

Latest Technologies for Agricultural Journalists

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**Why and how to use
Chatbots as
Journalist**

**Why and how to use
Chatbot as
Agricultural
Journalists**

Why should we use it?

Because we can.



Einladung
eines Freundes
zur Hochzeit



Erstelle eine
persönliche
Website



Erlebe Seoul
authentisch



Erkläre mir
Supraleiter



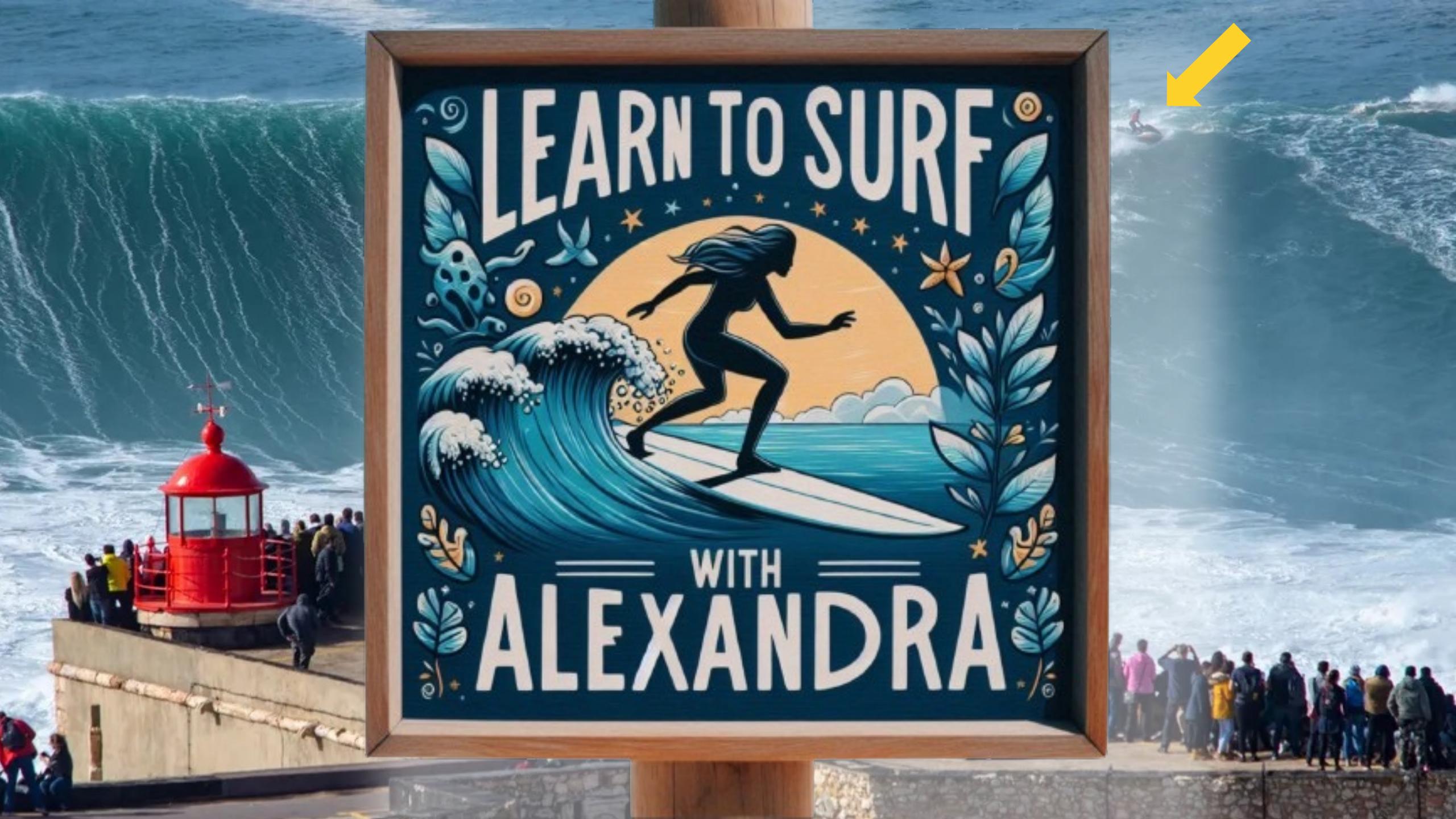
Geben Sie eine Nachricht ein oder tippen Sie "/", um eine Aufforderung auszuwählen...



ChatGPT kann Fehler machen. Überprüfe wichtige Informationen.

Because we have to.





