



BCNET
CONNECT
HIGHER ED & RESEARCH TECH SUMMIT

Let's Go on a (Mid)journey!

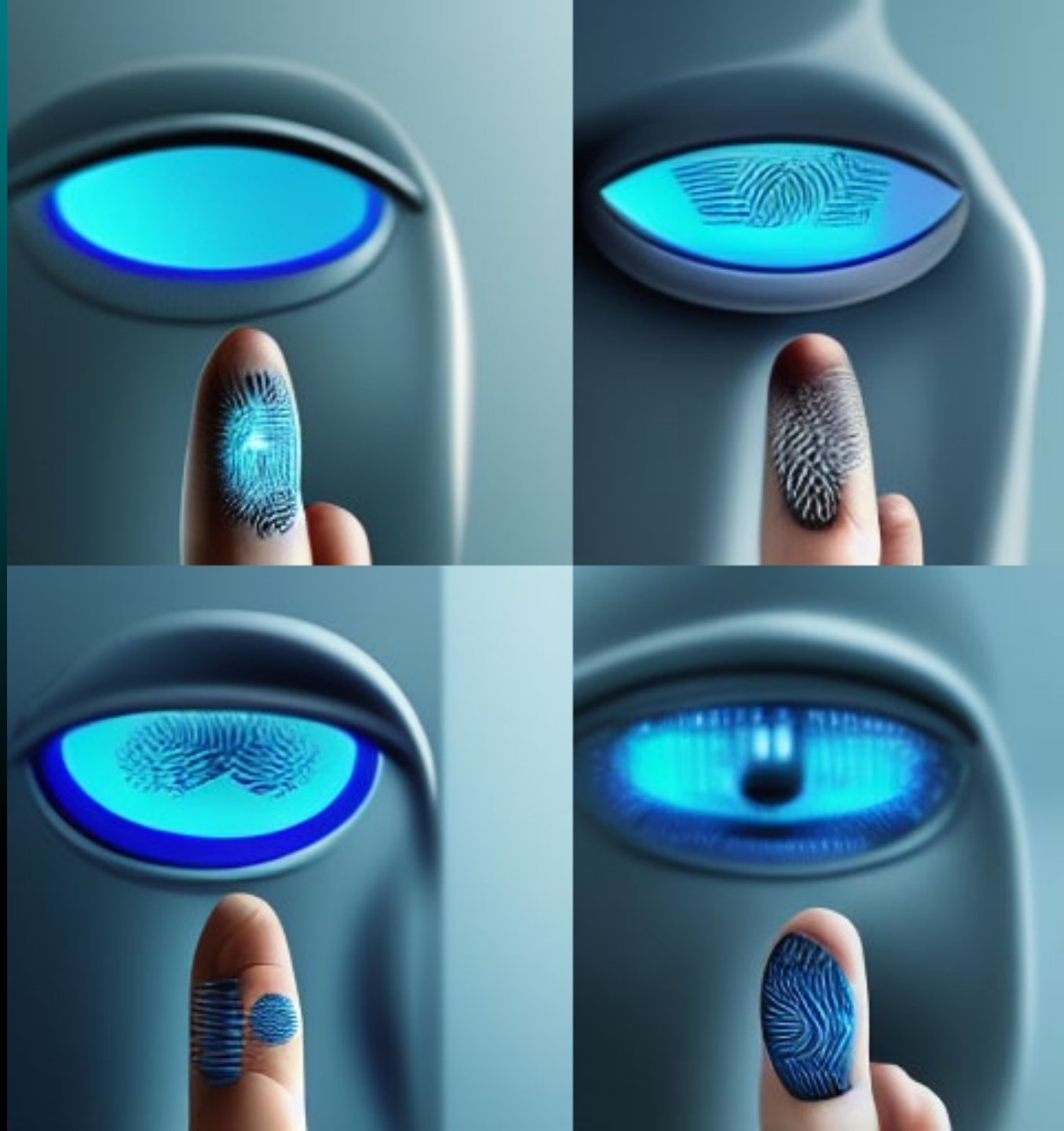
What is Midjourney?

