



range Bytes

Volume 48 No 6

June 2, 2024

\$1.50

NOCCC meetings for Sunday June 2, 2024

MAIN MEETING

Artificial Intelligence in Advertising: Blurring the Line Between Utopian Renaissance and Armageddon

Special Interest Groups (SIGs) & Main Meeting Schedule

9:00 AM – 10:30 AM

Beginners Digital Photography*Science 129*

Questions and Answers about Digital Photography

Linux for Desktop Users.....*Science 127*

Beginners' Questions about Linux

10:30 AM – 12:00 PM Noon

3D Printing*Science 127*

Questions and Answers about 3D printing

Advanced Digital Photography... ..*Science 129*

Questions and Answers about Digital Photography

Linux Administration*Science 127*

More topics about the Linux operating system

Mobile Computing.....*Science 109*

We discuss smart phones, tablets, laptops, operating systems and computer related news. **We need a new leader.**

12:00 PM Noon – 1:00 PM

3D Printing..... *Science 127*

Questions and Answers about 3D printing if requested.

PIG SIG *Irvine Courtyard*

Bring your lunch. Consume it in the open-air benches in front of the Irvine Hall or join the group that goes to the student cafeteria. Talk about your computer(s) and life experiences.

1:00 – 3:00 PM Main Meeting

Overview of Presentation: Join me for an informative presentation on how artificial intelligence is quickly transforming the marketing industry. We'll explore real-world examples to see how AI is changing the way businesses connect with their customers. Additionally, we'll discuss the important ethical questions that arise with this technological shift.

About Eric Stein: Eric Stein is a seasoned advertising professional with over 35 years of experience. He has spearheaded global marketing campaigns for prominent companies including General Motors, Toyota, Lexus, Chrysler Dodge, Kodak, DuPont, JCPenney, Hilton Hotels, W Hotels, Morgan Stanley PWM, Cheesecake Factory, and Whole Foods Market. Eric currently serves as the Chief Creative Officer at Hooray Agency, a creative marketing firm specializing in travel and hospitality, located in Irvine, California. Learn more at [Hooray Agency](#).

BOD.....3-4PM..... Science 127

Verify your membership renewal information by checking your address label on the last page. If it is not right, let the treasurer know.

Mark your calendars for these meeting dates
2024: Jun 2, Jul 7, Aug 4, Sep 8, Oct 6, Dec 3,
2025: Jan 5, Feb 2, Mar 2 Apr 6, May 4.

Coffee, cookies and donuts are available during the day in room 131 .
Food and drinks need to remain outside the Irvine Auditorium.

“Friends Helping Friends”
since April 1976

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Special email addresses

Jim Sanders is: editor@noccc.org
membership@noccc.org

Our Website
WWW.NOCCC.ORG

Reminder: Membership expiration dates are based on the date that you joined the club. **Example**, you joined or re-upped your membership in the club in October of 2023. That means that in October 2024 you should pay your membership dues. In the address label area of the Orange Bytes is your join month/expiration month.

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Editor's Report

While creating this edition of the Orange Bytes, I had a visit from a 12 year old cousin of mine. As his lexicon didn't include several of the words in the title of the presentation, he asked what it meant. As I was not sure I could do justice to an explanation of the words in the context of that sentence, I suggested that we ask some of the AI Chat-bots'. So I put the same question to four different Chat-Bots' to see what the similarities and differences between them would be. I think all four of them did a better job than I could have. I hope the following doesn't step on the toes of Eric's presentation. This is the result.

The question:

What would you conclude from the following sentence: Artificial Intelligence in Advertising: Blurring the Line Between Utopian Renaissance and Armageddon?

Gemini

The sentence suggests that Artificial Intelligence (AI) in advertising has the potential to be both extremely beneficial and extremely harmful.

Utopian Renaissance refers to a perfect society, so in this

context, it implies that AI could revolutionize advertising by making it more targeted, efficient, and relevant to consumers. This could lead to a golden age of advertising where consumers are happy with the ads they see and businesses are more successful.

Armageddon refers to a final, catastrophic battle. So, in this context, it implies that AI could be misused in advertising to manipulate or exploit consumers. This could lead to a dystopian future where consumers are bombarded with invasive and misleading ads.

Overall, the sentence highlights the complex and potentially dangerous nature of AI in advertising. It is important to develop and use AI responsibly to ensure that it benefits both consumers and businesses.

ChatGPT

The sentence suggests that artificial intelligence (AI) is profoundly impacting the advertising industry, with significant consequences. The phrase "Blurring the Line Between Utopian Renaissance and Armageddon" implies that there are divergent perspectives on the implications of AI in advertising. On one hand, it suggests a positive outlook, envisioning a utopian renaissance where AI optimizes advertising strategies, enhances user experiences, and boosts efficiency. On the other hand, it hints at a negative scenario, invoking concerns about potential negative ramifications such as privacy invasions, manipulation, job displacement, or ethical dilemmas. Overall, the sentence indicates a complex and nuanced discussion surrounding AI's role in advertising, encompassing both optimism and apprehension.

