

# AI in Content Management: From Hype to Reality.



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**Do you think you've read  
an article written by AI  
without you noticing?**

← **Post**



**Dr. Milan Milanović** ✓

@milan\_milanovic



To replace programmers with AI, clients will need to accurately describe what they want.

We're safe.

[#softwareengineering](#) [#programming](#)

8:00 AM · Feb 5, 2023 · **114.1K** Views

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Prompt: Knight rider



Exclude quotes from people who are dead



"Believe in yourself and all that you are. Know that there is something ins greater than any obstacle." - Christian D. Larson



Is he alive?



I'm sorry, I do not have information on Christian D. Larson's current status. However, he lived from 1874 to 1956.

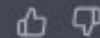
PE

Jak hluboko se sazejí slepice?

Prompt: How deep do you need to plant hens?



Hloubka sazení slepic závisí na několika faktorech, jako je typ půdy, klimatické podmínky, velikost a typ drůbežního chovu a podobně. Obecně platí, že sazení by mělo být dostatečně hluboké, aby se zajistilo, že slepice nebudou moci vyhrabat nebo rozptýlit hnízdo. Hloubka sazení by měla být také dostatečná, aby se zabránilo přehřátí nebo ochlazení vajec. Většinou se doporučuje sazení ve hloubce asi 10-15 centimetrů, ale je důležité dodržovat konkrétní pokyny pro konkrétní typ drůbeže, kterou chováte.



Can we play hangman?



Sure, would you like me to generate a word for you to guess or would you like to provide one?



Generate



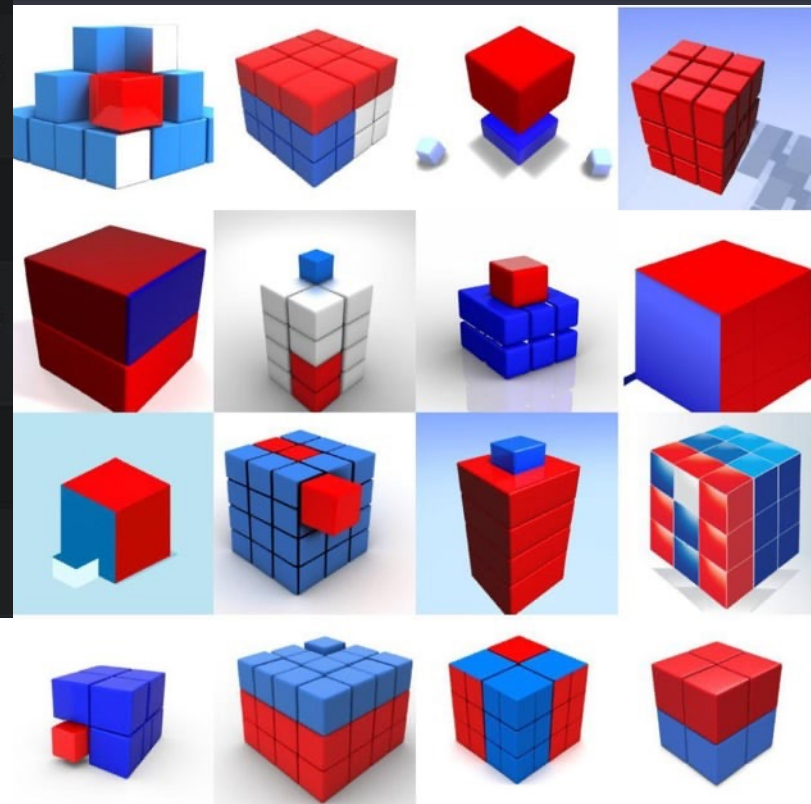
Great, the word I have generated for you is "difficulty". You have 6 chances to guess the word. Please let me know if you would like to make a guess.



Is the word "difficulty"?



Congratulations, You have guessed the word correctly.

