Creating Alt Text with Generative AI

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ETUG Fall Workshop

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**BRITISH COLUMBIA
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I would like to acknowledge that I live and work on the traditional, ancestral, and unceded territory of the Coast Salish Nations of Sḵwx̱wú7mesh (Squamish), səl̓ilwətaɁɬ (Tsleil-Waututh), and xwməθkwəy̓əm (Musqueam).

Our 10 minutes together

Slides and links: https://bit.ly/etug2023slides

BCIT's new Applied Immunology open textbook

Can ChatGPT help with alt/descriptive text?

Launching the Alt Text Assistant

Demo

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The alt text project

- 7 chapters
- 56 detailed images
- We wanted to turn each image into a useful OER
- Extremely time-consuming to write descriptive text

BASIC CONCEPTS IN APPLIED IMMUNOLOGY

By Simon Duffy and Supipi Duffy
British Columbia Institute of Technology

https://pressbooks.bccampus.ca/AppliedImmunology

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Could ChatGPT help?

But first – its harms.

Ethical concerns with ChatGPT

- "We are a little bit scared" – OpenAI CEO
- Is ChatGPT biased? Yes, says OpenAI.
- AI workers experience harm
- Environmental impact of the AI cloud
- Is ChatGPT the world's biggest copyright scam?
- Privacy risks – queries leaked to other users
- Lack of transparency - "open" in name only

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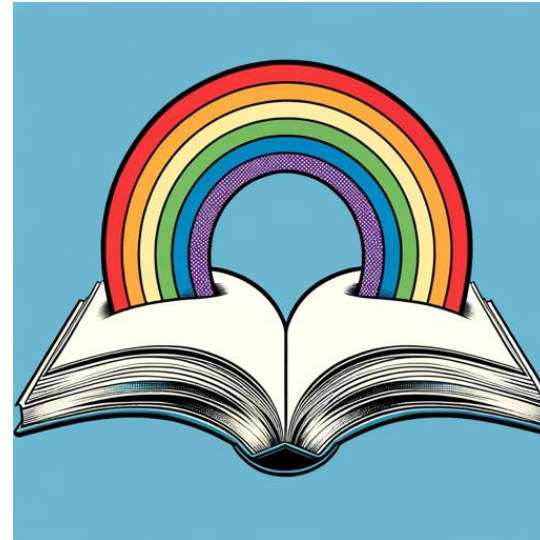INSTITUTE OF TECHNOLOGY

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ChatGPT "Vision"

- Recently released on ChatGPT Plus
- ChatGPT can now "<u>see</u>" 😳
- Upload images and seek answers
- "Write alt text" had amazing results
- I made a Custom GPT you can try

Custom GPTs

- Released last week on ChatGPT Plus
- Users can build and share their own chatbots
- I made "Alt Text Assistant":

AltText.linkletter.org

(requires Plus)

Your queries are 100% private

What is Alt Text Assistant?

I am Alt Text Assistant, a specialized version of ChatGPT designed to create concise alt text for educational images. My aim is to provide descriptions that are screen reader friendly, typically within 200 characters, ensuring that the alt text is accurate and adheres to accessibility standards. If I need more context to refine the alt text, I'll ask for the webpage URL containing the image. I maintain a friendly and professional tone throughout our interactions.

 alttext.linkletter.org

Alt Text Assistant capabilities

- Can interpret images
- Can search and browse the web
- Can take feedback
- Cannot replace an expert

 alttext.linkletter.org

"Write alt text"

Source: https://en.wikipedia.org/wiki/Numbered_Treaties

Result

"Map of Canada's numbered treaties 1-11, each color-coded with signing years from 1871 to 1921 over a geographical outline."

Source: https://en.wikipedia.org/wiki/Numbered_Treaties

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Now for descriptive text

"This is a map illustrating the Numbered Treaties signed between Indigenous peoples and the Crown in Canada. The treaties are represented by distinct color-coded regions on the map. Each treaty area is labeled with a number and the year(s) in which the treaty was signed. Starting from the east, Treaty 1 begins in the southern region, signed in 1871, with subsequent numbers following generally westward and northward, culminating in Treaty 11 in the northernmost region, signed in 1921. The central region shows overlapping areas where Treaties 4 (1874), 6 (1876-78), and 7 (1877) intersect. To the far west, two regions are labeled as Treaty 9 with two different signing periods: 1905-06 and 1929-30. The map serves as a historical record of these foundational agreements, indicating the vast expanse of territories covered by the treaties."

Let's compare

Source: https://en.wikipedia.org/wiki/Numbered_Treaties

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Please share takeaways in chat. 😊

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THANK YOU

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