GenerativeAI & WordPress

Buckle up, it's going to be a wild ride

Dave Lockie

Hi, I’m Dave

Web3 Lead at Automattic.

16 years in WordPress, 6 in crypto.

@divydovy most places.

Our world has changed forever.

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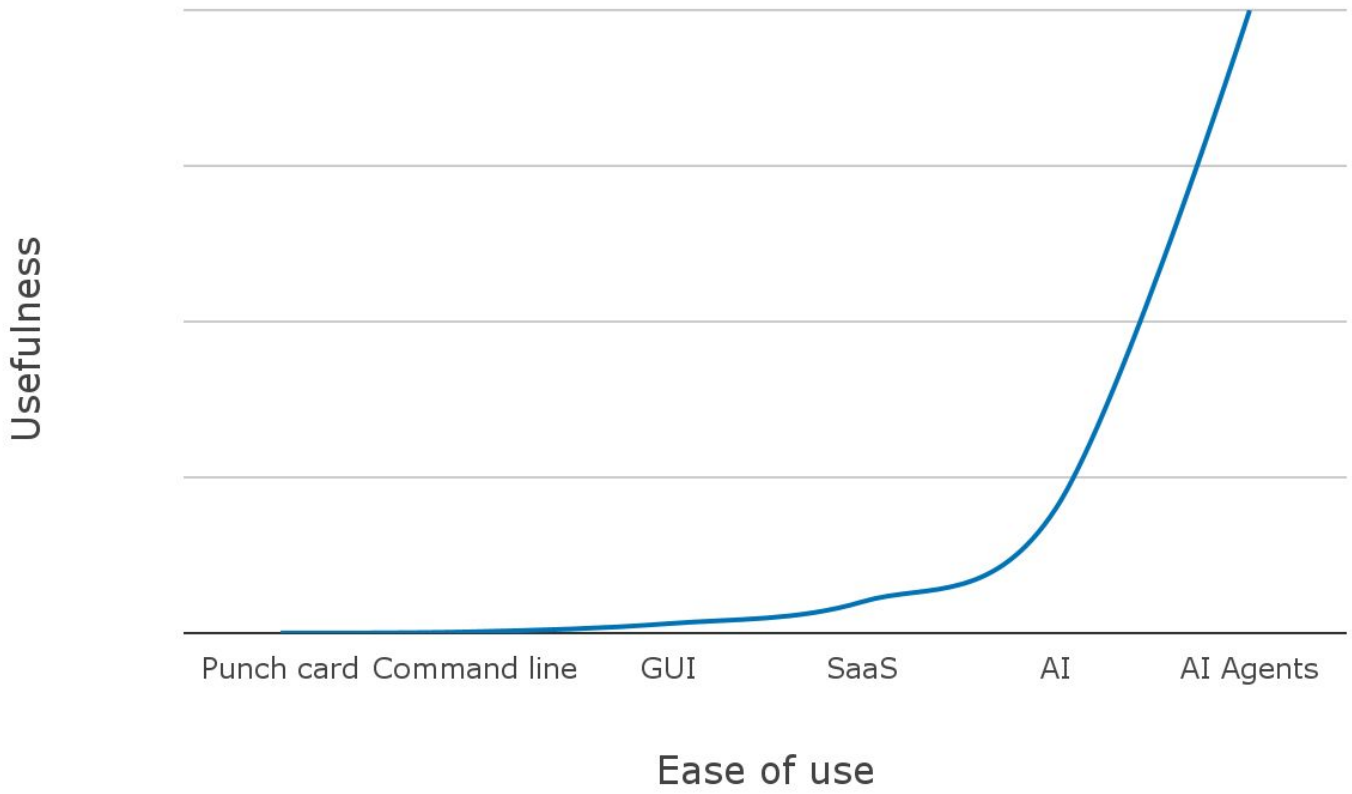
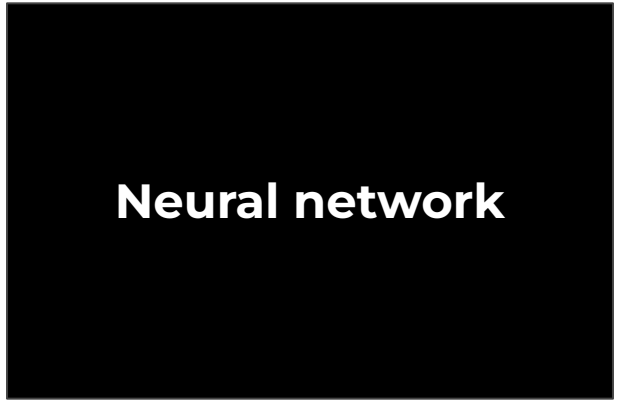
Power x Accessibility = Adoption



So how does it work?

