

# An authentic voice when using AI

 By [Marylou Kneale](#), issued by [Livingfacts](#)

8 Apr 2024

I had an interesting experience recently while reading an article by someone I follow. The tone, words and sentence structure in the article was different. It felt like the individual's authentic voice had changed.



Livingfacts MD Marylou Kneale

On reflection I wondered if the article's first (and maybe only) draft had largely been written using generative AI, without being edited to include the individual's own personality and perspective.

On reflection, my thought was we should embrace tech wherever appropriate but as companies and individuals we should not lose our unique voice and perspective when writing, analysing or presenting to clients.

It's the unique perspective that brings something different to each brand, company, client and research project. We still need to think, talk and write like humans. Our diverse opinions and thoughts bring originality and innovative ideas, and this is how we add value.

How do you and your company bring originality and add value to your AI usage especially in the insights industry? I would love to hear your thoughts on the subject.



At Livingfacts we have 23 years' worth of experience in understanding what corporate customers, SMEs, stakeholders, staff, and suppliers need. We collaborate with you to provide current research and insights on how to remain relevant and meet your target markets' changing needs.

Call Marylou Kneale on 082 807 4043 or email: [marylou.kneale@livingfacts.co.za](mailto:marylou.kneale@livingfacts.co.za) or Heidi Clowes on 082 562 9111 or email: [Heidi.clowes@livingfacts.co.za](mailto:Heidi.clowes@livingfacts.co.za) at [www.livingfacts.co.za](http://www.livingfacts.co.za).

ABOUT MARYLOU KNEALE

I am fascinated by human behaviour, with an enduring curiosity about people and business.  
▪ An authentic voice when using AI - 8 Apr 2024

[View my profile and articles...](#)

- **An authentic voice when using AI** 8 Apr 2024
- **Maximizing the value you get from B2B respondents** 22 Sep 2022
- **Besides funding, SMEs other big challenge is time!** 24 Jun 2022
- **Researching SMEs – not all SMEs are the same** 8 Apr 2022

#### [Livingfacts](#)



Livingfacts is a specialist research company, partnering to solve business challenges. We focus on Business to Business, High Net Worth and Stakeholder research using appropriate approaches to obtain insights from the right people.

[Profile](#) | [News](#) | [Contact](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>