

Hype around AI sets inflated expectations about the technology, drives unnecessary fears and detracts from the meaningful discussions that need to happen now, about the technology actually being developed today.

At **AIhub**, we'll do our best to avoid such hype.

Here are **10 tips** for communicating clearly and accurately:

1**Be specific about the science and achievements.**

What problem is your research trying to solve? Provide context.

2**Don't make exaggerated claims.**

Try to avoid unnecessary superlatives such as: "general, best, first" unless you can provide supporting context.

3**Be clear about the limitations of your experiments.**

Did your demonstration require external instruments that made the real world "more digital" (for example, external sensors/motion capture)?

4**Explain how things work.**

What data was used, what type of algorithms, what hardware? Be upfront about the computational cost.

5**Has your research been validated by the community?**

Does the community support your findings, through peer-reviewed research or other means?

6**Make your headline catchy but accurate.**

Prioritise scientific accuracy.

7**Keep any debates scientific.**

Don't bring personalities/personal attacks into the debate.

8**Don't anthropomorphize.**

Avoid anthropomorphism unless the subject of the research is people.

9**Relevant images.**

Use images from your research to illustrate your news. Avoid generic or stereotypical AI images (such as imaginary robots from science fiction).

10**Be open and transparent.**

Disclose conflicts of interest and/or funding especially if industry or personal interests are involved.