Wading Through The Slop

Building with AI in a world where people hate AI

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github.com/nathanswavely/slopchop

WRAP-UP

How this talk was made

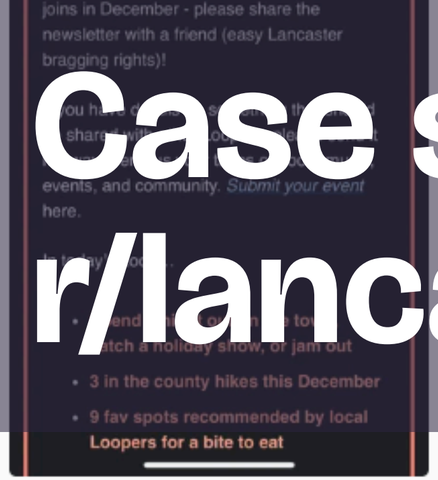
Me

SlopChop, slide deck beats, research, brain dump of thoughts on consent, divide, and social contracts. Case studies. Edited slides for clarity, honesty, and voice

Claude

Helped organize the outline, drafted the slides and notes, and took a first pass on slides.

Case study 1
r/lancaster



Here's a snip of what tomorrow's looking like...can you tell I'm a Lancaster nerd?

1 Award Share ···

xRarex0nex • 1y ago

no, this and the pics on the site reek of AI. Even your replies in this thread seem Alish

4 Award Share ···

FreeRange_Coconut • 1y ago

Kinda just fits with with the whole gentrification of Lancaster theme, doesn't it? Strip the city of all its art and culture, replace it with AI for profit. What a vibe!

4 Award Share ···

xRarex0nex • 1y ago

yep, seems like they just asked grok for a way to sell adspace

there's still a good handful working on the indie/diy music scene, there's going to be a new venue announcement coming up should be by EOY. no, not some giant place that most on this sub post about wanting huge touring bands to come thru

3 Award Share ···

Aromatic-Elk4122 OP • 1y ago

Happy to buy ya coffee in person - if I show up as AI then you win.

0 Award Share ···

xRarex0nex • 1y ago

you being a real person is not proof that you aren't using AI to write and generate images

3 Award Share ···

Aromatic-Elk4122 OP • 1y ago

Correct you are...rarer and rarer it becomes...I'll take a free grammar & spelling editor any day of the week...and in due time we'll highlight local artists for images - would love to be introduced to any friends or if any are reading this please reach out - already have 2 in the works!

1 Award Share ···

xRarex0nex • 1y ago

so you thought having a flat out lie in the article that says no AI, was a good thing?! you should just write how you write, it would be more authentic and actually feel human then

if you reach out to any artists on IG, maybe get rid of the AI images first or they will not want to work with you if they see that

3 Award Share ···

Aromatic-Elk4122 OP • 1y ago

Love and acceptance. 'Preciate all the encouragment! Building a plane while you fly it can be a bit wild at times but nonetheless it builds new synapses and skills and takes you places you never knew existed. Look forward to seeing where we can take it all & wish you well in your journey.

-2 Award Share ···

xRarex0nex • 1y ago

No the art & music community absolutely does not love and accept ai, but instead vehemently opposes it

Use any regular word processing or layout software, but using ai is beyond atrocious

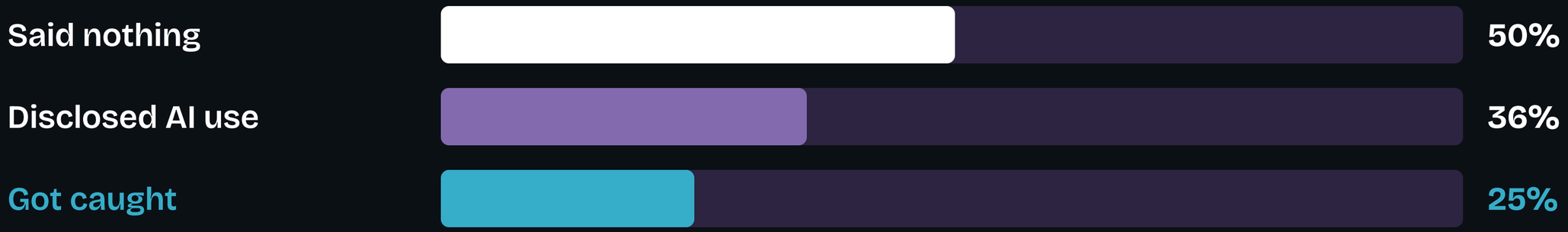
4 Award Share ···

CASE STUDY 2

In important services, AI disclosure damages trust

But getting caught costs twice as much

One of 13 experiments, about a tax advisor who used AI on your return



In another study, telling people AI use was normal shrank the penalty for disclosing by about a third.

