The background of the slide is a dark, teal-toned illustration of a futuristic car's interior. A robot with a human-like face and large, glowing blue eyes is seated in the driver's seat, holding the steering wheel. The car's dashboard and center console are filled with various digital displays and icons, including a car model, a music note, and a gear. The overall aesthetic is high-tech and futuristic.

Metaphors Unleashed: How Generative AI Became Our Copilot

Lazaros Simeon
and
MS Copilot

Objective

Apply Metaphorical Thinking to Generative AI (Pedagogical Application)

- **Learning Outcome:** After this presentation, you will be able to integrate metaphorical thinking related to generative AI into your teaching practices.



Two Questions

- How would you describe climate around generative AI today?
- What relationship do you have with AI?

The metaphors we live by

George Lakoff and Michael
Johnson

“The essence of metaphor is understanding and experiencing one kind of thing in terms of another” (Lakoff and Johnson, 1980, p. 5).

Defining Conceptual Metaphors

- Deeply ingrained in our language and shared cultural understanding.
- Linguistic conventions; Provide a systematic correlation between the structure of the source domain and the structure of the target domain.
- The **source domain** provides the metaphorical expressions needed to understand the **target domain**.



Examples of Conceptual Metaphors of Time

- Time is money.
- You're wasting your time.
- Your time is up.
- This is how I spend my time.

Q: What do these tell us about how we conceive of time?

A: Resource or a commodity.

“Time Flies”

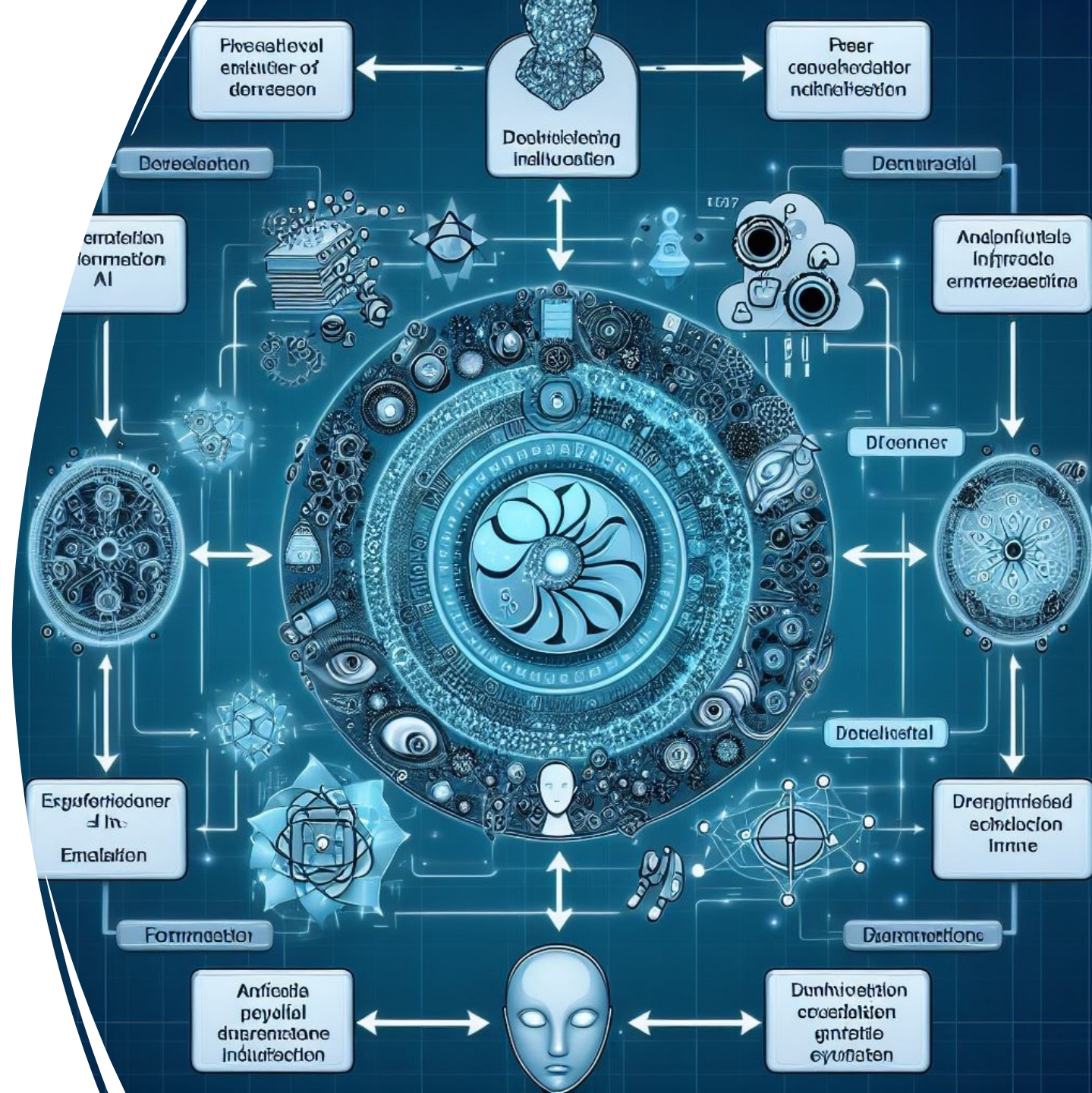
Time has wings; it's alive; it escapes us...