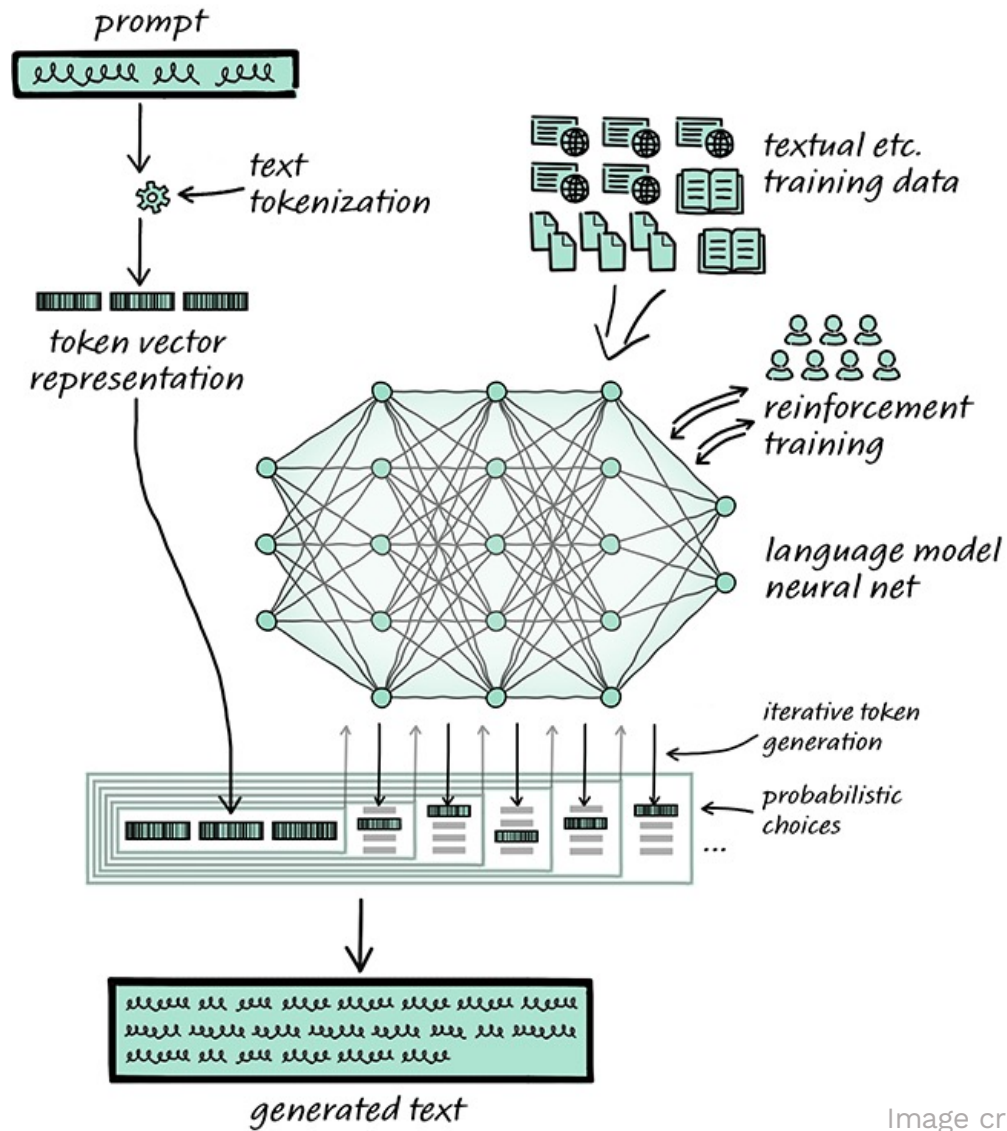


Prompt: A red cube on top