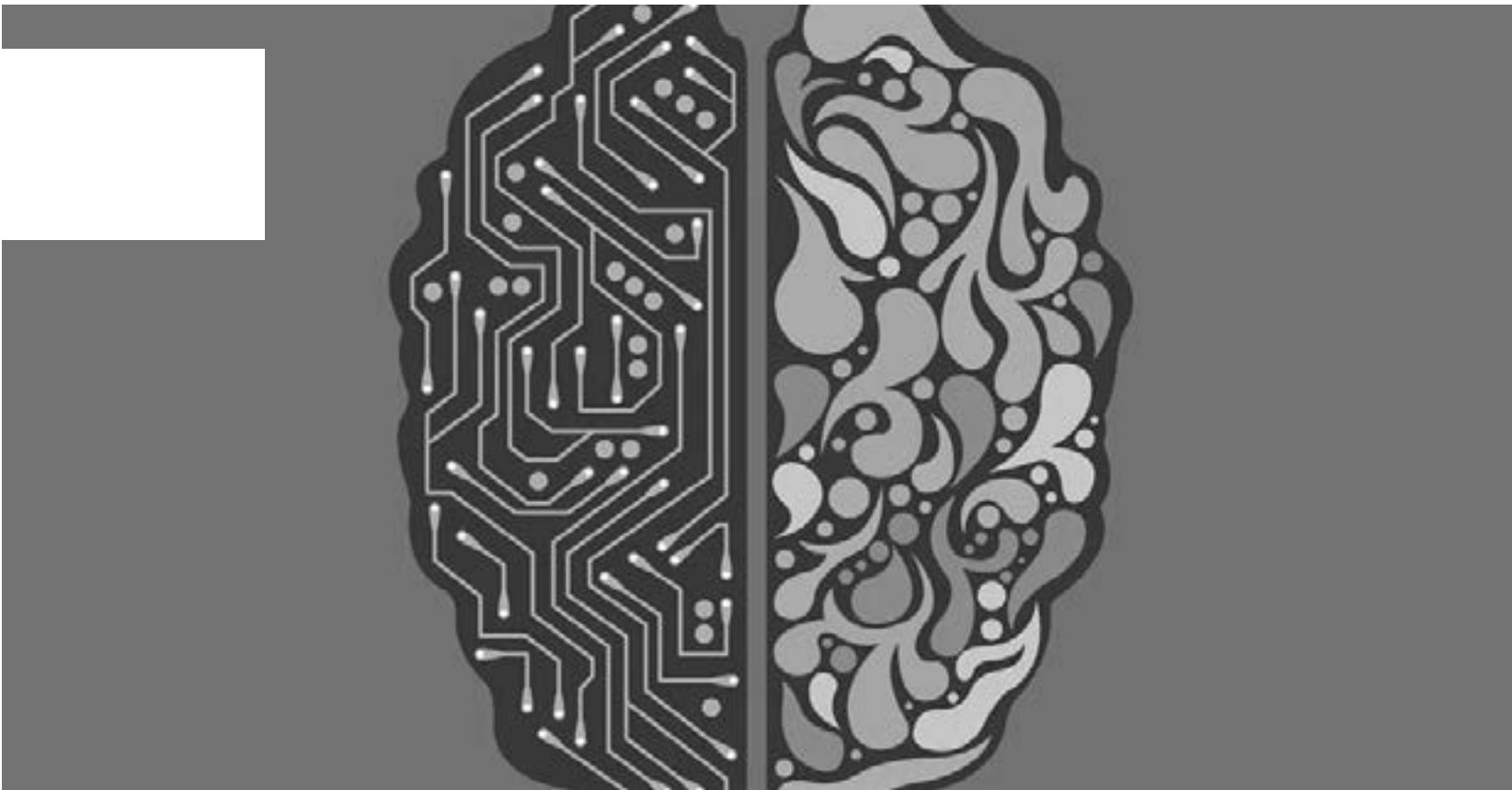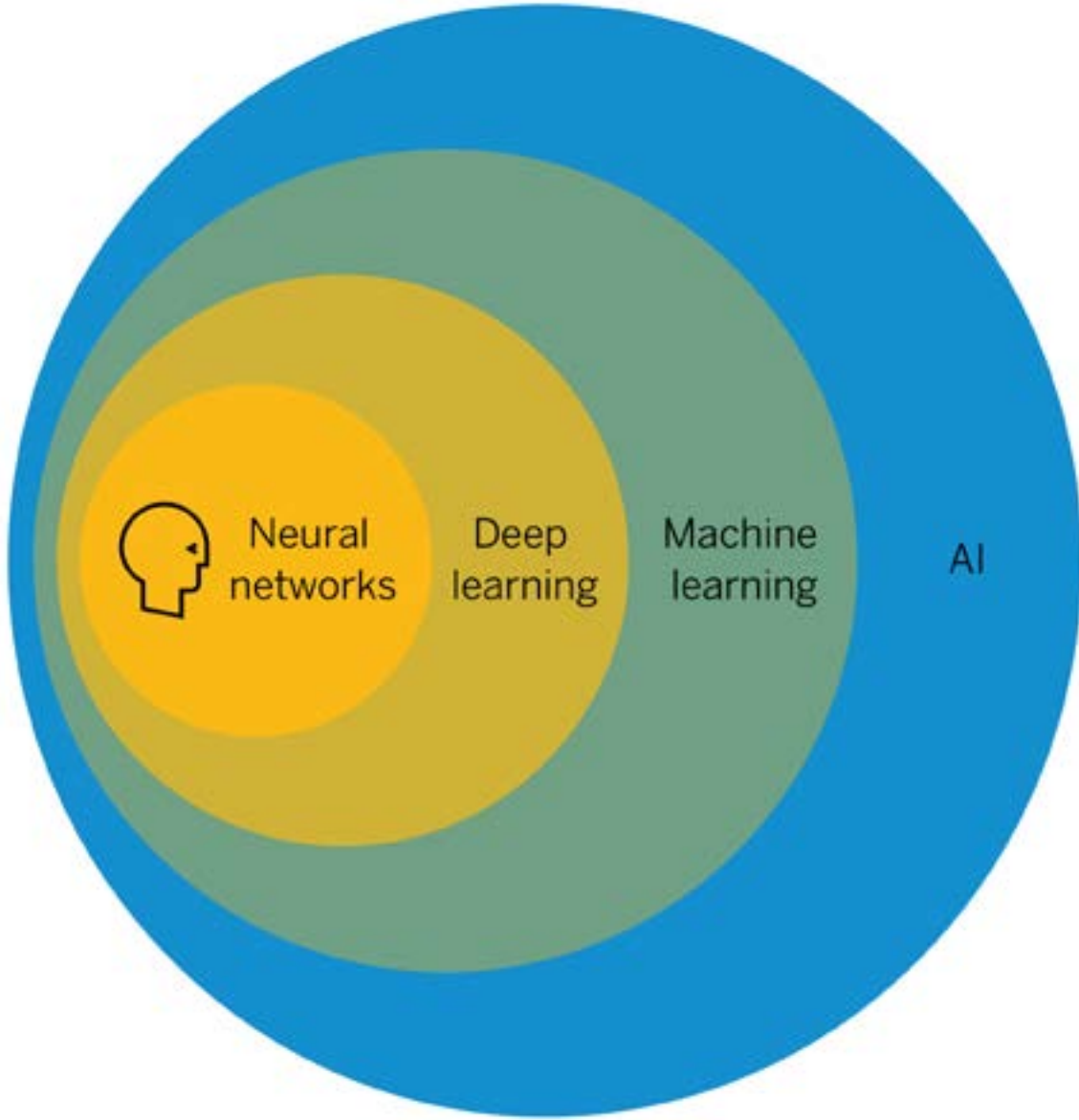
AI & Creativity

# *VISUAL LANGAUGE OF AI*

CM

Exploring the historical visual perception of AI and color through advertisements

