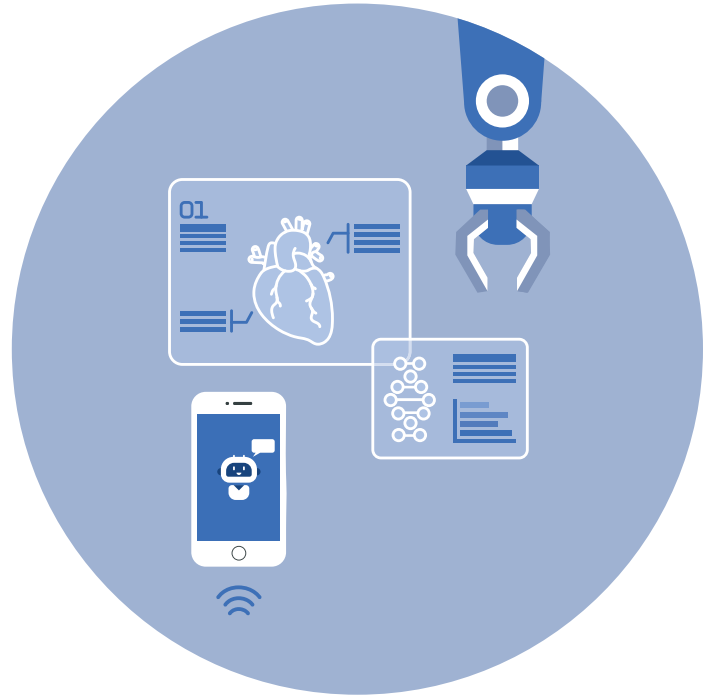# AI-Generated Content

Pre-Reading

A. Warm-Up Questions

1. What are some jobs that machines can perform better than humans?

2. How do you usually feel when new technology is released?

3. What technology do you use the most in your daily life?

B. Vocabulary Preview

Match up as many words and meanings as you can. Check this exercise again after seeing the words in context on page 2.

_____	1. artificial intelligence	a)	very little
_____	2. efficiency	b)	able to change when necessary
_____	3. minimal	c)	something that is produced
_____	4. input	d)	to fit, to satisfy, to be right for
_____	5. refine	e)	the copying and presenting of another's work as if it were one's own
_____	6. suit	f)	information given to a computer
_____	7. output	g)	a computer system or machine that copies human behavior
_____	8. counterargument	h)	an argument that opposes a particular idea
_____	9. plagiarism	i)	to improve something by making small changes to it
_____	10. adaptive	j)	the ability to accomplish something without wasting resources

Reading

AI-GENERATED CONTENT
Artificial intelligence takes the pen

1. **What is AI-generated content?**

   The term "AI-generated content" refers to text and images created by machines. The content that these machines produce can be of high quality and quite humanlike.

2. **Is AI something new?**

   AI, short for **artificial intelligence**, has been used for many years in manufacturing, health care, the financial sector, and customer service (think chatbots!). Its use has led to greater **efficiency** in these industries. More recently, AI writing tools for content creation have become popular in the marketing industry. These tools can create copy for blogs, advertisements, websites, and emails extremely quickly based on **minimal input** from human users.

3. **How do these tools work in practice?**

   This article was written by a human (hello!) and took around three hours to research, write, and edit. Certain AI writing tools could produce a similar article in seconds. All you need to do is input a command, such as:

   "Write a 400-word article about AI-generated content. Explain what AI-generated content is and how it is used, and include some advantages and disadvantages of using an AI writing tool."

   The content that the AI writing tool produces might not be perfect, but the user can instruct the tool to **refine** the text further if needed.

4. **What are some advantages of AI-generated content?**

   Using AI writing tools can save time, effort, and resources, making them cost-efficient. The tools can easily adapt texts to **suit** different platforms, and they can quickly personalize content for different audiences. They make certain writing processes easier, such as enhancing a text for search engine optimization (SEO). Importantly, these tools are man-made; they may be powerful, but we can still control how and what the machines learn in order to improve their **output**.

5. **What are some drawbacks of AI-generated content?**

   As with other forms of AI, there is the worry that these tools will result in machines taking jobs from humans in certain industries. **Counterarguments** also mention that these tools lack the ability to generate original ideas and that they often fail to create content with any depth of emotion.

   Some people are concerned about the impact that AI-generated content might have on education. New tools, such as ChatGPT, make it quick and easy for students to cheat on essays and assignments. It is hard to detect this form of **plagiarism**. The tools are **adaptive** and, therefore, may not produce identical content, even when the instructions the users input are the same.

"AI-generated content unlocks new worlds of creativity."
— a quote generated using ChatGPT

Comprehension

A. True or False?

Decide if the statements are true or false.
Then read the text again to check your ideas.