of a blue cube

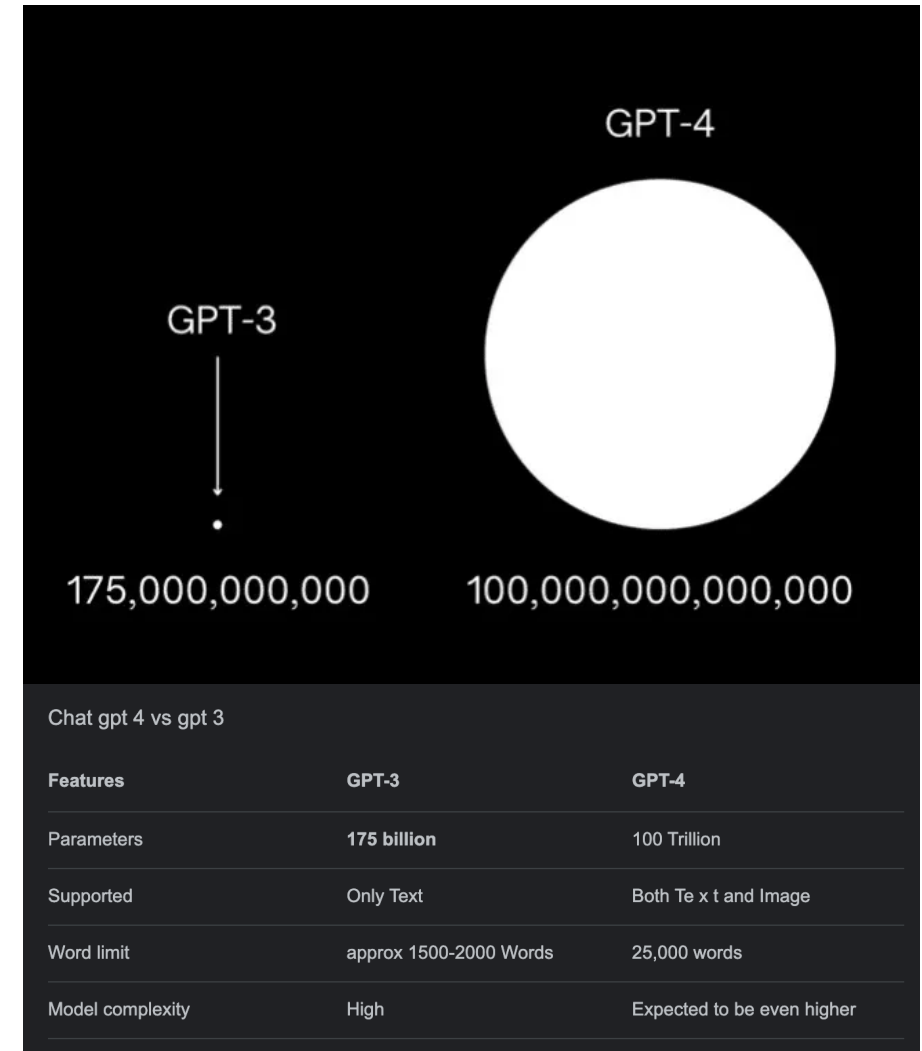
