

TEXTO

The next hot job in Silicon Valley is for poets

Until recently, Robyn Ewing was a writer in Hollywood, developing TV scripts and pitching pilots to film studios.

Now she's applying her creative talents toward building the personality of a different type of character — a virtual assistant, animated by artificial intelligence, that interacts with sick patients.

Ewing works with engineers on the software program, called Sophie, which can be downloaded to a smartphone. The virtual nurse gently reminds users to check their medication, asks them how they are feeling or if they are in pain, and then sends the data to a real doctor.

As tech behemoths and a wave of start-ups double down on virtual assistants that can chat with human beings, writing for AI is becoming a hot job in Silicon Valley. Behind Apple's Siri, Amazon's Alexa and Microsoft's Cortana are not just software engineers. Increasingly, there are poets, comedians, fiction writers, and other artistic types charged with engineering the personalities for a fast-growing crop of artificial intelligence tools.

"Maybe this will help pay back all the student loans," joked Ewing, who has master's degrees from the Iowa Writer's Workshop and film school.

Fonte: Washington Post (adaptado)

TEXTO – TRADUÇÃO LIVRE

The next hot job in Silicon Valley is for poets

O próximo emprego em alta em Silicon Valley é para poetas

Until recently, Robyn Ewing was a writer in Hollywood, developing TV scripts and pitching pilots to film studios.

Até recentemente, Robyn Ewing, era uma escritora em hollywood, desenvolvendo roteiros e lançando pilotos para estúdios de filmes.

Now she's applying her creative talents toward building the personality of a different type of character — a virtual assistant, animated by artificial intelligence, that interacts with sick patients.

Agora, ela está aplicando seus talentos criativos para construir a personalidade de um diferente tipo de personagem – um assistente virtual, animado pela inteligência artificial, que interage com pacientes doentes.

Ewing works with engineers on the software program, called Sophie, which can be downloaded to a smartphone. The virtual nurse gently reminds users to check their medication, asks them how they are feeling or if they are in pain, and then sends the data to a real doctor.

Ewing trabalha com engenheiros em um programa de software, chamado Sophie, o qual pode ser baixado para um *smartphone*. A enfermeira virtual gentilmente lembra ao usuários para checar seu medicação, pergunta depois como eles estão se sentindo ou se eles estão com dor, e depois envia os dados para um médico real.

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Quando gigantes tecnológicos e uma onda de *start-ups* dobram os assistentes virtuais que podem conversar com seres humanos, escrever para Inteligência Artificial (IA, siglas em inglês) está se tornando um emprego em alta em Silicon Valley. Por trás do Siri da Apple, Alexa da Amazon e Cortana da Microsoft não estão somente engenheiros de software. Cada vez mais, há poetas, comediantes, escritores de ficção, e outros tipos artistas encarregados da engenharia de personalidades para um crescimento rápido da cultura de ferramentas de inteligência artificial.