The two source domains result in very different views of time, and in this sense, they create different realities.



Conceptual Metaphors say lots about the Metaphor Makers

- Hopes, fears, aspirations.
- Reflect our values.
- Shape our understanding.

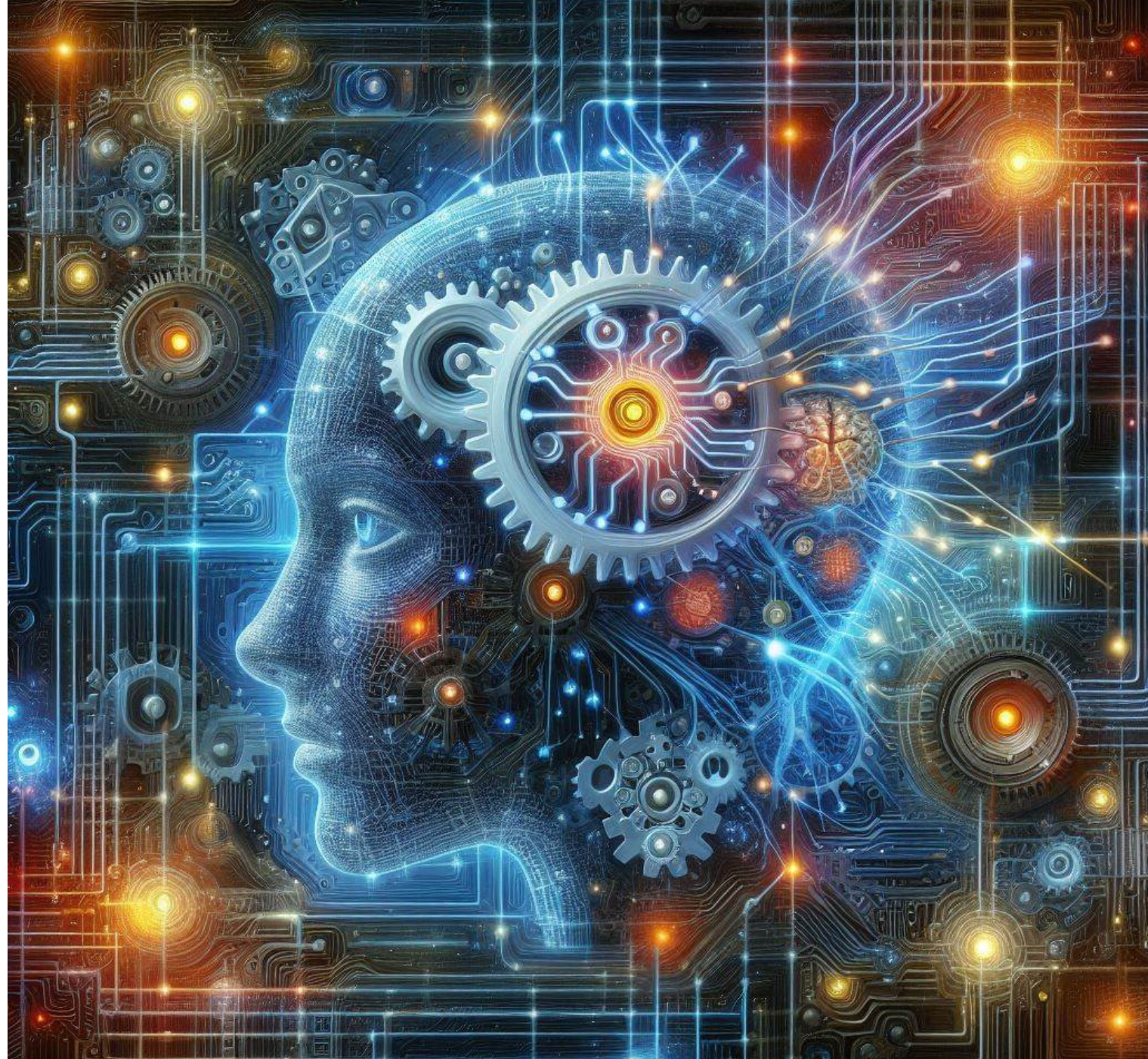


What Deeper Meaning is Implied?

- **“Prices are rising.”** Here, the concept of **“rising”** (spatially) is mapped onto the abstract idea of **“prices.”**
- **“Life is a rollercoaster...”** The concept of a **“rollercoaster”** helps us understand the abstract concept of **“life.”**
- **“The criticism was right on target.”** The spatial relationship of being **“on target”** is projected onto the abstract idea of **“criticism.”**

Human Brain

Let's explore additional **conceptual metaphors** that creatively compare the **human brain** to other familiar concepts.



Conceptual Metaphors and the Brain

Mind as Body (physical sensation)

- "His **mental muscles** need exercise."
- "She's got a **sharp mind**."
- "These problems are **exhausting**."
- "The idea is easy to **digest**."

Brain as Computer

- "He can **process** vast amounts of information."
- "She can **multitask**."
- "Trauma affects **the circuitry** of the brain."
- "The brain is **hardwired** to..."
- "The brain can **be reprogrammed** to..."

The Internet

Let's explore conceptual metaphors that help us understand the **Internet** by mapping it onto familiar concepts.



Conceptual Metaphors of The Internet

- “**Surfing** the web.”
- “How do you **navigate** the website?”
- “The Information **Superhighway**...”

Did we ever “surf” a library?

What metaphors or words
did we use to describe how
we engaged with a library?



