Credocast

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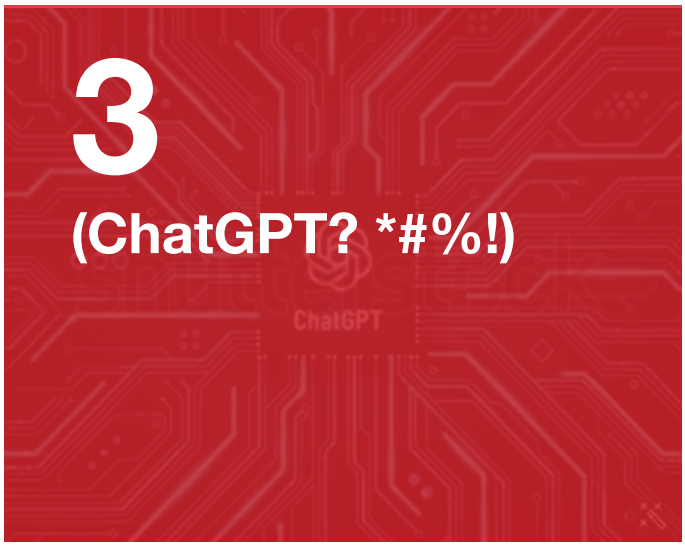
ChatGPT

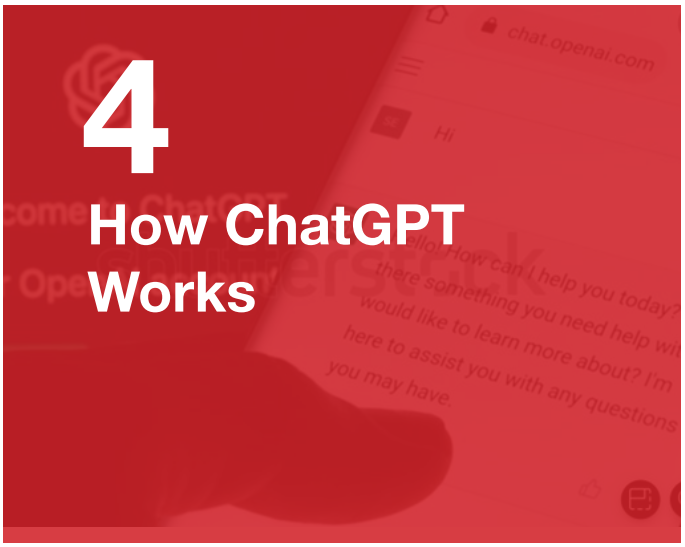
Tool or Trap?

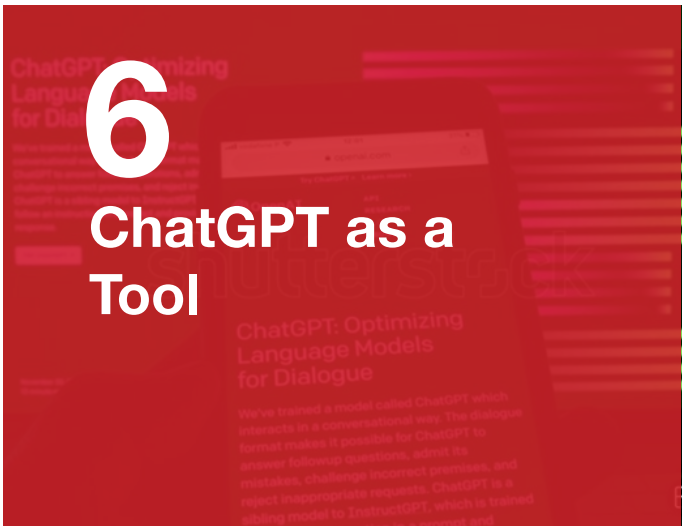
3 (ChatGPT? *#%!)

4 How ChatGPT Works

5 Are Jobs Safe?







About Credo Advisory

Credo Advisory is a strategic communications firm that specializes in designing and implementing strategic, operational and tactical communications initiatives. We provide a full suite of communications support to our clients, which include public communications and advocacy, government relations, community engagement, media relations, crisis communications, digital communications and capacity building.

Our mission is to develop bespoke communications products, activities and campaigns based on knowledge, research and industry insights. With our ability to communicate effectively with diverse audiences and stakeholder groups, Credo's mission is to provide impactful strategic communications advisory from inception to implementation. At Credo, we are committed to improving the way societies communicate.

