

# BRUNO AMARAL

## DIGITAL COMMUNICATION SINCE 2006

Began blogging to find a job and found a career spanning all areas of online communication.

Diagnosed with Multiple Sclerosis in 2019 and resigned from big corp in 2022. Currently teaching PR at the School of Communication and Media Studies.

Founded the **Lisbon Collective** studio to help companies improve their communication and use of technology.

Been developing **GregoryAI** since 2021 to speed up medical research and innovation.



LISBON  
COLLECTIVE

[HTTPS://BRUNOAMARAL.EU/](https://brunoamaral.eu/)

[HTTPS://LISBONCOLLECTIVE.COM/](https://lisboncollective.com/)



# AI is more than ChatGPT

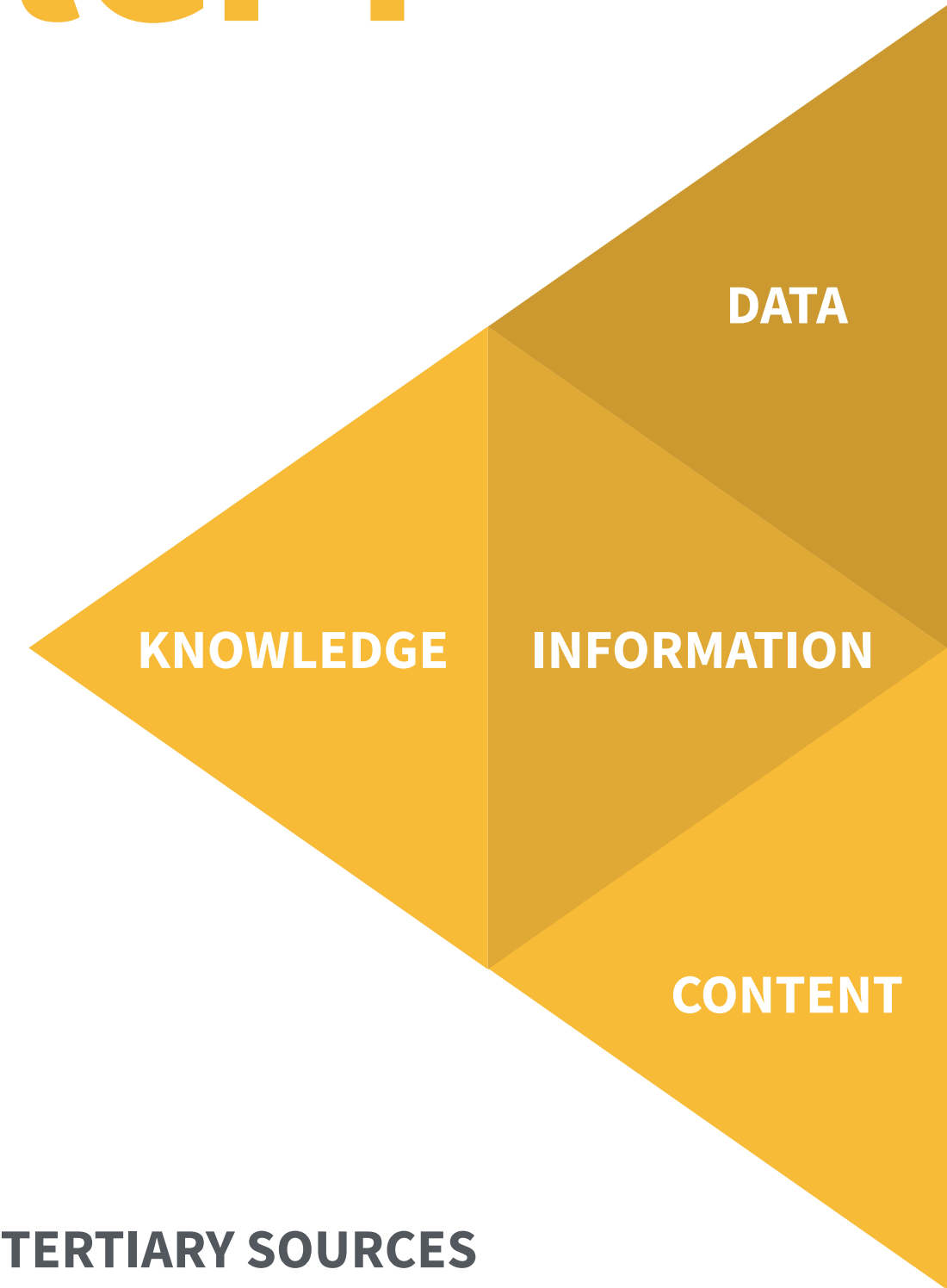
1. Machine learning
2. Computer vision
3. Natural language processing (NLP)
4. Robotics
5. Expert systems for decision making
6. Neural networks
7. Deep learning to deal with complex data such as images and sound.

## OUTPUT

1. Correlation (inference)
2. Categorisation (inference)
3. Summaries
4. New content (generative)
5. Etc.

**BIAS OF THE TRAINING DATA**

**AUDIT AND VERIFY SECONDARY AND TERTIARY SOURCES**



# Future PR + Gregory

*Here is just some of what ChatGPT does not do: research, fact-checking, or copyediting at a minimally adequate level. Indeed, ChatGPT is proof that finding “truth” is a lot trickier than having enough data and the right algorithm.*

