

IS AI THE ONLY
WAY?

IS

AI

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DEVELOPED BY A HUMAN
LUIS PAULO GATTI ///
↳ LPGATTI . LIVE



IS

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WHO ?

IS

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Lp Gatti led the launch of an In-Game & Sportainment hub in 2024, targeting the South American and European markets, in partnership with White Rabbit and Squarepixel.

He began his career in Rio de Janeiro as an Art Director and has worked at major advertising agencies around the world. His professional journey has taken him to São Paulo, Dubai, Berlin, and Stuttgart, before settling in Budapest, where he collaborated with local, regional, and global clients.

For the past ten years, he has also been a teacher and coordinator at Miami Ad School Brazil / LATAM.

IS

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IN PARTNERSHIP
WITH

IS

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DIFFERENT ARTIFICIAL
INTELLIGENCE
RESOURCES /



IS

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«

RECAP

THE DAWN

THE

DAWN

1950
– 1970 →

Fundamental concepts emerged.
Alan Turing, the Turing test, the first chess programs
and problem-solving. Very restricted to universities
and laboratories.

THE

DAWN

/

1980
– 1990 →

Symbolic AI and expert systems gained visibility,
but were still restricted to technical niches.

THE

DAWN

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The beginning of broader popularisation, with machine learning algorithms applied to search, recommendations, and speech recognition.

— 2000 →

THE RISE

THE

RISE

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Siri (Apple) brought AI to the general public.

— 2011 →

THE

RISE

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Google's neural network won computer vision competitions, marking a milestone in deep learning.

— 2012 →

THE

RISE

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AlphaGo defeated the world Go champion,
generating huge repercussions.

— 2016 →

THE PEAK

THE

PEAK

/

2022
— 2023 →

Generative AI
- ChatGPT, MidJourney, Stable Diffusion -
consolidated global popularization.

WE WOULD BE WASTING TIME IF
WE KEPT TALKING ABOUT THE
BENEFITS OF ARTIFICIAL
INTELLIGENCE.

THE

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ESPECIALLY FOR US IN THE FIELD OF
COMMUNICATION AND
MARKETING.

IS

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We talk about artificial intelligence as if it were something that exists within society, but it isn't. What has changed is its popularisation and the way we use it. And it's inevitable that, with each passing day, it will become a bigger part of our work routines, brand activities, and consumers' lives.

IS

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HOWEVER ...

IS

AI

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The Guardian Eur

UK UK politics Education Media Society Law Scotland Wales Northern Ireland

Loneliness

This article is more than 2 years old

'Socially stunted': how Covid pandemic aggravated young people's loneliness

Combination of lockdowns, personal issues and being stuck in 'digital bubbles' has left many feeling isolated and friendless

Clea Skopeliti
Mon 19 Jun 2023 07.00 CEST

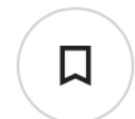
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Just under one in 10 people aged 16 to 29 report feeling lonely often or always, according to an analysis of ONS data. Photograph: Photographer, Basak Gurbuz Derman/Getty Images



May 17, 2025 · 9 minutes · Available for over a year



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In the early 2020s, a conspiracy theory started circulating online known as the 'dead internet theory'.



Follow

This suggested that, instead of a vibrant digital super-community where people freely share things like cat videos and conspiracy theories, the internet was instead basically dead - an AI dystopia controlled by the deep state, where almost everything you see and interact with is generated by computers.



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The theory that the internet is 100% dead can be easily disproven, but the theory does hint at something real. The internet certainly is full of 'bots', autonomous bits of software that are definitely not alive.

In this episode, we investigate one specific claim about the number of these bots on the internet - the idea that more than half of internet traffic is bots. Where does this claim come from, and is it true?

Presenter/producer: Tom Colls

Production co-ordinator: Brenda Brown

Sound mix: Giles Aspen

Editor: Richard Vadon

The popularity factories distorting what you see on social media

Their influence is often invisible and nearly always misleading: but what do 'click farms' really look like from within?