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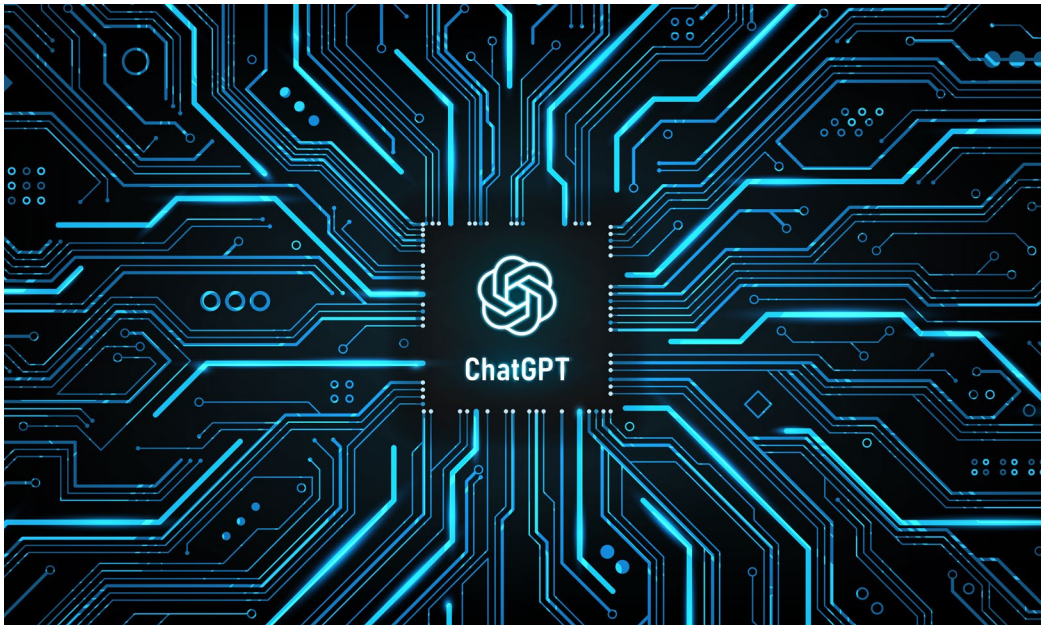
> *"Interactions with ChatGPT could lead to a less empathic society that is less capable of forming meaningful relationships."*

(ChatGPT? *#%!)

Lately, the world has seen unprecedented technological advancements, with artificial intelligence (AI) being the pinnacle of these advancements. Among the various AI tools, ChatGPT stands out as a language model that can hold natural conversations with humans, making it a valuable communication tool. However, like any technology, ChatGPT's impact on society and human interaction is up for debate, and there are valid concerns about its usage. This article discusses ChatGPT's impact, how it works, and whether jobs are safe in the era of AI.



ChatGPT, or Generative Pre-trained Transformer 3, is an artificial intelligence language model created by OpenAI.[1] It is designed to generate human-like responses to text prompts. In simpler terms, it can converse with humans, provide information, answer questions, and even tell jokes.

The adoption of ChatGPT has been relatively rapid, with the technology seen as a tool for revolutionising communication. It has found use in various industries, including healthcare, hospitality, education, and entertainment. However, the adoption of ChatGPT also raises questions about its impact on society, especially human interaction.

Some experts argue that over-reliance on ChatGPT and similar technologies could lead to a future where people rely too much on machines for social interaction.[2] Machines can only simulate empathy and human emotions. Interactions with ChatGPT could lead to a less empathic society that is less capable of forming meaningful relationships.

On the other hand, proponents of ChatGPT argue that it could lead to better communication and understanding. It can help people from different cultures and languages interact seamlessly, breaking down communication barriers. For example, in the education sector, it can be helpful for students to learn new languages and improve their communication skills.[3]