“The Transparency Dilemma: How AI Disclosure Erodes Trust,” Schilke & Reimann, 2025. Trust as % of maximum on a 1–7 scale.

THE DIVIDING LINE

In the games industry, makers and managers see AI differently

THE PEOPLE WHO MAKE THE GAMES

About 6 in 10

artists, designers and programmers say generative AI is **bad** for the industry

THE PEOPLE WHO RUN THE BUSINESS

19%

of executives and business staff say it's **good** for the industry, nearly 3× the overall 7%

Programmers are about as negative as artists, which surprised me.

GDC 2026 State of the Game Industry, 2,300+ games-industry professionals (pp. 19–22)

Where is the dividing line?

THE DIVIDING LINE

Six Personas

AGAINST — FOR

Refuser
Working creatives
"Built on our work, and taking our jobs."

Quality Skeptic
Has seen enough slop
"It's slop."

Wary Pragmatist
The biggest group, for now
"Fine, but don't lie to me."

Enthusiast
Most of this room
"Love it." Is this a blindspot?

Indifferent
Quiet until a callout decides for them

Closeted User Uses it privately, hides it publicly. Can sit anywhere on this line.

THE LOOP, RE-READ

Who was he really talking to?

THE AUTHOR
A Closeted User

→

REPLYING TO
A Refuser

→

WHILE WATCHING
The Pragmatists

He was never going to win the Refuser. He lost the Pragmatists by denying it.
Note that the pragmatists and the indifferents don't comment.

THE NEW DIVIDING LINE

We have a playbook for most flashpoints. Not this one.

Humor, race, religion, politics

- Decades of public negotiation
- A shared vocabulary
- You can read a room from what you know about it

AI, especially in creative spaces

- About three years in
- No shared vocabulary
- Your usual read on a room fails

The Question of Consent

CONSENT

People can’t hear the difference, but they still want to know that it's AI

97%

couldn’t tell AI music from human-made in a blind test

80%

want fully AI-generated music clearly labeled

73%

say training on artists’ work without asking them is unethical

So it’s less about quality and more about who made it and whether they agreed to it.

Deezer / Ipsos, online survey of 9,000 adults in 8 countries, October 6–10, 2025

CONSENT

Three kinds of consent

THE SOURCE

Whose work trained it?

THE AUDIENCE

Do they know what they're getting?

THE AUTHOR

Is your name on it?

THE OLD DEAL: INFLUENCE FOLLOWS REACH

Musicians have always been copied, and most were fine with it, because getting copied meant people had heard you and some credit came back.

Training copies everybody, famous or not, gives nothing back, and then competes with them.

CONSENT · THE SOURCE

Code has a different "feeling" contract

SHARED ON PURPOSE

Open-source licenses and Stack Overflow's CC BY-SA were written agreements to share.

And nobody's identity lives in a for loop.

BUT IT STRETCHED TOO

MIT asks for attribution; GPL asks for share-alike. Models honor neither. That's the Copilot lawsuit (2022).

In 2024, Stack Overflow users who deleted answers to protest an OpenAI deal were suspended.

Not "code good, art bad." A spectrum of how far the original contract was stretched.

BUILDING FOR AI SKEPTICS

Some options if your audience doesn’t trust AI

WHAT’S IN IT

Keep AI out of what they touch

For creatives, the copy, images and voice are pretty much the product.

Might cost you some efficiency.

WHAT YOU SAY

Split “built with AI” from “AI inside”

A tool written with AI help that never generates anything is a different pitch, so say which one you are.

Say what it won’t do

No training on uploads, no generated art. For a Refuser that’s most of the pitch.

WHO YOU LAUNCH WITH

Build for the Pragmatists

Respect the Refusers, but you probably won’t win them over.

Let the community lead

A tool launched by a local musician lands differently than one from the AI guy.