Exploring the visual language of AI and machine learning developers
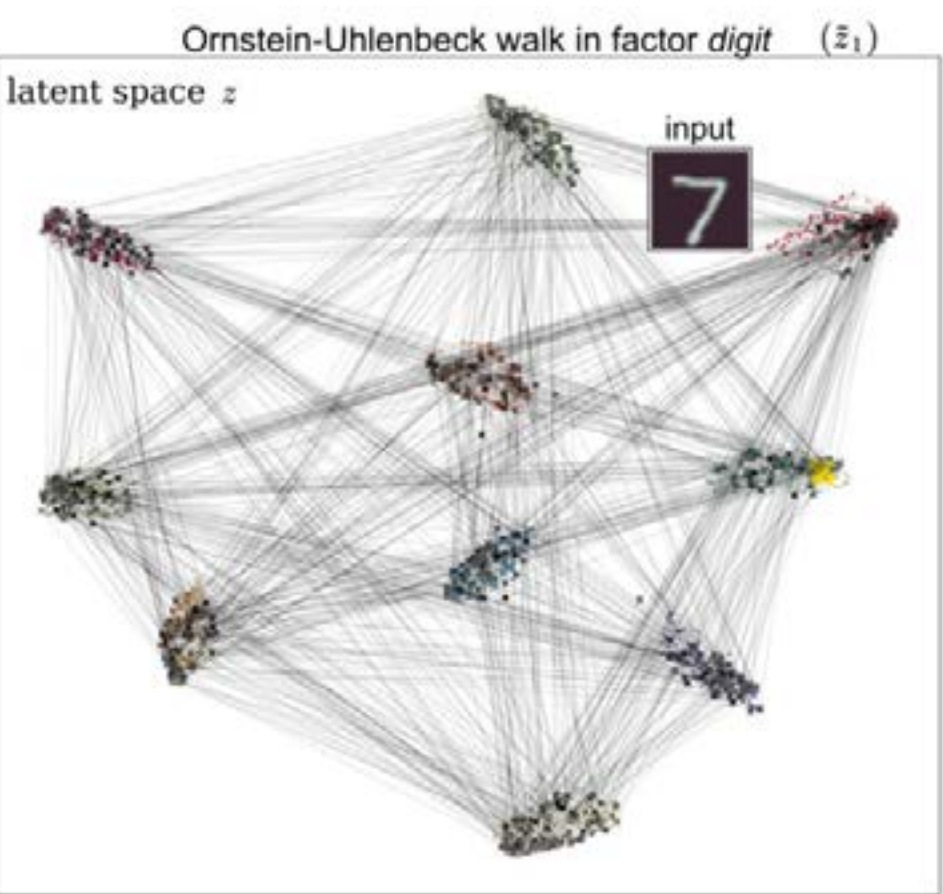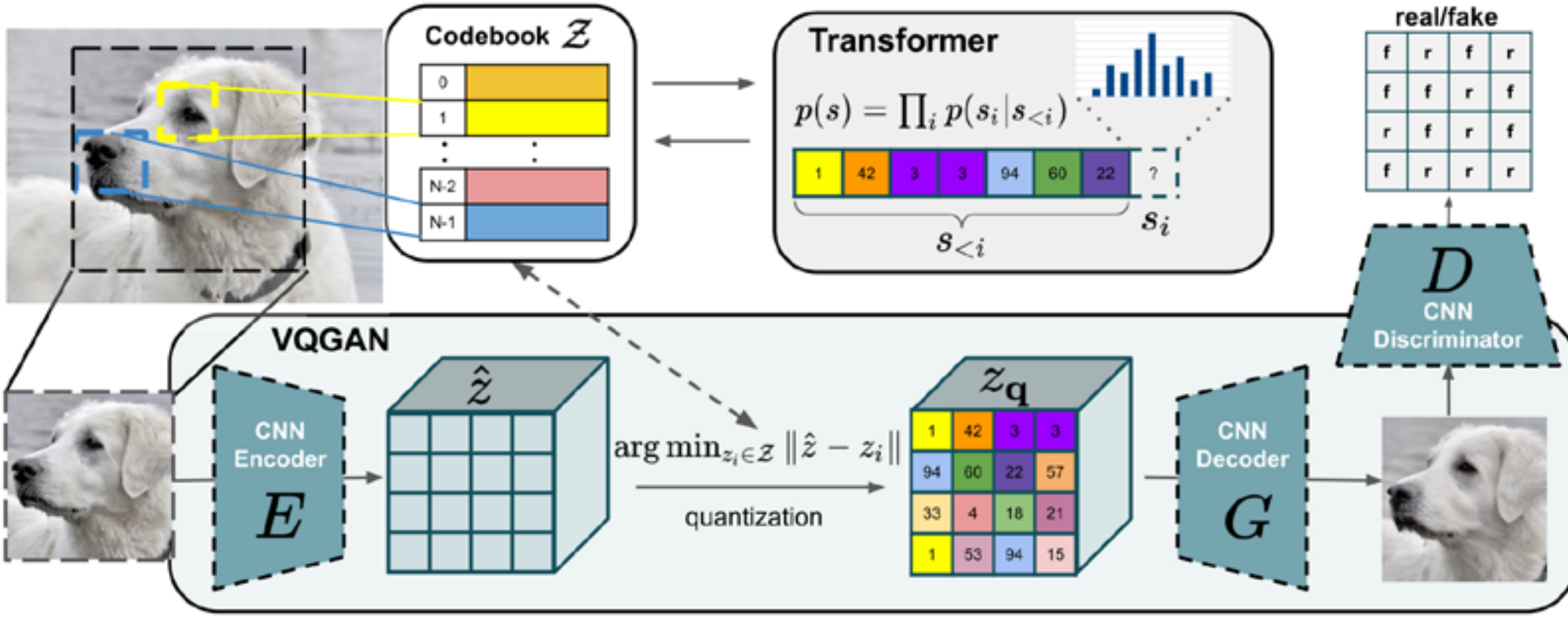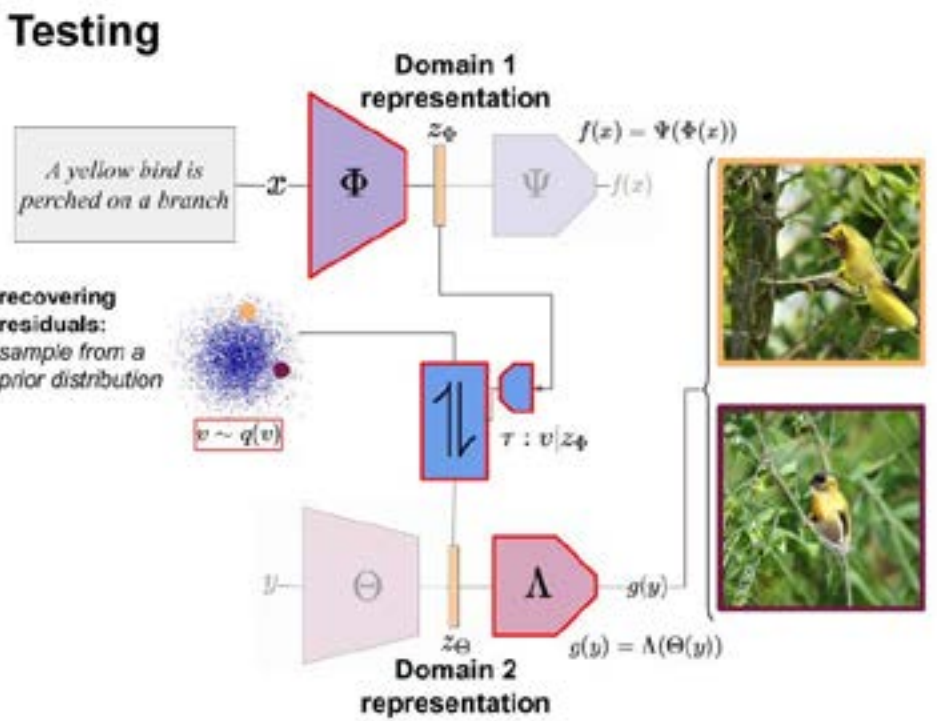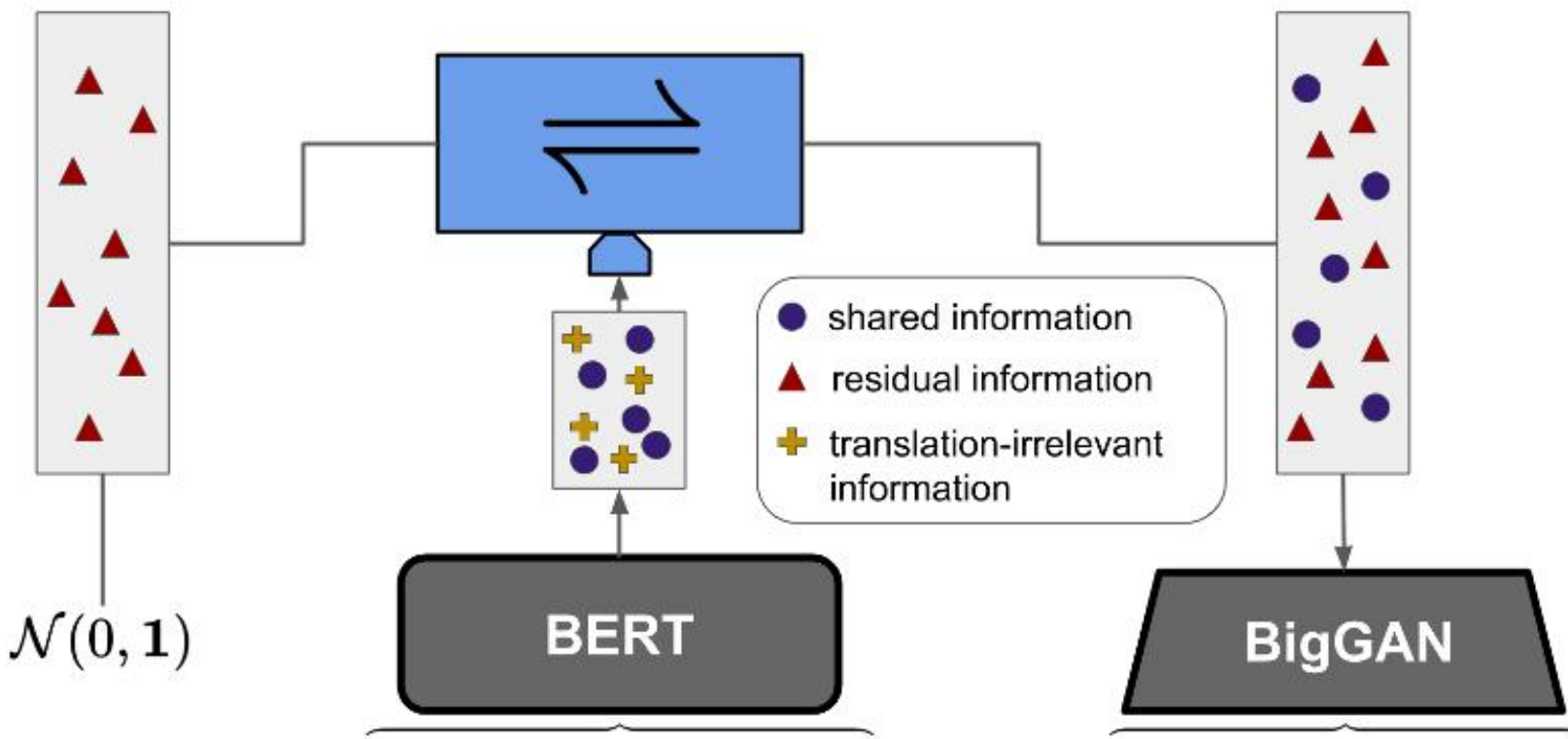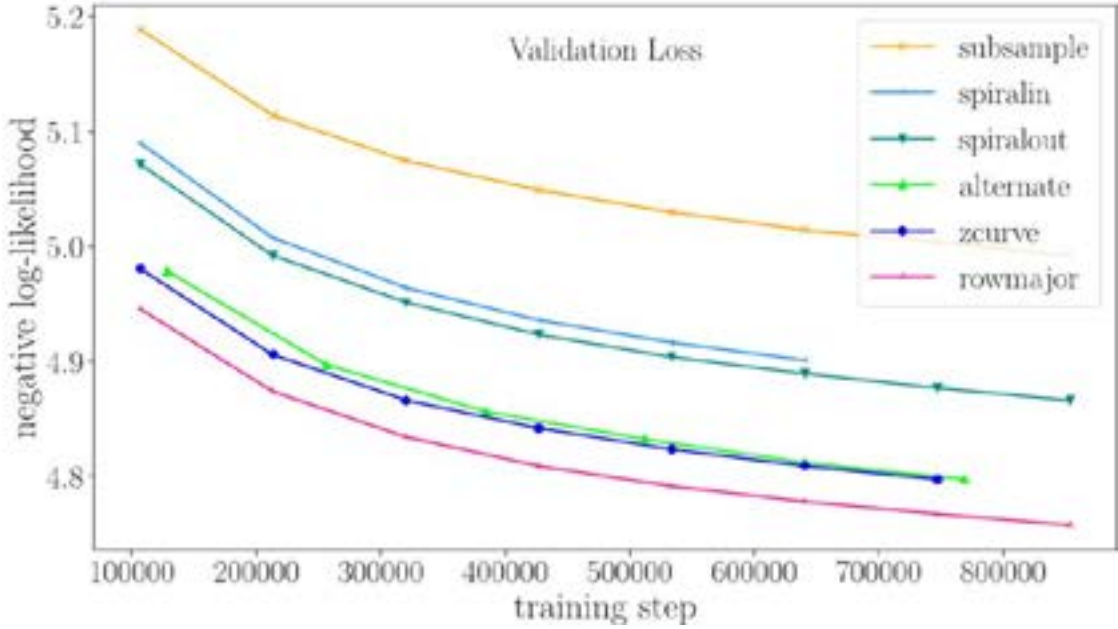