



**CISION**

# 2023 AI Flash Report

# Report Contents

- **Introduction**
- **Key Facts**
- **Key Moments**
- **Driving Topics**
- **Key Takeaways**
- **Data Breakdown**

# Introduction



**Camille  
Rollason**

Sector Lead,  
Technology

Hi ChatGPT. Please write a professional introduction to my "2023 AI year in review report", explaining that it pulls from a range of key global media outlets, tech and non-tech, and select social data.

Please explain that only select social data sources were used because of the overwhelming volume of data out there. Then add that this report will seek to explain the key trends and interesting findings from the past year, with volume change detail for 2022 vs the year prior. Thank you. Please be nice to me when the robots take over.



Certainly!

I am pleased to present the "2023 AI Year in Review Report," a comprehensive analysis that delves into the dynamic landscape of Artificial Intelligence (AI) over the past year. This report draws upon a diverse array of key global media sources, relevant to technology and otherwise. Additionally, we have incorporated select social data to enhance our understanding of the evolving trends and public discourse surrounding AI.

In curating this report, it became imperative to exercise selectivity in our choice of social data sources. The vast and ever-expanding volume of available data necessitated a strategic approach, allowing us to distil meaningful insights from the noise. Consequently, only a subset of social data sources were utilized, ensuring a focused and in-depth analysis that aligns with the high standards we uphold in our research.

# Key Facts

**200%**  
AI Coverage in 2023



AI coverage increased by +200% overall between 2022 and 2023. This pace of conversation reflects the pace of technological development.

As Google CEO Sundar Pichai wrote in a Google blog in February: "Today, the scale of the largest AI computations is doubling every six months, far outpacing Moore's Law. At the same time, advanced generative AI and large language models are capturing the imaginations of people around the world."

**123%**  
Personality Input



Anyone who's anyone in the world of tech had something to say about AI this year. Perhaps unsurprisingly, Elon Musk was the most talked about (and most talkative) industry voice. However, he didn't see the most dramatic increase in mentions y-o-y. For that, the award goes to OpenAI founder Sam Altman with an increase of +8,824% mentions within AI-related coverage. Microsoft CEO Satya Nadella also saw an impressive increase of +4,112% from 2022.

Both these jumps were owed to the Microsoft/OpenAI partnership "drama" of firing and re-hiring Altman in November.