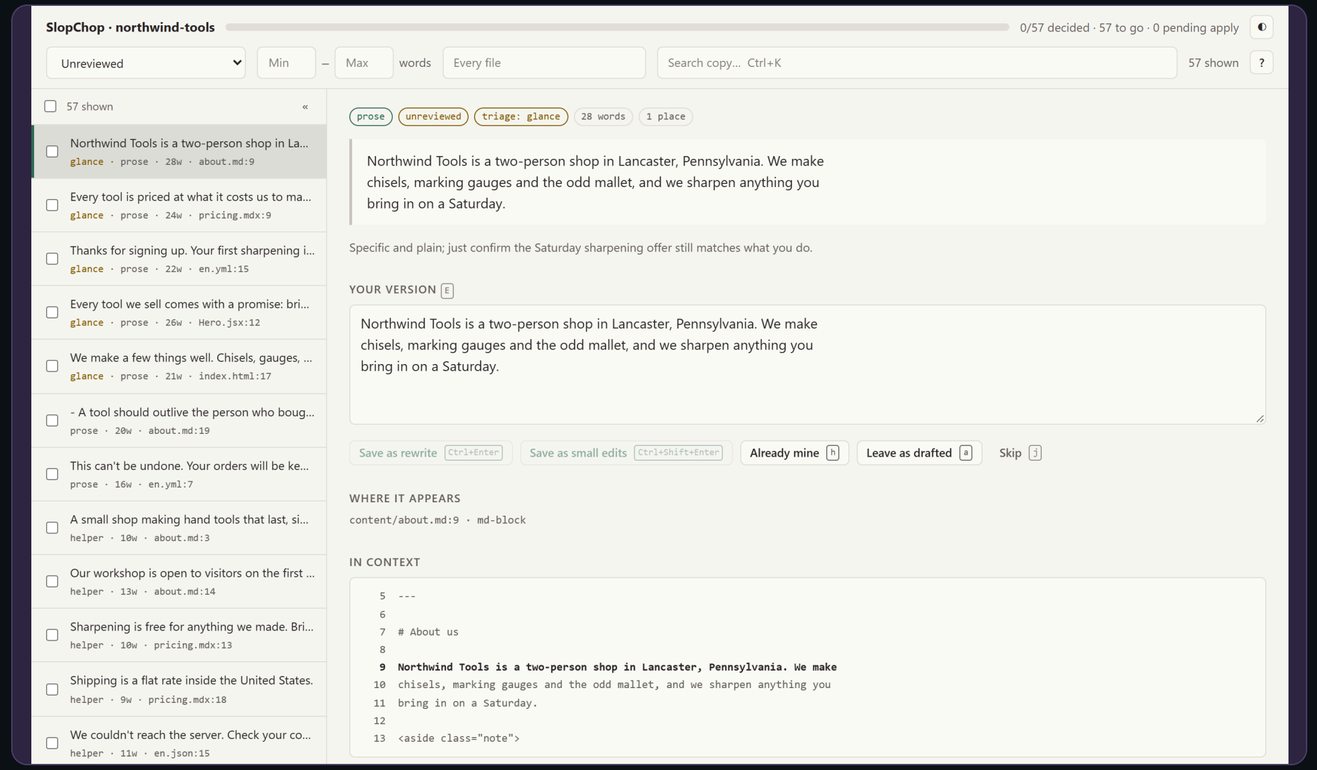
Sometimes the answer is not yet Being useful doesn’t cancel out what it costs in trust.

SLOPCHOP · LIVE DEMO

Copy review for sites built with AI

“AI code doesn’t bother me, but AI copy gives me the ick.”

`sync`	Finds every string a visitor can read
`review`	Rewrite it, mark it as yours, or leave it as drafted
`apply`	Writes your versions into the source
`check`	Fails CI when new copy has no decision



WRAP-UP

Rewrite the PPS

WHAT HE WROTE

“PPS I’m a real person living in the city and there’s no AI-bots used in making this lil baby.”

WHAT HE COULD HAVE WRITTEN

“PPS I write this myself, with help from a grammar checker. The images are AI for now. I’m commissioning local artists to replace them, and two are already lined up.”

Same facts, just said up front.

THE ASK

Disclosing costs you, until enough of us do it

RIGHT NOW

50% → 36%

trust in a tax advisor after they disclosed AI

ONCE IT'S NORMAL

About ⅓ less

penalty for disclosing, when people heard AI use was normal

Somebody pays the first cost. Will you?

Discussion