AEJMC ADVERTISING DIVISION (ADVD) 26TH TEACHING PRE-CONFERENCE, 2023, WASHINGTON, D.C.

Topic: "Innovating Data Storytelling and Visualization with AI & ChatGPT"

Resource Sheet: **Please add any tools you know of as a resource for our fellow colleagues!**

Link to Speaker Slides

AI TOOL	Purpose/Capabilities	Link	Comments
LANGUAGE TOOLS-Q&A ETC.			
Chat GPT	AI powered language bot for writing and retrieving information	https://chat.openai.com/auth/login	Can be helpful with the right prompts. Not always accurate.
Chat GPT4 - Advanced Open AI	More powerful version of Chat GPT. "It can generate, edit, and i	https://openai.com/gpt-4	
Bing AI	Ask questions. Get answers.	https://www.bing.com/new?form=MY028Z&OCID=MY028Z	
Google Bard	Another generative language model ...	https://bard.google.com/	
Jasper	Writing Assistant	https://www.jasper.ai/	
COMPUTING EFFICIENCIES			
NVIDIA	"NVIDIA pioneered accelerated computing to tackle challenges i	https://www.nvidia.com/en-us/	
IMAGES FROM TEXT			
DALL-E and DALL-E2	Text to "realistic images and art"	https://openai.com/dall-e-2	
Midjourney	Fantasy Images from Text	https://docs.midjourney.com/	This is the tool Kim Herrington of Forrester used for her daughter's fantasy world.
Stable Diffusion	Photo realistic images from text	https://stablediffusionweb.com/	
Shutter Stock	AI Image Generator	https://www.shutterstock.com/ai-image-generator	
Adobe Firefly	AI Content Creation-color, 3D, text effects, editing etc.	https://www.adobe.com/sensei/generative-ai/firefly.html	
Starry AI	AI generated art work	https://starryai.com/app/explore?campaign=SEARCH_WEB_EVENTS_US_01&gclid=CjwKCAjw6eWnBhAKEiwADpnw9vLAcZlg9jGMIB3DbDTYNOaq4CwCvPBackdH4mxbw_Q0yTNIVKastIRoCfkgQAvD_BwE	
VOICE & NARRATION			
11Elevan Labs	Text to Speech + Voice Cloning	https://elevenlabs.io/	
MUSIC			
Mubert	AI Generated Music- for podcasts, videos & apps	https://mubert.com/	
Soundful	Music Generator-Royalty free for background music	https://soundful.com/	
AIVA	Emotional Soundtrack Music Generator	https://www.aiva.ai/	
VIDEO			
Runway	Image to Video	https://runwayml.com/	
Pika	Text to Video	https://www.pika.art/	
D-ID	Talking Avatars	https://www.d-id.com/	
DATA MINING & VISUALIZATION			
Orange	Data Analysis Workflows, Data Visualization	https://orangedatamining.com/	This is the tool Anna Eujin Kim demonstrated at the workshop.
Voyant	Text Analysis	https://voyant-tools.org/	
Tableau	See and Understand Data	https://www.tableau.com/trial/tableau-software?d=7013y000002RQ7iAAG&nc=7013y000002RQCbAAO&cq_cmp=8846800995&cq_net=g&cq_plac=&gclid=Cj0KCQjw2qKmBhCfARIsAFy8buLKyKS0r2daw_kJgHnyNA3vgelooQHiZtHwTdCRt6XdrXXG8q6QvXsaArHPEALw_wcB&gclsrc=aw.ds	
SOCIAL LISTENING & MANAGEMENT			
Mention	Paid Platform - Social Listening & SM Management	https://mention.com/en/	
TRENDS			
Google Trends	What's Trending...	https://trends.google.com/home?hl=en-US	
AI MARKETING CLOUD			
ZETA AI MARKETING TOOL	Optimize the Consumer Journey	https://zetaglobal.com/platform/	
LINKS TO MORE AI TOOLS	Variety of AI tools "that everyone should know"-Bernard Marr	https://www.linkedin.com/pulse/5-generative-ai-writing-tools-everyone-should-know-bernard-marr-9l9ee/	
OWLY AI for Social Media Mgt.	Hootsuite	https://www.hootsuite.com/platform/owly-writer-ai	
Teaching Strategies	Assessment	https://www.codaptivelabs.com/assessment-strategies	