LEARN TO SURF

WITH ALEXANDRA

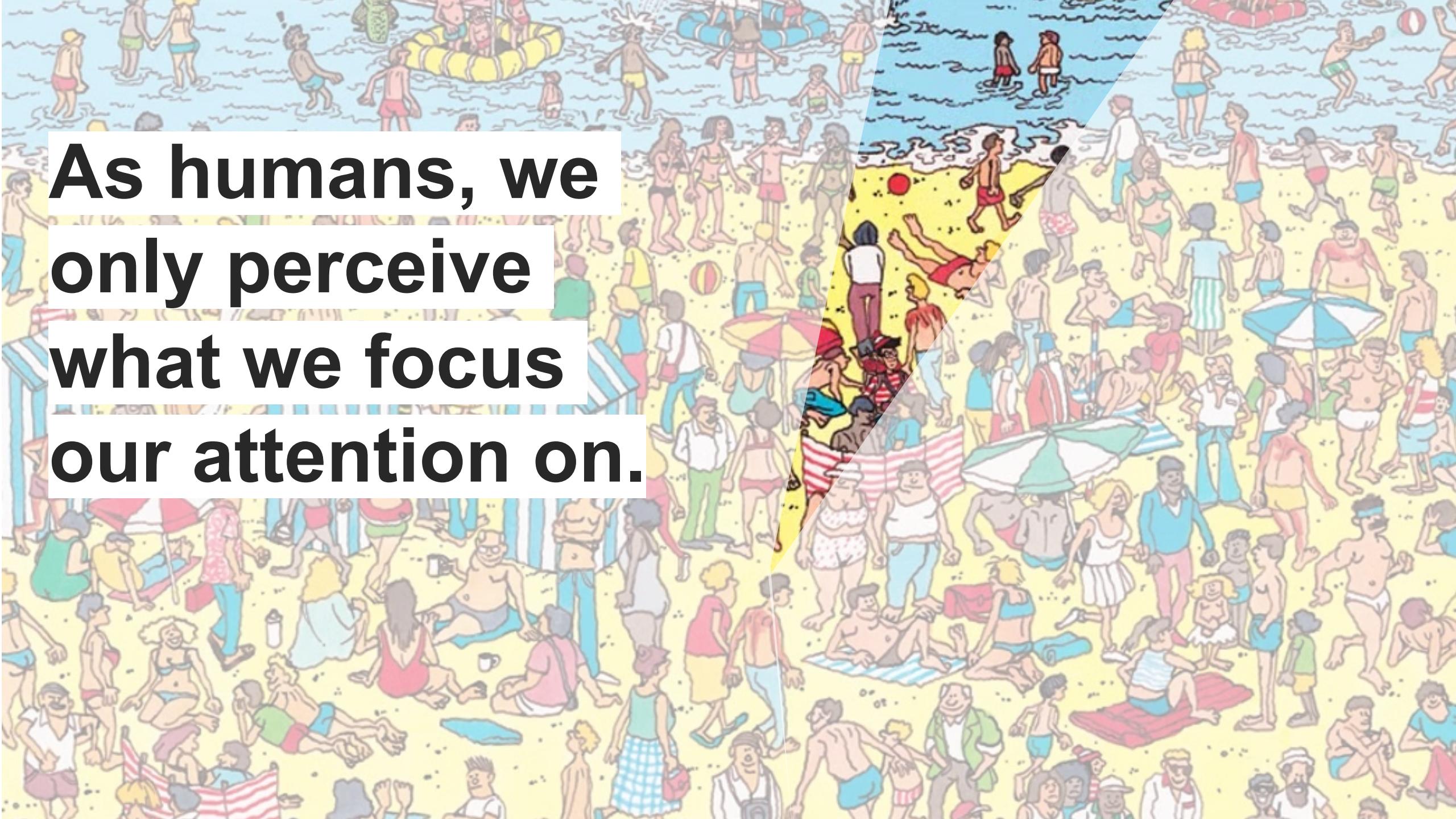
Because it can help us.

What is AI?

Machines that imitate humans.

