PRAGMATIC

9 Ways to Make WordPress better with AI

WCEU 2020 Online - David Lockie, Pragmatic

@divydovy

WordPress today

36%+

An incredible community

The world's #1 CMS

AI is coming

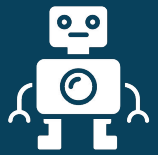
Four Industrial Revolutions

1750 1800 1850 1900 1950 2000 2050

FIRST - 1784
Mechanical production, railways, steam power

SECOND - 1870
Mass production, electricity

THIRD - 1969
Computers, electronics, automated production



FOURTH - NOW
AI, robotics, big data, AR, etc

> The only way to make peace with technology is to make peace with ourselves.

Tristan Harris

Center for Humane Technology

https://www.nytimes.com/2019/12/05/opinion/digital-technology-brain.html

2019	Win world series poker
2026	Write high school essay
2027	Successfully mimic any musician
2028	Generate top 40 song
2028	Generate creative video
2029	Self-driving trucks
2049	Write New York Times best-seller
2065	AI-powered robots largely replace surgeons

Medium

sitecore
Own the experience®

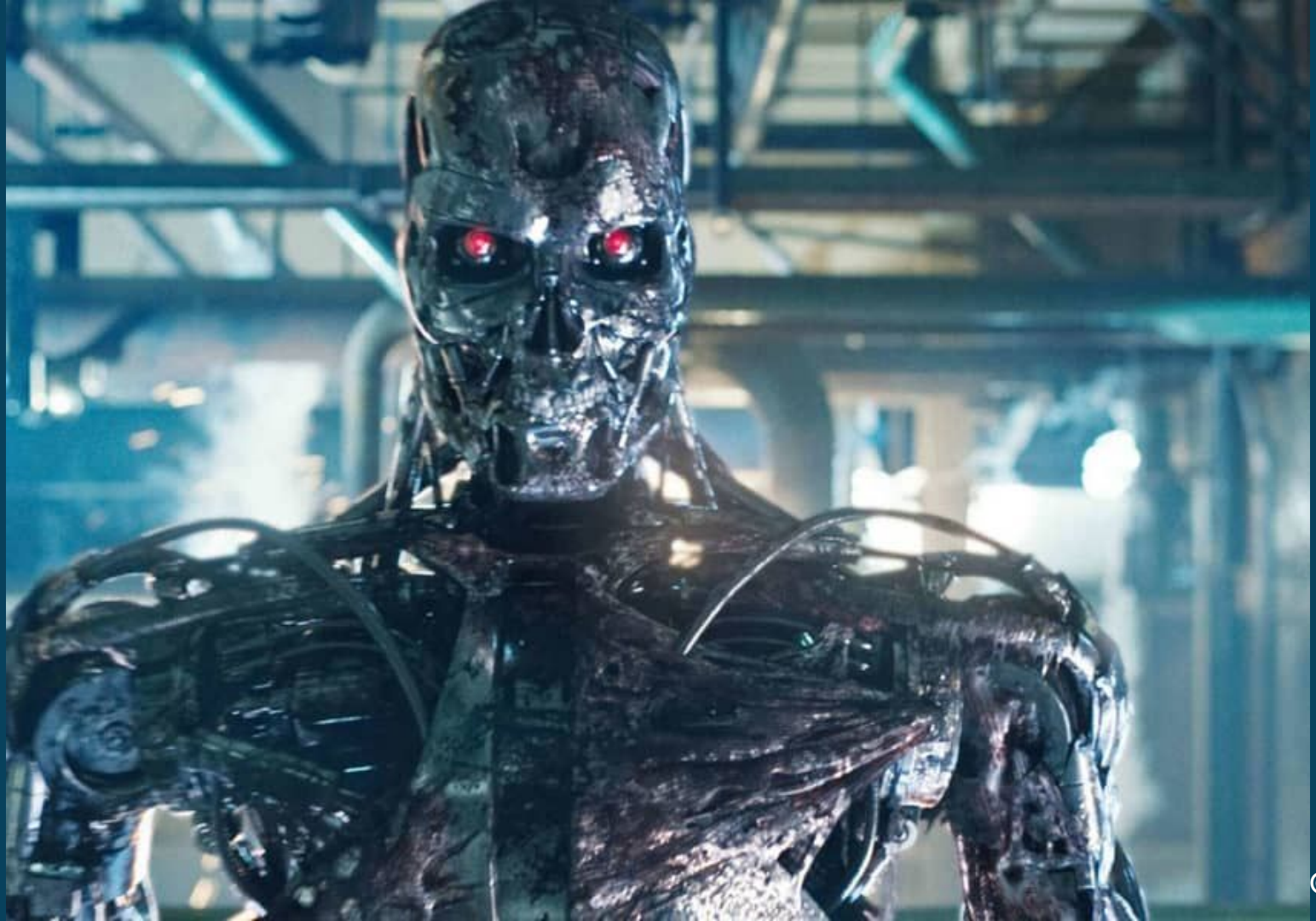
SQUARESPACE

shopify

Beware the hubris

webflow

WIX.com



https://www.filmstories.co.uk/features/the-terminator-sequel-trilogies-that-never-were/

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What is AI?

Deep Linking Everywhere
Making AI Explain Itself
Accountability and Trust
Hidden Bias Leads To Big Problems
China's AI Boom
Real-Time Machine Learning
Natural Language Understanding (NLU)
Machine Reading Comprehension (MRC)
Natural Language Generation (NLG)
Generative Algorithms For Voice, Sound and Video
Image Completion
Predictive Machine Vision
Much Faster Deep Learning
Reinforcement Learning and Hierarchical RL
Continuous Learning
Multitask Learning
Adversarial Machine Learning

AI isn't a single technology

https://medium.com/@webbmedia/2019-emerging-tech-trends-1ecf2f7a3bed

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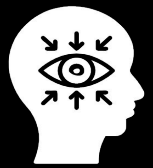
AI is about knowledge

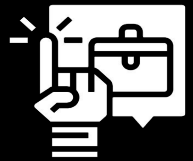
Wisdom	Revert the site back to pre-Akismet update and notify the site administrator there's been a problem