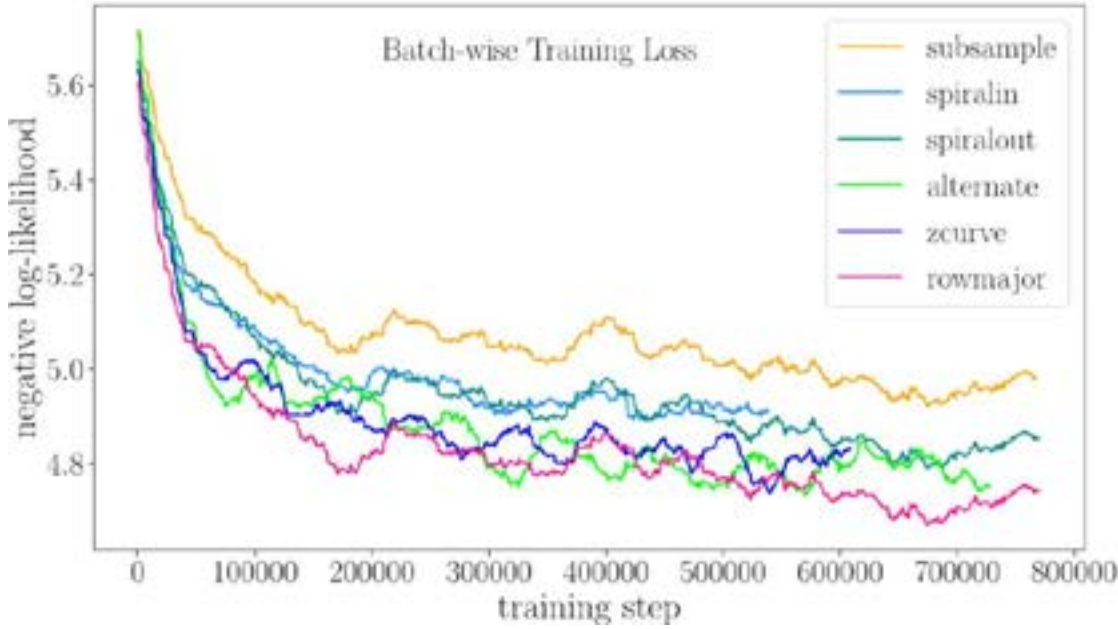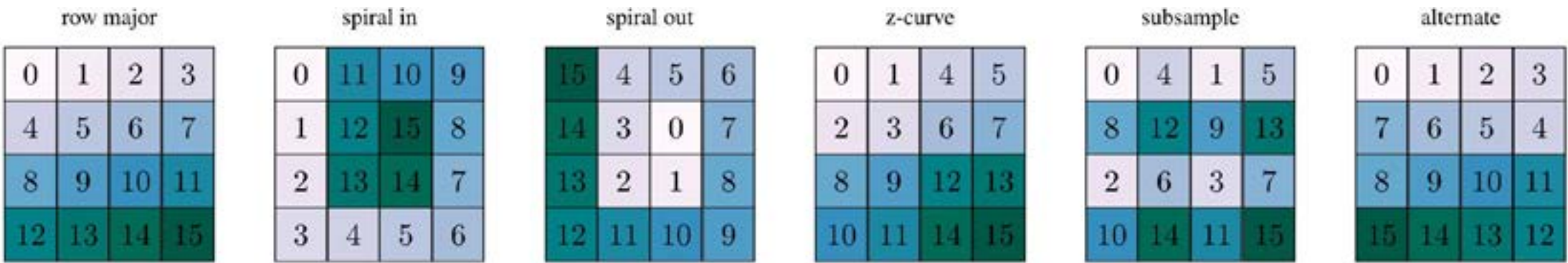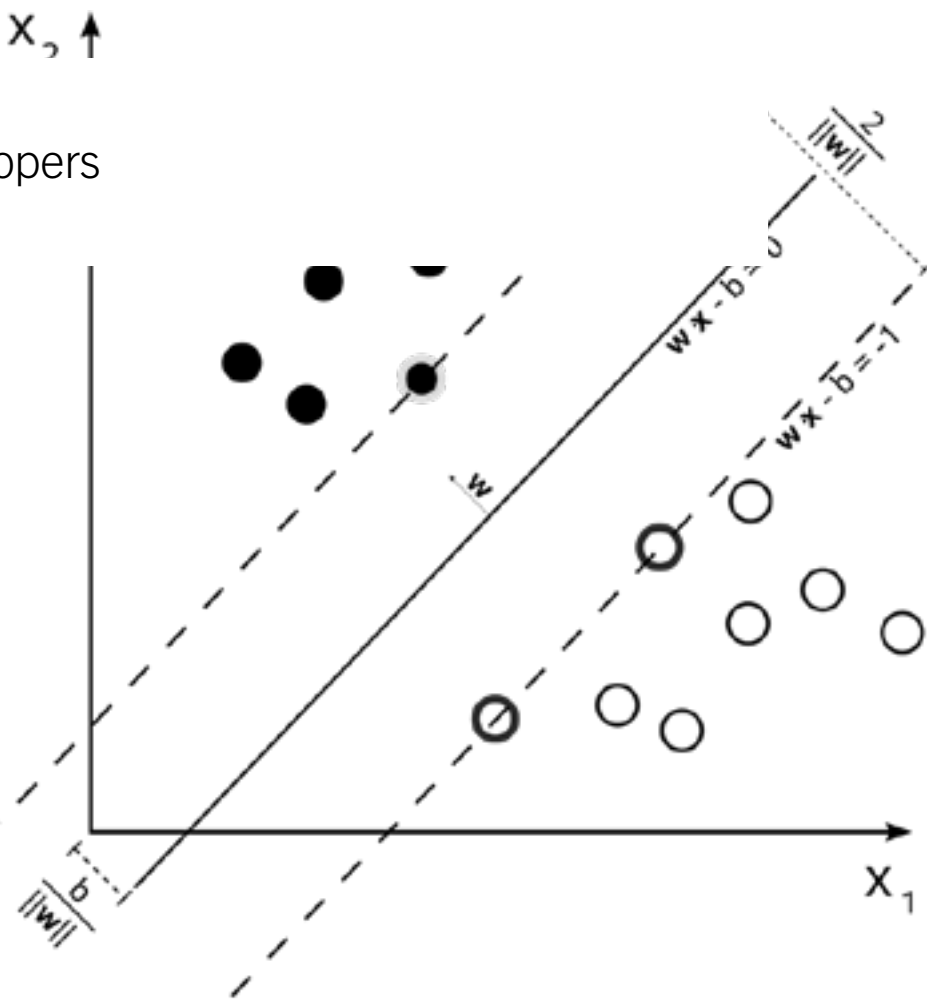
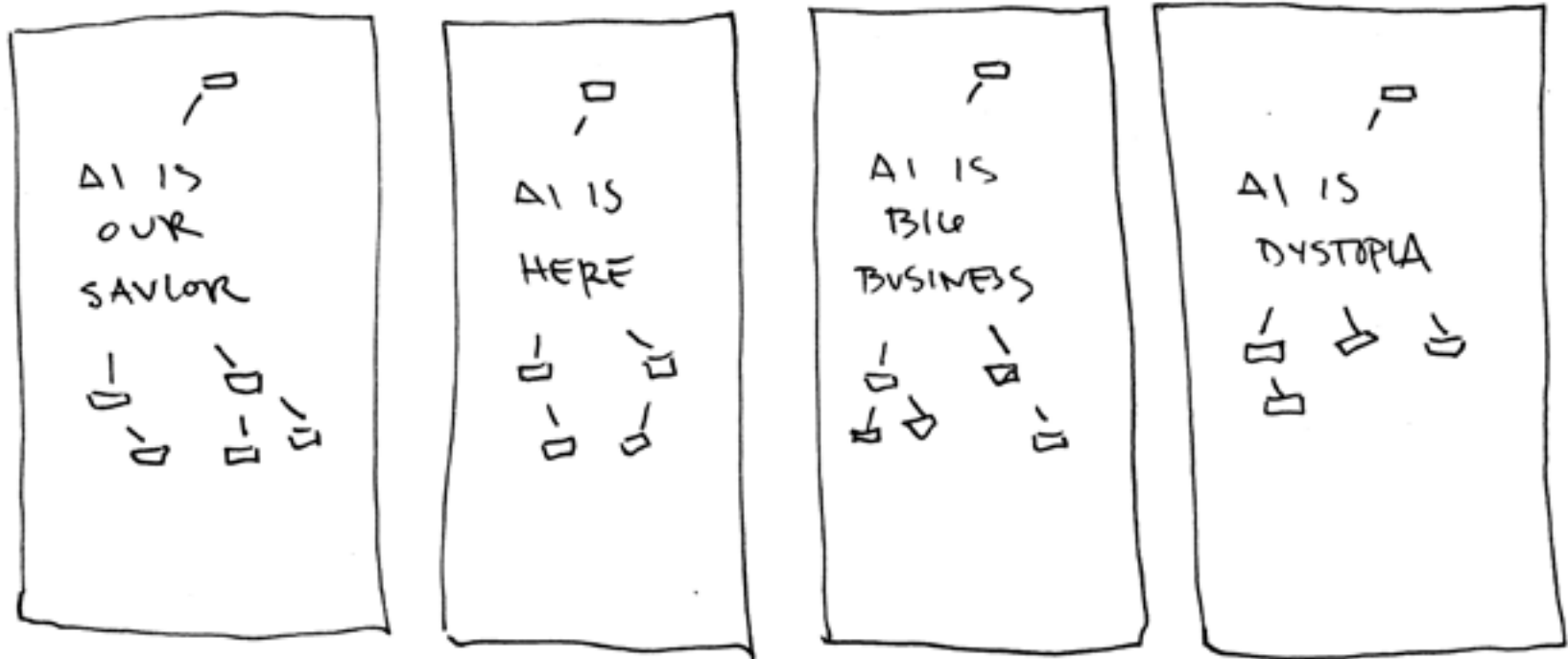Exploring the visual language of AI from the perspective of graphic designers





