

WELCOME TO

Digital Jam





AI in the Mix

SESSION THREE

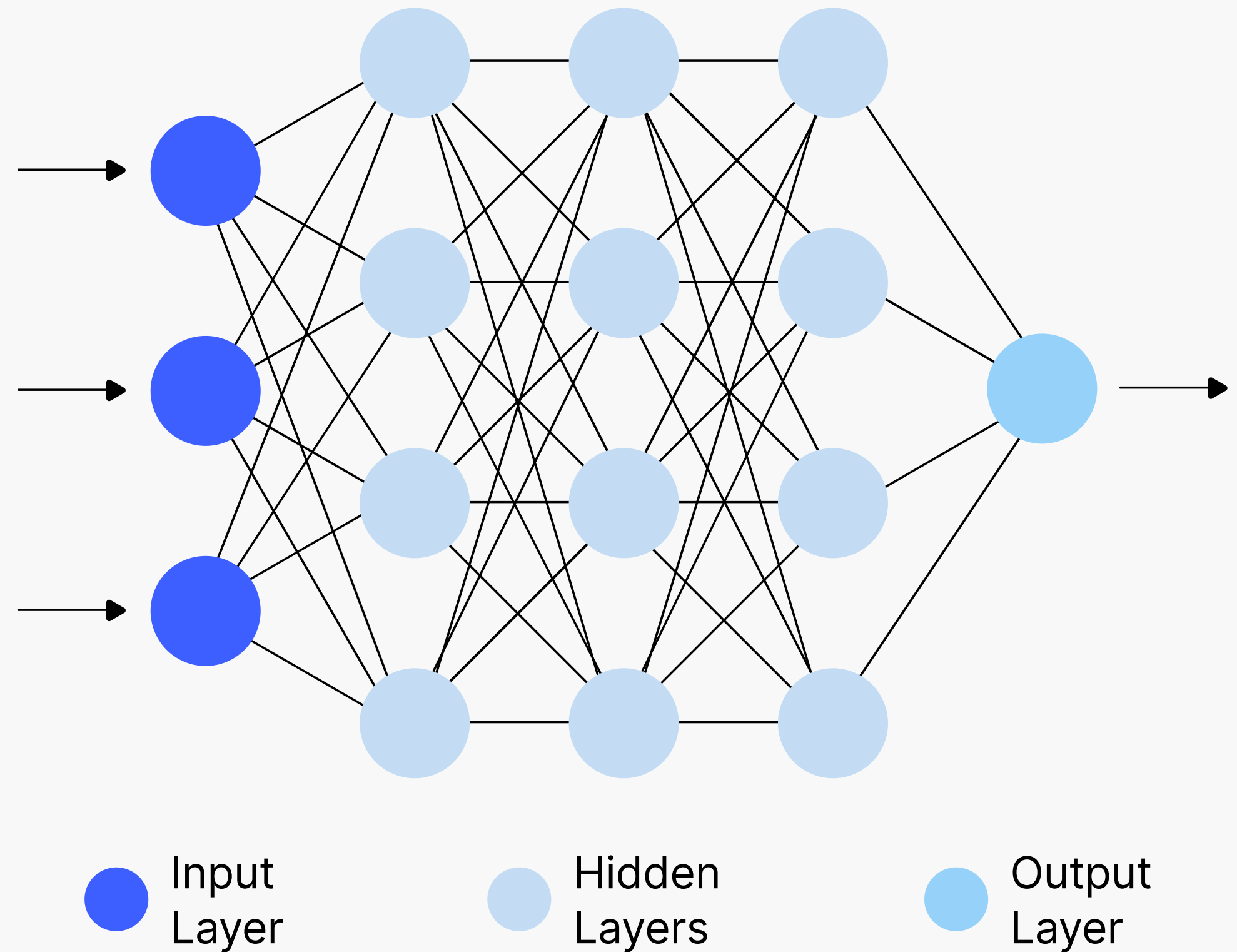
DIGITAL JAM // 2024



Introduction to AI & Historical Parallels

What is AI?

- ✓ Artificial Intelligence:
What is it?
- ✓ Neural networks
- ✓ Modelling the human brain





Historical Skepticism

- ✓ Paradigm Shifts Have Always Created Fear
- ✓ Socrates vs. Plato's skepticism about the written word
- ✓ Concerns that writing would weaken memory and understanding.

The Printing Press and Societal Shift

- ✓ Introduction of the printing press in the 15th century.
- ✓ Initial fears: misinformation, loss of oral traditions.
- ✓ Impact: access to knowledge, widespread communication.



Early Computers and Fear of Change



- ✓ Early skepticism about personal computers.
- ✓ Fears of job loss and societal disruption.
- ✓ Eventual adoption
- ✓ Computers as essential tools for daily life and work.

Biblical Examples

(Cuz...why not?)

LUKE 5:1-3

“He got into one of the boats,
the one belonging to Simon,
and asked him to put out a
little from shore.”

Jesus on the Boat – Amplifying the Message



- ✓ Jesus using a boat to speak to large crowds.
- ✓ Utilizing the water as a natural amplifier.
- ✓ The strategic use of available resources for effective communication.

MATTHEW
5:1-2

“When Jesus saw the crowds,
he went up on a mountainside
and sat down. His disciples
came to him, and he began to
teach them.”

The Sermon on the Mount – Using the Environment



- ✓ Jesus delivering his message from the mountainside.
- ✓ Natural amphitheater effect allowed him to reach a large audience.
- ✓ Strategic use of the environment around us for effective communication.

AI: A Paradigm Shift in Digital Marketing



AI in Digital Marketing

- ✓ AI as a tool for research and amplifying efforts.
- ✓ More focused workload with higher impact through automation.
- ✓ AI for Analysis and Repetitive tasks (e.g., reporting, scheduling, data analysis)

Overcoming Fears About AI

- ✓ Common concerns about AI (job loss, complexity).
- ✓ The cycle is repeating itself: *historical technological skepticism*.
- ✓ AI is a **complementary tool, not a replacement**.





Demo

THANK YOU!

Digital
JAM