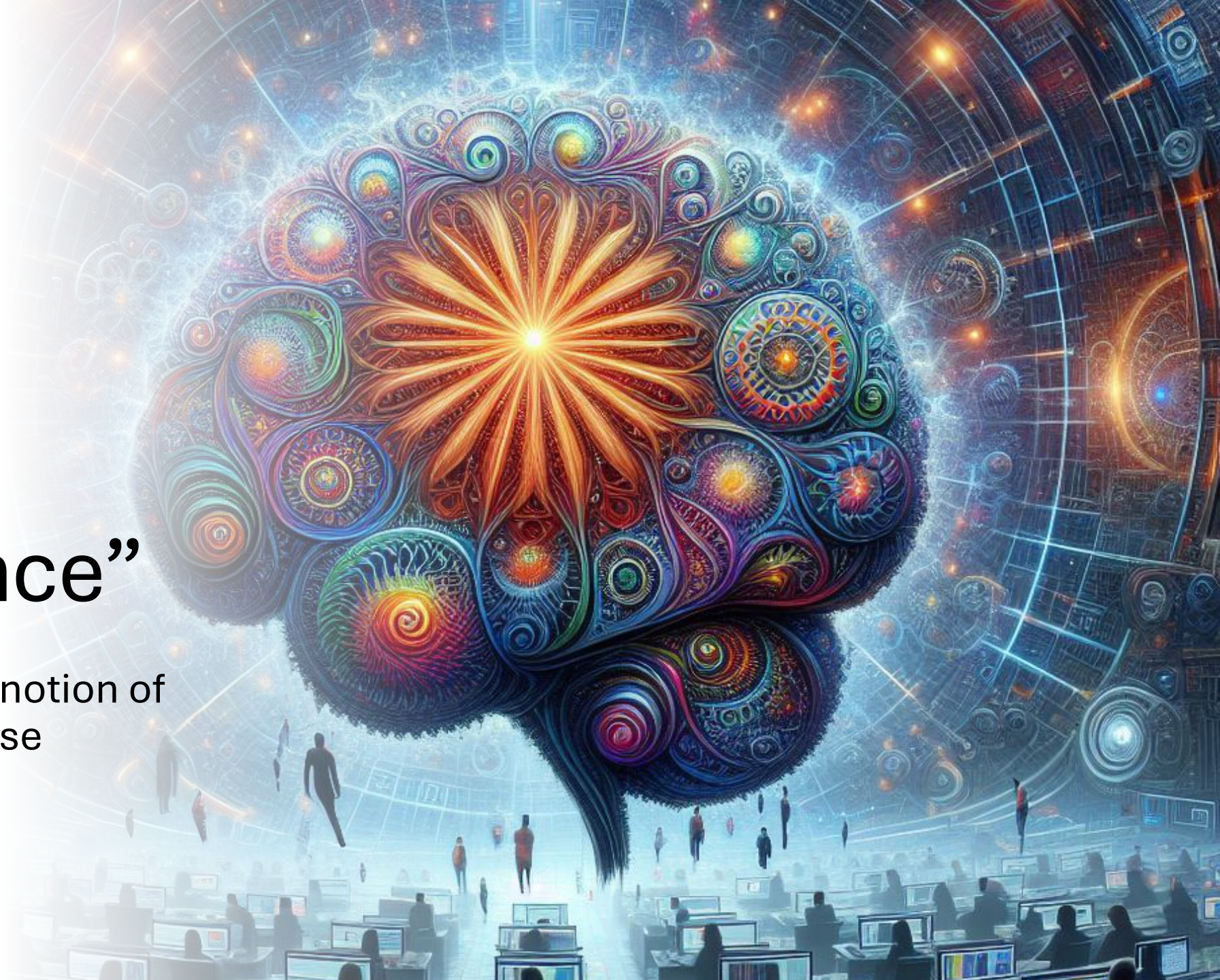
What about Generative AI?

Let's explore conceptual metaphors that help us understand **generative AI** by mapping it onto familiar concepts.



“Intelligence”

That we ascribe the notion of “intelligence” to these systems says a lot.



Other Terms Associated with AI?

