

# Guidelines for spotting hype in AI

## How to avoid AI hype

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

Here are **10 tips** for spotting hype:

1

### **Sensational and absolute language**

Words like "best", "worst", "ever" "never" can be useful as a shorthand, but lack nuance. If you see phrases like this (especially in a headline) remember that there is likely to be more to the story.

2

### **There are no limits!**

No one is perfect and neither is AI so any claims that don't acknowledge its limitations are likely to be hype. Look out for words such as "may", "might", and "could" that indicate limitations without directly specifying them.

3

### **Emotive language**

Descriptions that evoke strong emotions are attention grabbing and engaging, but are not an accurate reflection of the technology.

4

### **Anthropomorphism**

Describing AI in terms that would normally be used for humans or living things is inaccurate as it ascribes abilities (e.g. having feelings) that it is not capable of.

5

### **Leaning into biases**

People are more likely to pay attention to and accept information that aligns with their beliefs. To avoid being drawn in by hype, evaluate claims that align with your values as thoroughly as information that doesn't.

6

### **Underlying motivation**

Think about why the source could be using hype: Are they trying to change your mind, or behavior, or sell you something? Who benefits from the hype?

7

### **Personalities over science**

While people are ultimately responsible for creating AI, discussions focused on people and personalities (both good and bad) distracts from the science itself.

8

### **Unrealistic or unrelated images**

It's true that representing AI visually can be difficult, but images of science fiction robots or fantastical images creates the impression of greater advancement than is realistic.

9

### **Vague claims**

Headlines are brief by necessity, but the rest of the story should give more information about how the technology works. For example, explanations about the AI's specific task, the data, algorithm, and hardware used.

10

### **If in doubt, check the original source**

If you spot hype, or are unsure, one of the best things you can do is check an original source, the journal or conference proceedings. If you can't find any, it is more likely that the story is all hype with no substance.