Understanding	There was a problem updating Akismet because it triggered a fatal PHP error
Knowledge	An update process was started for akismet and triggered a fatal PHP error
Information	*akismet* is a plugin, *update started* is an action, *fatal error* is a PHP error
Data	"akismet", "update started", "fatal error"

AI outcomes

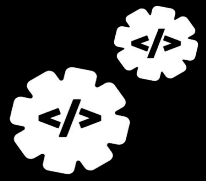


Perception

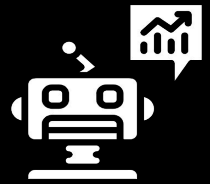
Notification



Suggestion



Automation



Prediction

Prevention

Situational Awareness

The travelling salesperson

https://hi.stamen.com/just-the-streets-maam-f423fd694674?gi=f0bdc089efc

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The travelling salesperson

2 stops = a few routes
Human brain is capable
(maybe with an argument)

The travelling salesperson

10 stops = 3M routes
@ 1M calculations/s
= **4s**

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The travelling salesperson

The travelling salesperson

20 stops = 87B routes
@ 1M calculations/s
= **20B years**

Better WordPress with AI

WordPress + AI today

WordPress + AI in 5 years

A better world with WP + AI

> [CMS is] a software application [for] the collaborative authoring for websites and may include text and embed [media] that display content and interact with the user.

https://en.wikipedia.org/wiki/Content_management_system

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https://en.wikipedia.org/wiki/Content_management_system

THIS MARKETING BLOG DOES NOT EXIST

An AI Generated Marketing Blog by Fractl

JUNE 18, 2019 BY BARRY TYREE

What Photo Filters are Best for Instagram Marketing?

Instagram Stories first made people's Instagram feeds sleeker, more colorful and just generally more fun. They could post their artistic photos in the background of someone else's Story—and secretly make someone jealous and/or un-follow you while doing it.

That post-publishing feature still makes for some very sweet stories, particularly when you show a glam shot of yourself, using your favorite filter. And that's why the tech-focused publication Mobile Syrup asked a bunch of Insta artists for their faves. (You can check out the full list of their best Instagram Stories.)