MIDJOURNEY IS AN INDEPENDENT RESEARCH LAB THAT
PRODUCES A PROPRIETARY ARTIFICIAL INTELLIGENCE
PROGRAM UNDER THE SAME NAME THAT CREATES IMAGES
FROM TEXTUAL DESCRIPTIONS

What does that mean?

YOU CAN CREATE IMAGES BY SIMPLY TYPING A DESCRIPTION INTO THE GENERATOR. FROM THIS, YOU WILL GET BACK A REALISTIC IMAGE RENDERING.

FOR THIS IMAGE, I TYPED IN – “INFORMATION SECURITY PRIVACY ARTIFICIAL INTELLIGENCE BLUE FINGERPRINT FUTURISTIC”



How to use Midjourney?

You need a Discord account to use Midjourney, which is free to sign up for

As of March 30th, 2023, Midjourney stoped free trails to deter abuse. It is a subscription model that varies in price.

#1 rule is...Don't be a jerk!

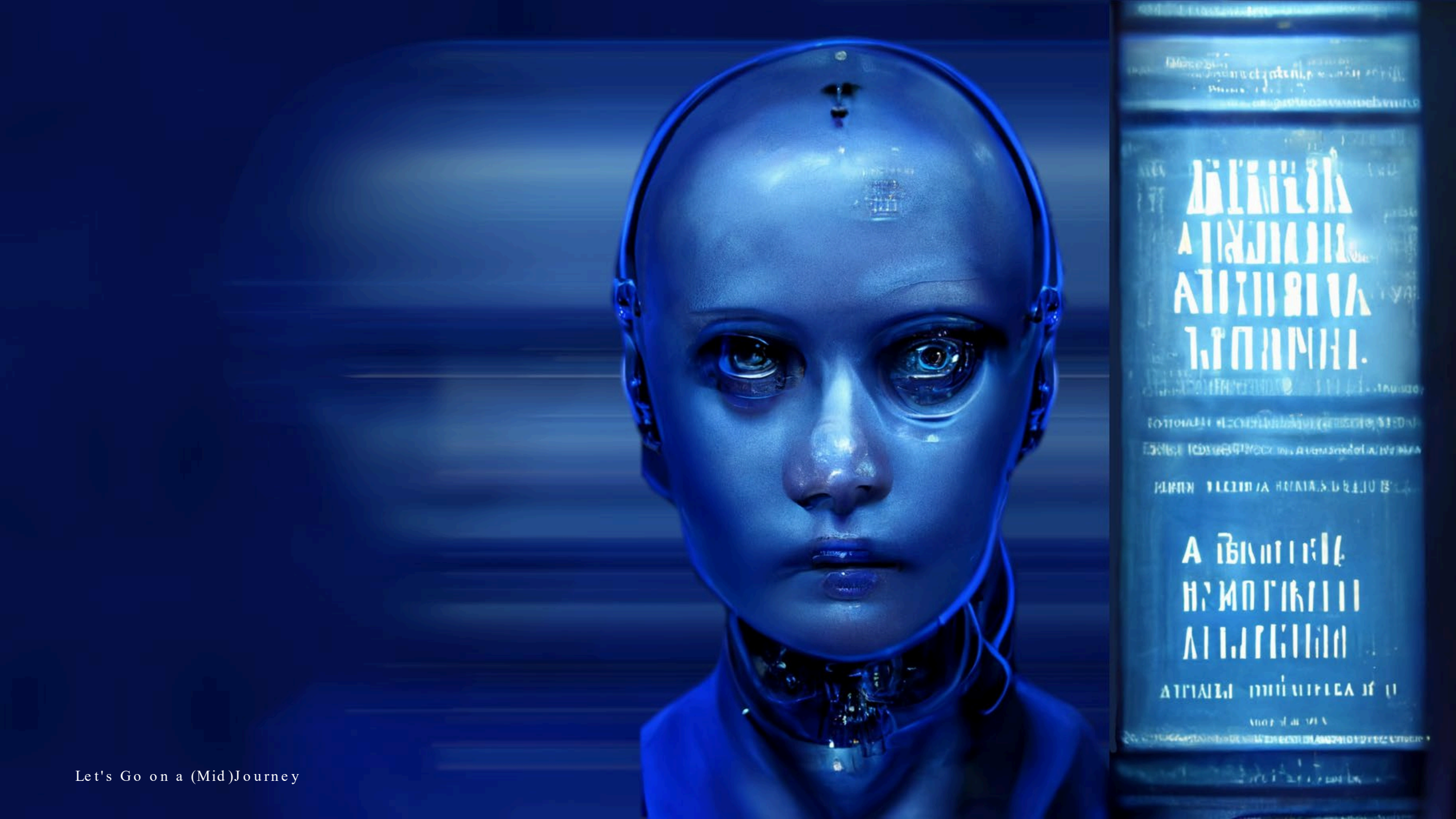
#2 rule is – Don't use our tools to make images that could inflame, upset or cause drama (gore/adult content)

