

KI VERANTWORTUNGSVOLL IN DER RECHERCHE NUTZEN

CHRISTINA BRAUSE

KI-ASSISTENTEN

TOOLS

SKRIPTE

FIRMEN

ChatGPT

summarize.tech

FFmpeg

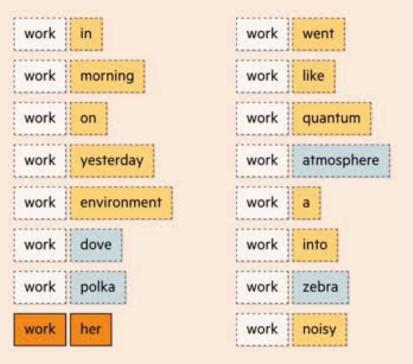
RAIC Labs (ehemals Synthetaic)

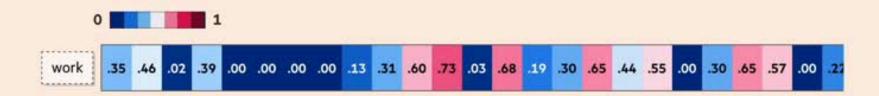
Perplexity

Trint

Notebook LM

As the model **processes** this set of words, it produces a vector — or list of values — and adjusts it based on each word's proximity to **work** in the training data. This vector is known as a word embedding.





KI-ASSISTENTEN (CHAT GPT, PERPLEXITY, ...)

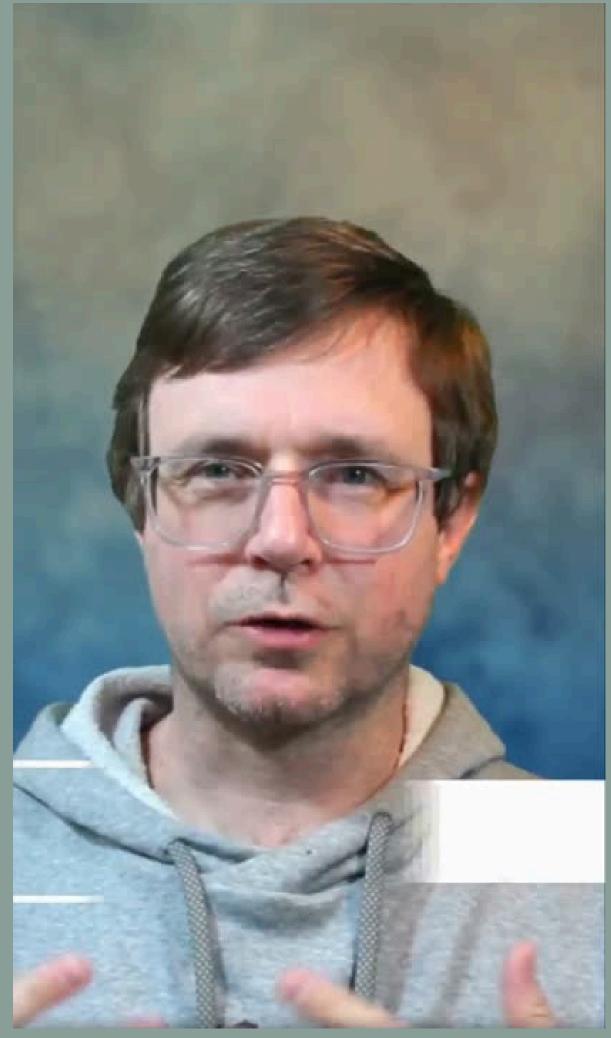
Ideenfindung

Erstes Einlesen in ein Thema

Text-Arbeit

Relevante Informationen in Dokumenten finden

Datensätze (z.B. Pressemitteilungen einer Organisation) durchsuchen, um Muster (wiederkehrende Begriffe, Veränderungen in Aussagen, Social Media Trends) zu finden



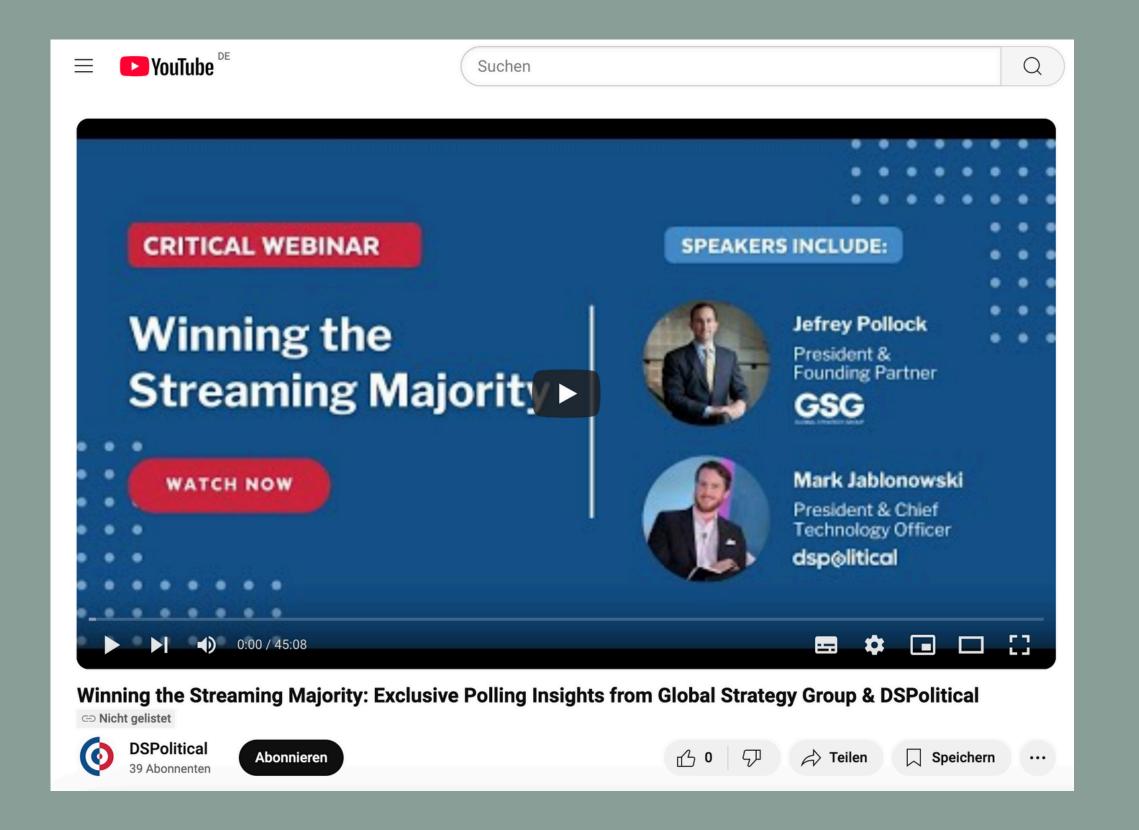
Claus Hesseling Datenjournalist und KI Lotse beim NDR



TOOLS FÜR ZUSAMMENFASSUNGEN

SUMMARIZE.TECH FÜR YOUTUBE-VIDEOS

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Summary of <u>Winning the Streaming Majority: Exclusive Polling Insights</u> from Global Strategy Group & DSPolitical

This is an AI generated summary. There may be inaccuracies.

Summarize another video · Purchase summarize.tech Premium

00:00:00 - 00:40:00

In the YouTube video "Winning the Streaming Majority: Exclusive Polling Insights from Global Strategy Group & DSPolitical," Mark Jabowski discusses the critical role of streaming media in the upcoming 2024 presidential election, particularly for Democratic and Progressive campaigns. He notes that over half of their work utilized connected television (CTV) advertising, revealing a significant shift in voter engagement strategies, as many campaigns are starting to leverage CTV for targeted outreach rather than traditional broadcast methods. Key findings from voter surveys indicate a rising trend of younger voters, particularly those under 45, who primarily engage with content through streaming services rather than cable, influencing media consumption behaviors. The discussions highlight the importance of adapting advertising strategies to focus on evolving platforms, including video games and independent creators, to reach diverse demographics, especially among swing voters. With the increasing effectiveness of digital media compared to traditional methods, the presenters advocate for a balanced, data-driven approach to political advertising that incorporates robust targeting across various streaming platforms while addressing the challenges posed by restrictions on political ads.

