

# AI-Generated Media for Exploring Alternate Realities

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## Abstract

This research investigates the potential of AI-generated media in enabling users to create and engage with alternate versions of reality. Drawing inspiration from the speculative design approaches, we propose leveraging modern AI techniques for the procedural generation of text, audio, and video to construct interactive possible futures. As a proof of concept, we developed "OpenOpenAI," a web platform that harnesses AI to depict varying renditions of a hypothetical 2024 keynote address by Sam Altman, CEO of OpenAI, based on user input. Although the platform may not influence the actual direction of the keynote address by Sam Altman and the direction of OpenAI, the system encourages participants to explore and imagine other ways that AI development could go and reminds them of alternate choices and values they could advocate for. Through a pilot user study, we seek to answer two research questions: 1) How might AI-generated media help users expand their perceived range of possible futures? and 2) How might a tool for simulating alternate realities be used to better understand the general public's opinion on the explored topic? The findings of this study contribute to the growing body of knowledge on the responsible use of AI for exploring speculative futures and understanding public opinion on critical issues such as the development of AI.

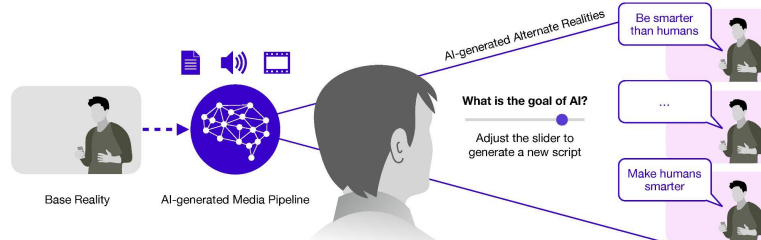


Figure 1: Our proposed approach utilizes AI-generated media to enable users to explore and interact with plausible future scenarios. To demonstrate this concept, we created "OpenOpenAI," a web-based platform that employs AI to generate multiple versions of a speculative keynote speech by OpenAI's CEO, Sam Altman.



Figure 2: The web platform for exploring AI-generated future scenarios, with a synthesized OpenAI 2024 keynote video prominently displayed at the top. Users engage with eight question cards spanning key AI topics, inputting their opinions through range sliders that highlight the spectrum of views on AI. The sliders dynamically generate unique content based on the user's selected position, enabling the exploration of diverse AI-generated scenarios at the intersection of various perspectives.

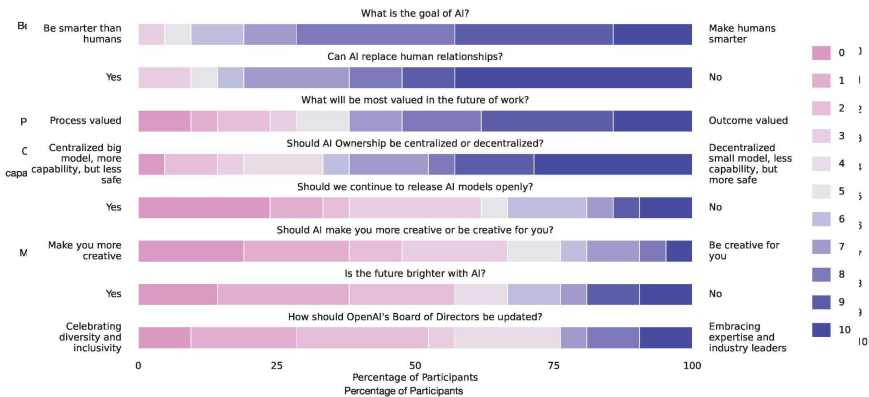


Figure 3: The visualization of public opinion gathered from the web platform offers insight into public sentiment on AI's trajectory and ethical considerations.

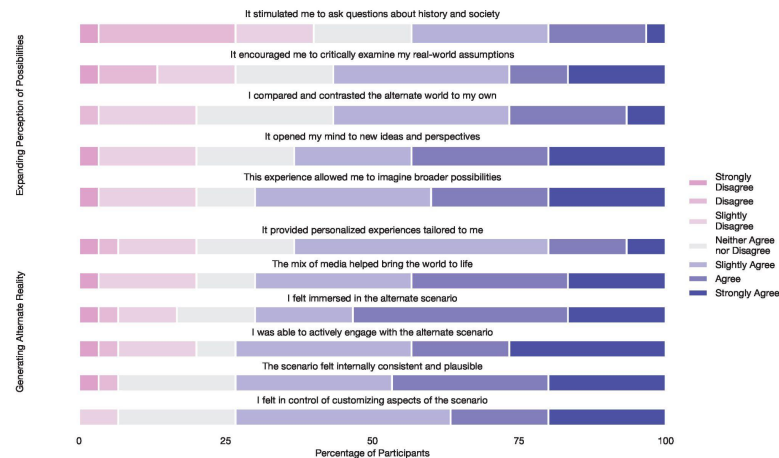


Figure 4: The visualization of user responses regarding the web application's capacity to expand users' perception of future possibilities and the tool's ability to create an alternate reality