How LLMs work



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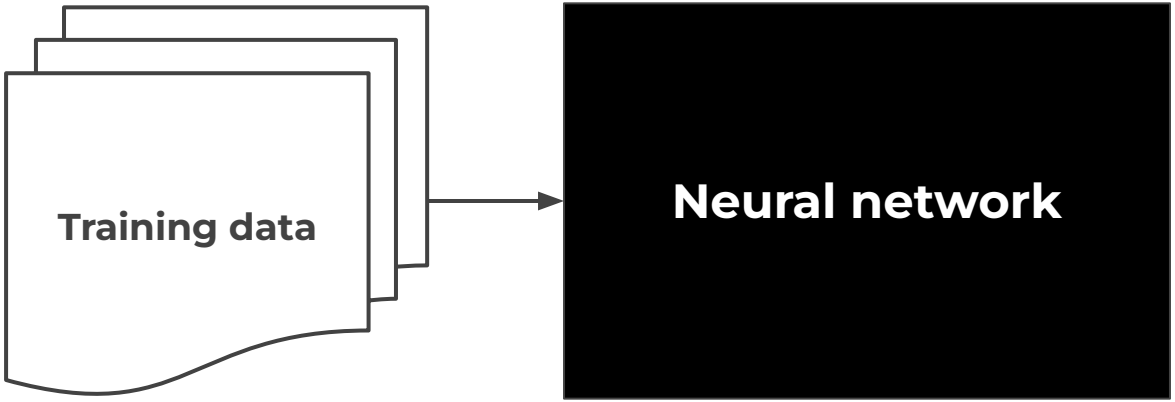

Tokens

GPT-3 Codex

Here is a sentence broken into tokens. Notice how most words are their own token, but that sometime names or complete words like ChatGPT, or mispeeled words, and , punctuation: , "are their" own tokens! As a rule of thumb for expressions in the English language there are approximately 750 words per 1000 tokens.

Clear Show example

Tokens	Characters
68	312

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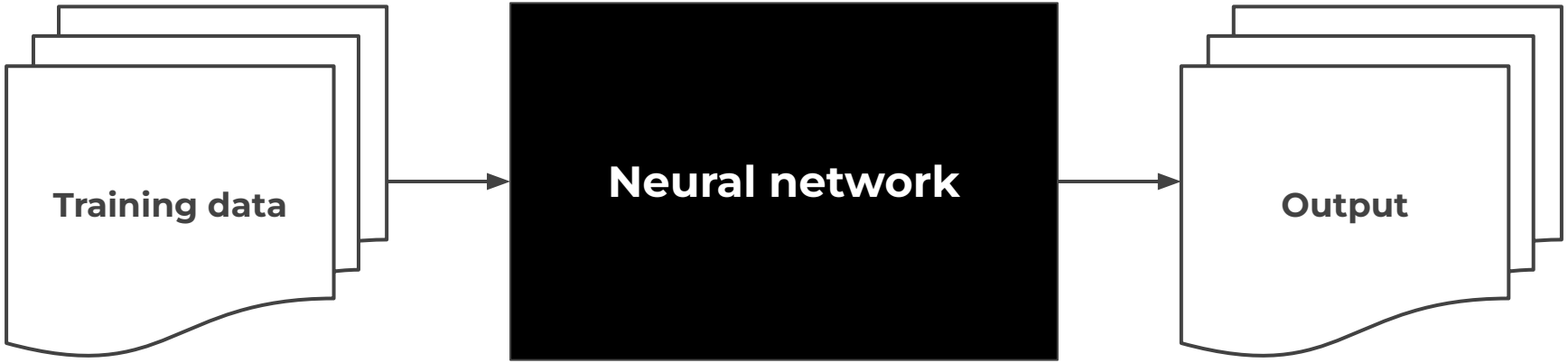
TEXT TOKEN IDS