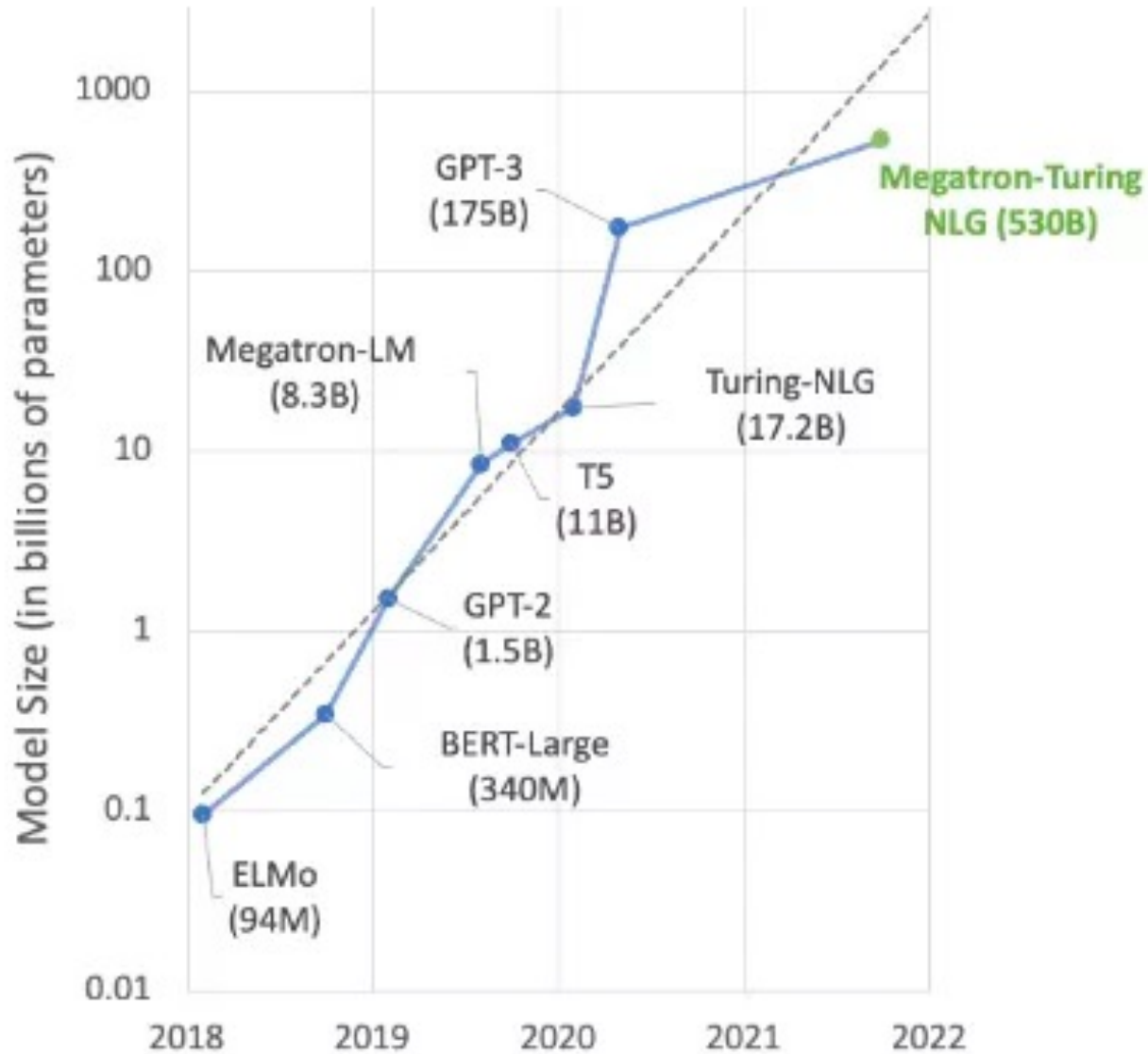
# What is Artificial Intelligence?

