

# WHAT EXACTLY IS GOING ON WITH CHATGPT?

Professional Development Series  
March 13, 2023



# WHAT WE ARE COVERING TODAY

01

**INTRO**  
to ChatGPT

02

**WHAT**  
it is good at/bad at

03

**THE**  
future

04

**Q/A**  
Panel Discussion



# WHAT IS CHATGPT? 01



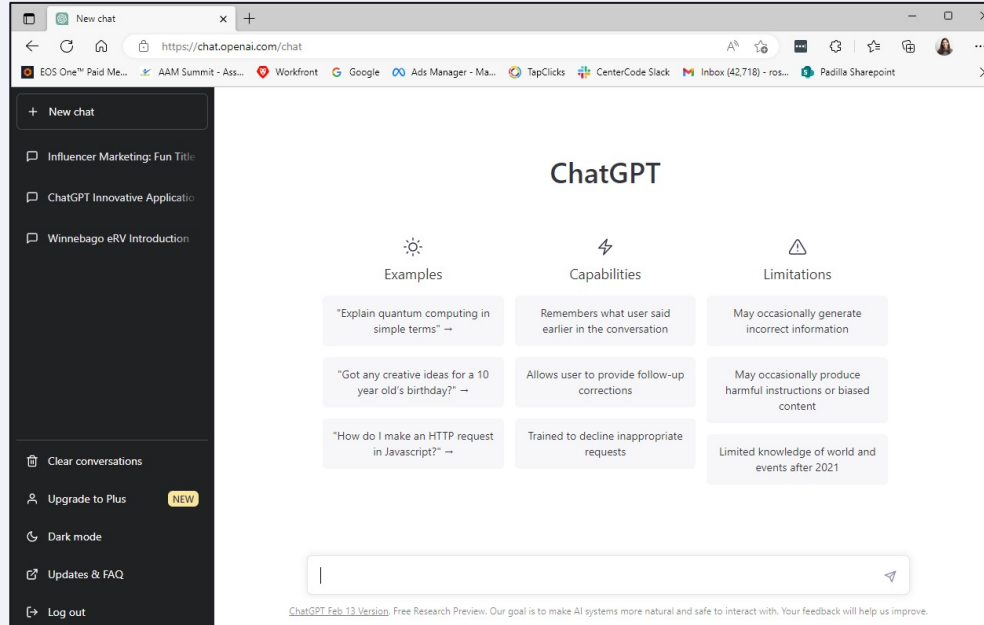
# WHAT IS CHATGPT?

- ChatGPT is a **natural language processing** tool driven by AI technology that allows you to have **human-like conversations** and much more with a chatbot.
- The language model can **answer questions**, and **assist you** with tasks such as composing emails, essays and code.
- Usage is **currently open to public free** of charge because ChatGPT is in its research and feedback-collection phase. As of Feb. 1, there is also a **paid subscription** version called ChatGPT Plus.

[ZDNet, 2023]



# WHAT DOES IT LOOK LIKE?



# NOT JUST GPT



OpenAI.com



Ai21.com



CoHere.ai



**Hugging Face**

HuggingFace.co

# WHAT THEY ARE BAD AT

## FACTUAL INFORMATION

unless provided with external knowledge

## ACCURACY & TRUSTWORTHINESS

can 'hallucinate' responses, particularly if not able to answer

## UNBIASED TEXT GENERATION

gender, racial and other biases are well documented

## JUDGEMENT / STRATEGY / PLANNING

any reasoning is an illusion

## COMMON SENSE & METAPHORS

no common-sense understanding of the world

## SECURITY/CONFIDENTIALITY

everything entered into ChatGPT could be used as training data – avoid **confidential**, **embargoed**, or not for the **public domain**

# WHAT THEY ARE GOOD AT

## IDEATION OR INSPIRATION

good for writers' block

## INTELLIGENT (SEMANTIC) SEARCH

based on meaning not  
keyword matches

## EXTRACTION / SUMMARIZATION

extracting information from  
large amounts of text

## HIGHLY STRUCTURED TEXT GENERATION

such as routine  
documentation

## TRANSLATION

many of the models are  
multi-lingual

## LIMITED FORMS OF ANALYSIS

e.g. sentiment

**INPUT = OUTPUT**



In the style of Batman, write an email to the mayor of Gotham City and tell him that you are ready to sign a contract with the city to fight crime. Use the words Batmobile, Joker, Catwoman and Caped Crusaders in the email.

Mayor of Gotham,

This is the Dark Knight, known to the criminal underworld as Batman. I am writing to you today to inform you that my team and I are ready to sign a contract with the city to fight crime and protect the citizens of Gotham.

The Batmobile is fueled and ready for action, my crime-fighting arsenal is fully stocked, and my team of Cape Crusaders are prepared to take on the Joker, Catwoman, and all other nefarious forces that threaten the safety of our city.

We have been watching the city's crime rate and are aware of the recent spike in criminal activity. Rest assured, Mayor, that with our partnership, we will work tirelessly to bring an end to this chaos and restore peace to Gotham.

I understand the gravity of this decision and I assure you that my team and I will use all of our resources and expertise to keep the city safe. We have been fighting crime in Gotham for years and we have the experience, knowledge, and equipment necessary to get the job done.

I look forward to working with you, Mayor, to make Gotham a safer place for all its citizens.