"I think I love pink the most," said Qaisoun Phillips, of Harlem Shake fame. The artist created the trailer for Fredo Santana's surprise Billboard Top 30 record release, Cobra Snake, using Postcard as well as Prism, Smile, Rose Mist and Champagne.

Lexi Flores of the pop band Defrdz also favors pink, calling the color "very

POST AUTHOR

Barry Tyree

Barry Tyree is not a real human. His face was generated by an AI model called StyleGAN

See author's posts

ABOUT THIS BLOG

This was created by the Content Marketing agency Frac.tl as a demonstration of the implications of AI generated text. The text generated in this blog used

http://thismarketingblogdoesnotexist.com/

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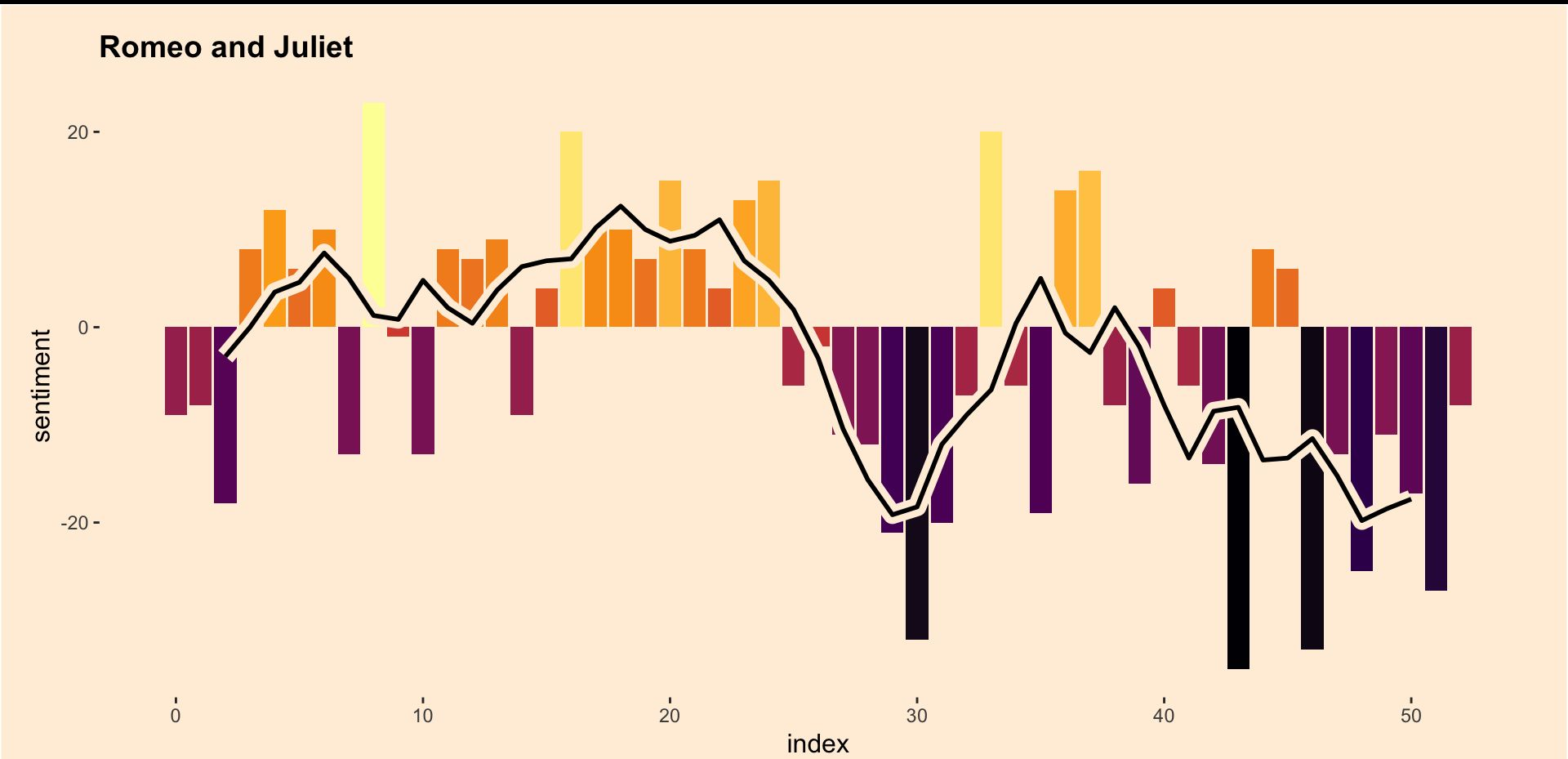