How LLMs work



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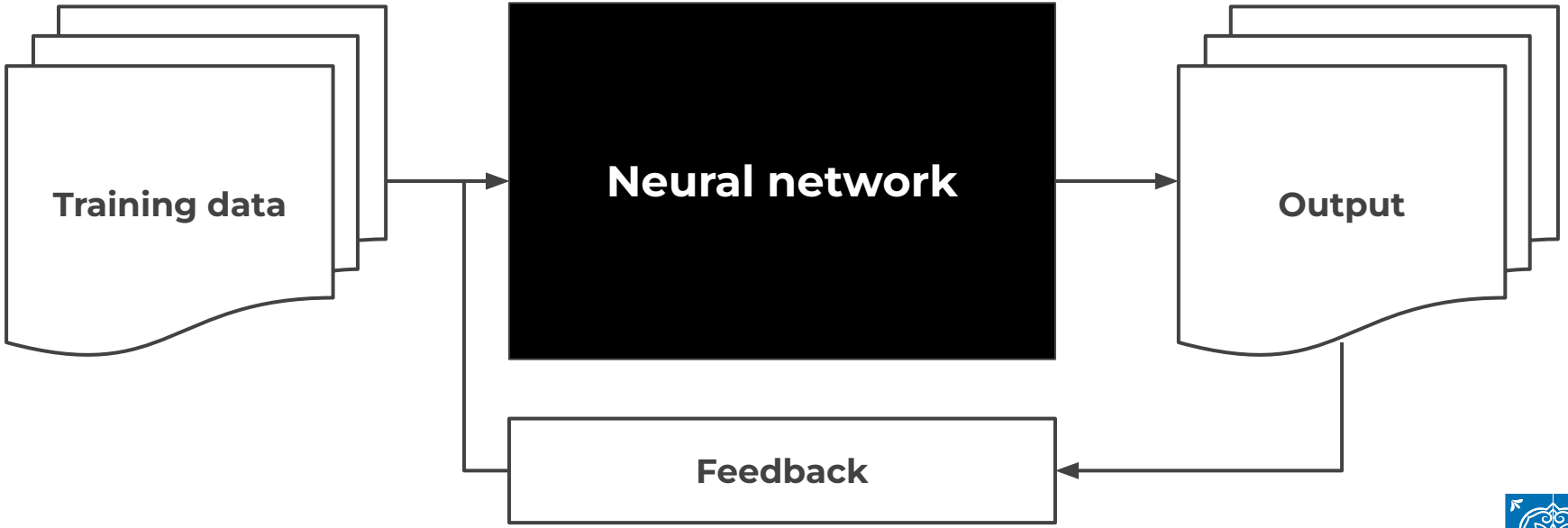

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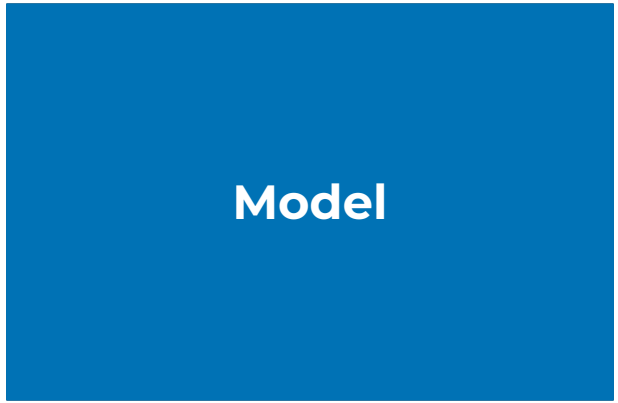

