

Website Collective

100% Human-Generated Content puts man and machine in their place positively

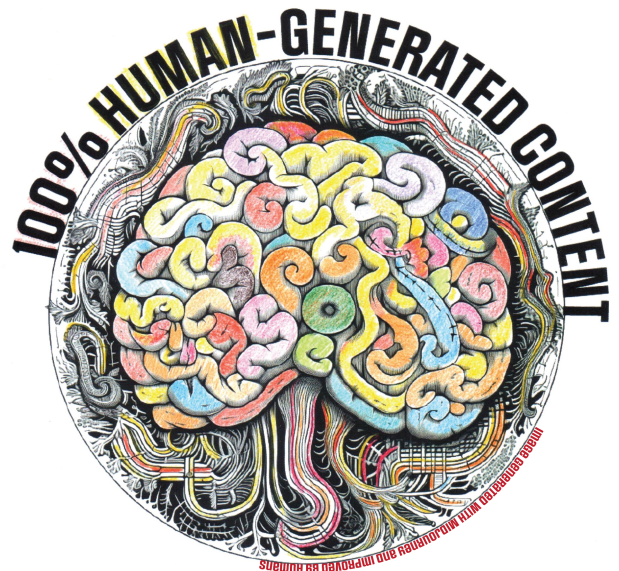
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Vivatech Paris - friday 16 juin, 10h30:

100% human content charter:

Website Collective
written by humans

Faced with the spectacular development of generative AI since 2018, and its acceleration by the end of 2022 with ChatGPT, and to bring value to our readers and to maintain the quality and reliability of our publications, the members of the "100% human content" web publishers adhere to the following charter, which they have affixed to each of their online publications.



*This charter is not an indictment of Artificial Intelligence, of which some of the members of this collective have been players, but rather a guide for **good use of these tools**. Charter members agree to display the Collectivity's logo on their websites or blogs and abide by the following articles.*

Manifesto of the 100% human content collectivity

1. Generative AI tools have limitations:

- a. **They are only programs:** AI tools are not people, so you can't say "he/she" when discussing them.
- b. **The starting corpus:** These tools exploit multiple data (texts, images, scrapped content) and databases processed by statistical methods.

- c. **Lack of thinking:** These programs work by associating words according to probabilistic rules. There needs to be a logical reasoning behind the results provided by these tools. Generative AIs produce automatic texts, an exquisite corpse, with no thought process, based on probabilities. These contents have only the appearance of a background.
 - d. **The absence of human sensitivity and emotion.**
 - e. **The absence of ethics:** Some tools do not respect ethics. They have been developed in countries where modern slavery is practiced* and do not respect the rights in force. When they do respect an ethic, it is neither transparent nor explicit.
2. **The members of this collective are responsible** for their choices, thoughts, and writings.
 3. **AI tools are not responsible for anything.** Content editors are responsible for everything.

As a result, the "100% human content" collective has taken the following measures:

1. **Our content is created for humans**, not machines, and is not primarily designed to please search engines (SEO). We distinguish between text and images. This charter applies essentially to textual content (blog articles, websites, white papers, newsletters, etc.).
2. **The articles on our websites are written by 100% human intelligence**, clearly identified by their biographies.
3. We indicate this transparently **when we use generative AI tools to produce images**.
4. **All our information is verified**, cross-referenced, checked, referenced, and sourced.

NB: this charter was not written by ChatGPT

The collective's logo is available at <https://vismktg.info/100pchumain> - it was produced voluntarily with Midjourney, then hand-colored and modified on our graphics tools to humorously demonstrate human control of the machine.

**concerning the modern slavery act in the UK and the USA. Many reputable companies in these countries rightly require their suppliers to sign a written undertaking to avoid working with companies like Fiverr or Amazon Mechanical Turk.*

Members of the 100% human collective.

Yann Gourvennec, ([Visionary Marketing](#))

David Fayon, ([expert digital](#))

Michaël Tartar, ([DIMM.UP](#))

Pierre-Nicolas Schwab ([IntoTheMinds](#))

Thomas Gerbaud ([AltGR](#))