_____ 1. Machines produce AI-generated content without any input from human users.

_____ 2. An AI-generated content tool was used to create the article in this lesson.

_____ 3. According to the article, AI tools are not able to edit their own content.

_____ 4. An AI writing tool can make sure the material it produces is ranked highly by search engines.

_____ 5. AI-generated content tools don't always produce the same text when given the same command.

B. Questions

Write the answers to the questions in note form on the lines below.

1. What is AI-generated content?

_____

_____

2. Is AI something new?

_____

_____

3. How do these tools work in practice?

_____

_____

4. What are some advantages of AI-generated content?

_____

_____

5. What are some drawbacks of AI-generated content?

_____

_____

Speaking Practice

Student A: Ask your partner each question in Exercise B on page 3.

Student B: Use your notes to help you answer each question.
Answer in full sentences, adding more detail when possible.

When you finish, change roles.

Vocabulary Review

Complete the sentences using vocabulary from page 1.
You may need to change the word forms.

1. It will be a long time before _____ completely runs our lives.

2. Driving within the speed limit increases fuel _____ .

3. The manufacturing _____ of the company fell by 10% last year.

4. Methods used in surgery are always being _____ .

5. Many teachers and lecturers use online tools to help them check for _____ .

6. Certain online learning tools are _____ . They change the content and activities based on the students' age.

7. You can earn a good salary here and the tax is _____ . You barely notice it.

8. I have no idea what to do about this. I'd really appreciate your _____ on the matter.

Grammar Review

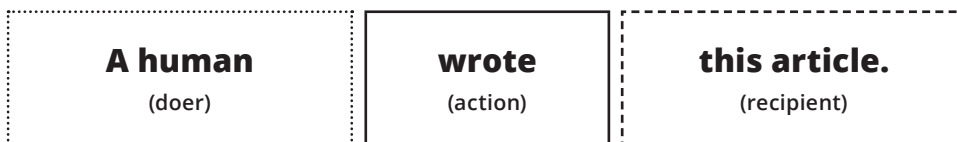**PASSIVE VOICE**

A. Introduction

In an active sentence, the subject is the **doer** of the verb (= *does* the action) and the object is the **recipient** of the verb (= *receives* the action).
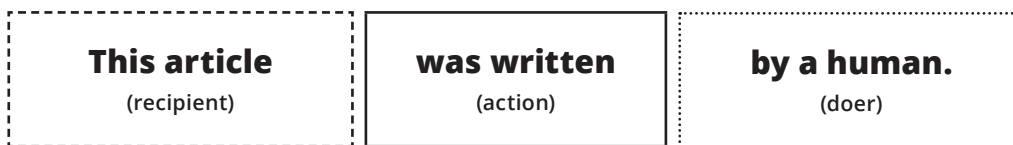In a passive sentence, the subject and object switch places.
The **recipient** of the action is now the main focus of the sentence.
This is called the passive voice.

ACTIVE

| **A human** (doer) | **wrote** (action) | **this article.** (recipient) |

PASSIVE

| **This article** (recipient) | **was written** (action) | **by a human.** (doer) |

B. Use

We often use the passive voice when we don't know who did the action or when the doer isn't important. In fact, the doer is often dropped from the sentence.

• AI is used by people all over the world.
• AI is used all over the world.

C. Form

| **Pattern** be + p.p. |

The passive is formed with the Be verb and the past participle of the main verb. Most verb tenses can be used with the passive voice. The Be verb changes form depending on the tense.

Grammar Review cont.

D. Practice

Change the following active sentences to passive sentences.
Include *by* + the doer of the action.

Ex. The author included some pros and cons of AI-generated content.

Some pros and cons of AI-generated content were included by the author.

1. OpenAI released ChatGPT in November 2022.

2. Students can use artificial intelligence to write essays.

3. Tech companies are improving the technology every day.

4. AI will create new jobs.

5. New technology always disrupts the labor market.

6. These tools personalize content for different audiences.

7. The customer service industry has used chatbots for many years.

Discussion

1. What else would you like to know about AI-generated content?

2. How concerned are you about the presence of AI in our everyday lives? Why?

3. Do you think AI-generated content is a good thing? Why or why not?

4. What could schools do to make sure students don't used AI-generated content for their assignments?

5. AI involves the use of machines. How is a machine different from a robot? Or are they the same thing?

6. If you could give an AI writing tool any command, what would you tell it to produce?

7. How might AI-generated content affect the world of literature? Do you think it could have a positive impact on fiction writers?

Listening

Fill in the blanks as you listen to the recording.