**Machines are much faster. And they
can process much more data.**

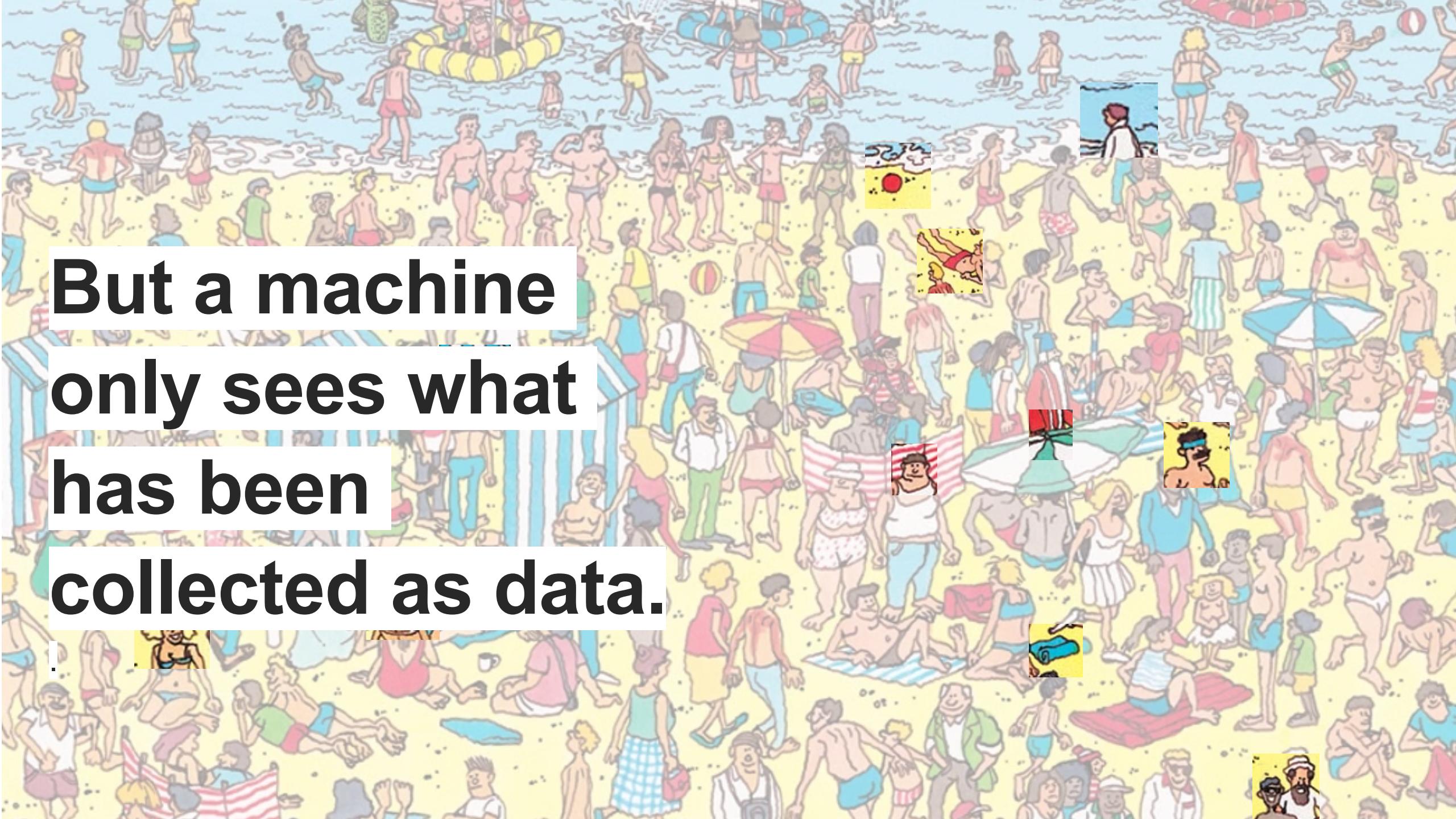




**As humans, we
only perceive
what we focus
our attention on.**



A machine sees
everything.



But a machine
only sees what
has been
collected as data.

**You as a human
can see, hear,
feel, smell ...
everything else.**

**How fast will AI replace you as a
journalist?**

How does a chatbot (a large language model) work?