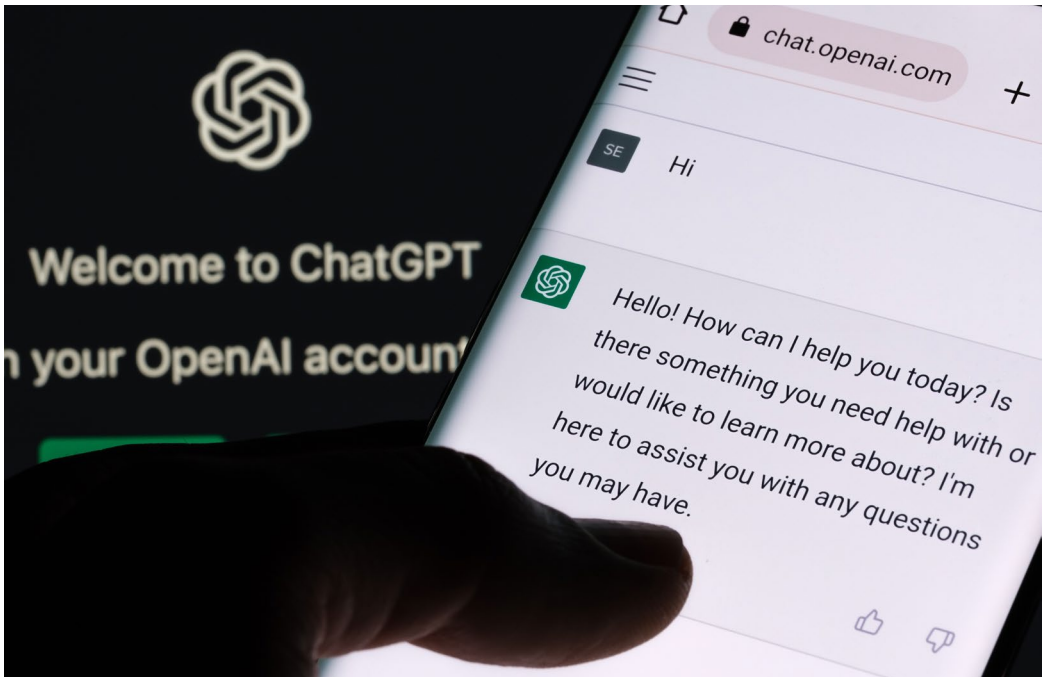
[1] Open AI, Introducing ChatGPT. Available at https://openai.com/blog/chatgpt

[2] Newsweek, The Real Danger of ChatGPT Is Not Its Liberal Bias. It's the Psychological Impact on the Young | Opinion. Available at https://www.newsweek.com/real-danger-chatgpt-not-its-liberal-bias-its-psychological-impact-young-opinion-1780241

[3] NY Time, Don't Ban ChatGPT in Schools. Teach With It. Available at https://www.nytimes.com/2023/01/12/technology/chatgpt-schools-teachers.html

> *"The model uses a transformer architecture, which breaks down the text prompts into tokens and feeds them into a neural network."*

How ChatGPT Works



ChatGPT is an AI language model that uses machine learning algorithms to generate responses to text prompts. The model is trained on vast amounts of data, including books, articles, and conversations, to learn how humans use language. Once trained, the model can generate responses to text prompts that are almost indistinguishable from humans.

The technology works by analysing the text prompt and generating a response based on the context of the conversation. The model uses a transformer architecture, which breaks down the text prompts into tokens and feeds them into a neural network. The neural network then generates the response based on the learned data.

The transformer architecture makes ChatGPT highly versatile, allowing it to adapt to various industries' communication needs. For example, it can be used in healthcare to triage patients,[4] in hospitality to book reservations, and in customer service to resolve complaints.

[4] Bernard Marr & Co, Revolutionizing Healthcare The Top 14 Uses Of ChatGPT In Medicine And Wellness. Available at https://bernardmarr.com/revolutionizing-healthcare-the-top-14-uses-of-chatgpt-in-medicine-and-wellness/#:~:text=Patient%20triage%3A%20ChatGPT%20can%20be,and%20severity%20of%20their%20condition.

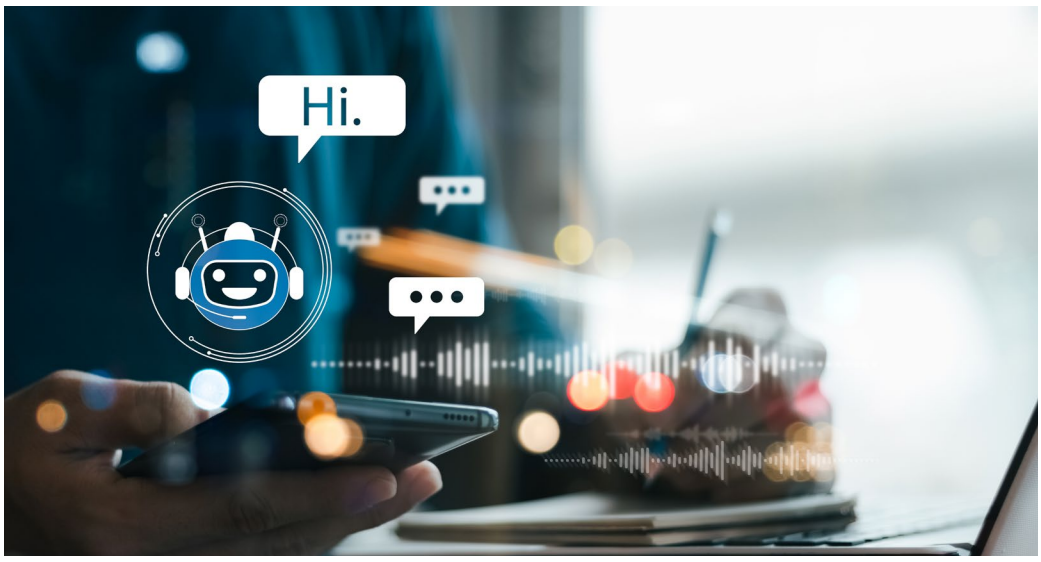
> *"In healthcare, it can be used to improve communication between doctors and patients, ensuring that patients receive accurate and timely information about their conditions."*

Are Jobs Safe?