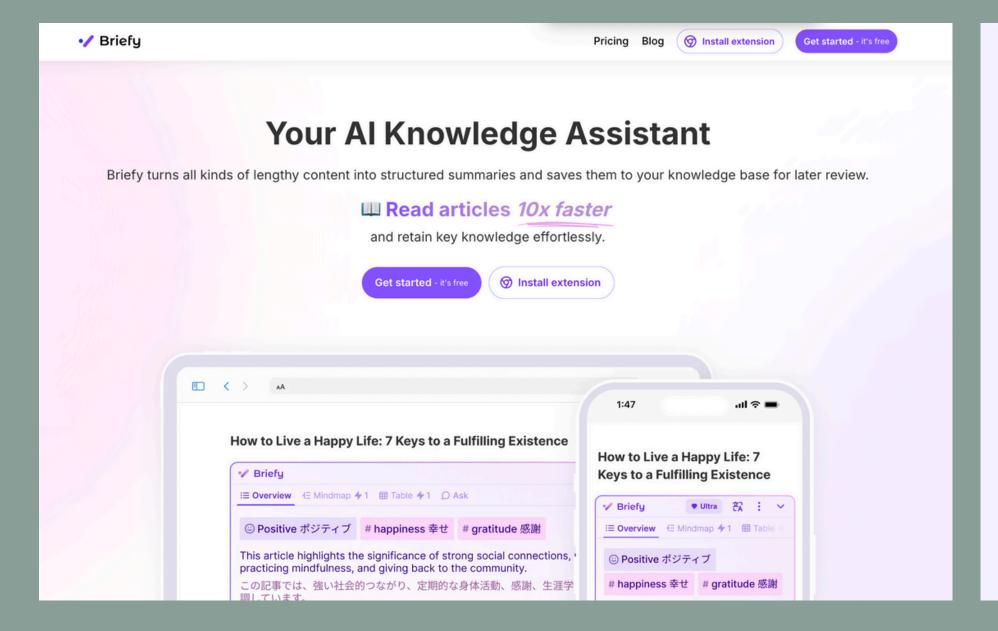
See more

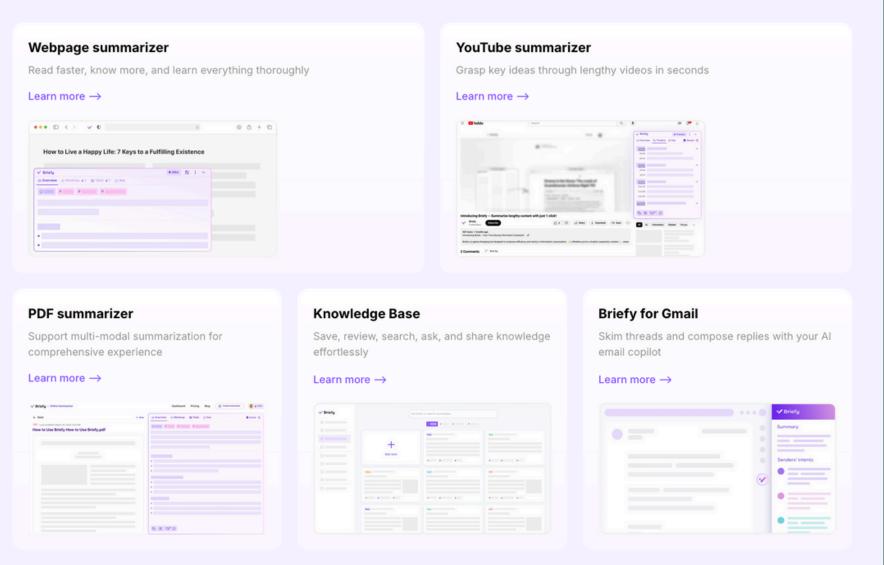
methods, the presenters advocate for a balanced, data-driven approach to political advertising that incorporates robust targeting across various streaming platforms while addressing the challenges posed by restrictions on political ads.

See less

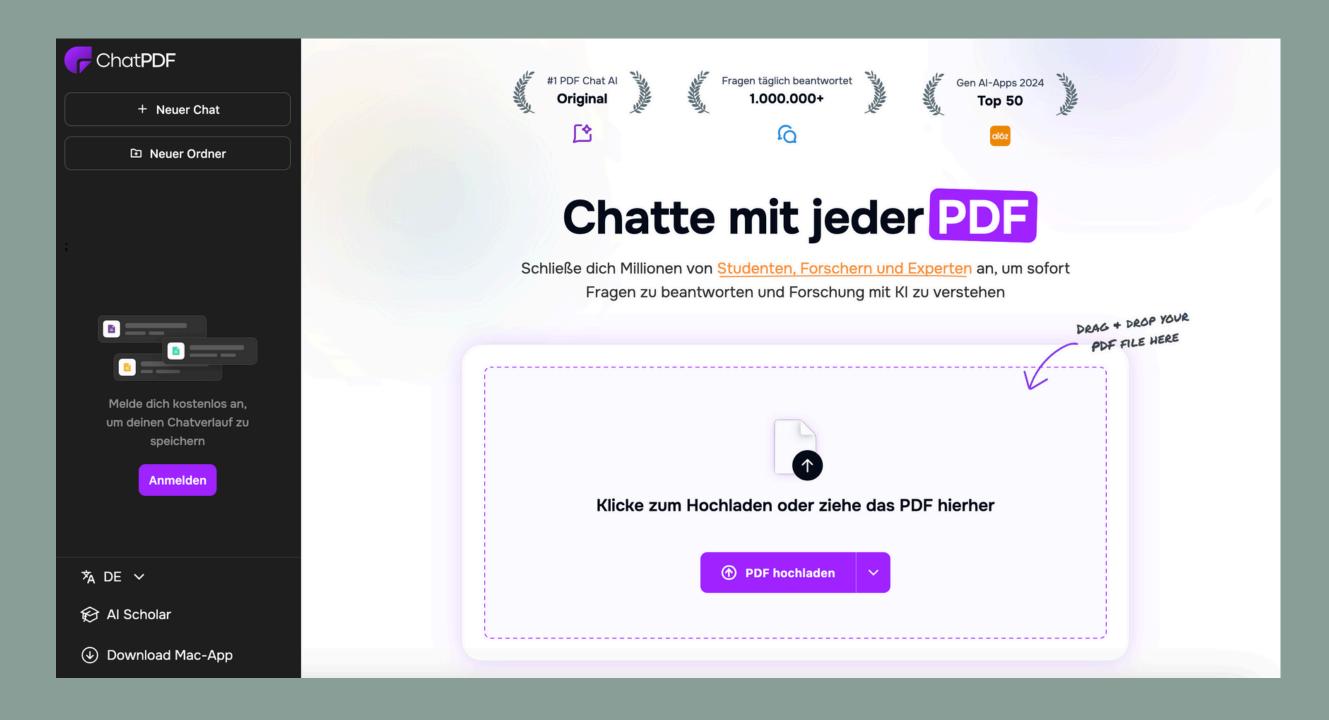
- <u>00:00:00</u> In this section, Mark Jabowski from DS Political introduces a discussion on the impact of streaming media in the 2024 presidential election, emphasizing the significance of addressable streaming media for Democratic and Progressive campaigns. He highlights that over half of their work utilized connected television (CTV) advertising, which varied in effectiveness across campaigns, with some treating CTV like traditional broadcast media while others leveraged it for more targeted voter engagement. Collaboration with Global Strategy Group is noted, as they dive into research findings from recent voter surveys conducted across various demographic groups in key battleground states. Jabowski expresses enthusiasm for the insights that will be presented and the goal of using data effectively to enhance future campaign strategies.
- <u>00:05:00</u> In this section, the discussion focuses on understanding the 2024 electorate's voting behaviors and media consumption habits, particularly among underrepresented groups such as Black and Hispanic voters. The research, conducted shortly after the election, aims to segment voters into categories based on their voting patterns, highlighting an increasingly younger swing voter demographic, with 50% under the age of 45. This shift is significant as streaming platforms have begun to overtake traditional television; 42% of voters now primarily watch live TV via streaming services rather than cable, with this trend being even more pronounced among younger voters. The motivations behind this transition to streaming include improved content quality, affordability, and the availability of free streaming options, which are influencing current media consumption trends and suggesting that changes in viewer preferences could impact future electoral strategies.
- 00:10:00 In this section, the discussion focuses on the changing dynamics of media consumption and advertising visibility among voters, particularly highlighting the rise of streaming platforms. The data reveals that streaming audiences, especially among those aged 18 to 54, are becoming more representative of the electorate, contrasting with linear TV viewers who tend to be older. Notably, 70% of battleground voters reported seeing presidential ads multiple times daily, with discrepancies in recall among swing voters. Additionally, free streaming platforms are gaining traction, with 56% of voters using them weekly, paralleling cable TV viewership levels. This shift underscores the potential for targeted advertisement strategies in both streaming and linear media formats, marking a significant evolution in how campaigns can engage voters in future elections.
- <u>00:15:00</u> In this section, the focus is on the changing landscape of media consumption, particularly among swing voters, and the importance of addressing audiences across various streaming platforms. The discussion highlights how traditional advertising methods, such as broadcast purchasing, are evolving to prioritize audience creation and engagement on free streaming apps, which are increasingly popular among voters, especially those identified as swing voters. By examining survey data on app usage, it's noted that a significant portion of the electorate engages with non-major apps like Hulu and Roku, making them crucial for effective outreach. Moreover, the section