— Jenna Burrel

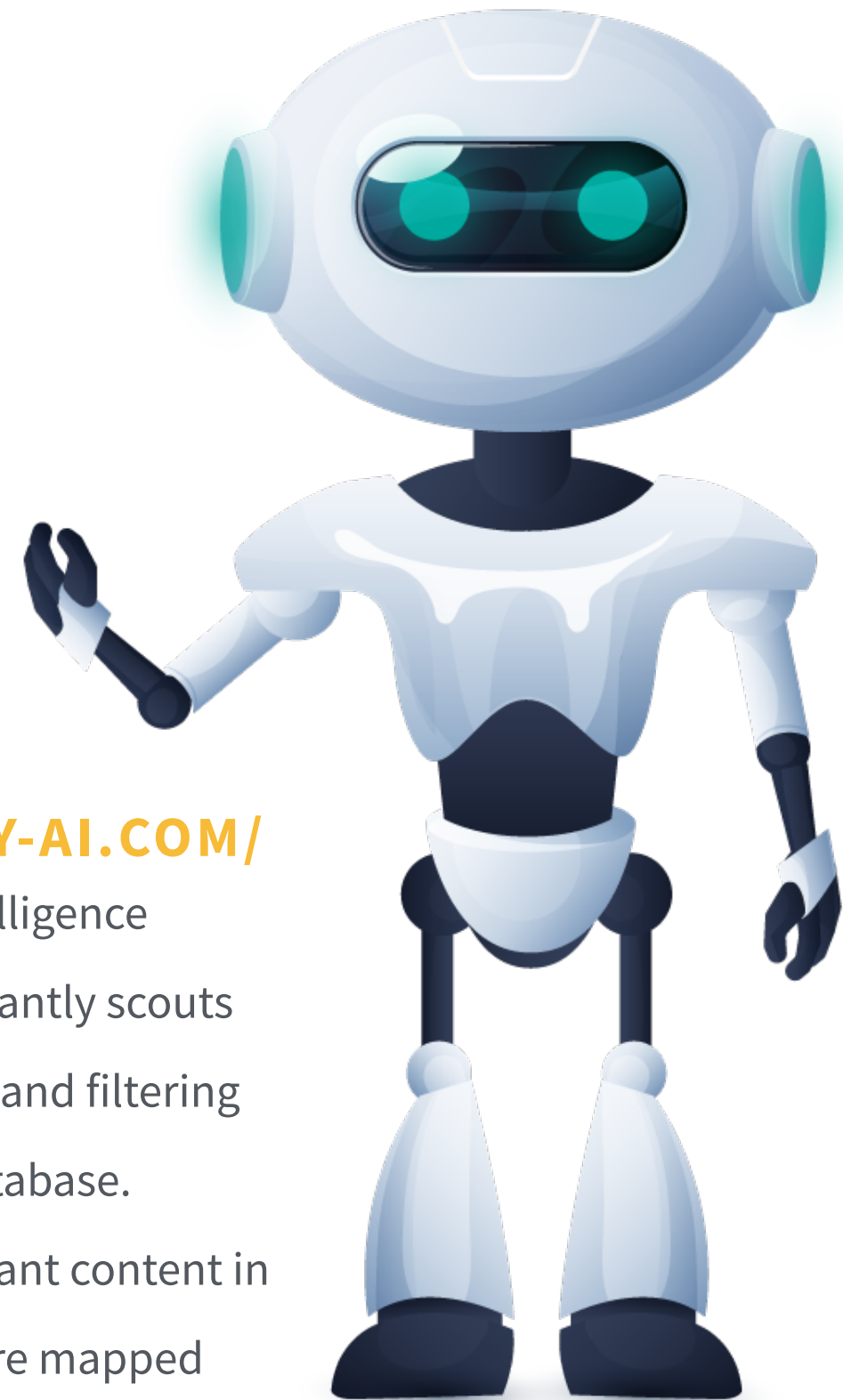
- 1. Custodians of the dataset**, making sure it represents all stakeholders
- 2. Provide context** to extracted information and knowledge
- 3. Quality management** of the User Experience and consistency of communication (chatbots and other automatic communication)
- 4. Faster production** of content means higher standard for quality.  
(One press release does not fit all channels)

[HTTPS://GREGORY-AI.COM/](https://gregory-ai.com/)

**Gregory** is an Artificial Intelligence

research assistant that constantly scouts trustworthy sources, indexing and filtering the results into a searchable database.

Stakeholders are notified of relevant content in real time. Current research fields are mapped automatically. <https://gregory-ms.com/>



### John Cage Dashboard

Dashboard / Dashboard

Dashboard

Team

**Datasets**

UTILITIES PAGES

Profile

Billing

#### Queries for the **GregoryMS** dataset

+ ADD NEW QUERY | EXPORT

A question that you need answered from the current dataset. Be specific, if possible.

QUERY	RESPONSE	SOURCE
what is multiple sclerosis?	Multiple sclerosis is a chronic, often disabling disease that affects the central n...	
what is autologous cytokine therapy?	Autologous cytokine therapy is a type of gene therapy that involves using a patient...	
what are oligodendrocytes?	Oligodendrocytes are glial cells responsible for the formation of myelin around axo...	
How do multiple sclerosis disease modifying therapy work?	Multiple sclerosis disease modifying therapies work by targeting various mechanisms...	
What are the treatment options for Multiple Sclerosis?	The treatment options for Multiple Sclerosis include disease modifying therapies ta...	
What is AHSCT?	AHSCT stands for Autologous Hematopoietic Stem-Cell Transplantation, which is a tre...	

#### Files for the **GregoryMS** dataset

+ UPLOAD FILE | REFRESH INDEX

FILENAME	SIZE	UPLOAD DATE	ACTIONS
export_of_papers_2023-01-27_20h06.csv	1.12 MB	Jan. 27, 2023, 8:11 p.m.	Delete
export_of_papers_2023-01-27_20h06_mg10lf7.csv	1.12 MB	Jan. 27, 2023, 8:11 p.m.	Delete