**16%**  
Negative Coverage

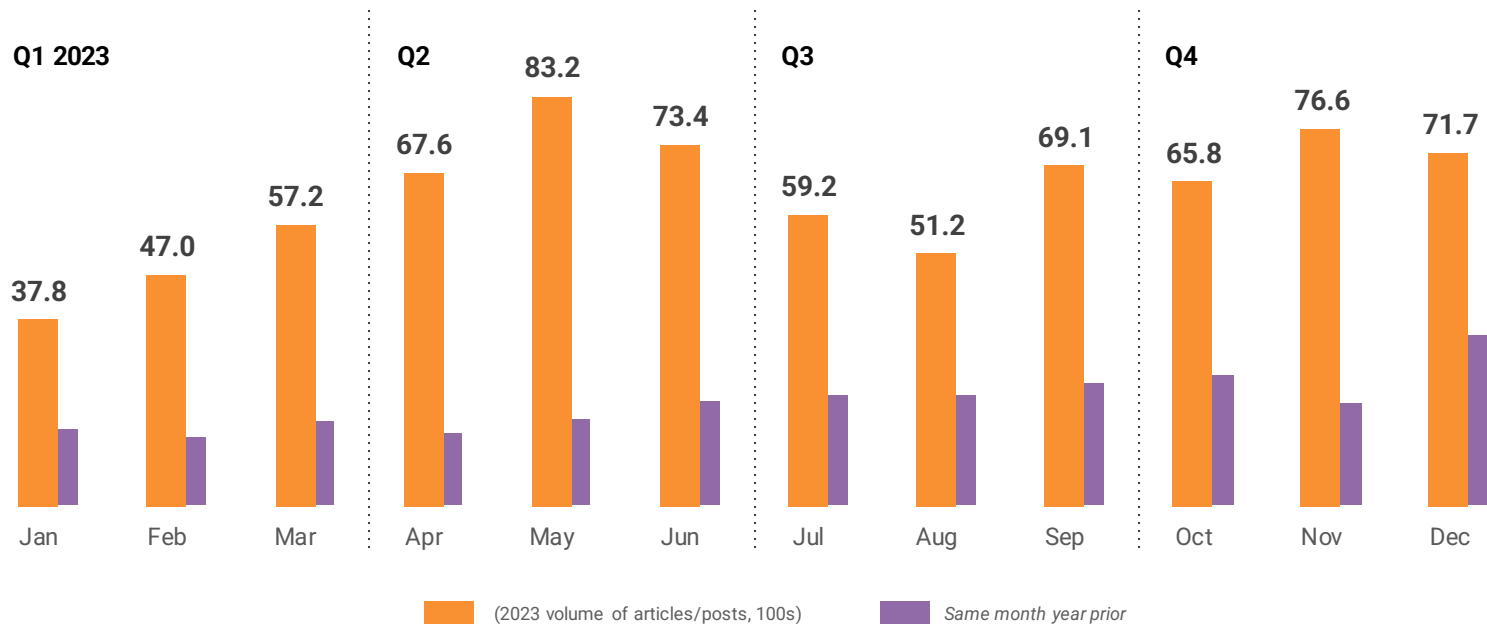


People and publications are talking more than ever about AI, but not all of it is positive. In fact, the majority of conversation is negative. Job security, deepfakes and IP theft – as much as there is curiosity there is fear.

Musk certainly didn't help by posting on X in June, "How many years do we have before AI kills us all?". Public perception aside, the huge growth in AI investment has brought about the idea that major corporations are caught up in a "desperate" AI race – one without sufficient regulation in place to protect us.

# Key Moments

Volume of coverage each month in 2023 exceeded that of 2022 by at least double.



# Key Moments

## Q1 2023

- Microsoft announces a new phase of its partnership with OpenAI – CEO Nadella posts on X: *“Bing and Edge + AI: a new way to search starts today”*
- Character.AI valued at US\$1 bn
- Google opens early access for Bard for UK and US users, and posts on X: *“Bard is an experimental conversational AI service, powered by LaMDA”*
- Stanford scholars develop DetectGPT, a tool designed to distinguish between human- and LLM-generated text
- Goldman Sachs releases report saying that AI may replace 300 million jobs worldwide

## Q2

- POTUS Biden writes, *“AI has enormous potential”*
- Elon Musk posts, *“AI has great power to do good and evil”*, meets with Congress members to warn of AI dangers
- Center for AI Safety posts open letter, Geoffrey Hinton leaves Google warning of AI risks
- Midjourney-generated photo of the pope in a white puffer jacket goes viral for its believability
- IBM to pause hiring in plan to replace 7,800 jobs with AI

## Q3

- ChatGPT out-scores medical students on Clinical Exam
- Users discuss the benefits of AI and robotics, including Neuralink’s potential impact on restoring body movement
- Writers Guild of America strike establishes guardrails against AI
- Gates, Pichai, Musk, Zuckerberg and Altman consult Washington on AI safety
- X CEO Yaccarino says X will be *“powered by AI”*
- Seventeen authors sue OpenAI, alleging information theft

## Q4

- OpenAI founder Sam Altman is fired, and then re-hired as CEO
- X launches its AI, Grok
- New York Times files a federal lawsuit against OpenAI
- Google announces its AI model Gemini
- YouTube to offer AI-generated flag for songs that mimic artists’ voices
- SAG-AFTRA reaches deal to *“protect members from the threat of AI”*
- Scarlett Johansson takes legal action against Lisa AI for use of likeness
- UK hosts AI Safety Summit

# Driving Topics



## Most Discussed

**91.3k**  
mentions

**Open AI:** OpenAI occupied the top spot in 2023, indeed because of the drama around Altman, but also in large part for the success of ChatGPT, praised for its sophistication and accessibility.