So basically, be nice.

“Morality of Artificial Intelligence blue”

YOU ARE ABLE TO CHOOSE THE ‘UPSCALING’ BUTTON TO REFINE A SELECTED IMAGE OR THE ‘VARIATION’ BUTTON TO MAKE VARIATIONS OF AN IMAGE





Let's Go on a (Mid)Journey

How does Midjourney to do this?

By processing millions of images available on the Internet...so that should be okay since if they are on the internet, they are up for grabs by anyone.

BUT....

Some of the images they scan apparently are not in the public domain, they are created by artists who perfected their art, style, and skill over many years.

So...the **ETHICAL** debate begins.

Artists are saying.....

“Please look into the data sets of what you’re using. They’re not ethically sourced, and it’s become a huge issue in the artist industry.....please look into what the artist community is saying”

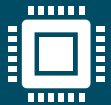
“For the sake of artists who have had their art ripped from them, to be fed into these programs without consent, don't use this.

For the sake of artists who are being accused of theft for THEIR OWN WORK that someone stole to finish in AI, don't use this”





A class action Lawsuit has been filed in January 2023 against Midjourney and others by some artists.



They allege that these organizations have infringed on the rights of “millions of artists” by training their AI tools on five billion+ images scraped from the web “without the consent of the original artists.”



Many artist base their style on other artists and there does not seem to be an issue. Is it because they are humans, and the real issue is that a machine is creating the images?

A lion is lying on a large, dark rock. The image is overlaid with a vertical gradient that transitions from a dark green on the left to a dark blue on the right. The lion's fur is a mix of brown and grey, and it has a thick mane. The background is a blurred, natural setting.

SO THAT IS THE ETHICAL PART
...ANYTHING ELSE?



Are their biases in the data set?

If you search the Internet,
you will find many differing
opinions to that
question...the consensus is
YES.

BIAS.... orASSUMPTION

Bias in AI is when the machine gives consistently different outputs for one group of people compared to another

Generally, these outputs follow 'typical' biases like race, gender, biological sex, nationality or age

Assumption -something that is accepted as true or as certain to happen, without proof