BRIEFY FÜR WEBSEITEN, VIDEO, PODCASTS & MEHR



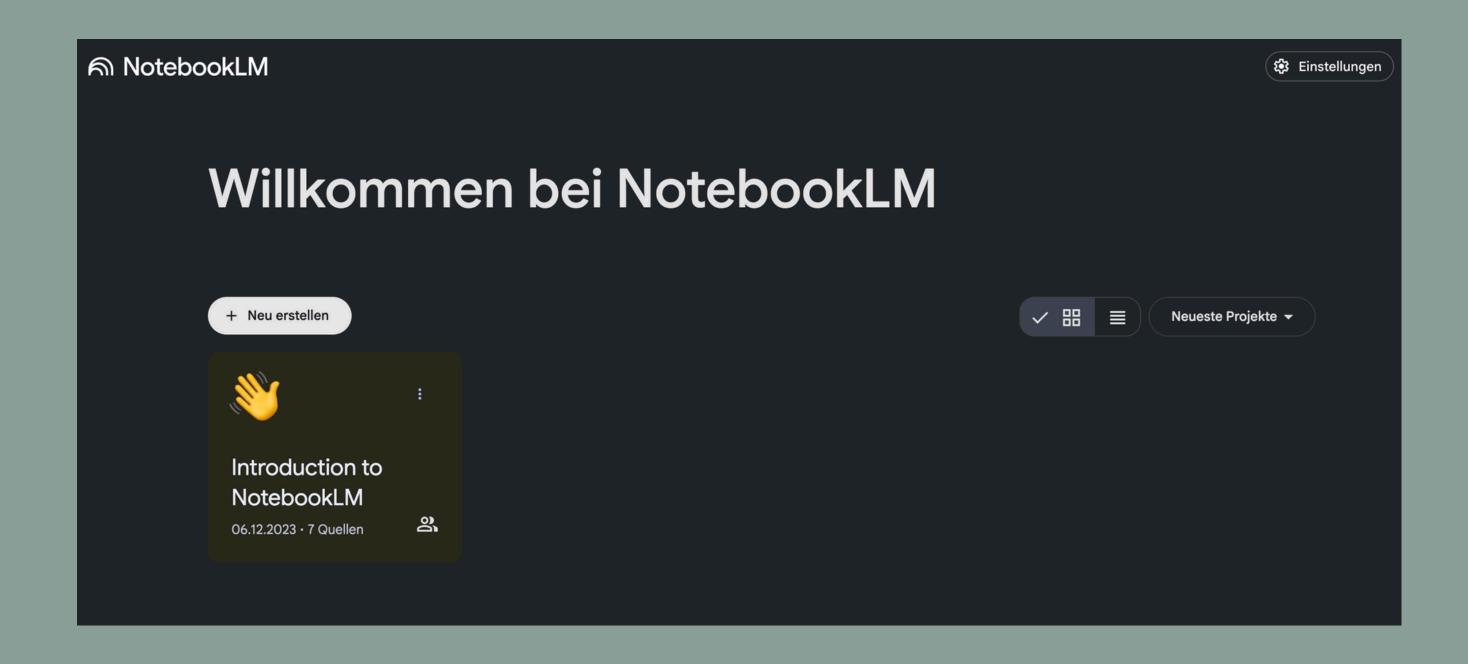




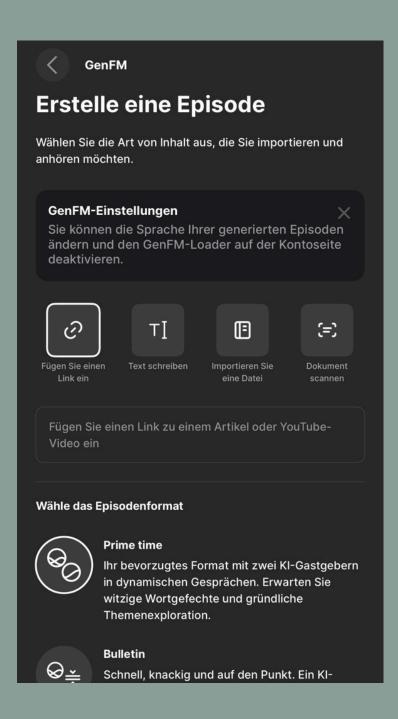


TOOLS FÜR DIE INTERAKTION MIT AUDIO

GOOGLE NOTEBOOK LM

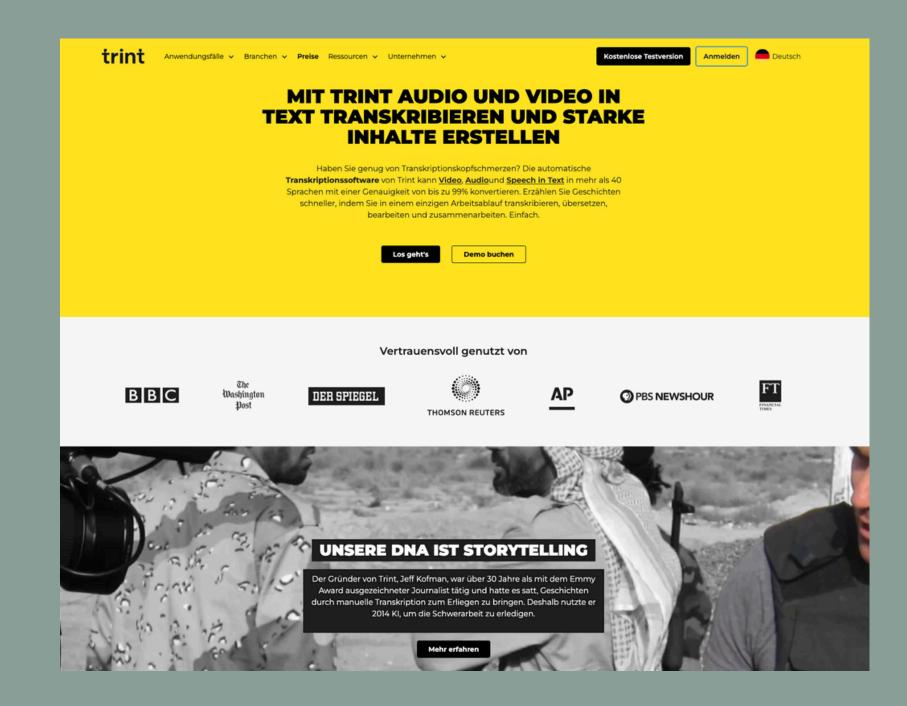


ELEVEN READER (GEN FM FUNKTION)

