# The crucial role of editing in AI-generated content



Artificial Intelligence (AI) is rapidly gaining traction as an invaluable tool for businesses, particularly in content creation, with many organisations now utilising AI to produce preliminary drafts. However, the transition from AI-generated material to high-quality content that truly reflects an individual’s or a brand's voice necessitates thorough editing.

Although AI can efficiently generate text, the output often resembles what some experts might refer to as "C-student" quality — adequate but rarely exceptional. Editing plays a crucial role in elevating this draft to a level that writers would be proud to attribute to their name. Speaking to PR Daily, Allison Carter, editorial director of PR Daily and Ragan.com, provided key insights into the process of refining AI-generated text to achieve a polished final product.

The first critical step in this editing process is fact-checking. AI technology is prone to generating inaccuracies, which can present as highly convincing yet misleading information. These inaccuracies, often referred to as "hallucinations," may include the use of real sources or exact quotations that ultimately remain unverified. Therefore, it is imperative to cross-reference all claims with credible sources, ensuring that the facts contained within the content are robust and reliable.

In addition to verifying facts, it is essential for users to ensure that the AI has adhered to their specific instructions. Discrepancies, such as deviations from the requested style or word count, can often slip through unnoticed. Writers must adopt a meticulous approach, as AI output should not be blindly trusted based on its seemingly cheerful and obliging output.

Clichés and extraneous language also pose a significant problem. Generative AI often mimics the repetitive patterns found in its training data, leading to an over-reliance on formulaic phrases. The responsibility lies with the editor to identify and eliminate this fluff, enabling the content to resonate more meaningfully with readers.

Perhaps the most crucial aspect of the editing process involves infusing the AI-generated draft with original thoughts and insights. Carter emphasises the importance of personal anecdotes, humour, and emotional depth, elements that define the authentic human voice and cannot be imitated by AI. This creative addition transforms a bare-bones draft into something unique and engaging, filling the gaps left by the AI's mechanical construction.

Furthermore, as editors work to merge their writing with AI output, consistency in tone becomes essential. The final piece should present a unified voice that conforms to the brand's established guidelines. Disparities between formal and informal language, as well as adherence to brand-specific stylistic choices, must be rectified to create a cohesive narrative.

Finally, once the draft has been thoroughly revised, AI can still play a beneficial role in the finishing touches. It can assist in generating optimised SEO content and compelling headlines, two areas where AI's capabilities can significantly enhance the writer’s work. The rationale here lies in AI’s programmed proficiency, aligning it well with SEO tasks which are fundamentally structured to be machine-friendly.

In conclusion, while AI offers a powerful starting point in content creation, the path from an initial draft to a completed piece rests firmly in the hands of human editors. Their expertise in fact-checking, tone adjustment, and creative input is essential to ensure that the final output reflects both quality and authenticity. For those interested in delving deeper into the intersection of AI and business practices, the upcoming AI Horizons Conference in Miami scheduled for February 24-26 promises promising discussions and insights into the evolving world of artificial intelligence.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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