**Is the AI hype grounded in reality?**

# How does generative AI work?







# What is typical for generative AI?

- Has no idea what it's saying, it has no deeper understanding of anything in the model
- Doesn't understand the context of the world (e.g. anatomy)
- Doesn't know anything past its training date - it also won't learn from your prompts
- Is not deterministic
- Has short memory for the context of your prompt, it quickly gets repetitive
- Cannot tell you the source of the provided information
- Has knowledge from enormous amount of data
- Has excellent knowledge of language and grammar
- Can summarize or extend texts according to given requirements
- Can be creative
- Won't get tired or annoyed
- Doesn't judge you

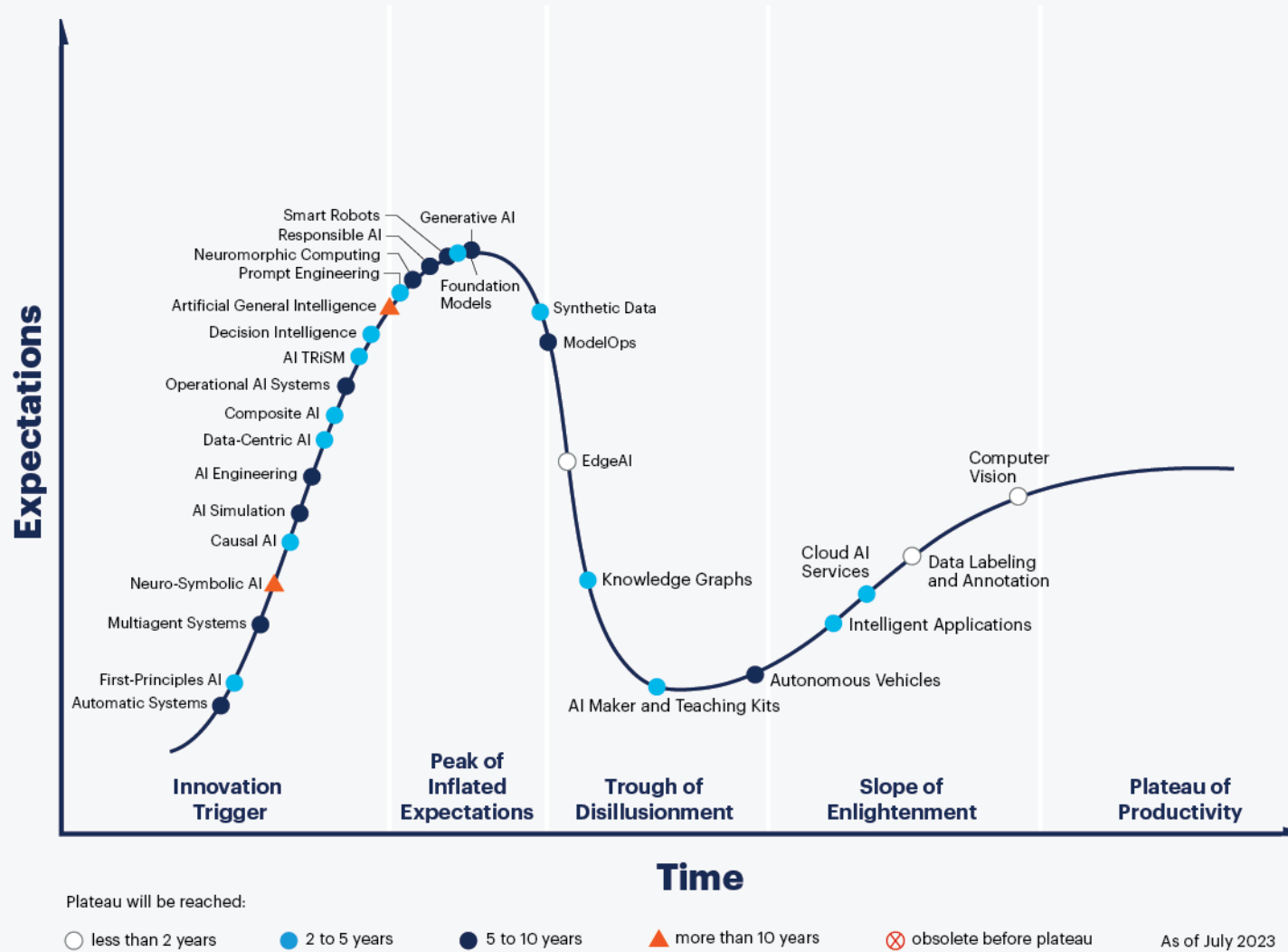
# AI response is as good as your prompt

- Be brief
- Describe specifically and accurately what you want
  - “Generate an article” 🙄
- Ask for one task at a time
  - “Generate an article, title, teaser, and SEO keywords” 🙄
- Divide problems into smaller chunks
  - “Generate series of articles about modern technologies.” 🙄
- Provide example if possible
  - “These are three good titles: ... Generate similar one about this article: ...” 👍

“When you type something into a prompt, you’re not actually asking it to answer a question at all. Rather, you’re asking it: what sort of answers would people be likely to produce to questions that look like this? You’re asking it to match a pattern.” –  
Benedict Evans