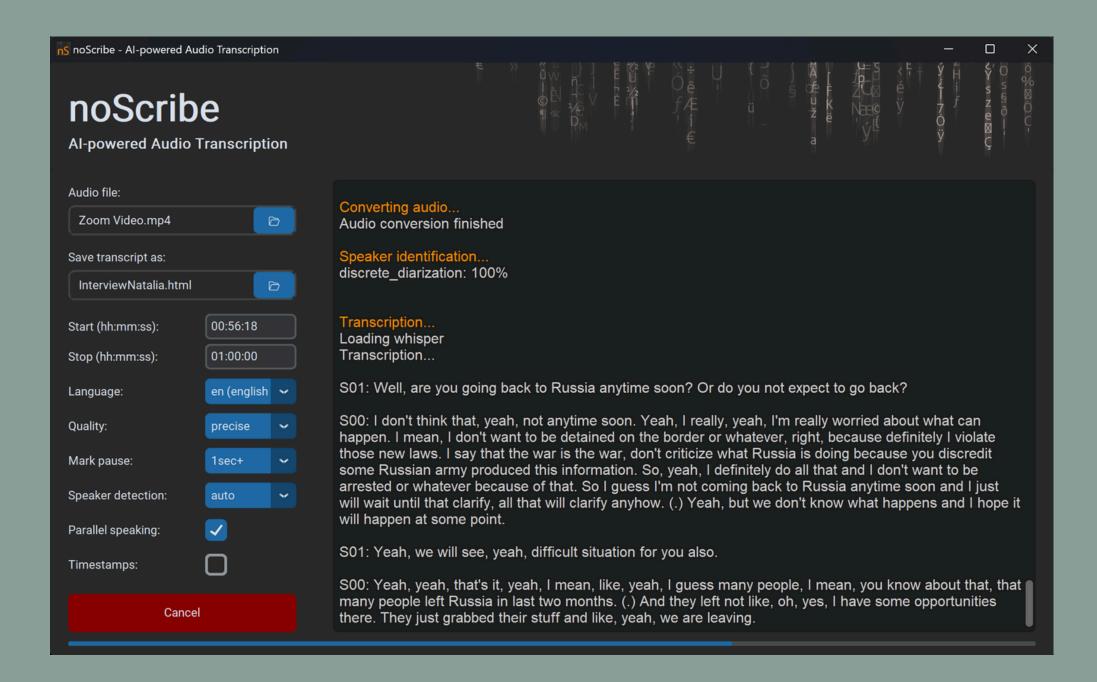


TOOLS FÜR TRANSKRIPTIONEN



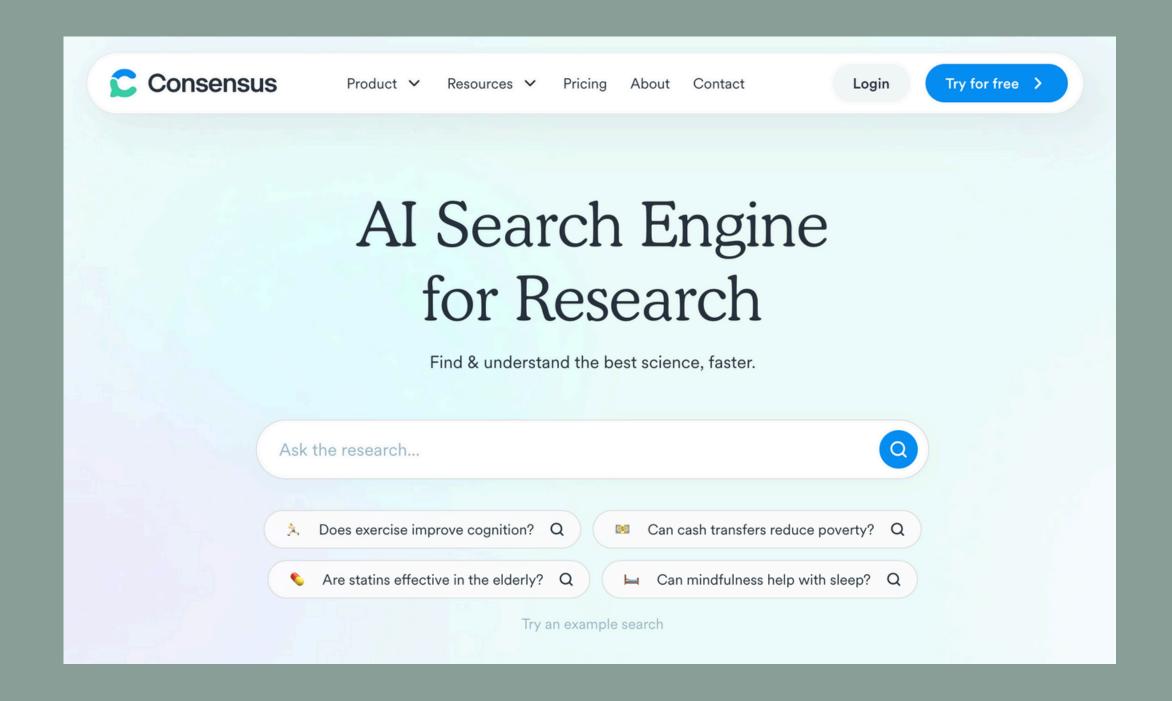






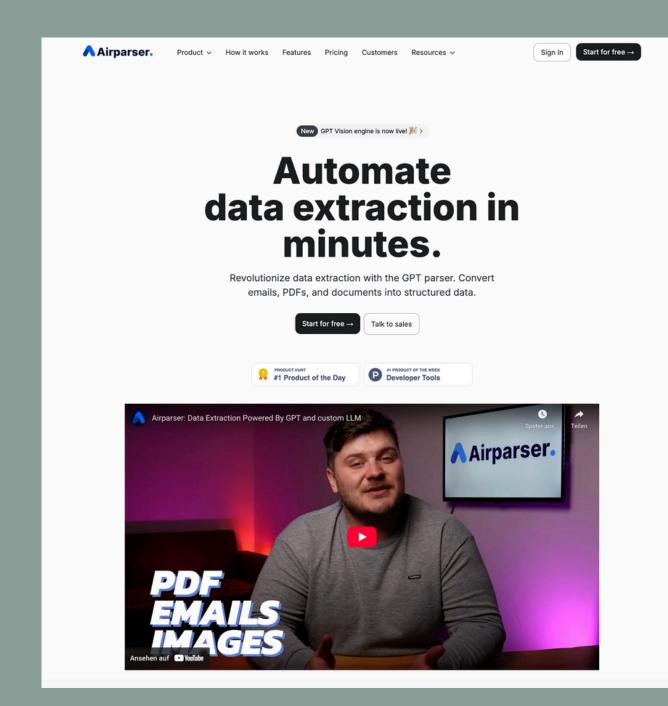
TOOLS FÜR WISSENSCHAFTLICHE QUELLEN

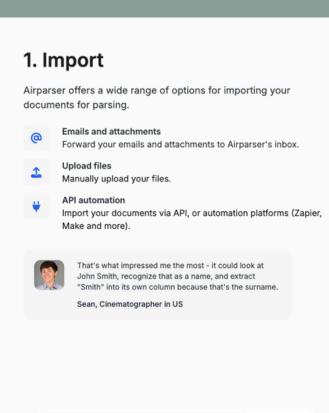




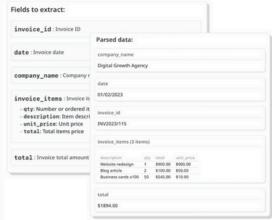
TOOLS FÜR DATENEXTRAKTION UND DATENAUSWERTUNG











2. Extract

Simply instruct Airparser on the data you want to extract by creating a list of fields, and watch the magic happen 🖔.

Extra Desc

Extraction schema

Describe the data to be extracted, and let Airparser handle the rest.

GPT and LLM-powered parser
Airparser's parsing engine utilize

Airparser's parsing engine utilizes GPT and custom Large Language Models (LLMs) to ensure highly efficient and precise data extraction.