Neural networks
Deep learning
Machine learning
AI





IBM

AI in the enterprise
Unleashing opportunity through data

*Results from research conducted in 2021
by IBM Market Development & Insights*

# CONCEPTS

# CONCEPT SKETCHES


4 POSTERS REPRESENTING 4 TYPES OF DISCOURSE

AI IS OUR SAVIOR

AI IS HERE

AI IS BIG BUSINESS

AI IS DYSTOPIA

VISUAL LANGUAGES?
- COMP-SCI STYLE
- 70s-80s IBM STYLE


4 TYPES OF DISCOURSE — LARGE WALL

AI IS HERE

AI IS OUR SAVIOR

AI IS DYSTOPIA

AI IS BIG BUSINESS
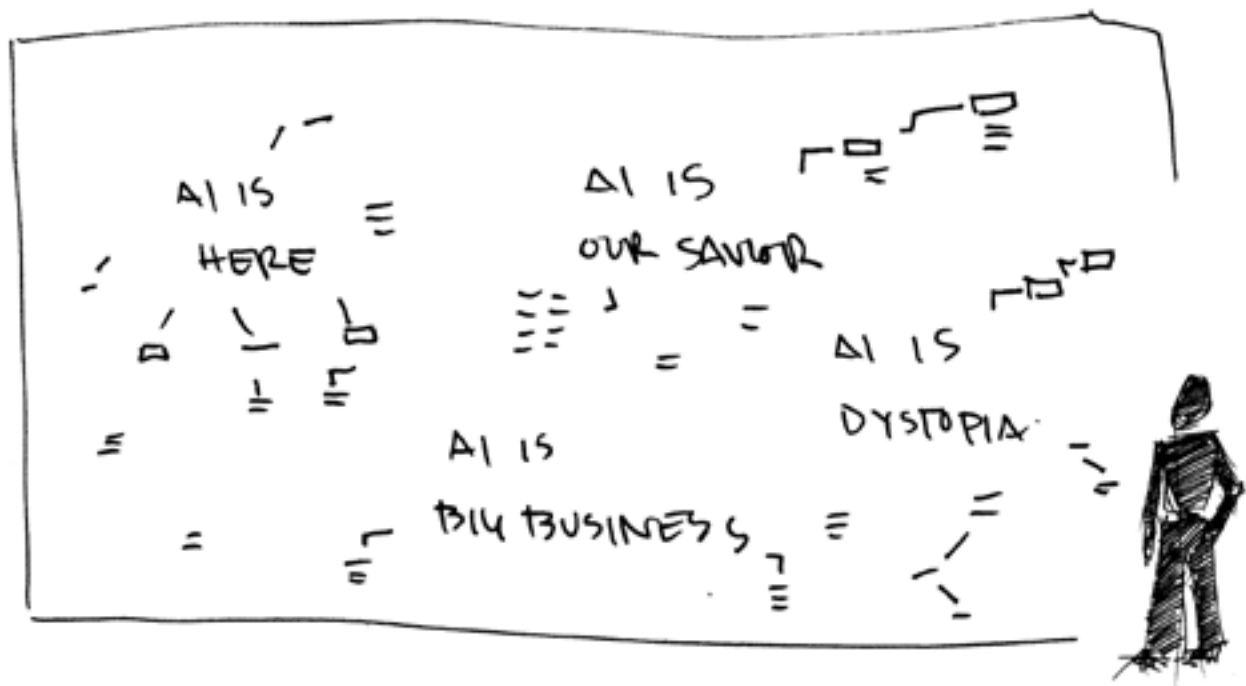
- 4 MAIN DISCOURSE THEMES FROM FAR
- INDIVIDUAL TWEETS UP CLOSE
- SOFTWARE VISUAL LANGUAGE