Sincerely,

The Dark Knight



**WHERE NEXT?**





## TOP PRIORITIES FOR COMPANIES DEVELOPING GENERATIVE AI

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- Not say anything embarrassing
- Encouraging adoption
- Monetizing

## THINGS THEY ARE LESS WORRIED ABOUT

- Truth
- System impacts that create individual/  
minority harm

# IMPACT ON SEARCH & WEB

- Will change Search and Paid Search as we know it
- Continues the trend of keeping users on search engines longer, versus encouraging web traffic (i.e. Wikipedia integration)
- Bing – Already pitching to advertisers:
  - Paid links within responses to search results
  - Could lead to less opportunity for discovery and web traffic
  - Ad formats geared to specific industries – i.e. what are the best hotels in Mexico?

RO

how will chatGPT change paid search?



As an AI language model, ChatGPT has the potential to change paid search in a number of ways. Here are a few possibilities:



1. Improved ad targeting: ChatGPT can analyze user queries and search history to better understand their intent and interests. This could lead to more accurate ad targeting and higher conversion rates for advertisers.
2. More relevant ad copy: ChatGPT can generate natural language text that is designed to resonate with users. By using this technology to generate ad copy, advertisers can create more engaging and persuasive ads that are more likely to convert.
3. Better understanding of user intent: ChatGPT can be used to analyze the language used in search queries and on websites, which can provide insights into user intent. Advertisers can use this information to optimize their paid search campaigns and improve the relevance of their ads.
4. Personalized advertising experiences: ChatGPT can use natural language processing to analyze user behavior and preferences, allowing advertisers to create personalized ad experiences that are more likely to resonate with users.

# MAKING HEADLINES EVERY DAY

REUTERS® World Business Legal Markets More



## ChatGPT launches boom in AI-written e-books on Amazon



By Greg Bensinger

## Drexel study finds AI behind ChatGPT could identify early signs of Alzheimer's



By Gabriel Steinberg | 8 hours ago

NEW HAVEN

## ChatGPT weighs in on the best pizza in New Haven

THE WEEK

## How ChatGPT breathed new life into the internet search wars

STORIES / NEWS

## Jahnel Group CEO: ChatGPT already changing software jobs

## THE VANDERBILT HUSTLER

NEWS LIFE SPORTS OPINION FEATURES MULTIMEDIA COVID-19 ABOUT US YOUR BOOKMARKS

Wednesday, March 8, 2023

The official student newspaper of Vanderbilt University

Since 1888








Enter search 

### Peabody EDI Office responds to MSU shooting with email written using ChatGPT

The email stated at the bottom that it had been written using ChatGPT, an AI text generator.



#### TRENDING

- 1 Believing in the Bubble: Can Vanderbilt go dancing? 
- 2 Peabody EDI Office responds to MSU shooting with email written using ChatGPT 
- 3 Midtown Krispy Kreme closes due to national 'business model shift' 
- 4 ZHANG: Vanderbilt engineering is failing its students 
- 5 Bubble watch? Wright, Commodores stun Kentucky to keep NCAA hopes alive 
- 6 Modern unicorn: Jordan Wright is the rare fourth-year senior in today's college basketball 
- 7 Two Vanderbilt students compete in Jeopardy! High School Reunion Tournament 

# A news site used AI to write articles. It was a journalistic disaster.

The tech site CNET sent a chill through the media world when it tapped artificial intelligence to produce surprisingly lucid news stories. But now its human staff is writing a lot of corrections.



By [Paul Farhi](#)

January 17, 2023 at 6:03 p.m. EST





# CHATGPT IS ENTERING OUR LIVES

Richmond Chapter  
**PRSA**



**Britney Muller** 🇺🇸 @BritneyMuller · 10h

Replying to @EhudReiter and @mmitchell\_ai

I used ChatGPT to write an assertive + legal sounding email to a company that owed me money (we had gone back & forth for months about this!).

They paid within the hour! Still can't believe it..

Thanks for your email (attached below).

I have tried to reach out to [redacted] several times for a resolution to this issue but have yet to receive a response that fully addresses my concerns. At this point, I am requesting a full refund for the [redacted] credits, as I believe this is the only appropriate response to such a serious situation.

I would also like to request that all further correspondence take place over email. This will ensure that there is a clear record of all communication and any proposals or solutions offered.

I hope that we can come to a resolution on this matter, as I would prefer not to have to escalate the situation. However, if a resolution is not reached, I will have no choice but to explore other options.

Thank you for your attention to this matter, and I look forward to hearing from you soon.

-Britney

DESCRIPTION	QTY	PRICE
<b>Britney Muller</b>		
Refund	1	(\$70.00)
01- Refund	1	(\$35.00)
01- Refund	1	(\$70.00)
01- Refund	1	(\$70.00)
01- Refund	1	(\$70.00)
01- Refund	1	(\$70.00)
01- Refund	1	(\$70.00)
Refund		
Total Items		7
Subtotal		(\$455.00)
TAX		\$0.00
TOTAL		(\$455.00)
Visa		(\$455.00)
Tendered		(\$455.00)
Change		\$0.00
Merch ID: [redacted]		



1



5



351



**Britney Muller** 🇺🇸 @BritneyMuller · 9h

Replying to @BritneyMuller @EhudReiter and @mmitchell\_ai

+used ChatGPT to write my boyfriend a poem for Valentine's Day.

It was a great poem! But my bf was understandably upset when I told him where it came from:

"I don't like that a computer made me feel emotions."

Something we will all likely experience in the future..



**Q AND A**