Automatic extraction

Sit back and relax. Airparser automatically extracts data from all incoming emails, attachments, and files.



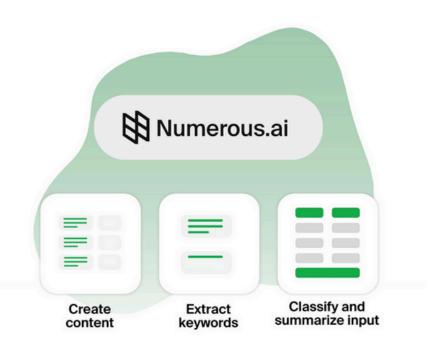


The Power of Al in Sheets and

Excel

Numerous.ai provides the simplest, most powerful and cost-effective solution for using ChatGPT inside Google Sheets and Excel.





Research & Organize Digital Marketing Campaigns

Numerous.ai can generate AdWords keywords, ad copy, Facebook campaign structures, ad titles, SEO content, and more to reduce the grunt work associated with your digital marketing campaigns.



Summarize, Categorize, Classify & Cleanse

Have large bodies of open-ended text such as articles, user surveys, or social media content? Numerous.ai is great at summarizing, rewriting, and extracting content. It can also classify this content into categories. Have messy user input? Let Numerous.ai clean and normalize the content. There's very little it can't do.



Test & Collaborate on Al Prototypes

Want to explore how ChatGPT can help your work, and share the results with your team? Testing out various prompts? Numerous.ai is ideal for this, combining the structured nature of spreadsheets, our long-term results caching, and the power of Al for a great way to prototype.

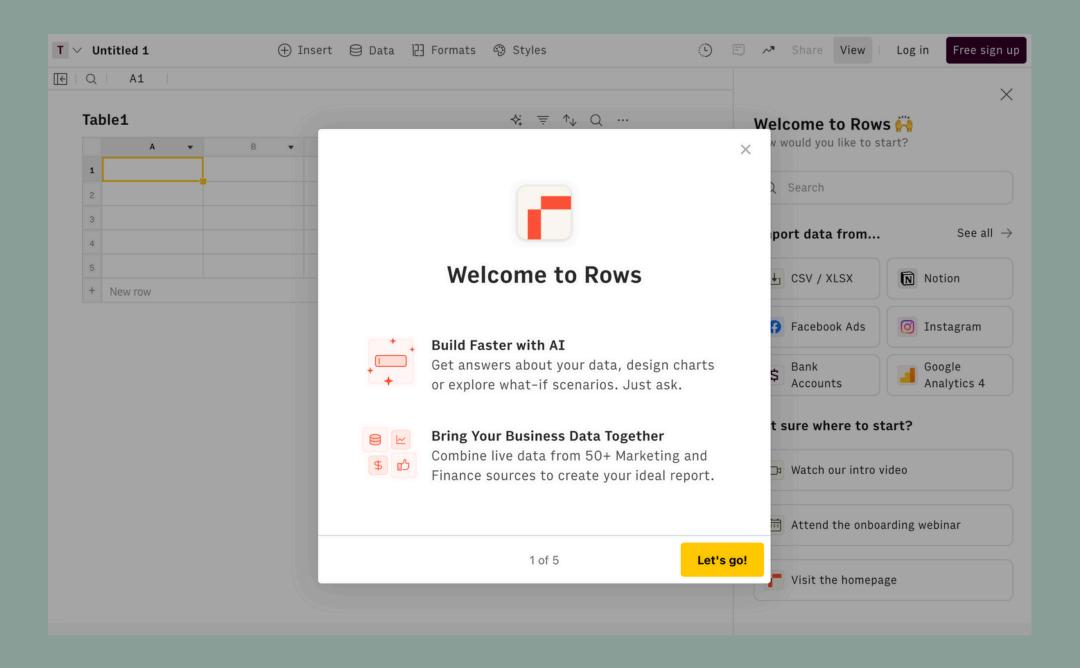


Ideate & Create Content

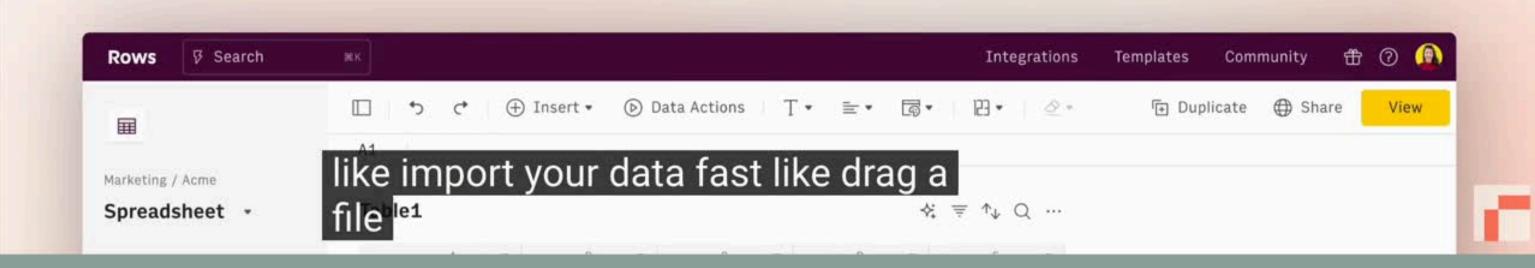
Use Numerous.ai to generate possible topics, then have it generate content based on those topics. All from a single prompt!



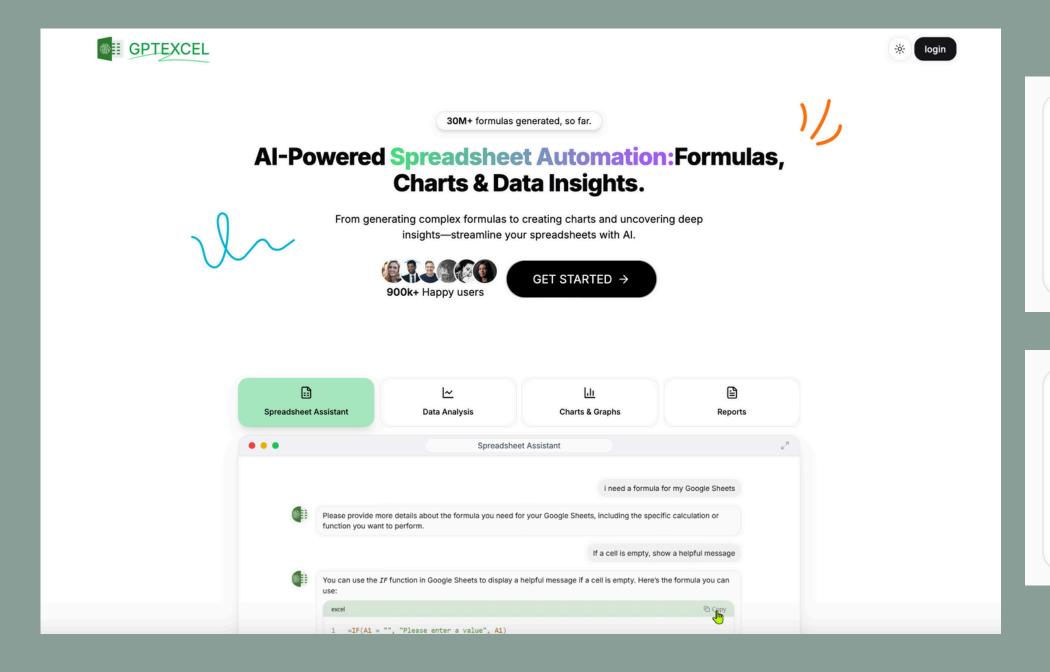
ROWS (AI ANALYST FUNKTION)



Like drag a file fast







What is GPTExcel?

GPTExcel is an Al-powered spreadsheet assistant that helps you generate formulas, SQL queries, automation scripts, regex patterns, and table templates. It now also lets you chat with your Excel file, convert tables in images to editable spreadsheets, generate charts and graphs, and analyze your data to produce insights and reports.

What can I use GPTExcel for?

