ELIZA

"Hello, how can I help you?"

Who is ELIZA?

ELIZA is the computer program designed by professor Joeseph Weizenbaum at MIT in the late 1960s, considered to be the very first computer program written intentionally to mimic conversation between two humans. ELIZA was the precursor to all interactive artificial intelligence (AI) systems.

"Alexa," "Siri," and AMTRAK'S "Julie," along with the many other excruciating "conversations" one has with an automated response, all owe their beginnings to ELIZA.

Meant as a "toy" or parody system, the ELIZA program ("DOCTOR") used here in BRAINWASH BIRDBRAIN, was designed to follow the Rogeria psychotherapy structure, where the therapist basically parrots the patient's questions.

It may be hard to imagine, but when ELIZA was first implemented it was considered revolutionary.

As you can see, the perceived intelligence is a very bad illusion, but it was still convincingly real for many who engaged with it at the time. This phenomenon, now known as the "ELIZA EFFECT," occurs when people subconsciously attribute emotions and understanding to a computer program, where of course none exists.

Weizenbaum cautioned of a future where humans will leave decisions to artificial intelligence making life alarmingly dangerous. In Weizenbaum's book, Computer Power And Human Reason: From Judgement to Calculation, he warns that there is a difference between a computer "decision" and a "choice." Whereas a computer may make an appropriate computed "decision," a human can choose to make a decision factoring in both judgement and emotions. The concern Weizenbaum expressed has been shared by many including Stephen Hawking and Elon Musk.

ELIZA is so very important in the world of Chatbots and Artificial Intelligence.
It is astounding that the most common chatbots and our most sophisticated AI, evolved similarly, based on ELIZA'S simple bird brain beginnings.