**27.9k**

**Robotics:** Stanford's 2023 AI report found that Robotic installations are up 31% globally. AI robotics are said to be benefitting agriculture and aviation industries. Tesla is often mentioned as a leader in robotics.

**26.5k**

**Healthcare:** AI saw favorable mention for its potential to diagnose diseases, improve patient care and outcomes, and ease industry burden, though AI medical bias is also raised.



## On the Rise

**+662%**  
change  
y-o-y

**Regulation:** Engineers, policymakers, and creatives called for AI oversight to prevent unintended consequences and ensure safety. Musk drew attention with stark warnings.

**+536%**

**Disinformation:** Media perspective overall is that AI will only boost disinformation, through deepfake videos and images, e.g. in political manipulation and propaganda.

**+279%**

**Employment:** Job replacement and "rise of management by AI" fears grew y-o-y. Goldman Sachs released report in March saying that AI may replace 300 million jobs worldwide.

# Key Takeaways

## Regulation

Regulation – calls for greater scrutiny and security – is on the rise as a topic. Since 2016, countries have passed 123 AI-related bills, the majority in recent years, according to Stanford University.

Of note in social and news coverage is that the calls for regulation or standards are prolific, but discussion of concrete next steps isn't quite cutting through. Some states more than others, such as Australia and the State of New York, are mentioned often for taking targeted action.

## The Arts Against AI

Visual artists, photographers, writers, journalists, Hollywood celebrities and others are banding together to safeguard their copyright.

WGA and SAG-AFTRA strikes were the clearest manifestation of this, but you can add to that lawsuits from NYT, Tom Hanks and Scarlett Johansson, George RR Martin and Jonathan Franzen. However, some artists are leaning in such as Grimes, who “welcomed musicians to create new songs with her voice” for a 50% royalties cut.

## Jobs

In a year where tech layoffs in general (AI-related or otherwise) are at a high, the conversation around AI threat to employment isn't going anywhere.

In fact, it is evolving from the straightforward idea that AI can steal your job, to the fear that students won't be able to compete with AI on examinations (or without the help of AI in the first place, anyway!).

## Hype and Buzz

Sometimes when looking at the coverage one senses that no one quite gets how to use AI language (not that it's easy to understand).

This is more so the case for social than news – journalists are taking the time and, importantly, space to report in-depth, but social users tend to just hypothesize, catastrophize, or use #buzzwords in abundance.