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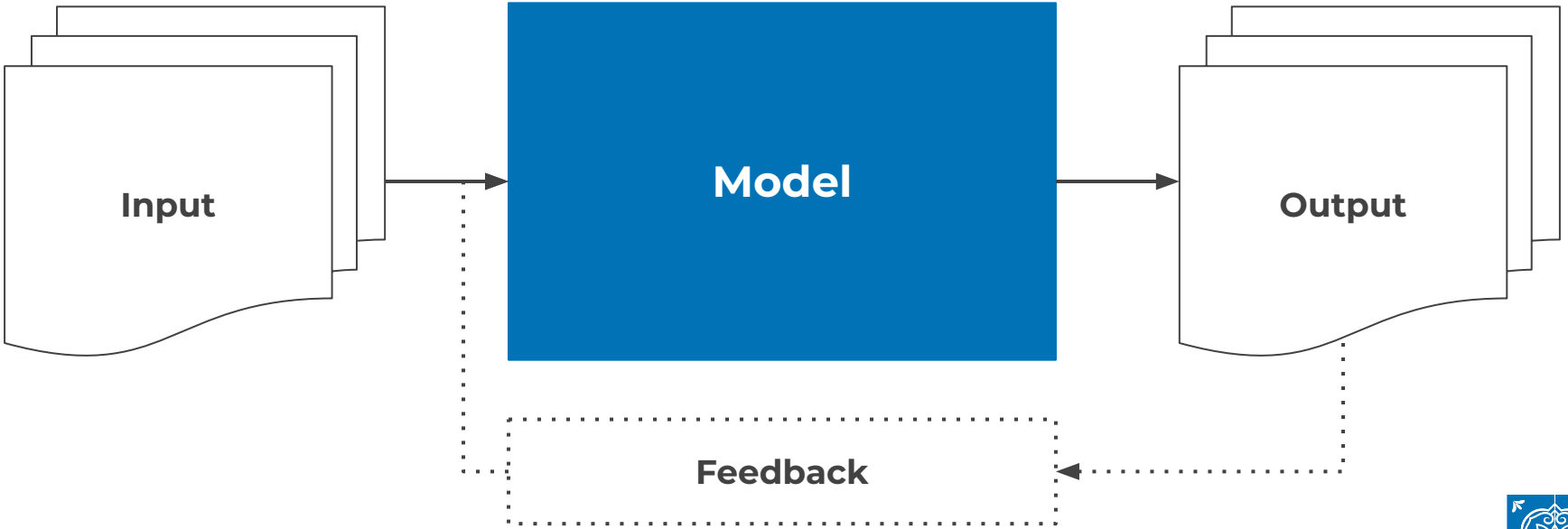

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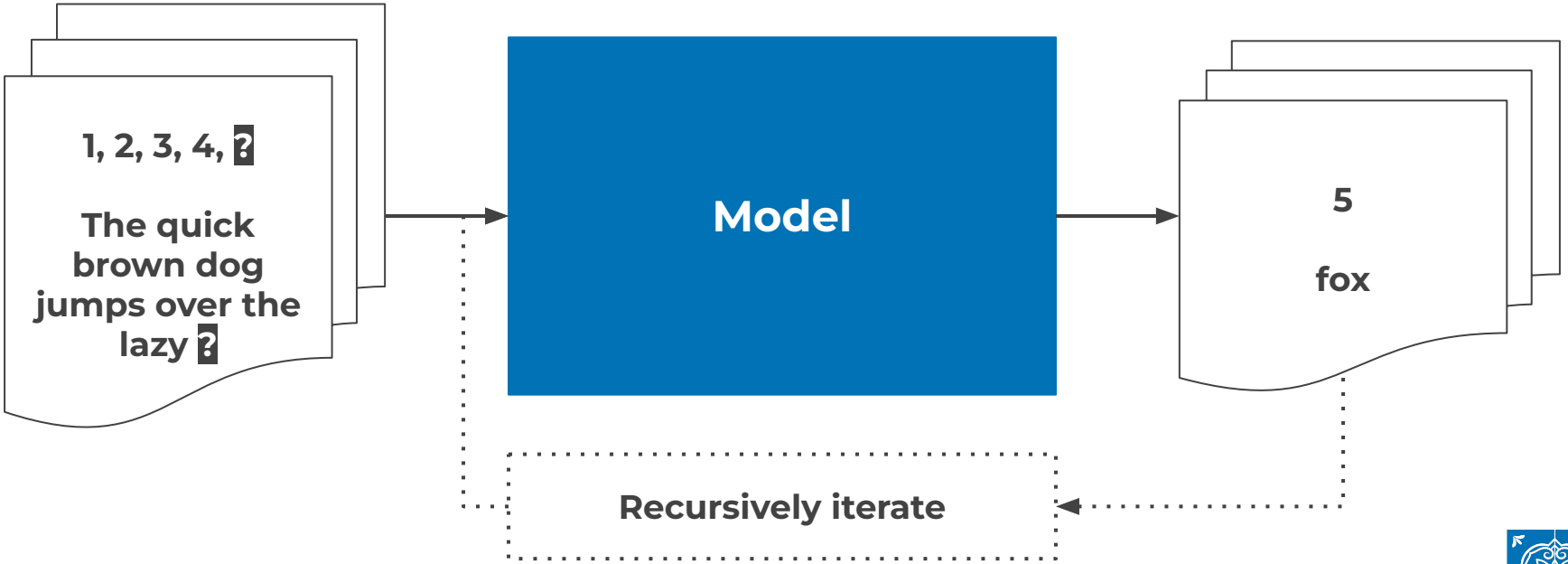

How LLMs work

A calculator for words*

Simon Willison

* or other tokens

Left Human?