You can generate complex spreadsheet formulas, SQL queries, automation scripts (Apps Script/VBA), regex expressions, and Excel table templates. Additionally, you can interact with your spreadsheet via chat, convert image-based tables into Excel format, generate visual charts/graphs, analyze Excel/CSV data, and receive concise data reports.

TOOLS FÜR VISUALISIERUNG

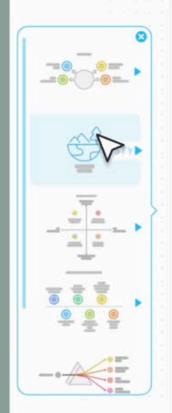
NAPKIN AI – GET VISUALS FROM YOUR TEXT

Business Plan for Eco-Tourism Agency

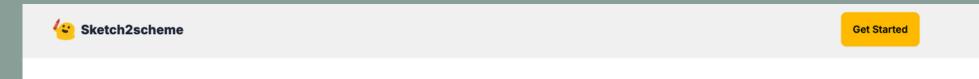
The agency will focus on:

- Promoting eco-friendly practices
- Supporting local communities
- Preserving natural environments sustainability initiatives







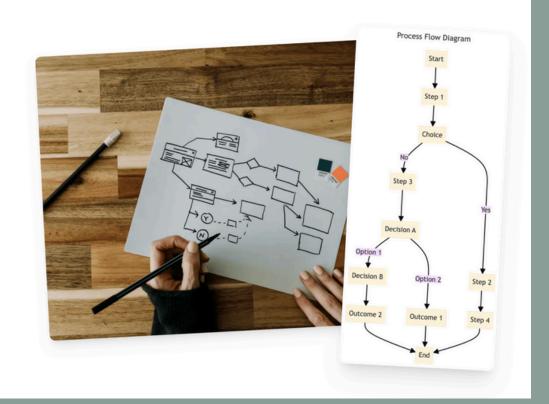


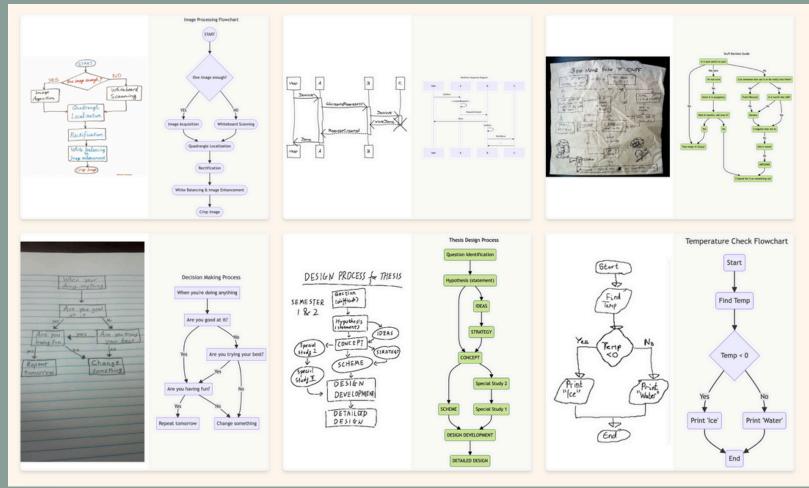
Turn your diagram sketches into digital schemes

Easily convert your hand-drawn **flowcharts** and **diagrams** into digital schemes. Bring your ideas to life with just a few clicks.