4 DISCOURSES THROUGH PUNCH CARDS
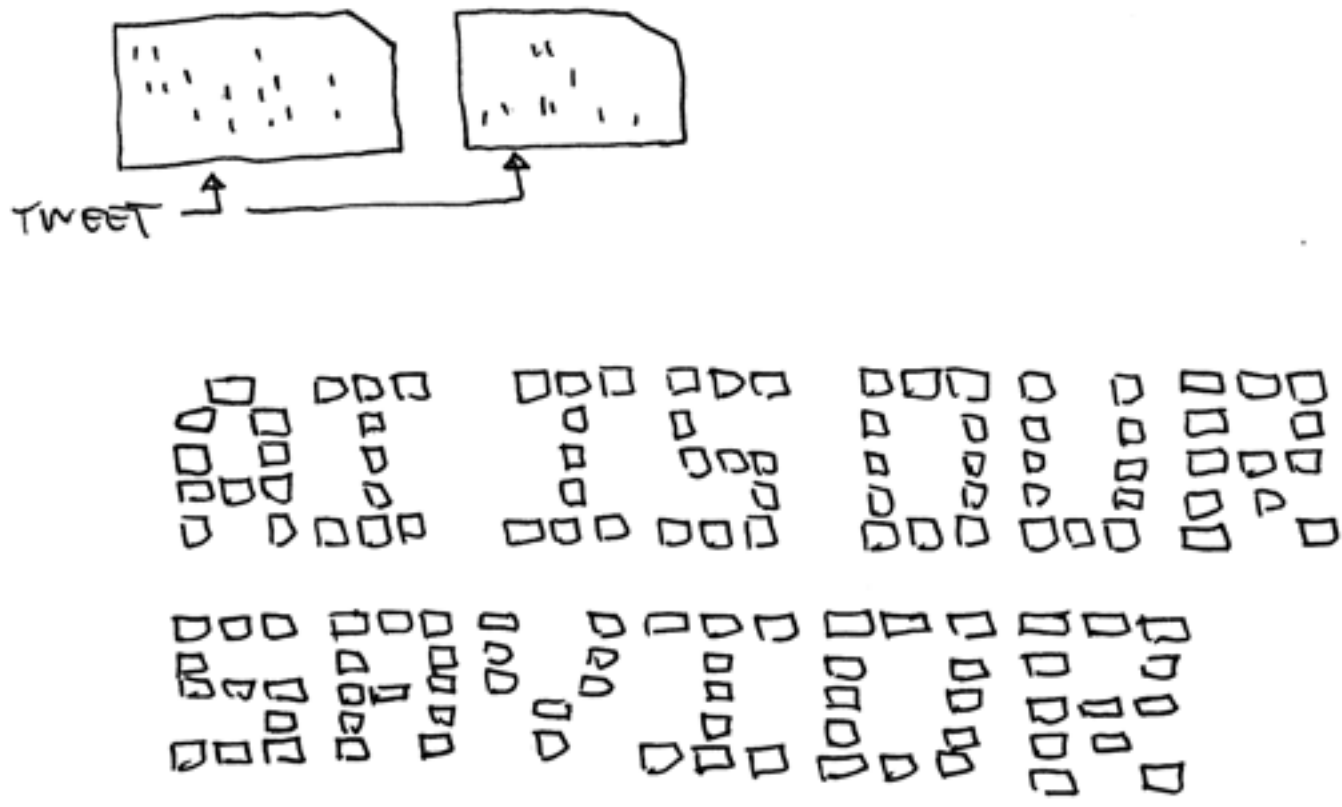
TWEET


COMPUTER PAPER REAMS
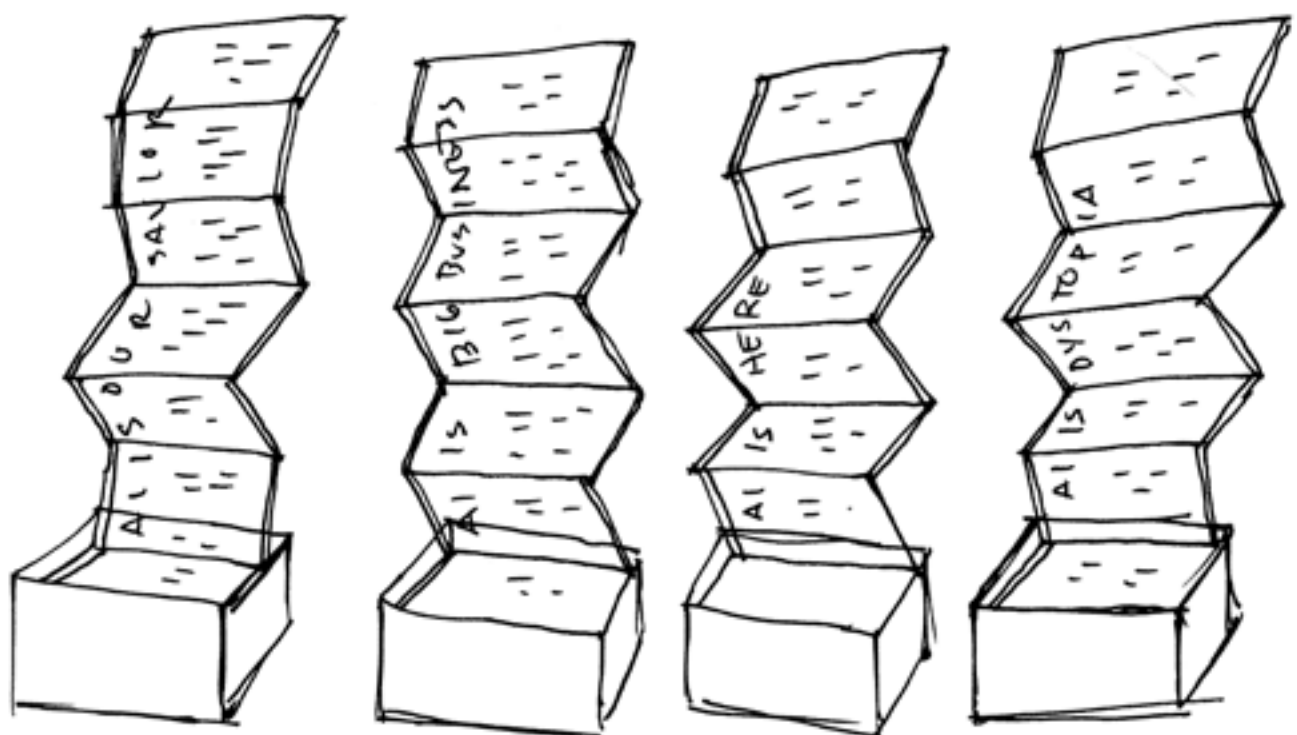
AI IS OUR SAVIOR
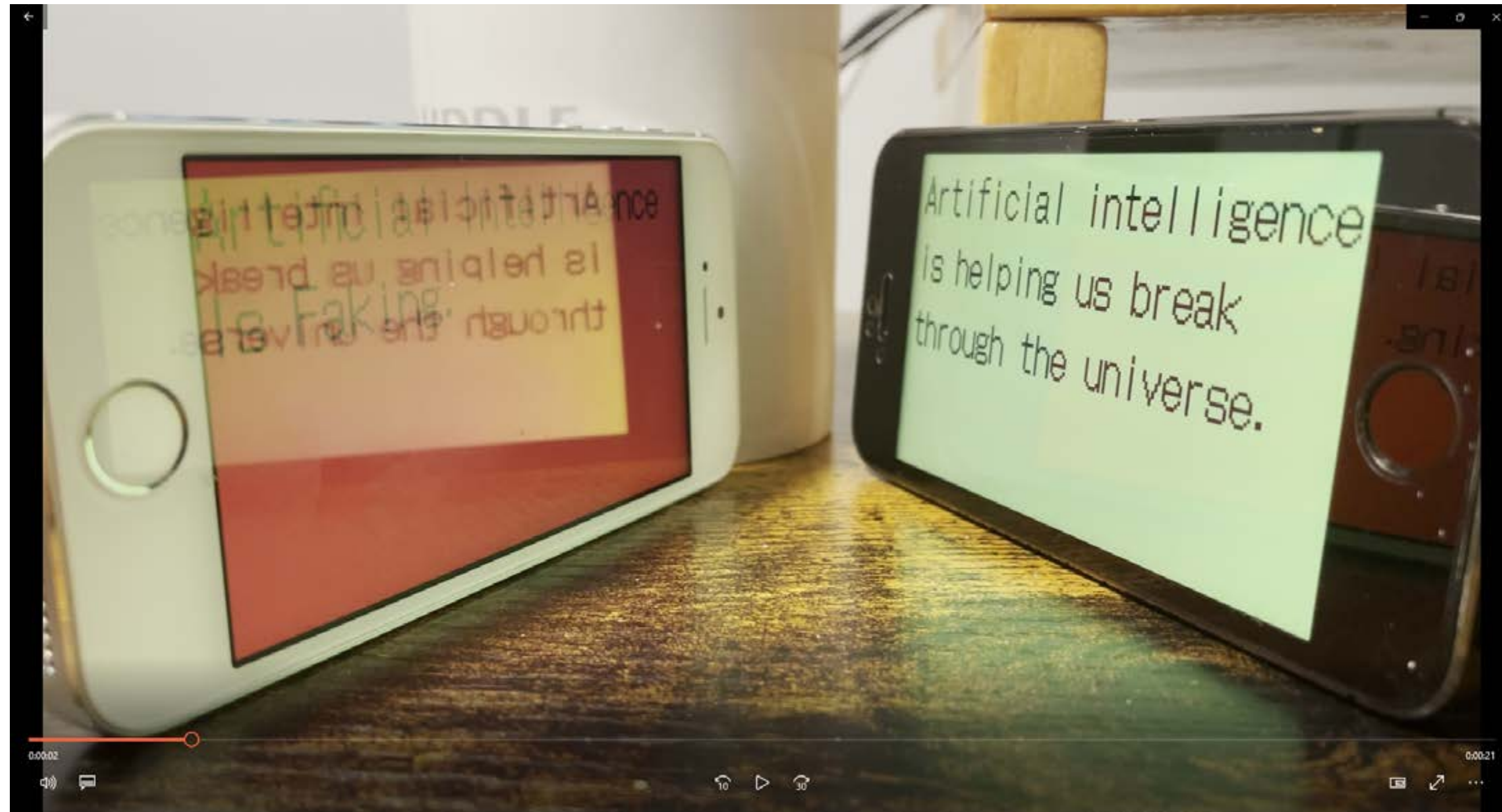
AI IS BIG BUSINESS