Left human?

An old fishing boat in Lofoten Norway making perfect reflections in the water with snow-covered mountains in the background in perfect sunlight, side on docked with buildings in the near background.

Left human?

A dark red apple sliced horizontally with the slices stacked on top of each other in original order on a white counter top with a light sand coloured background viewed from side.

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Left human?

Hot air balloons over Cappadocia taken with a Nikon D7.

Left human?

Scientific illustration art of Mountain mocking bird, Varied thrush, male & female, Orpheus montanus. Artist: Audubon, John James, 1785-1851

Creators need immediate connection.

Bret Victor

Tessellating background made of simple portuguese style tiles, washed out and minimal colours

Nikon D7 HDR photo of a flying Norwegian old, Lofoten-style fishing boat pulling in a net full of apples hanging from a colourful hot air balloon by a rope flying over cappadocia. Birds in the illustrative style of audubon fly in the sky.

Putting control in people’s hands will lead to more creativity and new ideas.

Bret Victor

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In what ways does this affect WordPress?

How do people use WordPress currently?

- Install and configure WordPress on hosting
- Configure a site with plugins and a theme
- Customise site with code
- Write content
- Upload images and media
- Take payments and manage orders
- Integrate with other services
- Interact with visitors using forms

What services do folks like us provide?

- Consultancy & advice
- UX & Design
- Development - Installation, configuration, customisation, bespoke software production, project management, product management, quality assurance
- Creating and/or migrating content
- SEO
- Ongoing hosting, maintenance, support, security
- Continuous improvement, performance, training

GenerativeAI is disrupting all of these things.

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It lifts the veil of development

Me: Analyse the following code, tell me what it does and whether it appears secure.

```
<?php
/*
Plugin Name: Today Date Header
Description: Displays today's date and a custom message in the header of your website
Version: 1.1
Author: Your Name
*/

…
```

It lifts the veil of development

GPT: This code is a WordPress plugin that displays today's date and a custom message in the header of a website, and also provides a settings page in the WordPress admin area to control the custom message

....

However, there is an issue in the `today_date_header_settings_link()` function, where it attempts to execute an SQL query using the $wpdb object to retrieve a user record from the WordPress database based on an input variable. This is vulnerable to SQL injection attacks, as the input variable is not properly sanitized.

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What to do now.

Accept that things have changed

1. A bunch of the skills you've learned may no longer be needed.
2. People using AI will be more competitive than those that don't.
3. There is almost certainly lots more disruption coming!

80%

of workers could see their jobs impacted by AI.

OpenAI research

Don’t worry - there’s no profit in worrying

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Does it feel like there's less work to do?

Understand the technology and what it can do

Go and play with the tools!

1. ChatGPT for chat
2. MidJourney for social image creation
3. Github CoPilot for development
4. Hugging Face for exploring models and tools
5. So many more - just ask ChatGPT or seed your social media algo of choice!

There are thoughts we can't think: we need our tools to help us discover them.

Bret Victor

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What do people actually need?

- To make a living.
- To connect with other people.
- To create and express themselves.
- To learn, understand and contribute.

Remember the mission

To democratise publishing.

- the freedom to build.
- the freedom to change.
- the freedom to share.

Let this shared mission support you: wordpress.org/about/

Consider how this breaks assumptions

1. People directly interface with their website.
2. It's time-consuming and expensive to build, rebuild or migrate.
3. Businesses are founded and run by people.
4. Merchants sell products that already exist.
5. Content is written in advance of people looking for it.

What opportunities do these changes create for you?

D-ID

This is your chance to lean right into your own personal mission.

Tiled background using wordpress logo in rainbow colours

Thanks!
Any questions?

Dave Lockie

Web3 Lead, Automattic
@divydovy

AUTOMATTIC

I just created this
I used AI
(ChatGPT and MidJourney)
to write an entire book
in 2 hours