

6.803/6.833 The Human Intelligence Enterprise  
Prof. Patrick H. Winston  
Assignment: Press Release

## Paper

Ullman, Shimon, Michel Vidal-Naquet, and Erez Sali. "Visual features of intermediate complexity and their use in classification." *Nature Neuroscience* 5, no 7 (July 2002): 682-687.

WRT: 1.0 hours

## Assignment

You are to write an MIT press release for the Ullman *et al.* work as if it had been completed at MIT in CSAIL.

Your press release should have the elements suggested in the attached sample, including the usual journalistic requirement for who, what, where, when, and how, all of which are illustrated in the first paragraph.

Include in your press release, and **label** for our easy identification, the following:

- Your choices for the vision, steps, and contributions.
- Your sense of the potential impact of the work.

**Note:** This assignment seems to invite humor, and if you feel like writing something funny, do so. But also be sure to take the paper seriously, and interdigitate a serious assessment with your jokes.

Also, prepare for classroom discussion by reflecting on similarities and differences in Ullman's two papers with respect to goals and methods.

**SAMPLE**

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**For Immediate Release**

**STUDENTS DEMONSTRATE COLD FUSION TO SATISFY SUBJECT  
REQUIREMENT**

CAMBRIDGE, MA, April 1, 2005. Susan Hockfield, president of MIT, announced that a group of computer-science students has demonstrated a way to produce abundant energy through cold fusion at essentially zero cost. Dr. Hockfield indicated that the student group serendipitously stumbled across the essential ideas during the past month while working on a term project.

Blah, blah, blah, ... vision, contribution, what was actually done, surprises, potential impact, ... blah, blah, blah

A spokesperson for the student group explained that some of the members were upset that they would not benefit financially from the discovery, because of MIT's recently announced intellectual-property policy, which establishes MIT ownership of all patentable ideas and copyrightable material developed by students, their ancestors, and descendants.

When asked if the new MIT policy would withstand legal challenges, Provost Rafael Reif explains that innovation is not limited to science and technology. "Law is the next frontier for creative minds," he said, "and this new policy really is the only way we can close the gap in the operating budget."

According to reliable sources, other members of the group worried about whether their project would be viewed as A-level work by their instructor Professor Patrick H. Winston. As the project was presented to him, he was heard to say, "I don't care how important it is, it's not AI."

The Massachusetts Institute of Technology educates men and women of high potential through degree programs in engineering, science, business, architecture, and the humanities. The Institute is located in Cambridge, Massachusetts.