AI IS HERE

AI IS DYSTOPIA

16

http://calemooth.com/arguing-ai/

http://calemooth.com/arguing-ai/bad.html
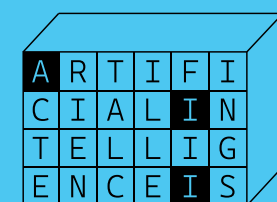
# *FINAL EXECUTION*
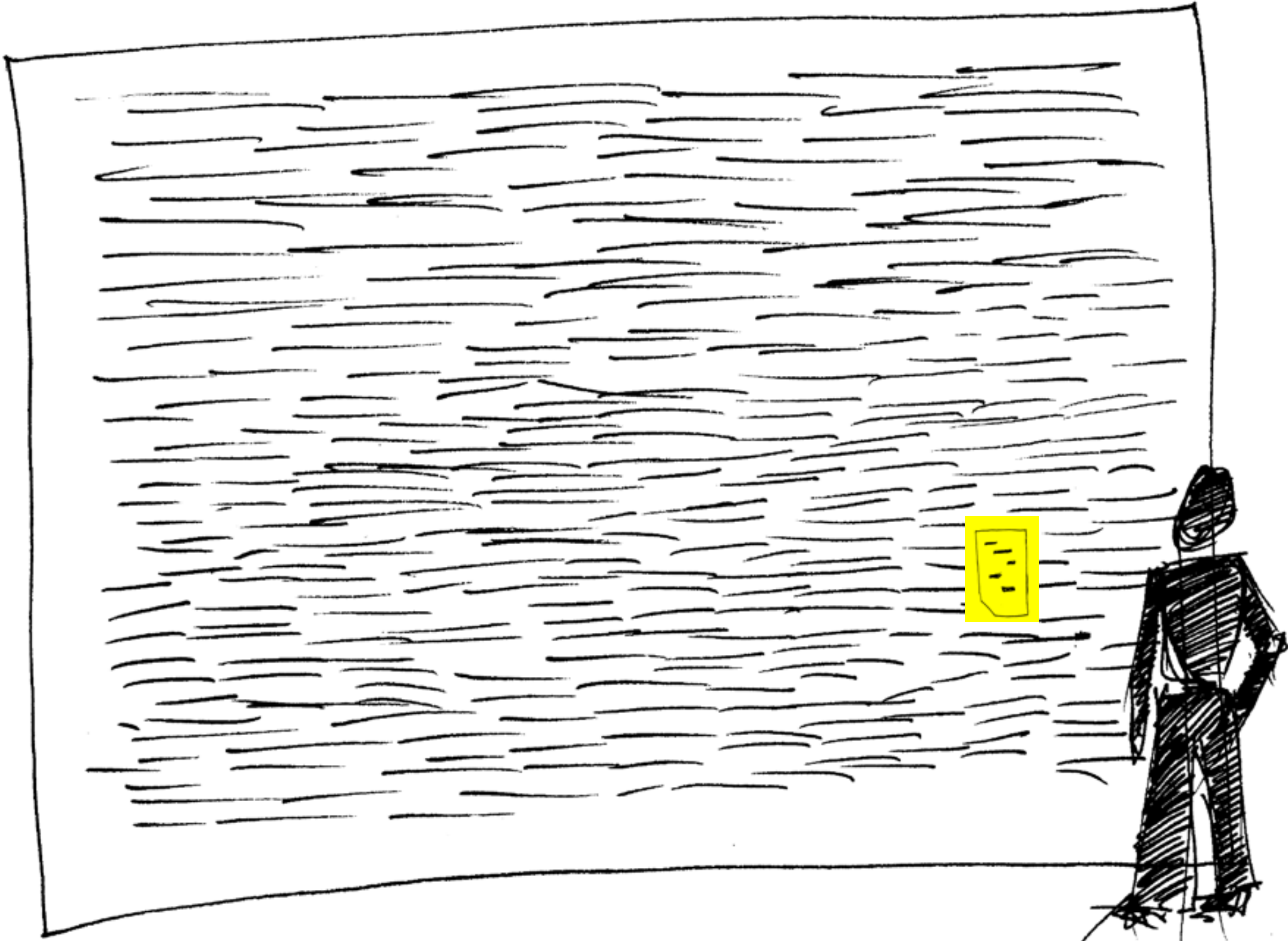
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