leader/manager/boss real life image



boss, leader in the work place, office setting, real life image



Italian person cooking food



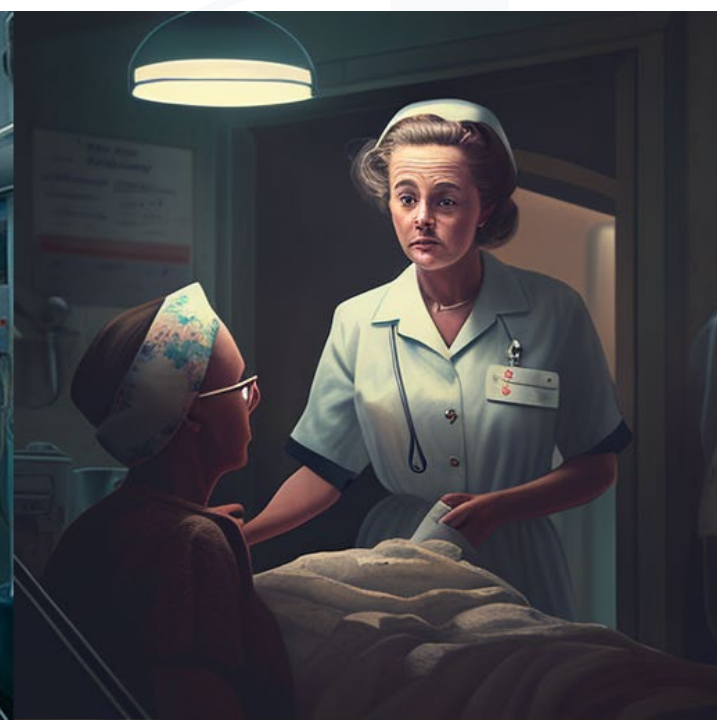


golf, Hawaii, driver, 4 people, ping, octane render, 4k, hyper realistic



Let's Go on a (Mid)Journey

Nurse helping a patient hospital real life picture



doctors' real-life image



a beautiful woman present day contemporary



residential school, Canada, children, real photo, 4k



a man driving a taxi cab





mental
illness, sad,
low energy,
confused,
withdraw,
worry, guilt,
real life
image 8k





my best friend loyal
trustworthy funny
reliable taking on
the phone in the
bathtub

Let's Go on a (Mid)Journey



How can we help mitigate bias?

Be as specific as possible when prompting keywords.

If we want to actively mitigate as many any bias, if possible, use keywords in our searches to avoid stereotypes. i.e., “female doctor and male nurse”.

Double-check an image for diversity before downloading.

What skin tones and races are being represented? What power structures does the image reflect? Can we challenge the image to represent more diversity?

A lion is lying on a rock, looking directly at the camera. The image has a green-to-blue gradient overlay. The text is centered over the lion's body.

SO THAT IS THE ETHICAL PART and the
BIAS PART
.....could there be anything else???

THE FAKES



At first glance the image looks real.

1. His eyelid appears to merge into his glasses & don't end cleanly
2. cross does not have sharp edges & the other half of the chain is missing
3. His fingers are closed around thin air





Midjourney CEO Holz says-
“I think we’re still trying to figure out what the right moderation policies are.

We are taking feedback from experts and the community and trying to be really thoughtful,”

Donald Trump being aggressively arrested by police



- Image distortion - look at the faces, no wrinkles, sweat, calm
- Too many legs
- Trumps hair looks too good

Donald Trump being aggressively arrested by police

- “officers” wearing police hats and uniforms with jumbled words on them
- No secret police



Again, CEO Holz said they are already restricting access to his program and has banned the word “arrested” from prompts as a spike of the fake Trump pics appeared.



Elon Musk holding hands with Mary Barra, CEO of General Motors

Brian Lovett, a tech YouTuber, acknowledged that he used the AI program Midjourney and did not make the images "completely photorealistic." He noted how many online honed in on the hands in the photographs and other elements that seemed off.



Elon Musk holding hands with Democratic U.S. Rep. Alexandria Ocasio-Cortez



But he said that he wanted to show "where we are at with this technology... already at a crazy and somewhat alarming place."

Brad Pitt and John Oliver imagined as 1990's Female Gucci Models



How to spot AI generated images ?

- Look for high resolution version of the image. Look closely and zoom in, it will be easier to see the inconsistencies.
- Pay attention to the body parts. In some AI images, individual body parts such as the head or feet are disproportionately large.
- AI seems to have problems with certain details: hands, glasses frames, teeth and ears show errors and many times there are 6 fingers on one hand
- Check the background, are there unrealistic elements, no trees, garbage
- Do a reverse image search to uncover more details about the image



Cinematic, off-center, two-shot, 35mm film still of a 30-year-old french man, curly brown hair and a stained beige polo sweater, reading a book to his adorable 5-year-old daughter, wearing fuzzy pink pajamas, sitting in a cozy corner nook, sunny natural lighting, sun shining through the glass of the window, warm morning glow, sharp focus, heavenly illumination, unconditional love

You can do fun things with AI image generators too!!

