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Adobe & The Impact of Generative AI in Information Operations

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Abstract:

In today's information environment, the Joint Force Commanders' ability to inform the public at the same pace as the media is complicated by the ability for anyone to produce content quickly and become instant journalists without validating facts or maintaining authenticity. Building and maintaining public trust, especially during military operations, is undermined by vast misinformation spread across multiple communications channels. Part of the challenge is keeping pace with the demand for content from members of the military community and the public while delivering engaging experiences that can change perceptions and build support for military operations.

Generative AI has the potential to revolutionize Information Operations by enabling communicators at every level to produce and deliver highly personalized content at speed and scale. This transformative technology is being incorporated into digital media editing applications, web content management systems, and data analytics platforms as an effective co-pilot to disseminate information rapidly. Simple text prompts and a few mouse clicks can generate high-quality messaging and summarize data to make informed decisions.

While Generative AI can advance Information Operations capabilities across the DoD, it can also be leveraged by our nation's adversaries to manipulate content and sow distrust. Efforts are being made across the technology industry to address the prevalence of misleading information online through the development of technical standards for certifying media content's source and history (or provenance). Procuring and deploying technology solutions that follow these standards and train their Large Language Models (LLMs) based on commercially safe sources supports the responsible use of generative AI capabilities.

Join Adobe to explore how generative AI is shaping the Information Environment and how it is being incorporated today into image editing software, web content, and digital asset management systems to safely bring advanced capabilities across the DoD.