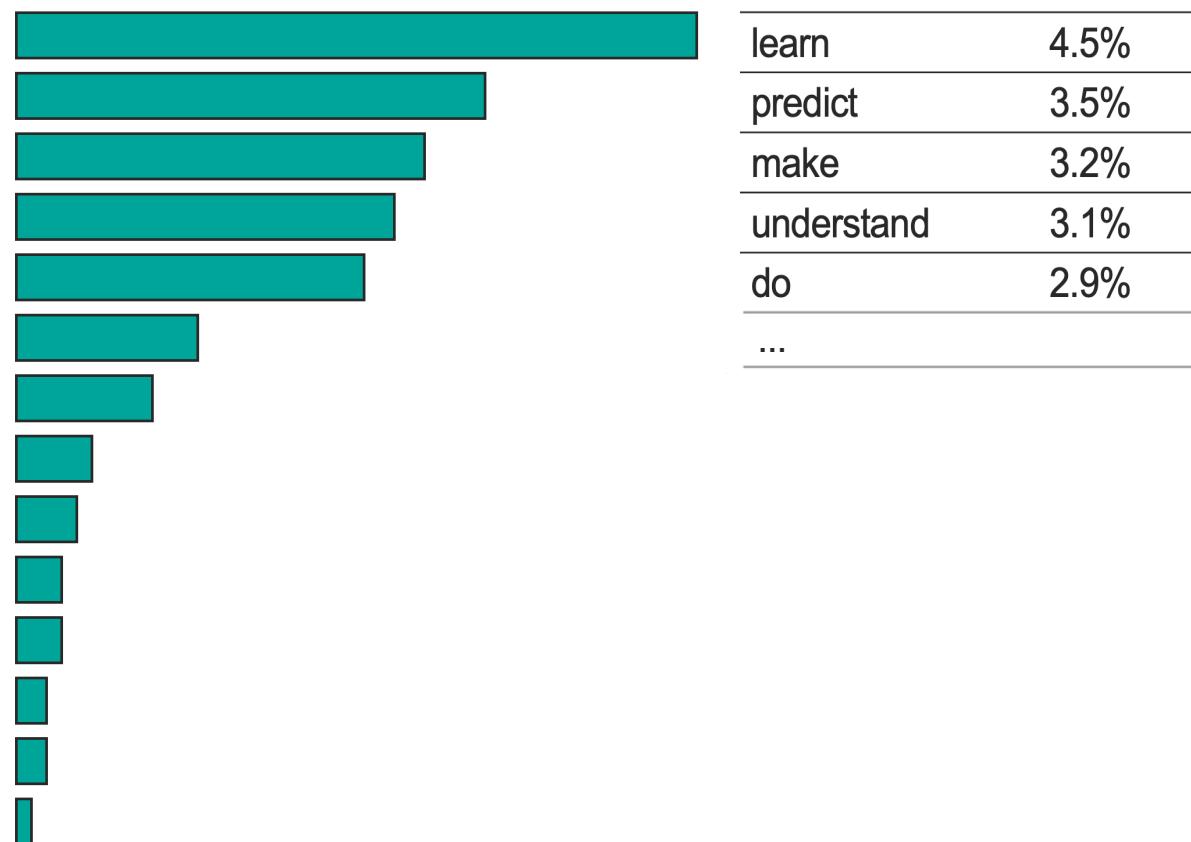
Th█ b█st th█ng █b█t ██s . . .

The best thing about  is . . .

The best thing about AI is . . .

It's about probabilities.

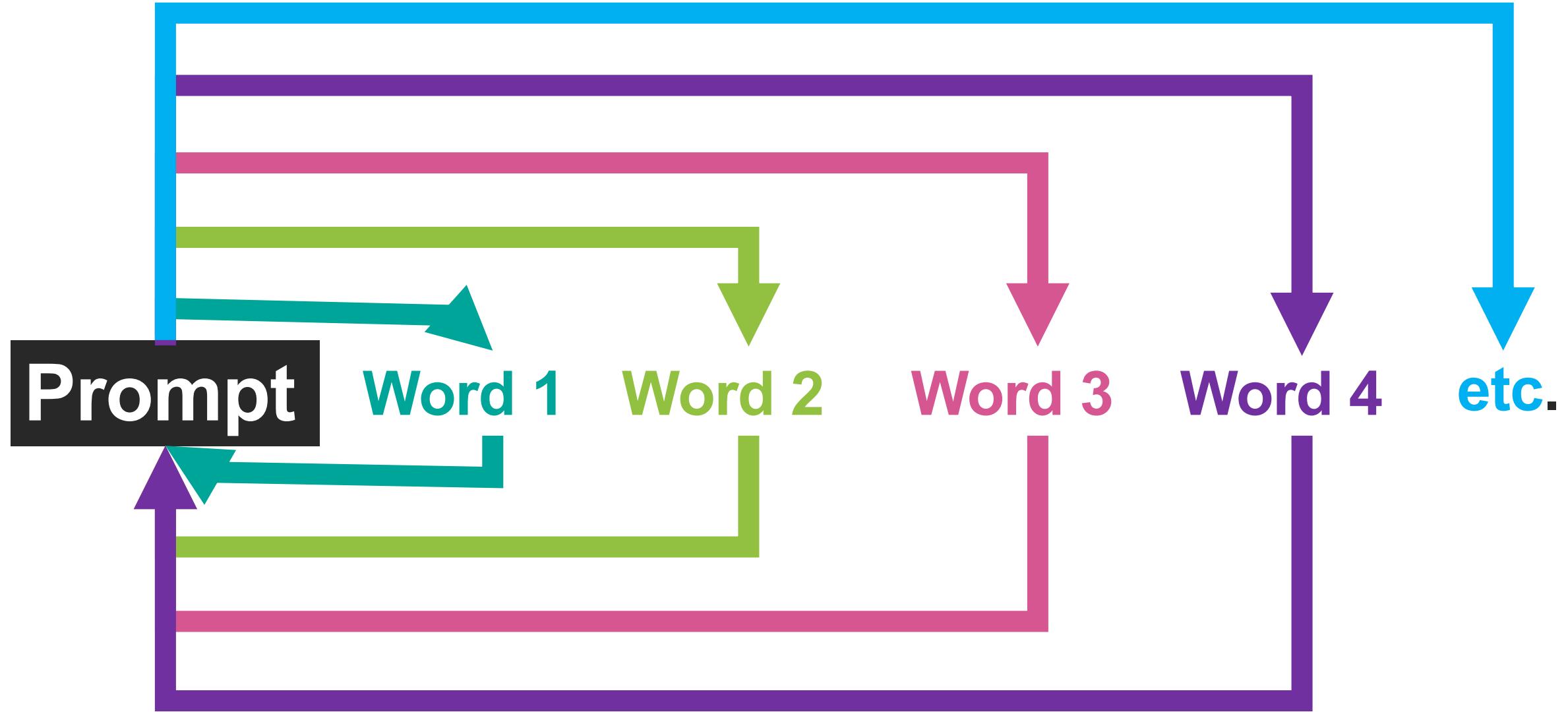
The best thing about AI is it's ability to...