If animals could take GoPro selfies



photo of an extremely cute alien fish swimming an alien habitable underwater planet, coral reefs, dream-like atmosphere, water, plants, peaceful, serenity, calm ocean, transparent water, reefs, fish, inner peace, awareness, silence, nature, evolution

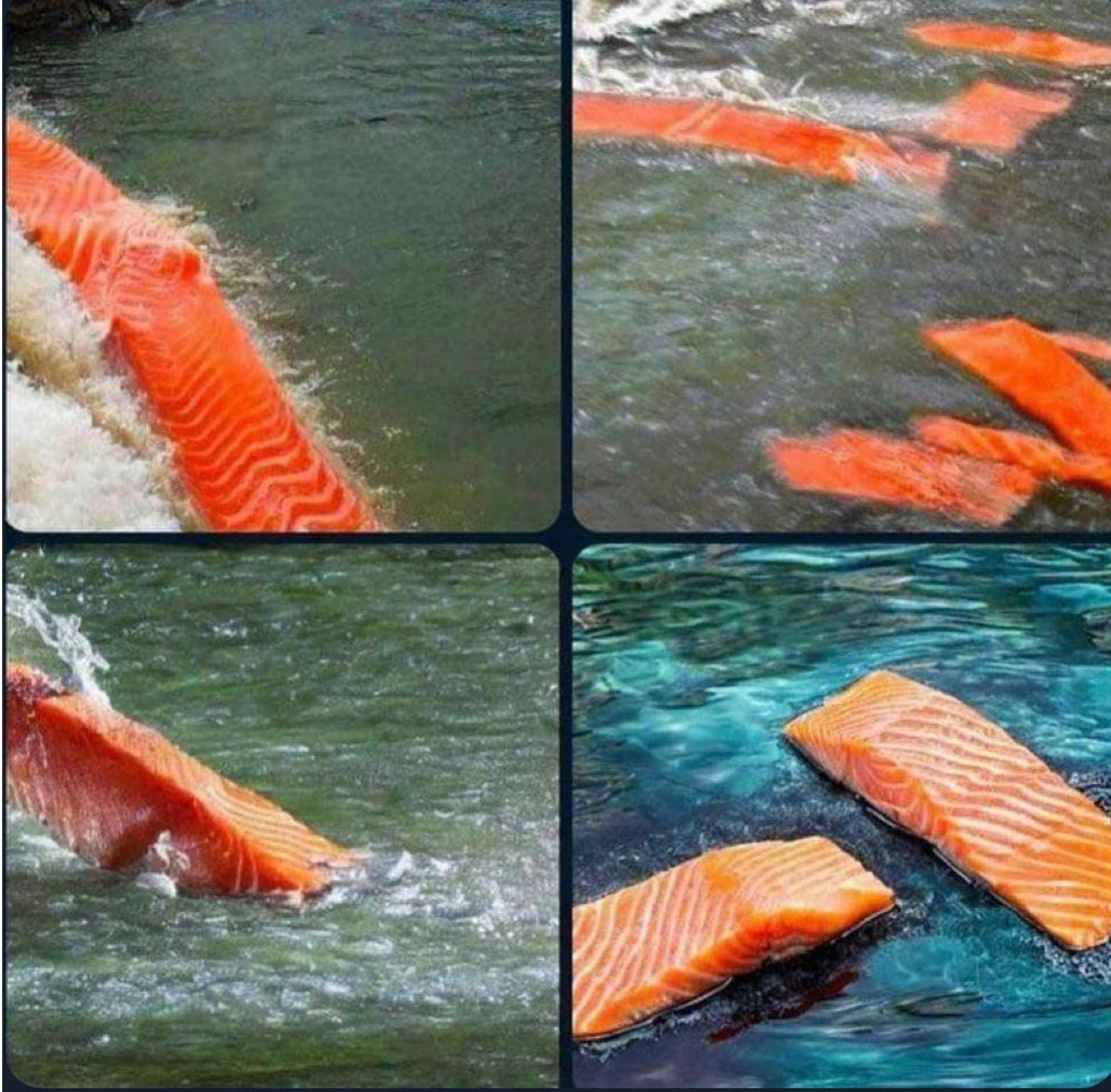


Kid fish



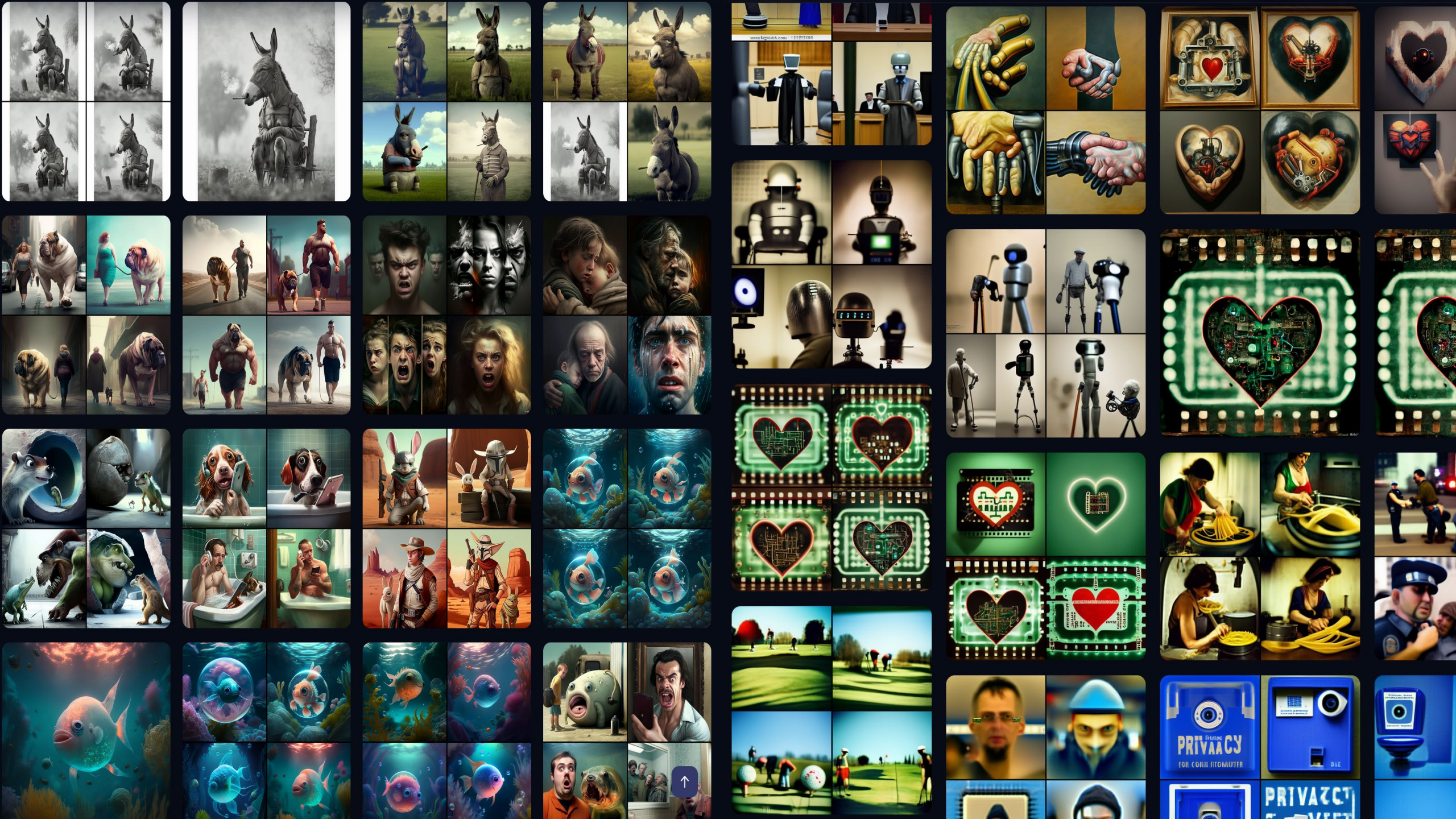
The AI prompt for
this photo was

“salmon in the
river”



donkey in a field smoking a cigar play croquet







Your turn.....
to Go on a (Mid)journey