Get Started

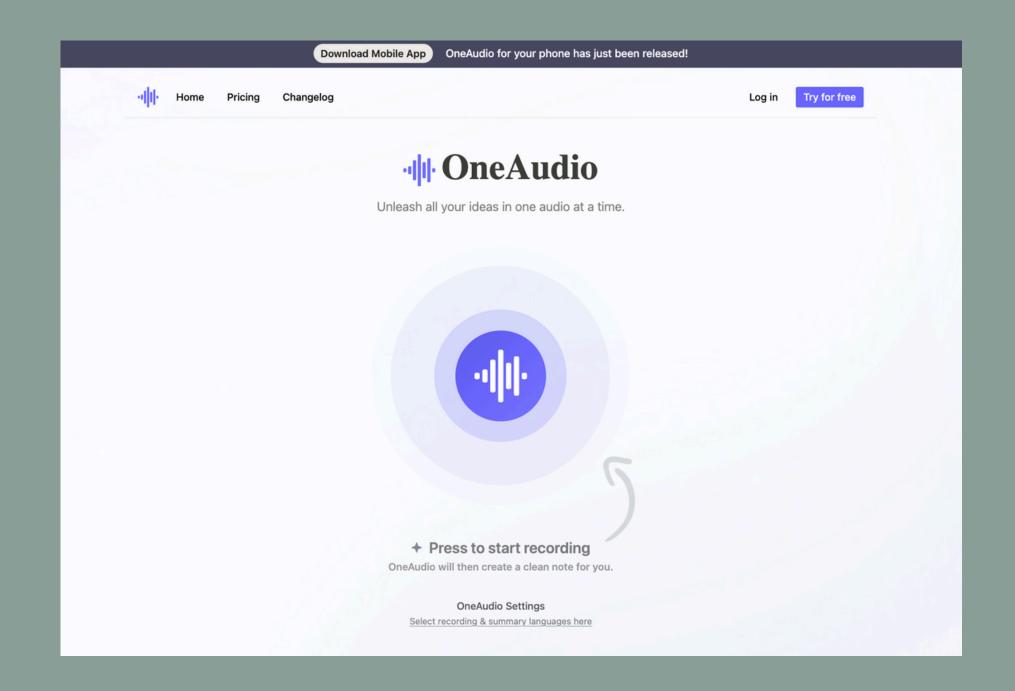




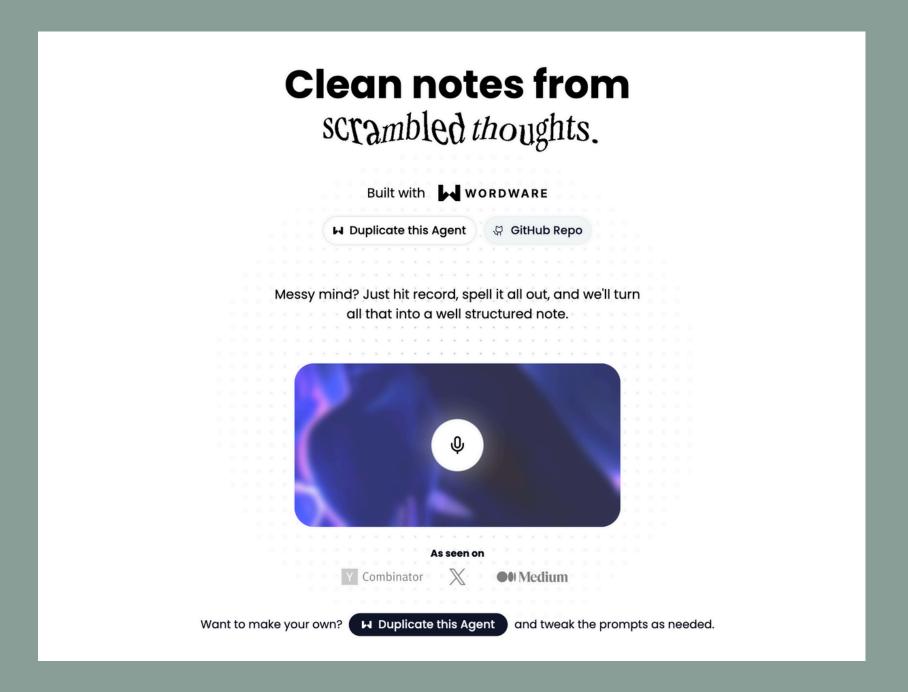


TOOLS FÜR RECHERCHEPLANUNG

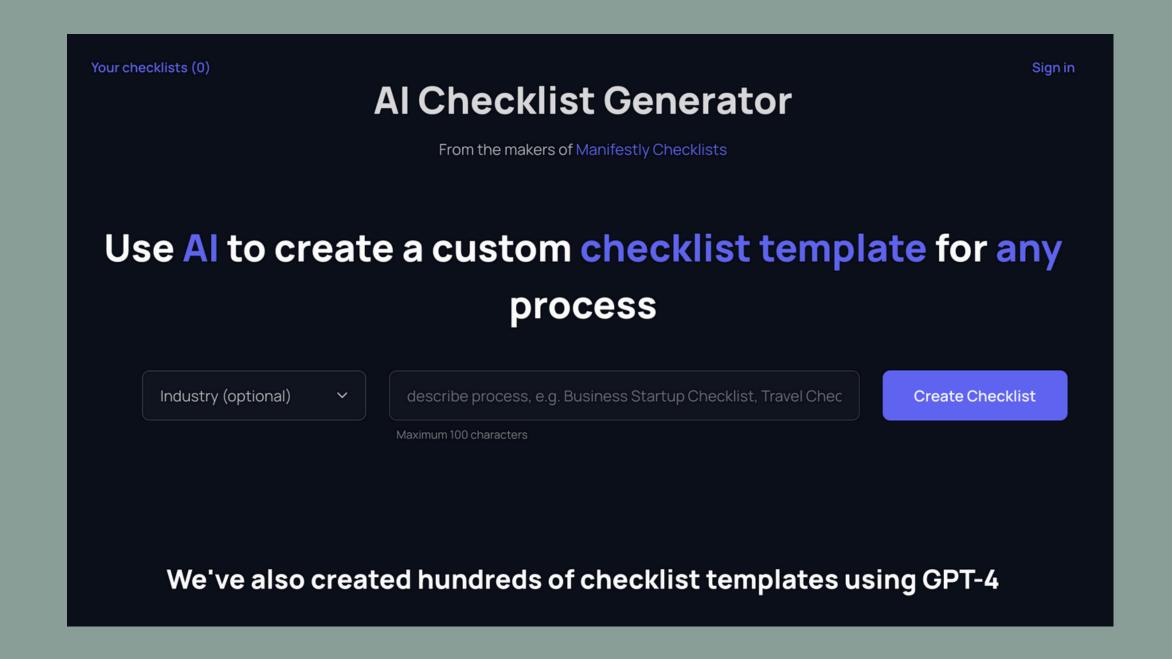






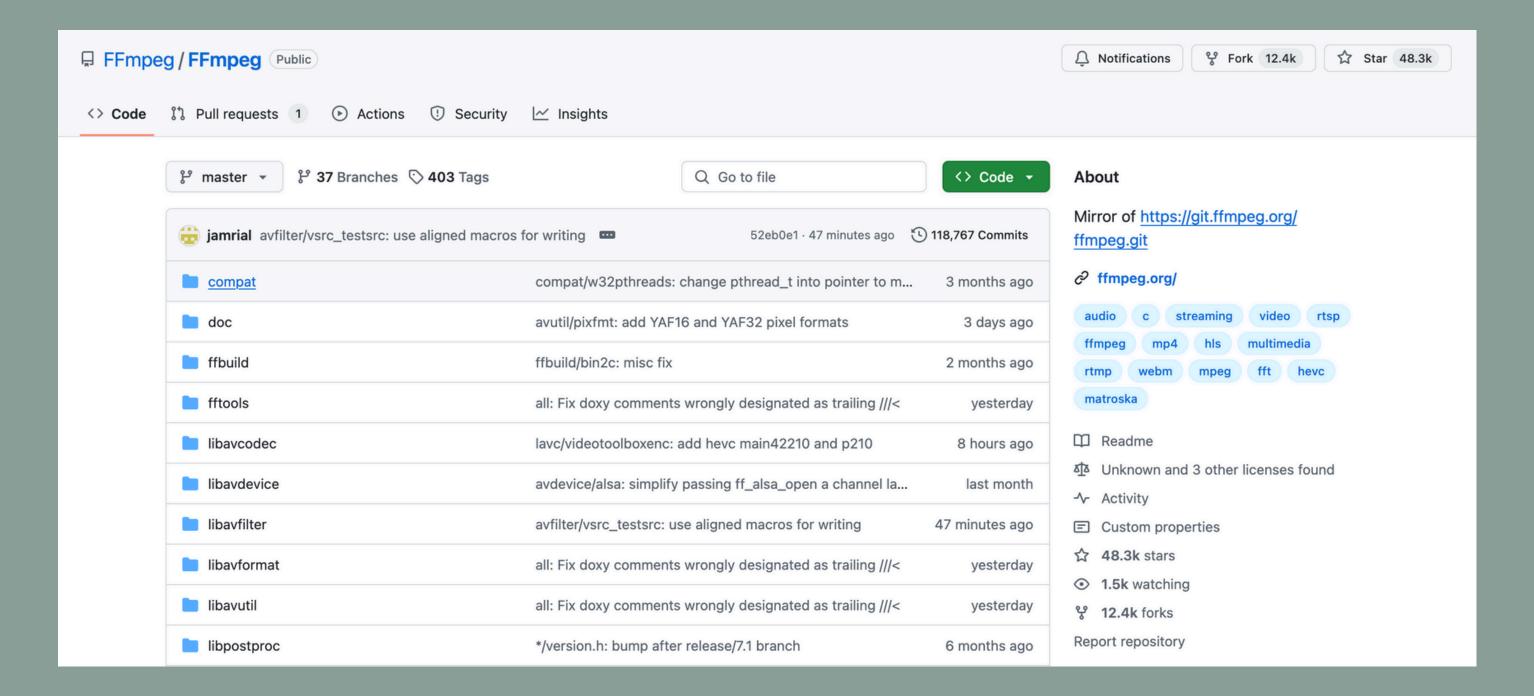


AI CHECKLIST GENERATOR



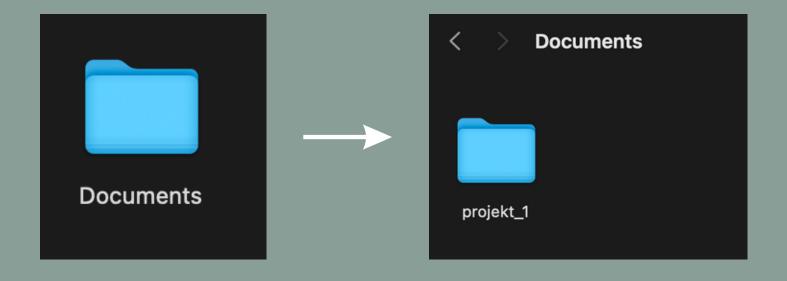
SCRIPTS

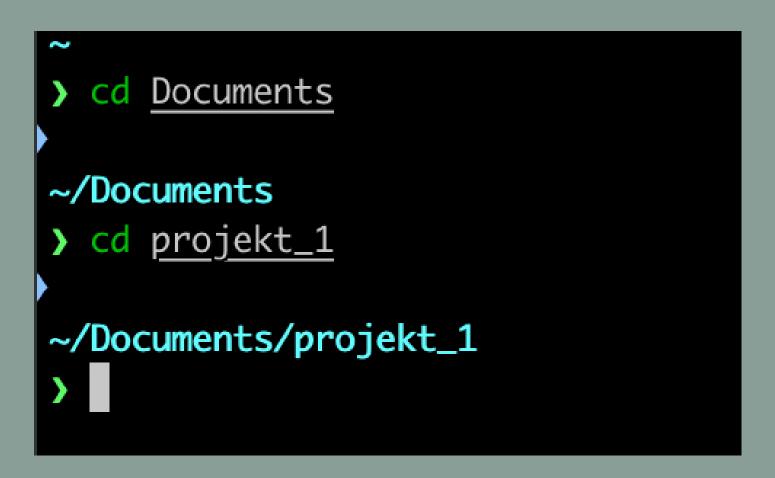




= PROGRAMME, DIE DURCH DIE EINGABE VON BEFEHLEN IN EIN TERMINAL-FENSTER AUSGEFÜHRT WERDEN, STATT DURCH ANKLICKEN VON SYMBOLEN ODER MENÜS.

