

AI Slop — Field Guide

How to recognise machine-made filler, and how to stop eating it. A companion to hairroin.life/ai-slop

1. What AI slop is

AI slop is low-effort, mass-produced content generated by a model and published mainly to occupy attention: articles nobody researched, images nobody photographed, reviews nobody wrote, videos nobody filmed.

What makes it slop is not the machine — it is the intent. Volume over craft, ranking over meaning, filler over information.

2. Where you meet it

- Search results: long, confident pages that answer nothing you asked.
- Social feeds: uncanny images with implausible hands, light and architecture.
- Marketplaces: books, courses and templates generated overnight in bulk.
- Reviews: five paragraphs of praise for a product that may not exist.
- News: auto-published sites with no newsroom, no byline, no correction policy.
- Support: answers that restate your question in a friendlier tone.

3. The ten-second slop test

Run these six checks before you trust a page. Two hits mean caution, three mean close the tab.

- Is there a named author with a traceable history?
- Does it contain one specific, checkable fact — a date, a number, a name?
- Are there real sources linked, or only links to the same site?
- Does every paragraph restate the previous one in new words?
- Do the images survive a look at hands, text, reflections and edges?
- Is there any evidence a human was inconvenienced by making this?

4. Seven-day de-slop protocol

- Day 1 — Bookmark three sources you actually trust on a subject you care about.
- Day 2 — Start there instead of a search box, once a day.
- Day 3 — Unfollow two accounts that post generated images.
- Day 4 — Turn off one AI feature you never asked for (search, mail, chat app).
- Day 5 — Read one long human-written article, end to end, without a summary.
- Day 6 — Verify one claim you would normally accept. Note how long it takes.
- Day 7 — Write 200 words yourself, badly, without help. Keep them.

5. If you publish

Publishing slop is easier than reading it, which is the whole problem. Three rules that cost nothing:

- Never publish anything you have not read start to finish.
- Add one thing the model could not know: a measurement, a photo, a mistake you made.
- Say plainly what was machine-assisted. Readers forgive help; they do not forgive pretence.

6. Go further

Pillar page: hairoin.life/ai-slop — definition, examples and how to spot it.

Related: hairoin.life/slopaganda (slop with a political agenda) and hairoin.life/digital-detox (reclaiming attention).

Daily doses filed under the tag: hairoin.life/tags/ai-slop

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