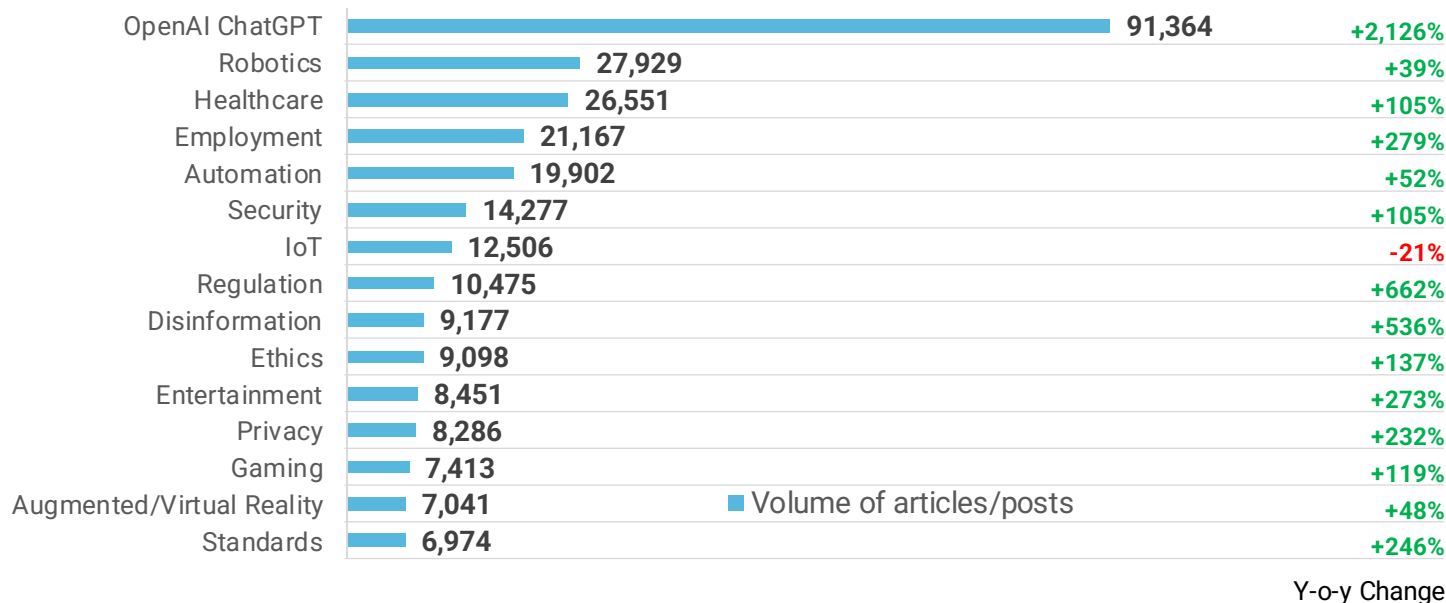




- **Data Breakdown**

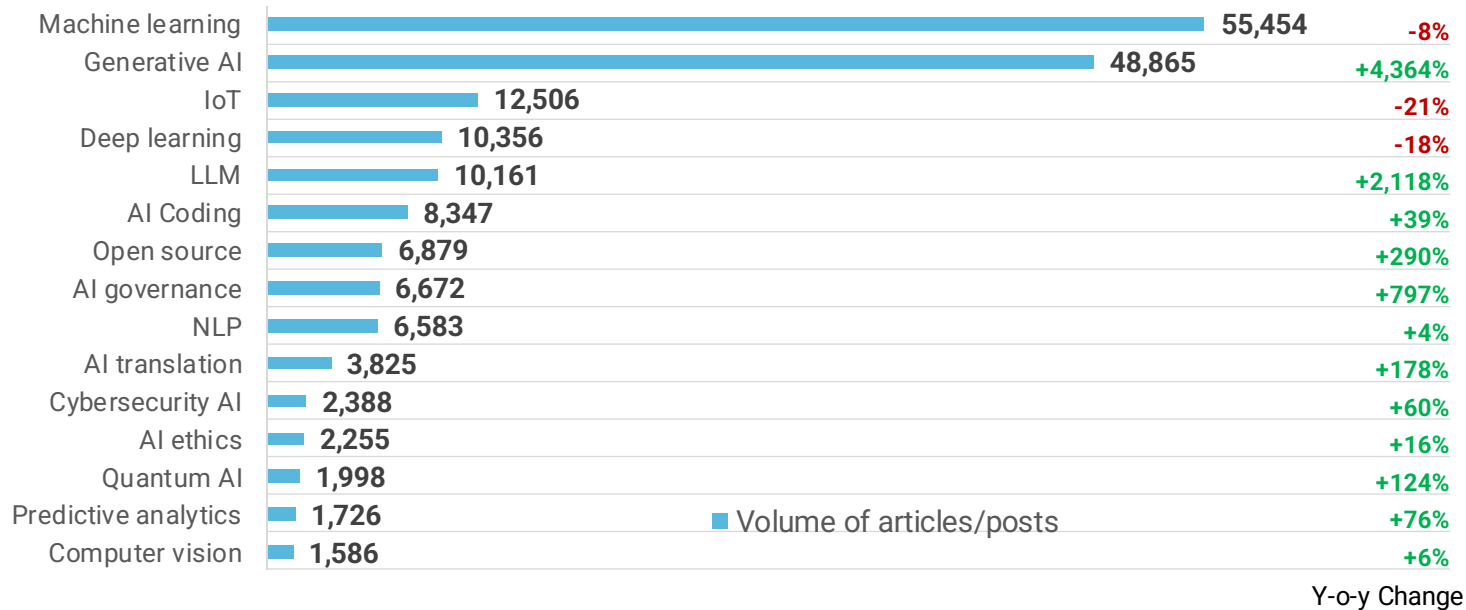
# Driving Topics

Volume of coverage each month in 2023 exceeded that of 2022 by at least double.