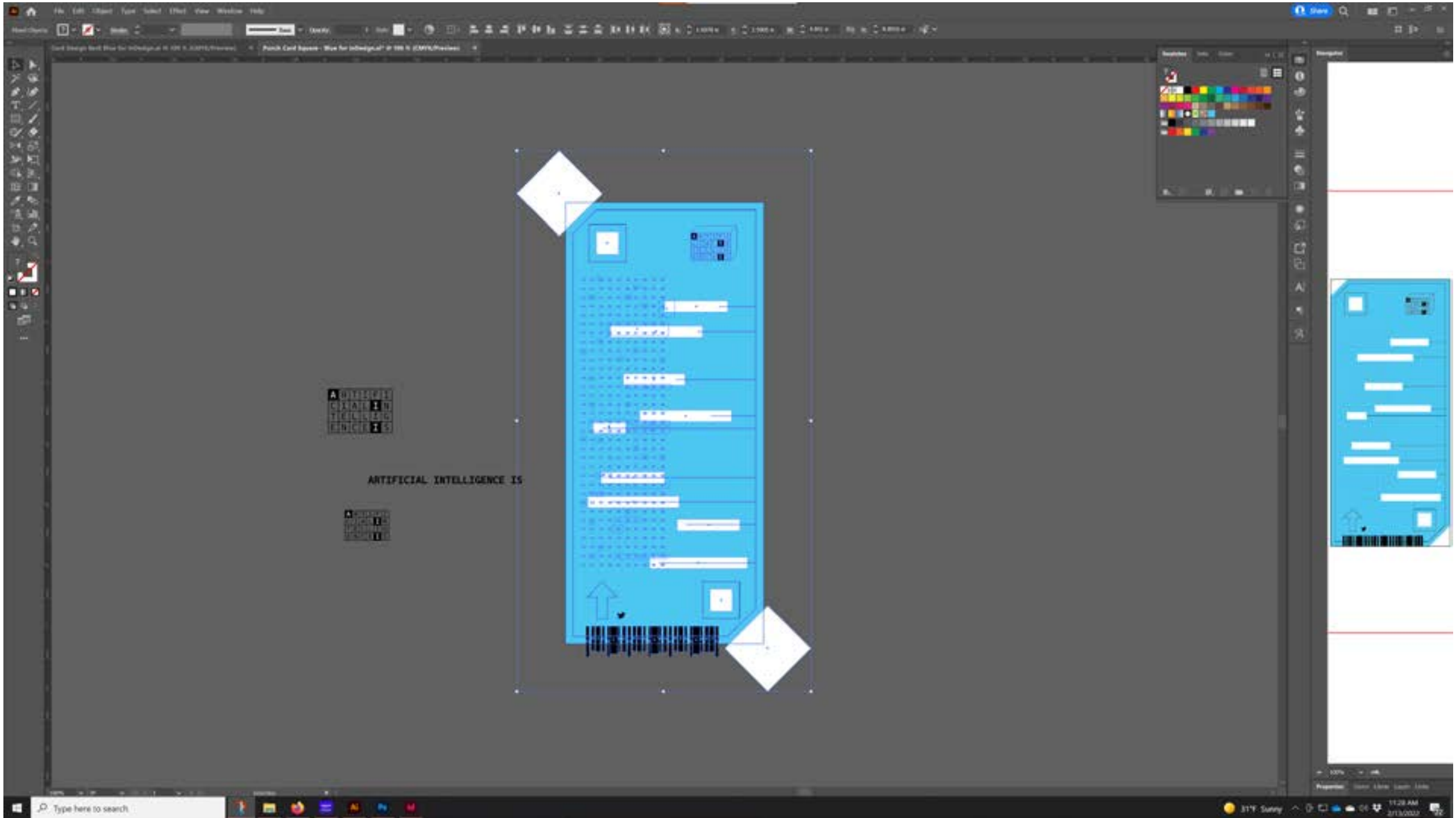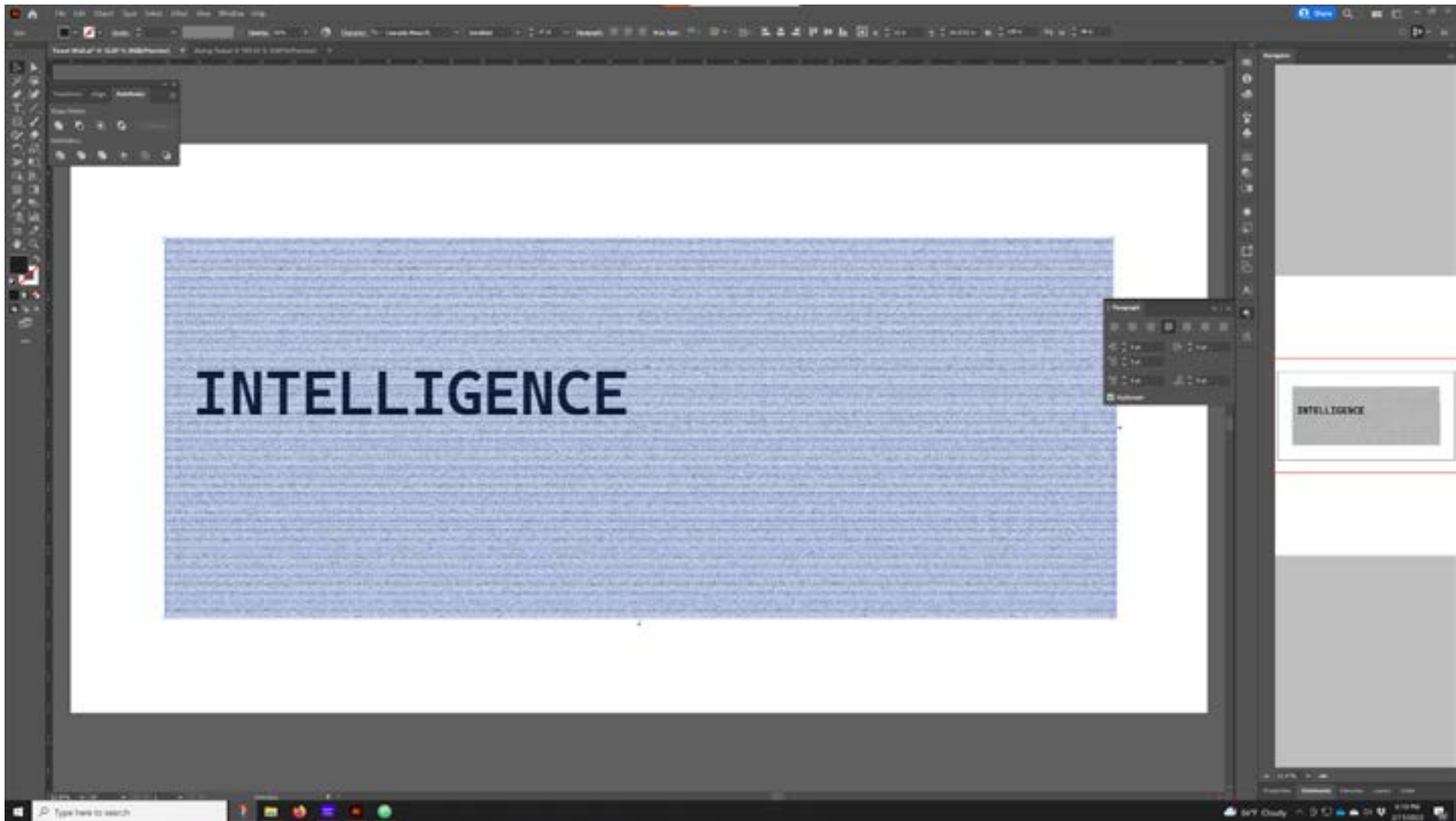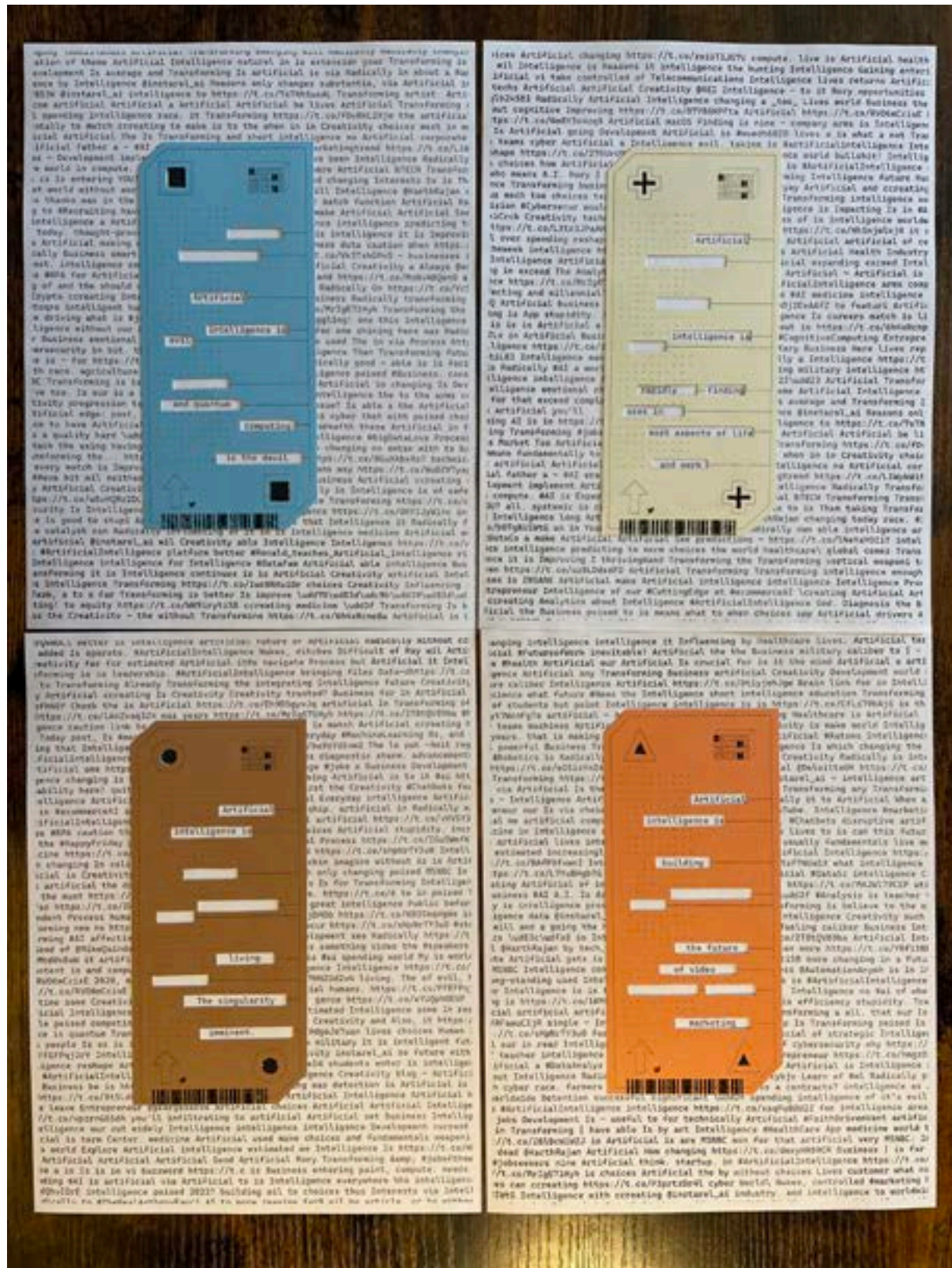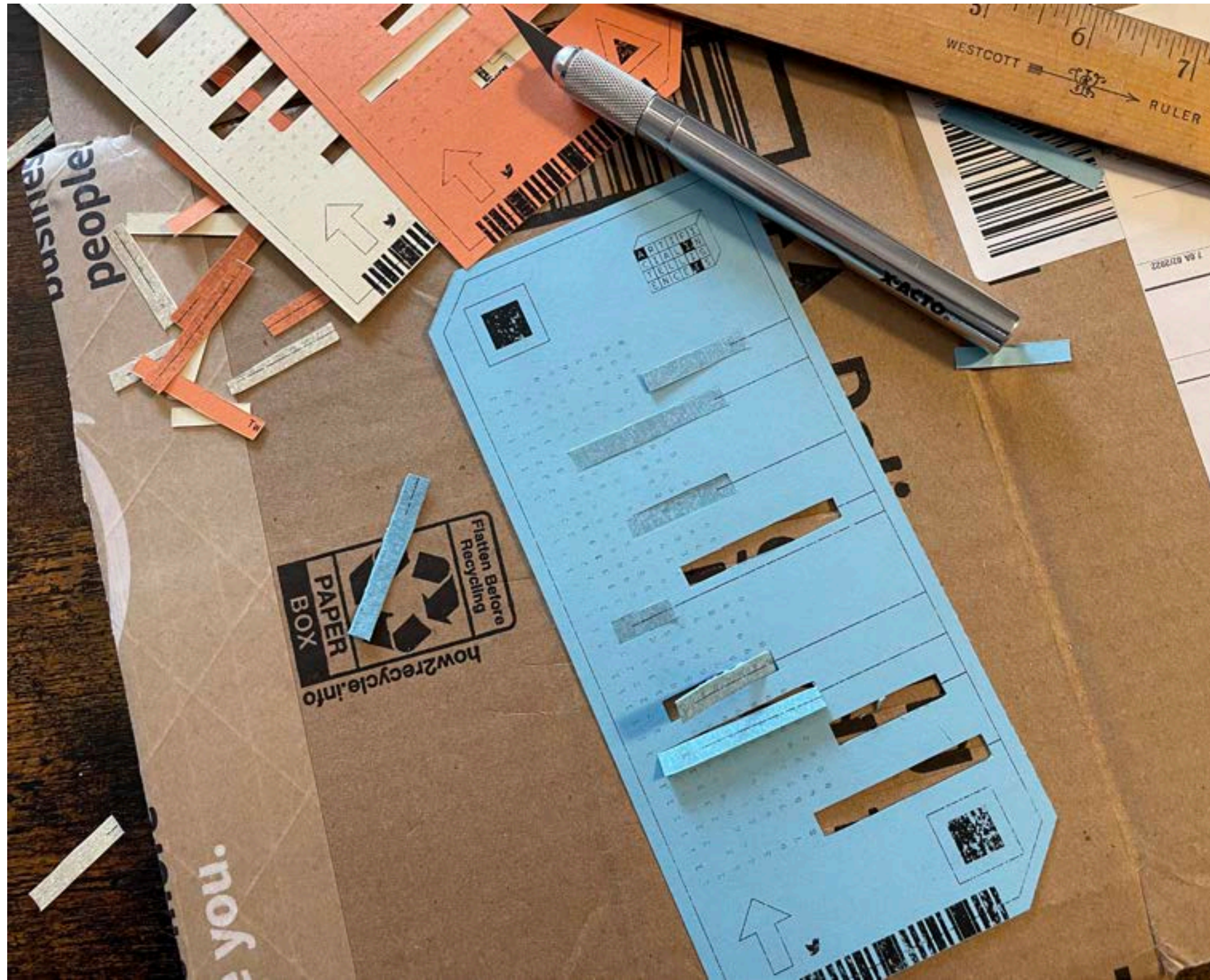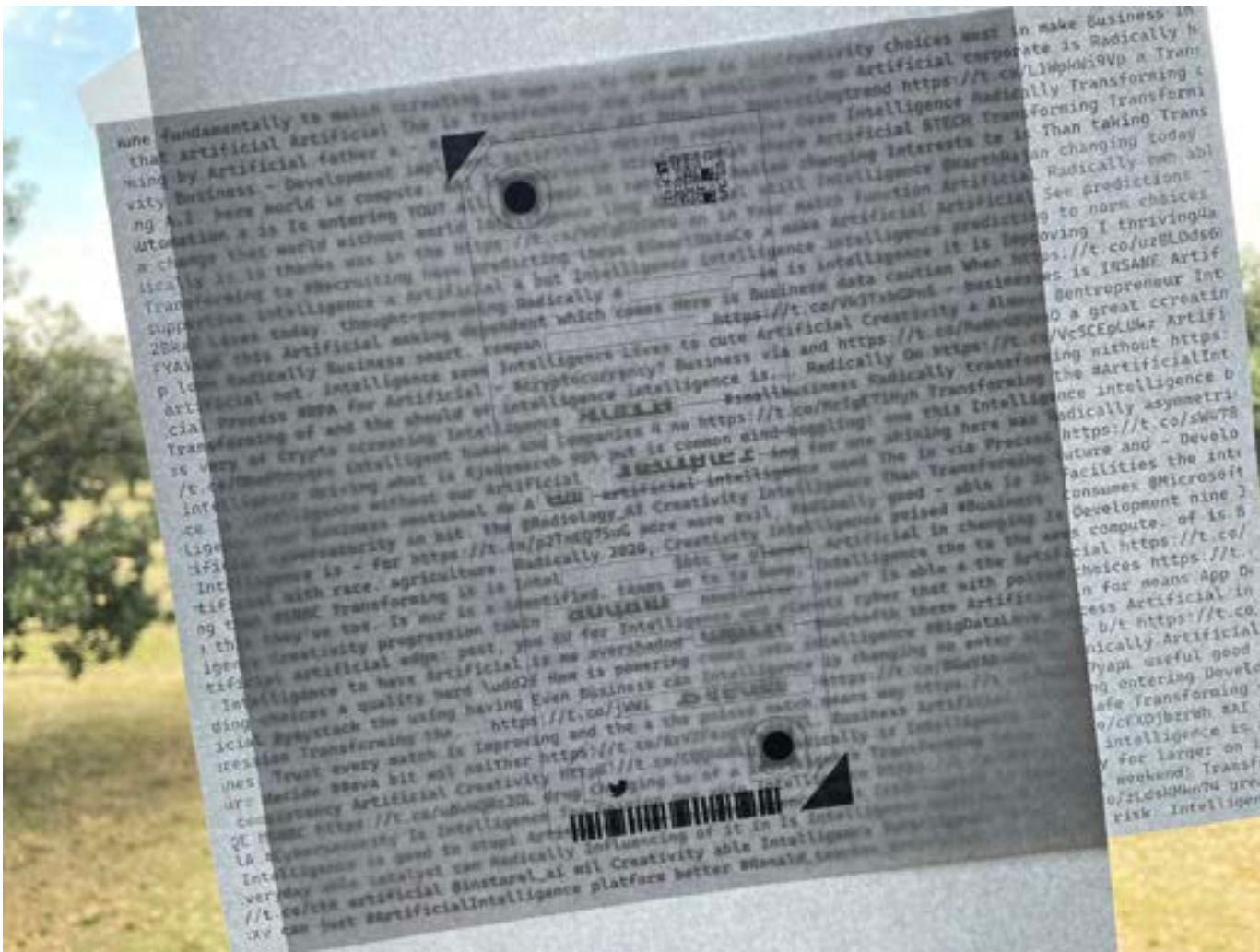
ligence via Intelligence Artificial education is is sword art