AI-GENERATED CONTENT
Artificial intelligence takes the pen

1. What is AI-generated content?

   The term "AI-generated _____ "
   refers to text and images created by machines. The
   content that these machines produce can be of
   high quality and quite _____ .

2. Is AI something new?

   AI, short for artificial intelligence, has been
   used for many years in manufacturing, health
   care, the financial sector, and customer
   service (think chatbots!). Its use has led to
   greater _____ in these industries.
   More recently, AI writing tools for content
   creation have become popular in the marketing
   industry. These tools can create copy for blogs,
   advertisements, websites, and emails extremely
   quickly based on _____ input from
   human users.

3. How do these tools work in practice?

   This article was written by a human (hello!) and
   took around three hours to research, write, and
   edit. Certain AI writing tools could produce a
   similar article in seconds. All you need to do
   is _____ a command, such as:

   "Write a 400-word article about AI-generated
   content. Explain what AI-generated content is and
   how it is used, and include some advantages and
   disadvantages of using an AI writing tool."

   The content that the AI writing tool produces might
   not be perfect, but the user can instruct the tool
   to _____ the text further if needed.

4. What are some advantages of
   AI-generated content?

   Using AI writing tools can save time, effort, and
   resources, making them cost-efficient.
   The tools can easily adapt texts
   to _____ different platforms,
   and they can quickly personalize content for
   different audiences. They make certain writing
   processes easier, such as enhancing a text for
   search engine optimization (SEO). Importantly,
   these tools are man-made; they may be powerful,
   but we can still control how and what the
   machines learn in order to improve their output.

5. What are some drawbacks of
   AI-generated content?

   As with other forms of AI, there is the worry that
   these tools will result in machines taking jobs
   from humans in certain industries.
   _____ also mention that these
   tools lack the ability to generate original ideas
   and that they often fail to create content with
   any depth of emotion.

   Some people are concerned about the impact
   that that AI- _____ content might
   have on education. New tools, such as ChatGPT,
   make it quick and easy for students to cheat on
   essays and assignments. It is hard to detect this
   form of _____ . The tools are
   adaptive and, therefore, may not produce identical
   content, even when the instructions the users
   input are the same.

Answer Key

LESSON DESCRIPTION:

In this lesson, students read an article that explains what AI-generated content is, how it is used, and what some of the advantages and disadvantages of this new technology are. A review of the passive voice is also included.

LEVEL: High Int

TIME: 1.5–2 hours

TAGS: discussion, artificial intelligence, AI, ChatGPT, chatbots, technology, writing tools, plagiarism, passive voice, passive

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Pre-Reading

A. WARM-UP QUESTIONS

Have students discuss the questions in small groups or as a class.

B. VOCABULARY PREVIEW

1. g   3. a   5. i   7. c   9. e
2. j   4. f   6. d   8. h   10. b

Reading (and/or Listening)

Read individually, in small groups, or as a class. Discuss the quote. You can also play the listening as your students read along. A gap-fill version of the reading is available on page 8. Help your students with vocabulary and expressions that they are unfamiliar with.

Comprehension

A. TRUE OR FALSE?

1. F – Human input is needed, but it is minimal.
2. F – This article was written by a human.
3. F – With human instruction, AI can refine its own content.
4. T
5. T

B. QUESTIONS

Answers will vary:

1. high-quality and humanlike text and images created by a machine
2. no – used for many years in manufacturing, health care, the financial sector, and customer service
3. human user inputs instructions; machine produces content
4. can save time, effort, and resources – cost-efficient / can easily adapt texts for different platforms / can quickly personalize content for different audiences / can enhance a text for SEO
5. worry about machines taking jobs from humans / tools lack the ability to generate new ideas or depth of emotion / tools might impact education – quick and easy for students to cheat, hard to detect plagiarism

Vocabulary Review

1. artificial intelligence   5. plagiarism
2. efficiency   6. adaptive
3. output   7. minimal
4. refined   8. input

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Answer Key cont.

Grammar Review

D. PRACTICE

1. ChatGPT was released by OpenAI in November 2022.
2. Artificial intelligence can be used by students to write essays.
3. The technology is being improved by tech companies every day.
4. New jobs will be created by AI.
5. The labor market is always disrupted by new technology.
6. Content is personalized by these tools for different audiences.
7. Chatbots have been used by the customer service industry for many years.

Discussion

Answers will vary.
Can be done individually or in small groups or pairs.

Listening

1. content, humanlike
2. efficiency, minimal
3. input, refine
4. suit
5. Counterarguments, generated, plagiarism

SPELLING NOTE:

This lesson shows the American spelling of the words *Behavior* and *Labor*. Most other English-speaking countries spell these words this way: *Behaviour* and *Labour*. Make it a challenge for your students to find these words in the lesson and see if they know the alternate spellings.