



# Mediumship Matters Podcast Transcripts

## Season 6 Episode 20 - AI, Scammers & Shenanigans - Navigating The Spiritual Wild West

Hello, hello! Welcome to Mediumship Matters!

It's me, Hannah Macintyre, and I know—I'm spoiling you with two podcasts in two days! What are you going to do with yourselves? Honestly, I just had a moment to actually record, reflect, and connect with you, which makes a lovely change!

The AI Mediumship Scam Continues...

I wanted to carry on from my last discussion about AI and the terrifying deepfake video of me that was defrauding someone. But guess what? The plot thickens!

In an attempt to take a break from all things spiritual, I've been listening to some different podcasts. My sister recommended Black Box and Who Trolled Amber, which I highly recommend if you're looking for something non-spiritual but incredibly intriguing. But, as always, everything blends together, and even these podcasts have given me unexpected insights into spirituality and mediumship—especially when it comes to business ethics.

And oh, do I have a story for you about ethics in mediumship...

The Ethics of Mass-Produced Readings

I've had four—yes, four—people this week abuse me online for charging for my book. The irony is, I offer so many free resources, like this very podcast! And yet, some people still feel entitled to demand everything for free. I find it fascinating how people expect mediums to work for nothing, yet they wouldn't dream of doing their own jobs for free. Sometimes I just want to reply, "Where do you volunteer? Where do you give your time for free? And can you tell me where I can get free food and board for my family?" But Spirit keeps reminding me—it's a waste of energy to engage with that negativity.

On the topic of dodgy mediumship practices, let's talk about mass-produced readings. Some mediums advertise 'personal readings,' but what they're actually doing is pre-recording 10 videos and randomly assigning them to people who book. Because they can sell the same video over and over, they charge less and advertise more, which grows their audience rapidly.

Meanwhile, those of us offering genuine, one-to-one readings get buried under the noise.

Enter: Psychic Samira and AI Readings

Have any of you come across Psychic Samira on social media? She's been appearing a lot on my feed. A very pretty young woman with pink hair—seemingly harmless. Then, I saw her claim she had received 10,000 positive reviews. Now, as someone who does readings and events, I can tell you, it's hard to get people to leave reviews! One in ten, at best, will bother. For books, it's more like one in a hundred. For podcasts? One in 15,000 downloads might leave a review. So, 10,000 reviews? It didn't add up.

Curious, I dug deeper. And, lo and behold, hidden away on page 12 of her terms and conditions was the bombshell: her readings are generated by AI. Yep. Not even a human recording a general message—it's entirely artificial.

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I shouldn't be shocked. And yet, I am. It's just so incredibly disheartening to see thousands of people buying into AI readings, believing they are getting real messages from Spirit.

The Crumbling of Mediumship (or a Necessary Reset?)

This brings me to a bigger question: Is this the industry crumbling? And if so, is it a breakdown for the sake of a rebuild, or is Spirit stepping back from it altogether?

When I first started this journey, the teachings were all about moving into a new, enlightened age—spiritual utopia, if you will. But now? We seem to be moving further away from Spirit than ever before. Even people in the industry seem disconnected, caught up in competition and judgment rather than true connection.

And then, there's the ego factor. I've had some so-called 'friends' subtly put me down recently, making snide comments about my ambitions in mediumship. Why do we have to tear each other down? Why can't we just acknowledge that there are different ways to do the work? My way doesn't invalidate your way, and vice versa!

AI vs. Authentic Mediumship: Where Do We Go From Here?

So, what happens when people are paying for AI-generated readings and leaving glowing reviews? And meanwhile, real mediums are being judged against unrealistic expectations because of the fraudulent nonsense that's out there?

I don't know what the answer is. But I do know this—people need to understand how mediumship really works. It's not a party trick. Spirit communication isn't like ordering a takeaway—it's real, it's human, it's fallible.

For example, I recently did a demonstration where a baby in Spirit came through. The evidence was strong. The recipient took it all—until they realized I hadn't mentioned that the baby was a twin. And in their mind, the first thing the child should have done was acknowledge their twin. But Spirit doesn't work like that! If they could give me exact details on demand, believe me, they would. But I can only receive what I'm attuned to at that moment.

Tyler Henry: A Step in the Right Direction?

Have you seen Tyler Henry's new Netflix series? He's now doing unedited, live readings for celebrities. The first episode was chaotic, bless him, but I love that he's taking this bold step to show real mediumship. We need more of that pushback against the AI and fakery!

I truly believe that truth will win in the end. Maybe AI and fraud will eventually drive people back to authentic, spirit-led work. Perhaps this is part of the 'mass awakening' we've been hearing about for years?

What Can We Do?

Right now, it feels like the industry is flooded with noise. There are AI readings, pre-recorded readings, and genuine mediums trying to navigate the chaos. If you're running a spiritual business, it's more important than ever to stay true to yourself. Don't compare your success to mediums using mass-marketing tactics. Keep your integrity. Keep pushing forward.

We just have to hold the line and trust that, in time, the truth will shine through.

Final Thoughts

If you've been feeling frustrated or lost in all of this, know that you're not alone. It's overwhelming, but we have to ride the wave and wait for things to settle. The good, the real, the authentic—it always rises to the top.

Let me know your thoughts! Where do you think mediumship is heading? What are your experiences with the AI nonsense?

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Thanks for being here, and I'll catch up with you again soon!

Lots of love,

Hannah

P.S. If you enjoyed this episode, please leave a review (it really helps!). And if you want to develop your own mediumship skills, check out The Gateway at [www.mediumshipmatters.co.uk](http://www.mediumshipmatters.co.uk).