It's statistics.

0 Finish the sentence: The best thing about AI is it's ability to ...





**It's a machine that can write text
(generate images, etc.).**

It does not understand the content.

**How fast will AI replace you as a
journalist?**

What does a chatbot know?

**Facts it learned while “learning”
the language.**

And Information it gets from:

- searching the internet.**
- information you provide (links or attached data).**

**How fast will AI replace you as a
Journalist?**

**There will be a new division of
tasks between human and
machines.**

**What is the difference between a
Chatbot and a Search Engine?**

swiss-food.ch - Asian hornet x Google What is an asian hornet? - Go +

← → C google.com/search?q=What+is+an+asian+hornet%3F+&sca_esv=9267af3241730e66&sca_

CHMedia MAZ Unterricht Jobs Weiterbildung Login Suche Tools Ressourcen

What is an asian hornet?

All Images Videos News Books Maps Web More Tools

Asian hornet

Insect :

Overview Diet

Swissinfo

European hornet Wasp Hornet

Asian hornet

BBC

Asian hornets: why are they bad for UK bees? Asian hornets: Why are they bad for UK bees? 20 Sept 2023

Videos >

Asian Hornet Vs European Hornet. Know The Difference!! YouTube - Gwenyn Gruffydd 4 Sept 2023

Asian Hornet Identification (Yellow legged Hornet). Bee ... YouTube - Gwenyn Gruffydd 21 Sept 2023

Asian Hornet - Invasive Non Native Species in UK YouTube - Angling Trust 17 April 2024

View all →

Wikipedia https://en.wikipedia.org/wiki/Asian_giant_hornet

Asian giant hornet It is native to temperate and tropical East Asia, South Asia, Mainland Southeast Asia, and parts of the Russian Far East.

People also ask :

Are there Asian hornets in Switzerland? How bad are Asian hornets? What countries are Asian hornets in? What does the queen Asian hornet look like?

National Bee Unit https://www.nationalbeeunit.com/diseases-and-pests

Asian Hornet » APHA - National Bee Unit - BeeBase Vespa velutina, the yellow legged hornet, commonly known as the Asian hornet, is native to Asia and was confirmed for the first time in Lot-et-Garonne in ...

Wikipedia https://en.wikipedia.org/wiki/Asian_hornet

Asian hornet The Asian hornet (Vespa velutina), also known as the yellow-legged hornet or Asian predatory wasp, is a species of hornet indigenous to Southeast Asia.

swiss-food.ch https://swiss-food.ch/articles/asiatische-hornisse-beide... Asian hornet threatens native honey bee The hornet originates from Southeast Asia and first arrived in Europe via transport routes in 2004. In 2017, it was observed in Switzerland for the first time.

Google What is an asian hornet?

All Images Videos News Books Maps Web More Tools

Asian hornet

Insect :

Overview Diet Predators Characteristics Sounds Videos

Scientific name Vespa velutina Domain Eukaryota

ASIAN HORNET YouTube - Gwenyn Gruffydd 4 Sept 2023 COMPARISON

Videos >

Asian Hornet Vs European Hornet. Know The Difference!! YouTube - Gwenyn Gruffydd 4 Sept 2023

Asian Hornet Identification (Yellow legged Hornet). Bee ... YouTube - Gwenyn Gruffydd 21 Sept 2023

Asian Hornet - Invasive Non Native Species in UK YouTube - Angling Trust 17 April 2024

About

The Asian hornet, also known as the yellow-legged hornet or Asian predatory wasp, is a species of hornet indigenous to Southeast Asia. It is of concern as an invasive species in some other countries, including most of Europe. Wikipedia

Scientific name: Vespa velutina Domain: Eukaryota Family: Vespidae Genus: Vespa Kingdom: Animalia Phylum: Arthropoda

Feedback

People also search for

European hornet Hornets Asian giant hornet Oriental hornet See more →

What is an asian hornet?