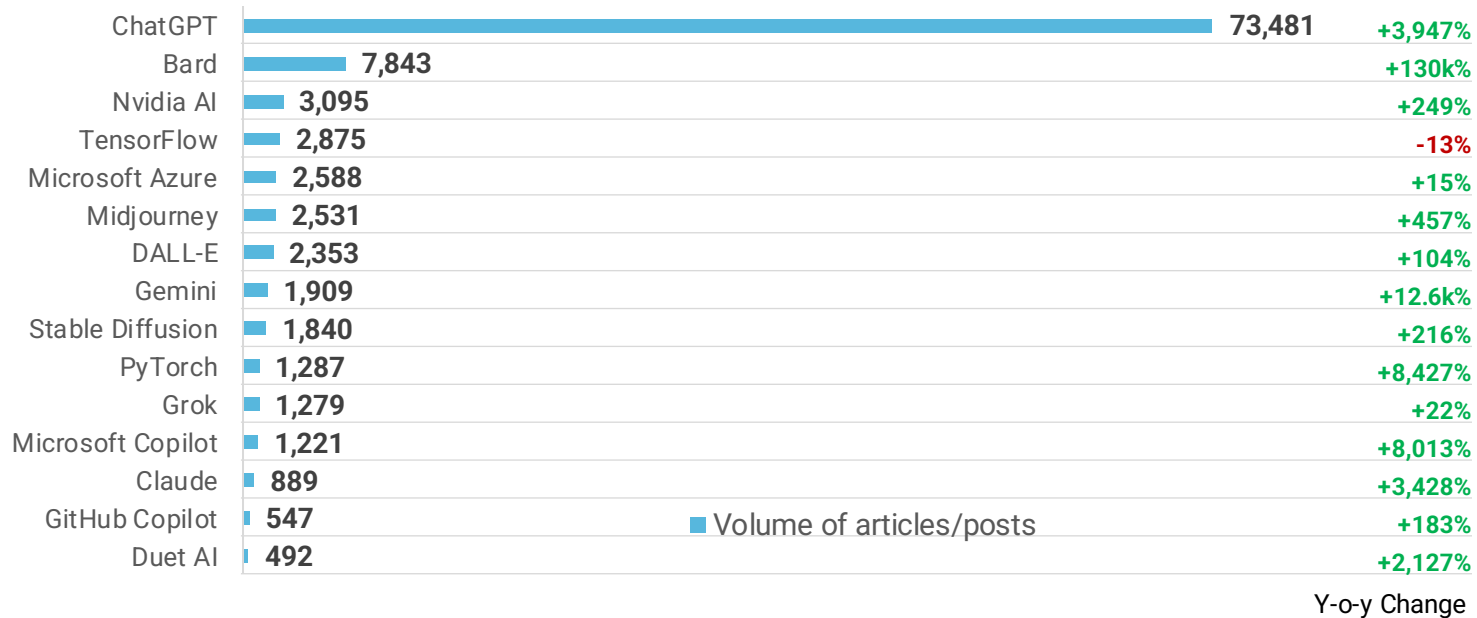
# Top AI Keywords

Volume of coverage each month in 2023 exceeded that of 2022 by at least double.



# Top AI Tech

Volume of coverage each month in 2023 exceeded that of 2022 by at least double.



# About Cision

Cision is the global leader in consumer and media intelligence, engagement, and communication solutions. We equip PR and corporate communications, marketing, and social media professionals with the tools they need to excel in today's data-driven world. Our deep expertise, exclusive data partnerships, and award-winning brands and products, including [CisionOne](#), [Brandwatch](#), and [PR Newswire](#), enable over 75,000 companies and organizations, including 84% of the Fortune 500, to see and be seen, understand and be understood by the audiences that matter most to them.



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**Thank you for reading**