Copilot

The phrase "Artificial Intelligence in Advertising: Blurring the Line Between Utopian Renaissance and Armageddon" suggests a juxtaposition of contrasting perspectives on the impact of artificial intelligence (AI) in the advertising industry. Let's break it down:

Artificial Intelligence in Advertising: This refers to the integration of AI technologies within advertising processes. AI can enhance targeting, personalization, and efficiency in ad campaigns.

Blurring the Line Between Utopian Renaissance and Armageddon:

Utopian Renaissance: This implies a positive view of AI's potential in advertising. It suggests that AI could lead to a golden age of creativity, efficiency, and effectiveness. Perhaps advertisers envision a utopia where AI optimizes every aspect of their campaigns.

Armageddon: In contrast, this term invokes a sense of impending doom. It implies that AI might have negative consequences, such as loss of jobs, privacy concerns, or unethical practices. Perhaps some fear an apocalyptic scenario where AI disrupts the industry.

Overall, the sentence highlights the tension between optimism and apprehension regarding AI's role in advertising. It prompts us to consider both the benefits and risks associated with this technological transformation. Additionally, related research explores how consumers perceive and adopt AI technologies that blur the line between human and machine, shedding light on the psychological and practical aspects of this trend.

In a broader context, discussions around AI often oscillate

between utopian visions of progress and dystopian fears of unintended consequences. As we navigate this landscape, understanding the nuances and implications of AI in advertising becomes crucial for marketers, consumers, and society as a whole. ✨

Claude

The sentence "Artificial Intelligence in Advertising: Blurring the Line Between Utopian Renaissance and Armageddon" presents a thought-provoking contrast regarding the potential impact of artificial intelligence (AI) in the advertising industry. Here's what I would conclude from this statement:

Utopian Renaissance: The use of the term "Utopian Renaissance" suggests that AI in advertising has the potential to bring about a transformative and highly beneficial era. It could lead to more personalized, relevant, and effective advertising campaigns, better targeting, and improved customer experiences. AI could help optimize ad delivery, maximize return on investment, and revolutionize the way advertising is conceived, created, and delivered.

Armageddon: On the other hand, the word "Armageddon" paints a dire and catastrophic picture. It implies that AI in advertising could also have disastrous consequences or unintended negative effects. This could include concerns about privacy violations, manipulative or deceptive advertising practices, job displacement, algorithmic biases, and the potential for AI to be misused or abused in advertising.

The juxtaposition of these two contrasting terms suggests that the application of AI in advertising is a double-edged sword. It has the potential to bring about a renaissance and unlock unprecedented opportunities, but it also carries risks and potential downsides that could lead to disastrous outcomes.

Overall, the sentence highlights the fine line or blurred boundary between the utopian possibilities and dystopian risks associated with the integration of AI in the advertising industry. It underscores the need for careful consideration, ethical guidelines, and responsible governance to harness the benefits of AI while mitigating its potential negative consequences in this domain.

A LITTLE HUMOR

The oldest computer can be traced back to Adam and Eve. It was an apple but with extremely limited memory. Just 1 byte. And then everything crashed.

If Apple made a car, would it have Windows?

An Apple store near where I live got robbed.

\$25k worth of merchandise was stolen. The police said that they will get both computers back.

There are 10 types of people in the world: those who understand binary, and those who don't.

I changed my password to "incorrect". So whenever I forget what it is, the computer will say "Your password is incorrect".

North Orange County Computer Club

**Dr. Donald Armstrong
709 Rosarita Drive
Fullerton, CA 92653**

To All Members:

The line above your mailing address now shows your joindate. Please use your join **month** to choose when to renew your membership.

Dated Material – Please deliver ASAP

Membership Level (\$)	1 Year	3 Years
Individual Member	35	90
Each Additional Family Member	15	40
Full-Time* Enrolled College Student	20	
Enrolled High School Student	15	
*Minimum 12 Semester Hours		
Business Member + Ad (Business Card)	25	
Business Member + Ad (¼ Page, ½ Page)	65,	100
Business Member + Ad (Full Page)	175	
Contributing Member	75	
Supporting Member	100	
Advocate Member	250	
Patron Member	500	

Directions to the NOCCC meeting location



Enter CA-55 N (Costa Mesa Freeway) crossing Interstate 5 toward Anaheim/Riverside for 9 miles. *Notice freeway and street signs stating "Chapman University."* Exit toward E Chapman Ave. Turn right onto N Tustin St. Turn left onto E Walnut Ave.

1) Turn left past N. Center St. for the **best place to park** in the underground parking structure (Lastinger under the sports field). Pay the small fee (\$2) to park Ask members or help@noccc.org about parking details, restrictions, and our price break!

2) Turn left onto N Center St. On the right is the Hashinger Science Center, 346 N Center St. Orange California. Parking on the University side is free. Parking on the residential side is a city violation that may cost you a **tow away and a ticket!**