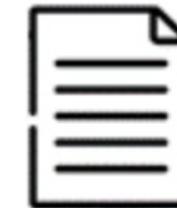
The Asian hornet (*Vespa velutina*) is a species of hornet native to Southeast Asia. It is known for its distinctive dark brown or black body, yellow-tipped legs, and a yellow or orange band towards the rear of its abdomen. Here's some detailed information about the Asian hornet:

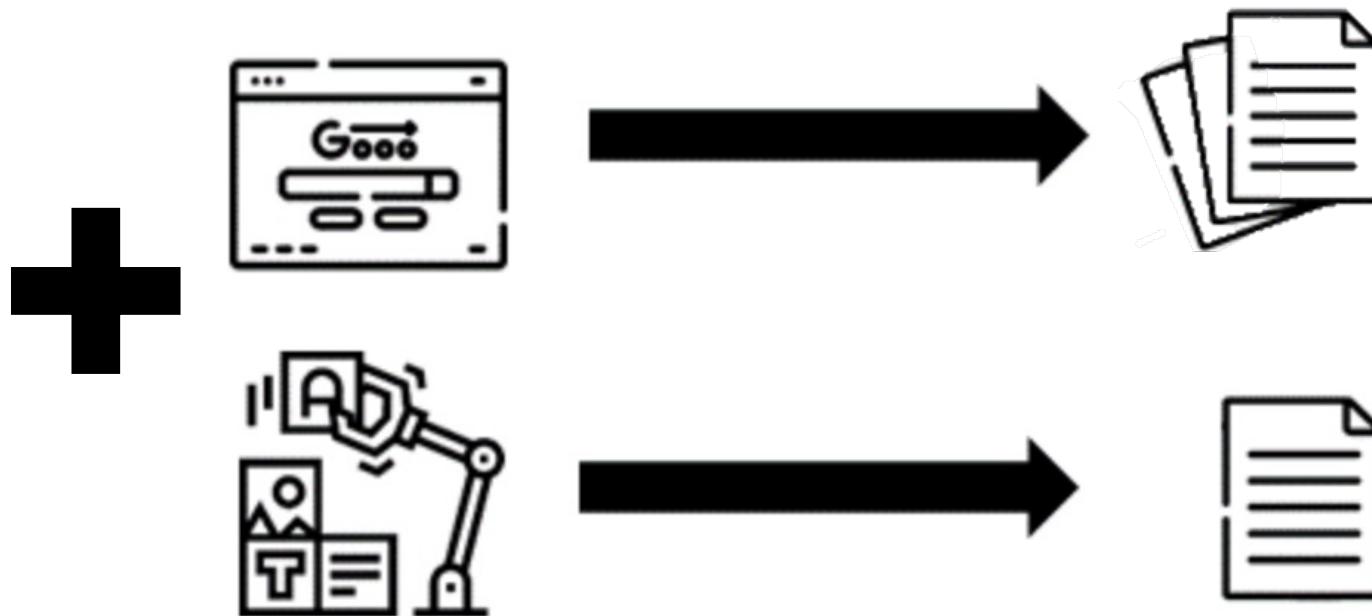
Physical Characteristics:

- **Size:** Workers are typically about 2.5 cm (1 inch) long, while queens can be up to 3 cm (1.2 inches) long.
- **Coloration:** Dark brown or black body with yellow-tipped legs and a yellow-orange band on the fourth segment of the abdomen.
- **Wings:** Slightly darkened, adding to their distinctive appearance.

Behavior:

- **Nesting:** Asian hornets build large, spherical nests often high in trees, but they can also nest in lower, sheltered locations.





What shall I do if I find an asian hornet in Switz



All

Image

Video

News

Books

Images

Maps

More

Tools

Observer
as a picture
live specie

swiss-food.ch

Powered by Syngenta and Bayer

Association also calls on people to be vigilant and **call for professional control.**



swiss-food.ch

<https://swiss-food.ch/articles/asiatische-hornisse-bed...> ::

Asian hornet threatens native honey bee - swiss-food.ch



About featured snippets • Feedback

**How fast will AI replace you as a
Journalist?**

How can you make sense of
Chatbots as a Journalist?

Recommendation #1
Consider a Chatbot like ChatGPT
as an eloquent and willing
assistant.

Recommendation #2
Check out useful tools.



Recommendation #3
Experiment with them.