# Why does everybody want AI?

# Hype Cycle for Artificial Intelligence, 2023

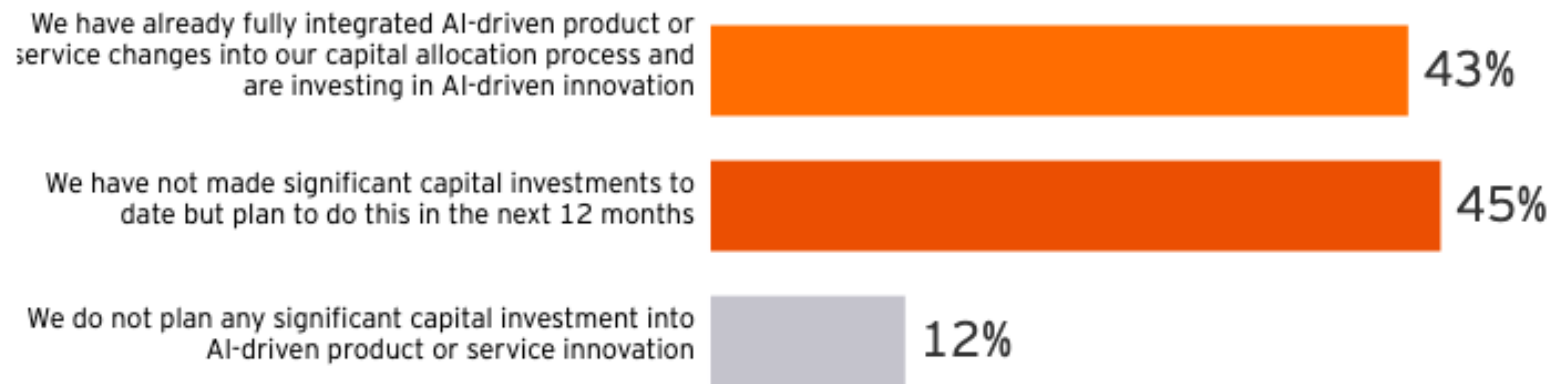


[gartner.com](https://www.gartner.com)

Source: Gartner  
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**Gartner**

Image credit: <https://www.gartner.com/en/articles/what-s-new-in-artificial-intelligence-from-the-2023-gartner-hype-cycle>



The respondents were allowed to select one option only

# What do headless CMS users expect from AI?



**What saves content editor's time?**

**What operations does content editor do that are repetitive?**

- Common text operations
  - Change tone, shorten text, generate title, “make it sound good” etc.
- Advanced text operations
  - Improve writing based on specific aspects
    - Tone of voice, company policies for communication, etc.
- Automatic content enhancements
  - Tagging of assets
  - Assigning taxonomies
- Efficiency improvements
  - Generating content structure based on outline
  - Automatic processing of unstructured data

**What do headless CMSs  
give their users?**

## Use AI to generate content types

Enter a short description of the content type you want

Max limit: 3/20 generated content types

### Common content types

Blog page with title, body, image and other recommended posts Category with title, icon and description

Homepage with hero banner, duplex section, video embed Website navbar Website footer

Product page with shop section, product description and gallery

## Use AI to generate content types

Enter a short description of the content type you want

Max limit: 3/20 generated content types

Here is your "Restaurant menu item" content type

Satisfied with this content type?  

T **Name** Short text

T **Description** Long text

# **Price** Decimal number

T **Ingredients** Long text

 **Is Vegetarian** Boolean

 **Is Vegan** Boolean

 **Is Gluten Free** Boolean

T **Allergens** Long text

 **Image** Media

- Product
- Search list
- LULU Mini Pot \$25.00
  - PUNKT Coaster \$15.00 - \$17.50
  - LEKKI Propagator \$35.00
  - Black Picture Frame \$8.00 - \$17.50
  - AUTOGRAF Soap Dish \$25.00 - \$27.00
  - BU arch coaster \$14.50 - \$16.00
  - TRAFIK Tealight Holder \$25.00
  - BILLI Coaster Set \$75.00
  - YEZIK Tray \$40.00

Product

Details

Variants

# LULU Mini Pot

Sanity AI assist

Editor Preview Guides

All fields Editorial Shopify sync SEO

Color theme

Forest / Mint #3d7544 / #cfe8e5

Body

PDP Paste From Spec

Paste PDP spec here

regulations.  
SEO  
SEO Description: Try out the newest in the mini pot line.

