

B@S
videochallenge

What is AI?

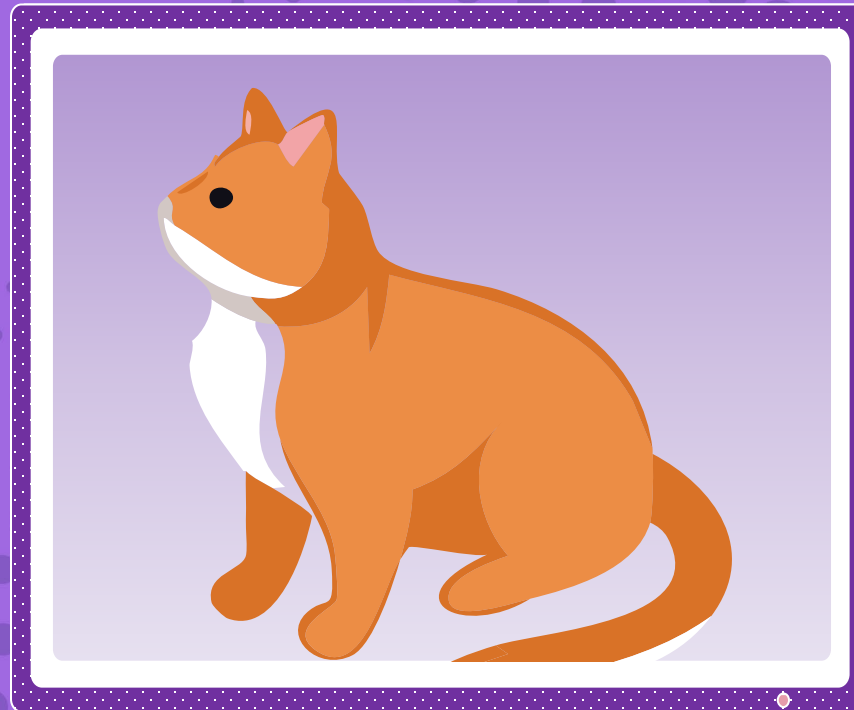


AI stands for "Artificial Intelligence"

- AI tries to think like humans and solve problems.
- It can learn from experience and evolve—similar to how we learn new things.

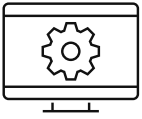
How do we know that a cat is a cat?

Answer: Because someone told us. That's exactly how AI learns too!



- Examples of AI are voice assistants like Siri or Alexa that can answer questions or play music.
- An AI can recognize images: A computer sees a picture of a cat and knows it's a cat.

- An artificial intelligence can learn independently.
- ! • A regular computer can't do that: It only follows commands like "Open the file!" or "Print!"



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And what is GenAI?



GenAI stands for "Generative Artificial Intelligence" (GenAI)

- You can compare it to a computer that independently creates creative content such as text, images, or music.
- GenAI can **create new content** based on existing information. Similar to how humans think creatively – like an artist who creates artwork from ideas!

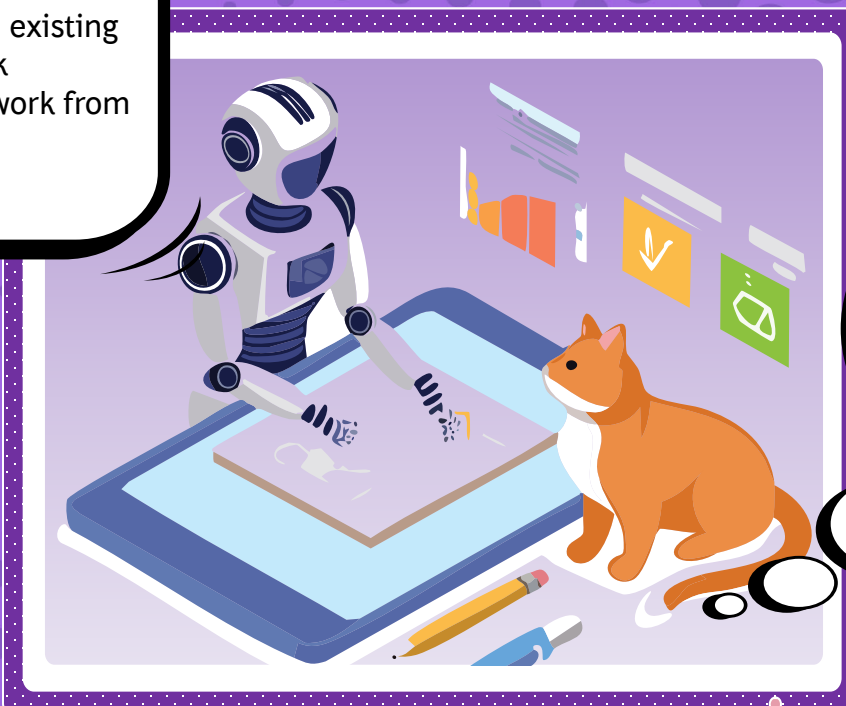
GenAI can process information and create new works based on it

- GenAI example: Language models like ChatGPT that can write texts on their own.
- Imagine it as a computer that takes information about a cat and creates an image of a cat from it.

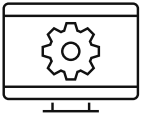
LLM stands for "Large Language Model." It is a type of AI that can analyze and understand large amounts of text to generate new texts from it. ChatGPT is an LLM tool that falls under GenAI.

How does GenAI know how to draw a cat?

Answer: Because it was trained with many images. GenAI generates something based on what it has learned.



GenAI is like an extension of AI because it doesn't just learn to recognize patterns – it can also use these patterns to create new content.



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What is AI? And what is GenAI?



This is what you want to do:

What is better suited:
A GenAI tool or an AI
tool?

Justify your choice:

Create images for a video
You want to create suitable images and graphics for your video that do not yet exist.

Add subtitles to a video
You have a video in a foreign language and want to automatically add subtitles.

Gather information
You need to gather information on a specific topic, e.g., about climate change.

Find script ideas for the video
You are looking for creative ideas for the script or dialogue.

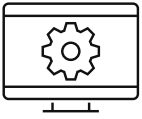
Choose suitable sound effects
You need sound effects that already exist and can be used without violating copyrights.

Excercise

On the left, you will find various tasks that may arise during the b@s videochallenge.

Decide for each task whether you would rather use an **AI tool** or a **GenAI tool** and **justify** your decision.

Note: If not otherwise noted, content generated using AI



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What is AI? And what is GenAI?



This is what you want to do:

What is better suited:
A GenAI tool or an AI tool?

Justify your choice:

Create images for a video

You want to create suitable images and graphics for your video that do not yet exist.

GenAI tool

Because GenAI tools can generate new content like images and graphics based on text prompts.

Add subtitles to a video

You have a video in a foreign language and want to automatically add subtitles.

AI tool

Because AI tools transform existing speech into text and do not create new content.

Gather information

You need to gather information on a specific topic, e.g., about climate change.

AI tool

Because you search with AI tools for information that already exists and is analyzed, rather than generating new content.

Find script ideas for the video

You are looking for creative ideas for the script or dialogue.

GenAI tool

Because GenAI tools create new text suggestions and creative ideas based on your input.

Choose suitable sound effects

You need sound effects that already exist and can be used without violating copyrights.

AI tool

Because you select existing music or sounds that are analyzed by the AI but not newly generated.

Excercise

On the left, you will find various tasks that may arise during the b@S videochallenge.

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