[→ Translation](#)

Invasive Tiere

Asiatische Hornissen jagen Bienen: Deshalb Nester melden und entfernen lassen

Die Asiatische Hornisse gehört zu den invasiven Tierarten, die einheimische Arten verdrängen. Wir zeigen, woher sie kommt, wie sie sich von den einheimischen Hornissen unterscheidet und erklären, wie Landwirte reagieren sollen.

Text

Documents

Images

Websites

Speech

Automatic detection

\$ 29 credits left

English

General

Invasive Tiere

Asiatische Hornissen jagen Bienen: Deshalb Nester melden und entfernen lassen

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Invasive Animals

Asian hornets hunt bees:

Therefore, report and have nests removed

The Asian hornet is one of the invasive species that displace native species. We show where it comes from, how it differs from native hornets, and explain how farmers should respond.



Invasive Animals

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Recommendation #4

Learn to prompt.

How to use chatbots cleverly

Handout on the input by Alexandra Stark on 15 August, IFAJ Congress, Interlaken

Blueprint for a prompt

[...] are placeholders, you can enter the information that is specifically relevant to you.

Put yourself in the shoes of a [ROLE] who works at [COMPANY / INSTITUTION]. You want to do the following [IDEA] for your target audience [TARGET AUDIENCE] on the following topic [TOPIC]. Here's what you need to know about the topic [CONTEXT]. Suggest [RESULT] to me.

Present the result to me in [FORMAT] and don't let it be longer than [LENGTH]. For an example of what I have in mind, you can look at [EXAMPLE]. Pay attention to [TONALITY] language.

Explanation:

- [ROLE]: e.g. journalist, editor, spokes person, ...
- [COMPANY / INSTITUTION]: publishing house, company, cooperative, ...
- [PUBLICATION CHANNEL]: e.g. website, newsletter, speech, ...
- [TARGET AUDIENCE]: as specific as possible
- [TOPIC]: the more specific, the better
- [IDEA]: can also be formulated openly
- [CONTEXT]: central, can be detailed, as copied text & links
- [RESULT]: expectation as detailed as possible
- [FORMAT]: e.g. table, bullet points
- [LENGTH]: exact word count
- [EXAMPLE]: link to example

Recommendation #5
Start with small painpoints.



You are a journalist working for an agricultural publication in Switzerland called «Die Grüne». You have written an article about the problem that has been published a few weeks ago (see below). The problem is still there and you want to raise awareness for the problem, but you do not want to do new stories, because all the necessary information is already there.

###

Now put yourself into the shoes of your audience: farmers. What questions do they have?

###

Turn the article into a useful Q&A for farmers. Start with the question what to do, if you find an asian hornet.



Recommendation #6
Set up a list of useful prompts.



W 240117_CHMedia_Promptbibliothek

Word suchen

Datei Start Einfügen Layout Verweise Überprüfen Ansicht

Calibri Bold 12 F K U ...

ChatGPT, Bing Chat & Co.

Chatbots richtig «kreativ» einsetzen – die «CH Media»-

Stand 240603**Diese Promptbibliothek enthält**

- allgemeine Infos zum Prompten sowie
- getestete Prompts (das heisst ausforrige Anleitungen wie Bing Chat, ChatGPT & Co.).

Du bist auf der Suche nach Tools? Dann scha**Ich möchte für mein Publikum die richtige Umsetzung (Form und Dreh) bestimmen****Persönlicher Basisprompt** + Du willst zum [THEMA] kreative Ideen für journalistische Inhalte.

Alle Ideen müssen vor Ort und mit lokalen Quellen umsetzbar sein.

- Als Journalist:in kannst du verschiedene Ziele verfolgen:
 - Ziel 1: Ich will, dass mein Publikum informiert ist (Fakten stehen im Zentrum)
 - Ziel 2: Ich will, dass mein Publikum Antworten auf brennende Fragen bekommt (Antworten stehen im Zentrum).
 - Ziel 3: Ich will, dass mein Publikum bei einem Thema mitreden kann (Argumente stehen im Zentrum).
 - Ziel 4: Ich will, dass mein Publikum Kontext bekommt/Hintergründe versteht (Einordnung steht im Zentrum).
 - Ziel 5: Ich will, dass mein Publikum komplexe Zusammenhänge versteht (Reduktion der Komplexität steht im Vordergrund).
 - Ziel 6: Ich will, dass mein Publikum den Einstieg in ein Thema schafft (Zugang steht im Zentrum).
 - Ziel 7: Ich will, dass mein Publikum ein Problem lösen kann (Lösungsweg steht im Zentrum).
 - Ziel 8: Ich will, dass mein Publikum eine schöne Geschichte lesen/hören/sehen/nutzen kann (Storytelling steht im Zentrum).
 - Ziel 9: Ich will, dass mein Publikum Spass hat (Unterhaltung steht im Zentrum).
 - Ziel 10: Ich will, dass mein Publikum Fragen stellen kann (Interaktion steht im Zentrum).
 - Ziel 11: Ich will, dass mein Publikum nur das bekommt, was ihn interessiert (Filtermöglichkeiten stehen im Zentrum).
 - Ziel 12: Ich will, dass mein Publikum seine Meinung sagen kann (Meinungsäußerung steht im Zentrum).