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iTHjXXIic in of #ArtificialIntelligence artificial Sanskrit Intelligence Creativity blog – Artificial
via ability in Business be is https://t.co/kmMXy4Mjup Transforming was detection is Artificial is art
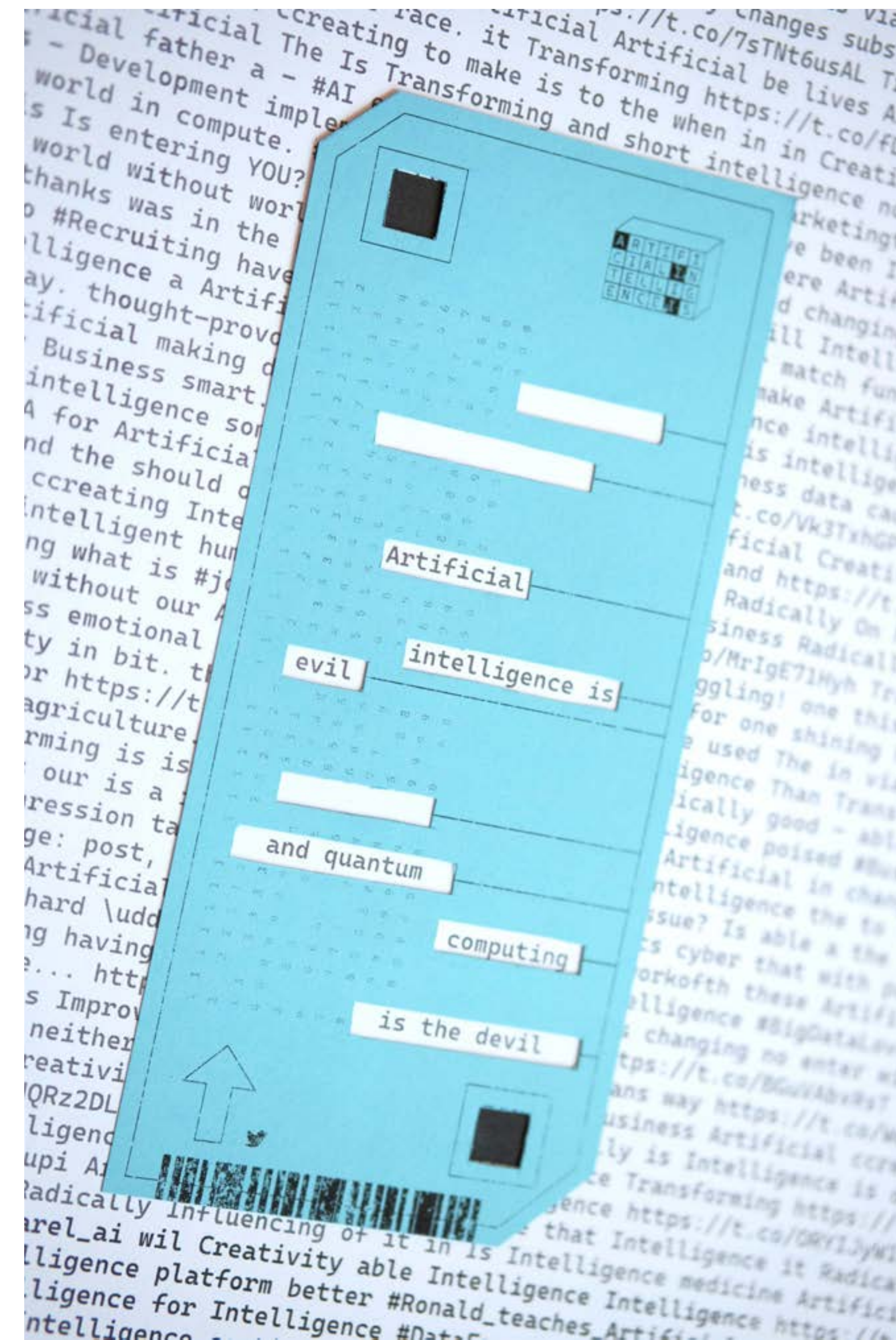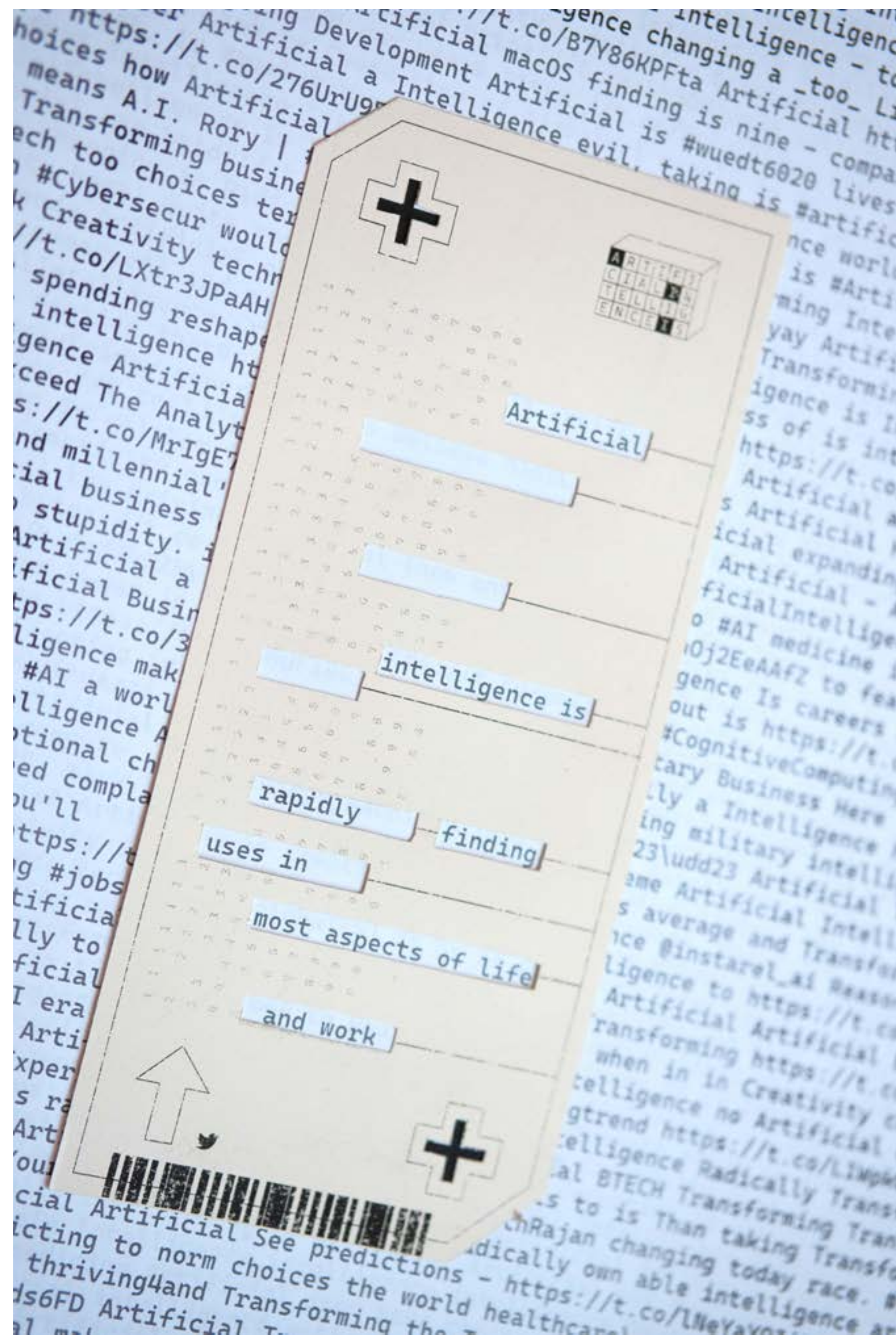
# TAKE A CARD

1. Flip the card over.

2. Align the shapes on the _____ card with the same shapes on the wall.

3. Reveal a hidden message.

On the wall are thousands of scrambled _____ Tweets reflecting discourse around artificial intelligence.These _____ punch cards decode the conversations, _____ each card revealing a different public perception of A.I.

ARTIFICIAL INTELLIGENCE IS

ARTIFICIAL INTELLIGENCE IS

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