ERLAUBT REPETITIVE
AUFGABEN ZU
AUTOMATISIEREN





WIE MAN SICH MIT DEM COMMAND LINE INTERFACE VERTRAUT MACHT

- ERNEN VON DR. SHELDON COOPER
 - TERMINUS EIN SPIEL VOM MIT
 - DIE THEORIE HINTER DEM SPIEL

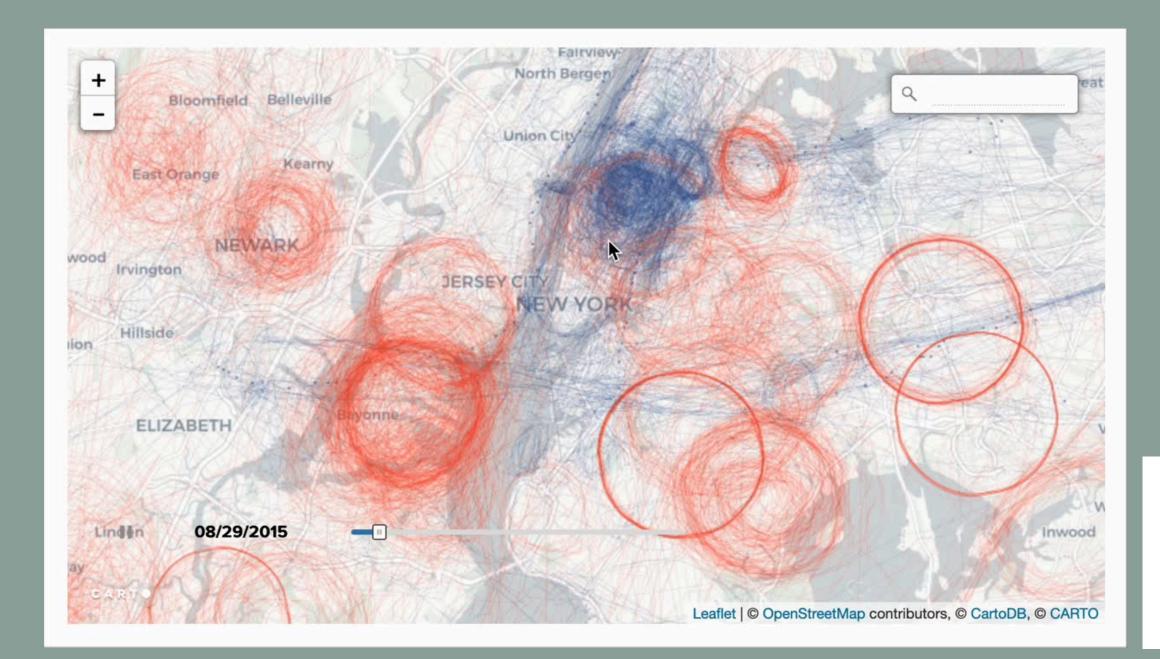
```
Welcome! If you are new to the game, here are some tips:
Look at your surroundings with the command "ls".
Move to a new location with the command "cd LOCATION"
You can backtrack with the command "cd ..".
Interact with things in the world with the command "less ITEM"
If you forget where you are, type "pwd"
Go ahead, explore. We hope you enjoy what you find. Do ls as your first command.
>ls
 Locations:
WesternForest
NorthernMeadow
MIT
 Items:
WelcomeLetter
```



SELBSTGESCHRIEBENER CODE

BUZZFEED: "SPIES IN THE SKIES"





See Maps Showing Where FBI Planes Are **Watching From Above**

America is being watched from above. Government surveillance planes routinely circle over most major cities — but usually take the weekends off.





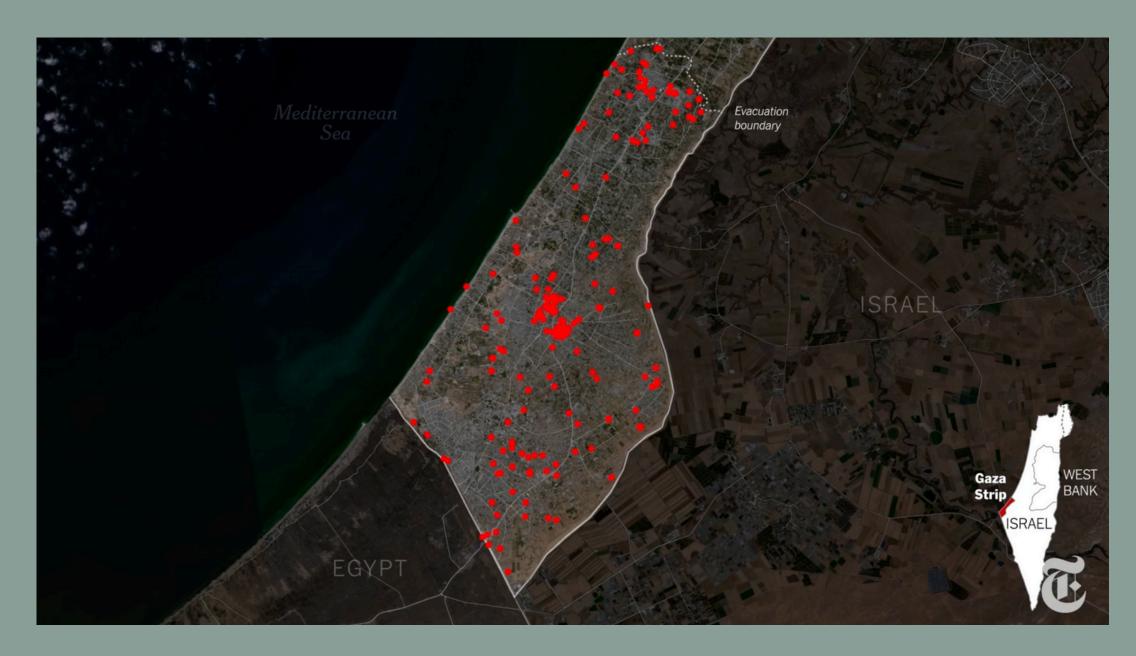
Charles Seife

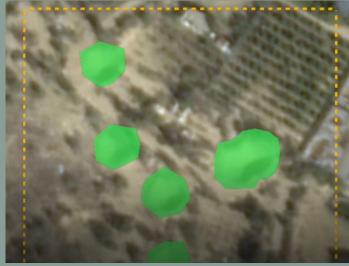
Posted on April 6, 2016 at 8:46 pm

KOOPS MIT FIRMEN

A TIMES INVESTIGATION TRACKED ISRAEL'S USE OF ONE OF ITS MOST DESTRUCTIVE BOMBS IN SOUTH GAZA









WAS HEISST VERANTWORTUNGSVOLLER UMGANG MIT KI?

2-QUELLEN-PRINZIP

Die Ergebnisse eines KI-Tools sind NIE 1:1 das Ergebnis der Recherche.
Hinterfragt/checkt die Ergebnisse und sucht mindestens eine 2. Quelle.

DATENHOHEIT

Fragt euch, was (beim Hochladen) mit den Daten passiert.





2 SIND BESSER ALS 1

Verlasst euch nicht auf eine einzige Methode .

Tools verschwinden / Skripte gehen kaputt.





QUICK & DIRTY

Manchmal ist Copy & Paste alles, was es braucht.

DATENBEREINIGUNG

Je besser eine Website, ein Dokument aufgebaut ist bzw. je besser die Qualität eines Videos oder Audios ist, desto einfacher ist es, Al-Tools dafür zu nutzen.

Gewöhnt euch an "messy data".

WIE FINDET MAN NEUE
TOOLS, VON DENEN MAN
NICHT MAL WUSSTE, DAS
MAN SIE BRAUCHT?

Folgt KI-Experten im Journalismis in sozialen Netzwerken

Newsletter

Podcasts

Github Collections

KI BESCHLEUNIGT RECHERCHEN, MACHT SIE EFFIZIENTER, TREIBT SIE VORAN, ERÖFFNET NEUE QUELLE.

ABER KI ERSETZT NIE EINE SERIÖSE (HÄNDISCHE) RECHERCHE.

DANKE

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LinkedIn /christina-brause

Instagram @christinabrause