https://peerchristensen.netlify.app/post/fair-is-foul-and-foul-is-fair-a-tidytext-entiment-analysis-of-shakespeare-s-tragedies/

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https://azure.microsoft.com/en-gb/services/cognitive-services/computer-vision/#features

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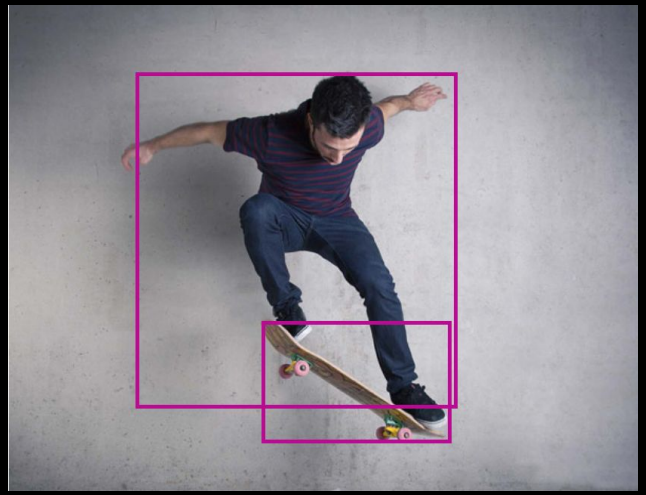

Objects	"object": "Skateboard", "confidence": 0.903 "object": "person", "confidence": 0.955
Tags	"skating", "person", "man", "outdoor", "riding", "sport", "skateboard", "young", "board", "air", "shirt", "black", "boy", "jumping", "side", "park", "trick", "ramp", "doing", "hill"
Caption	"a young man riding a skateboard", "confidence": 0.809844

https://azure.microsoft.com/en-gb/services/cognitive-services/computer-vision/#features

https://twitter.com/memotv/status/1046215376386822145?s=12

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https://www.cunicode.com/works/confusing-coleopterists

https://www.thispersondoesnotexist.com/

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https://www.youtube.com/watch?v=Qi3h18wJJiI