Schlag für jedes Ziel schlägt drei konkrete Umsetzungsideen mit verschiedenen journalistischen Formen vor. Nutze folgende Formen:

- Nachricht und Bericht
- Bulletpoints
- Q&A
- Pro&Contra
- FAQ
- Hintergrundbericht
- Analyse
- Infografik
- «Was bisher geschah»
- «Anleitung in Schritten»
- Reportage
- Porträt

Recommendation #7
**Customise your prompts (turn them
into GPTs).**



The Journalistic Form Finder

Von Alexandra Stark

In journalism, the format should serve the content. But which journalistic goal can we best achieve with which journalistic form? This GPT generates formats and ideas tailored to your topic. Start by entering your topic. Indicate the language you want the GPT to answer.

Recommendation #8
Share your knowledge.

QR-code

Recommendation #9

Don't be stupid.

A COMPUTER

CAN NEVER BE HELD ACCOUNTABLE

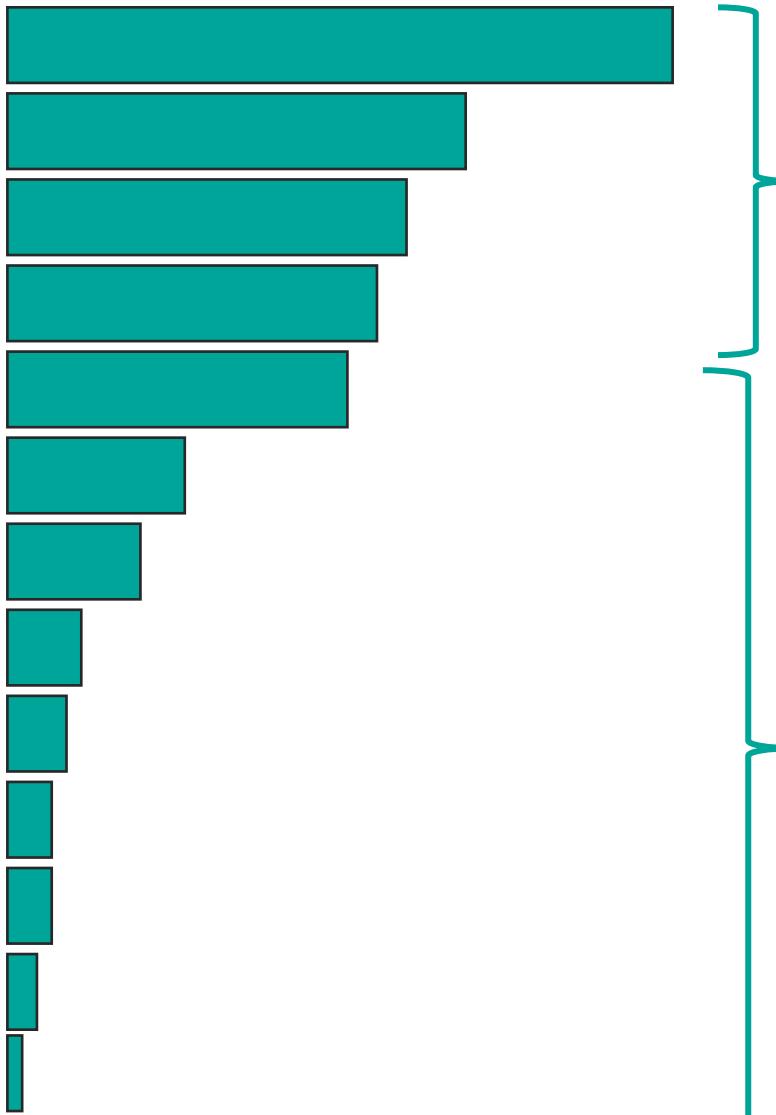


Gemacht mit Bing Chat (creative mode)

**Question and verify.
Everything.
Always.**

**Rule of thumb: Only feed AI
with what you would also
publish online.**

Recommendation #10
**Learn to find the value you can add
as a human.**



ChatGPT:

- known
- obvious
- easy
- ...

You:

- domain specific
- new
- authentic
- local
- ...

Recommendation #11
If you don't know, ask!

?

mail@alexandrastark.ch