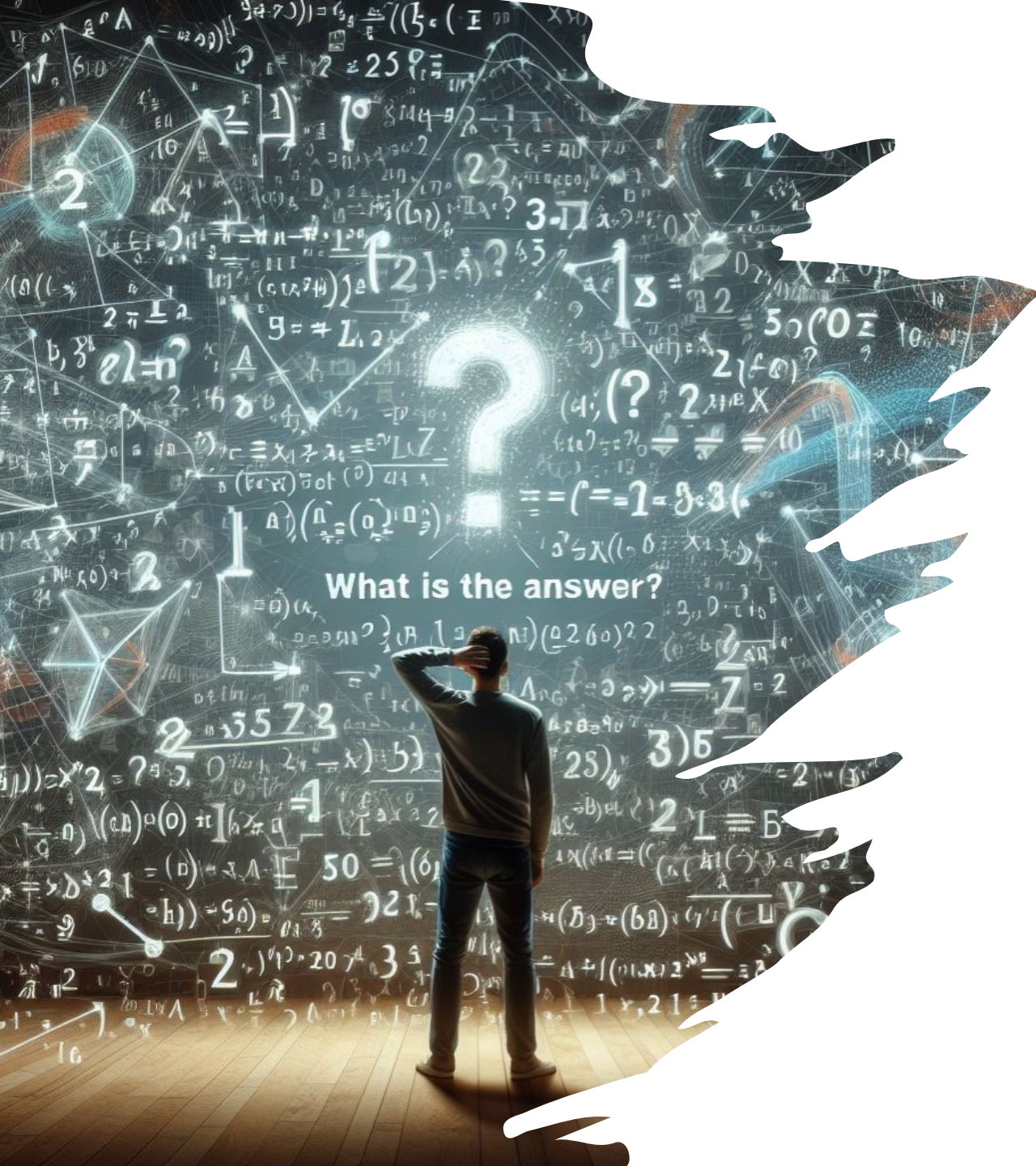
- “AI **learns** the more you use it.”
- “You need to **train** AI.”
- “AI **remembers** your conversation.”
- “AI doesn’t **understand** my prompt.”
- “It is a pattern **recognition** system.”



Not unlike a human brain.



“Hallucination”



Redefining the task of the learner

Learning outcomes often focused on “answering the question.”

We now need to question the answers.

“Is it accurate?”

“Is this what I imagined or even wanted?”



What relationship do you have with AI?

- Assistant.
- Partner.
- Buddy.
- “Digital Marketing Twin”.



“Centaur”

Getty Images says...

“AI is shown as a separated or even independent entity, which is far from reassuring for those who have developed a negative perception of AI... So, when visualising AI, it’s important to choose inclusive visuals which emphasize transparency and AI benefits for all humans.”



What's in a Name?

Copilot.

ChatGPT.

Gemini (was Bard).

Scribe.

Synthesisia.

Claude.ai (Anthropic).



A picture seems to persist...

Generative AI is like us.

Not the Other but our other half.
Our twin. Our double.

But not our equal; instead,
deferential to us.

Our assistant. Our co-pilot.



Student Discussion

Think of conceptual metaphors that might enhance your [student] understanding of generative AI.

Generative AI is the target domain; come up with a source domain. [\[news reporter\]](#)





Student Discussion – part 2

Ask MS Copilot to create five names for a new generative AI platform.

Then ask how it came up with those names.

Can you think of five names for new generative AI platforms?

“Certainly! Here are five imaginative names for new generative AI platforms:

- 1. AetherMind.**
- 2. NeuraGenesis.**
- 3. InnovaSynth.**
- 4. EvoCreate.**
- 5. IntellectForge.**

These names aim to capture the innovative and creative essence of generative AI technology.”

How do you come up with these names?

“I create names by combining elements of language that reflect the innovative and intelligent nature of AI.

I consider terms related to technology, creativity, and intelligence, and then blend them in a way that is both unique and memorable.

The process involves a bit of creativity and ***an understanding of how these platforms might be perceived by potential users.***

It’s about finding a balance between the technical aspect of AI and the imaginative possibilities it represents.”

Readings & Resources

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Questions?

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