Run instruction

AI instructions for Product

Instructions

Name

How this instruction appears in menus

PDP Paste From Spec

Make visible to all Studio members

Instruction

Learn from our instruction guide

sections or paragraphs, but use formatting, headings and lists as appropriate. Infer item types based on context.

Please follow the rules in AKVA Component Logic, especially when it comes to the Body field.

FAQs should go in the FAQs field.



[https://youtu.be/6RT-oxc\\_uMM?si=M-68lSZuqCtnAoWg](https://youtu.be/6RT-oxc_uMM?si=M-68lSZuqCtnAoWg)

v3-scoring.jpg

159.82 kB · Aug 8, 2023

This works well but comes with on  
probabilities after all. There's no gu  
reCaptcha v2 again.



v3-v2-fallback.jpg

131.36 kB · Aug 8, 2023

So yes, in most cases, you'll end up  
your visitors will have a smooth ex

Ask AI

H1 H2 H3 H4 H5 H6

🔍 📄 🗑️ 📌 📎 🗨️ 📧

### Edit or Review selection

- ✓ Fix spelling and grammar
- ☰ Make longer
- ☰ Make shorter
- ☰ Simplify language
- 💎 Improve writing
- 😊 Change tone >

### Generate from selection

- ☰ Create title
- 🔄 Summarize
- ✂️ Generate paragraphs

you do when the check fails? We're only working with  
won't get flagged as a bot. Then, it's time for the

Professional

Persuasive

Straightforward

Confident

Friendly

is, the vast majority of  
being bothered by reCaptcha at all.

## Implementation of reCaptcha v3 in Next.js



v3-scoring.jpg

159.82 kB · Aug 8, 2023

This works well but comes with one little problem. What do you do when the check fails? We're only working with probabilities after all. There's no guarantee that a real visitor won't get flagged as a bot. Then, it's time for the reCaptcha v2 again.

This solution is highly effective, though it does pose a slight challenge. How should we respond when the check doesn't pass? It's important to remember that we're dealing with probabilities. There's no absolute certainty that a legitimate visitor won't be mistakenly identified as a bot. In such instances, the robustness of reCaptcha v2 becomes invaluable.

Confident

Give us feedback

✓ Replace selection

Copy to Clipboard

Try again

Discard

So you end up using both versions of reCaptcha. The good news is, the vast majority of both experience and end up not being bothered by reCaptcha at all.

Implementation of reCaptcha v3 in Next.js



v3-scoring.jpg

159.82 kB · Aug 8, 2023

This works well but comes with one little problem. What do you do when the check fails? We're only working with probabilities after all. There's no guarantee that a real visitor won't get flagged as a bot. Then, it's time for the reCaptcha v2 again.

## Improve writing

Improve writing based on:

Sample item

AI will analyze selected item and improve writing based on that very analysis.

AI Launch PR Article

Blog post

Content brief

Write your own brief including different text attributes such as language, target audience, tone etc.

Fill the Content Brief first. You can define attributes such as language, target audience, tone, length, formatting etc.

CANCEL

IMPROVE WRITING

Implementation of reCaptcha v2 in Next.js



**Do headless CMS users  
actually use AI?**

- Improve writing
- Create title
- Change tone to friendly
- Simplify language
- Make shorter
- Generate paragraphs
- Summarize
- Change tone to straightforward
- Change tone to professional
- Discard
- Try again
- Replace section
- Copy to clipboard
- Edit props

# What's next?

- Improving writing based on the context of your whole project (can we use customers' data across?)
- Generating content based on your hints
- Processing of large content
- Processing of unstructured data
- Automatic translations
- Understanding the value of content

**So what's up with the AI's  
world-changing?**

**Usage of web as a  
presentation layer  
will rapidly decrease.**

**Already started.**

# Get in touch.



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