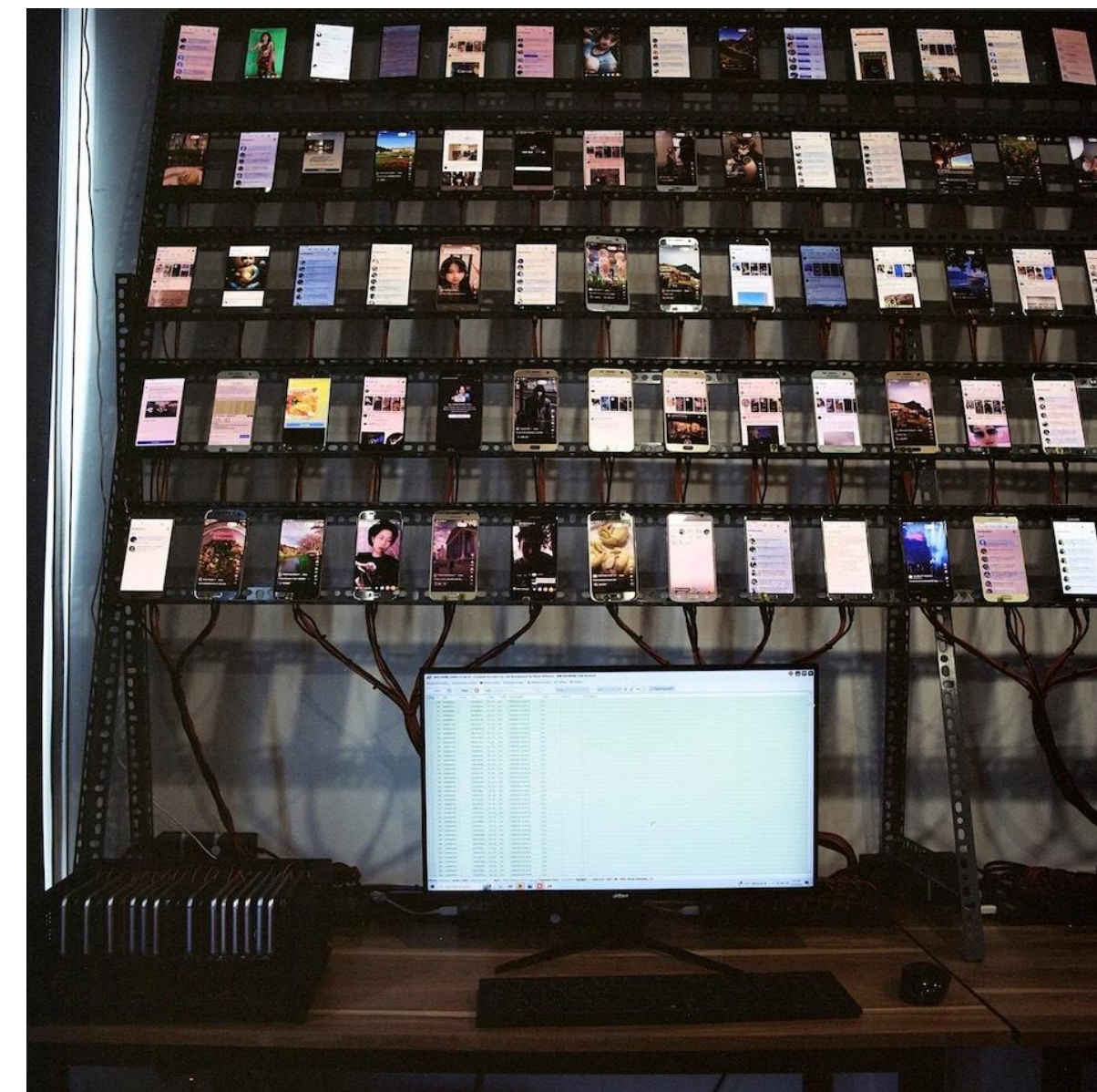
Rhodri Marsden

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04 December 2023 8:00am GMT

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IS AI THE ONLY WAY ?

ARTIFICIAL INTELLIGENCE

AI image misinformation has surged, Google researchers find

“The sudden prominence of AI-generated content in fact checked misinformation claims suggests a rapidly changing landscape,” according to a paper released online this month.



— AI images are becoming a big part of the misinformation ecosystem, but real images taken out of context remain a major issue.

NBC News / Getty Images

THE

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BBC

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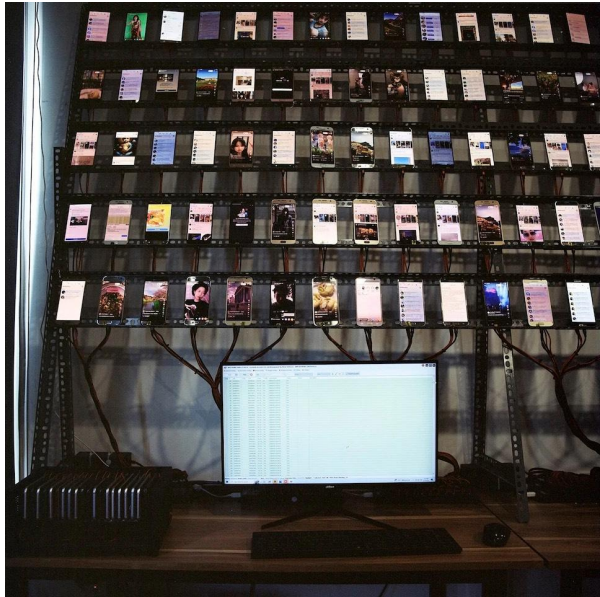
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NBC NEWS AI image misinformation has surged, Google researchers find

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ARTIFICIAL INTELLIGENCE

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NBC News / Getty Images

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WE ARE LESS SOCIAL AND ALSO TRUST ONLINE INTERACTIONS LESS.

NOT TO MENTION THAT PEOPLE
KNOW ADVERTISING IS MADE TO
SELL PRODUCTS AND SERVICES.

IS

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On one hand, we are much faster at doing research, sharpening texts, and creating countless new ways of producing videos and images; on the other, we face the challenge of helping companies reconnect with a new world—one in which the audience itself is also changing. That has always been the role of communication, but now there are many new factors at play.

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IN
CONCLUSION

ARTIFICIAL INTELLIGENCE, JUST LIKE THE INDUSTRIAL REVOLUTION AND THE RISE AND POPULARISATION OF THE INTERNET, IS A ONE-WAY PATH.

THE

PEAK

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NATURALLY, WE WILL ADAPT, AND
IT WILL BRING MANY BENEFITS.

BUT, THE BRANDS THAT CONTINUE TO EXPLORE THE REAL EMOTIONS WILL CONTINUE GETTING PEOPLE'S AFFECTION AND ATTENTION.

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EXAMPLES





 BOCA GRANDE BEACH | COLOMBIA

DURBAN, KZN
DAY 128 LEVEL 3 SA LOCKDOWN

LIVE
16:44 CAT

@SAToday_SABC

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SABC NEWS APP AVAILABLE NOW


TRANSPORT MINISTER FIKILE MBALLILA SAYS HE WANTS TO STA

SABC NEWS HD





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QUESTIONS ?

QUESTIONS

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TOUCH

:

✉ lp_gatti@hotmail.com

in [linkedin.com/in/lp-gatti](https://www.linkedin.com/in/lp-gatti)

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PAULO
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THANK YOU