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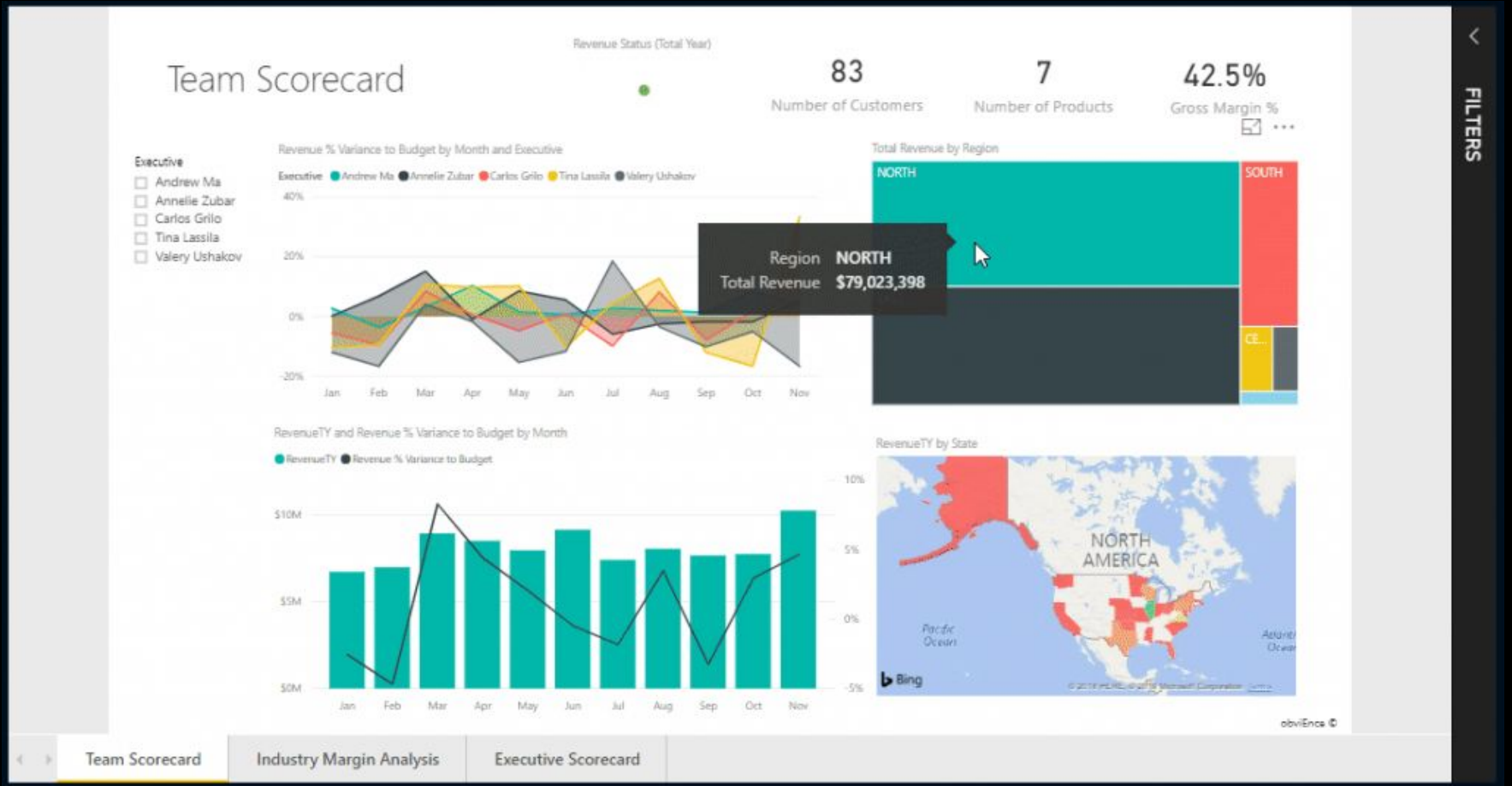

https://powerbi.microsoft.com/en-us/blog/easily-embed-secure-power-bi-reports-in-your-internal-portals-or-websites/

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https://twitter.com/amandacosco/status/1083441666705498112?s=12

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https://www.youtube.com/watch?v=TKLkXh_c-Gw

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https://github.com/features/security

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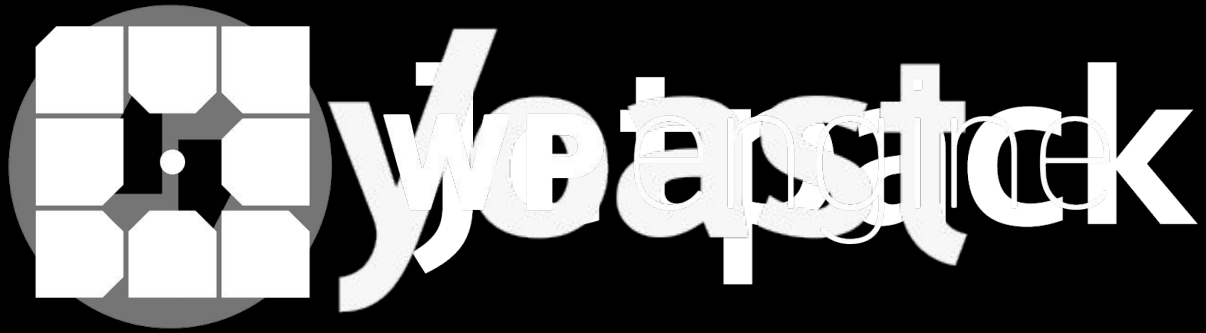
yeast

Back to today, ahead to tomorrow

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