One of the main concerns about ChatGPT and other AI technologies is their impact on jobs. As machines become more advanced, there is a fear that they will replace human workers in many industries. However, this is not necessarily the case. AI is more likely to augment human skills than replace them entirely.

ChatGPT, for example, can be used to improve customer service in industries like retail and hospitality. By providing customers with quick and accurate responses to their questions and concerns, ChatGPT can free up human workers to focus on more complex tasks. This can improve overall productivity and efficiency in the workplace.

Additionally, ChatGPT can help bridge the communication gap in various industries, such as healthcare. In healthcare, it can be used to improve communication between doctors and patients, ensuring that patients receive accurate and timely information about their conditions. It can also assist in monitoring patients' vital signs and alert healthcare providers of any changes, improving patient care.[5]



[5] News Medical, What does ChatGPT mean for Healthcare? Available at https://www.news-medical.net/health/What-does-ChatGPT-mean-for-Healthcare.aspx

> *"Its ability to hold natural conversations can improve customer service, provide information, and even offer companionship to people who may be isolated or lonely."*

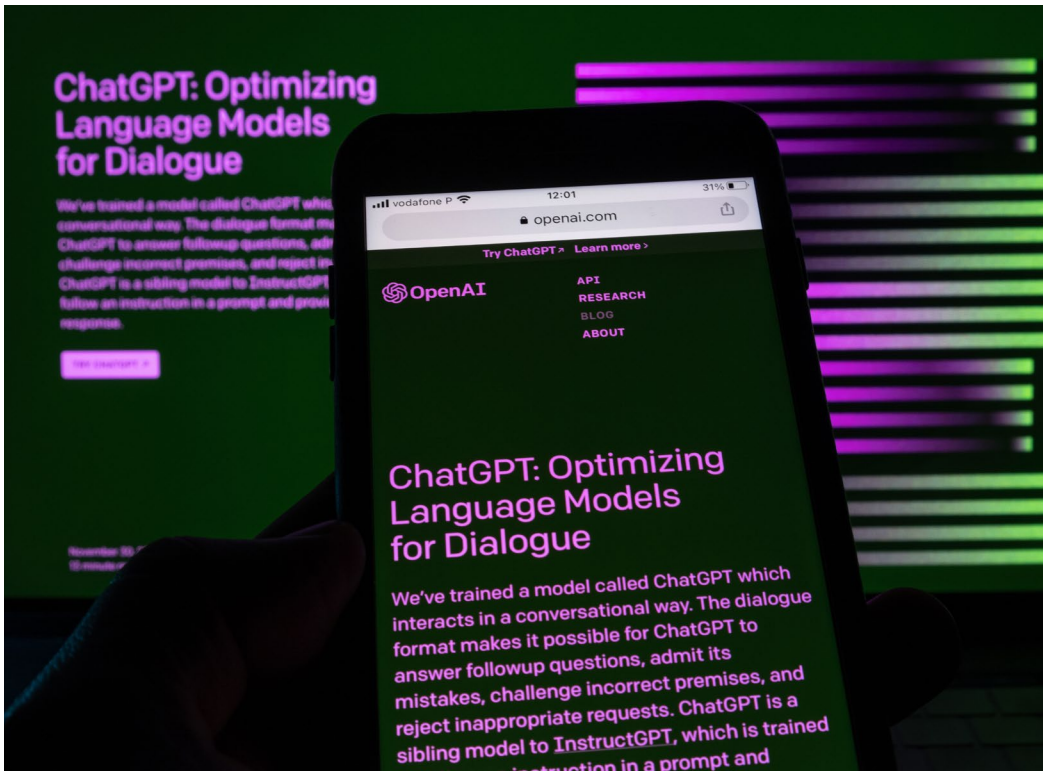
ChatGPT as a Tool

One of the main advantages of ChatGPT is its ability to understand natural language, making it easy for users to interact with technology without needing specialised technical knowledge.

Despite the concerns about ChatGPT's impact on human interaction, it is still a valuable tool for communication. Its ability to hold natural conversations can improve customer service, provide information, and even offer companionship to people who may be isolated or lonely.

ChatGPT has been used to improve accessibility for people with disabilities. For example, the technology can be used to generate captions for videos or provide transcription for audio content, making it easier for individuals with hearing impairments to access and understand the content. Similarly, ChatGPT can create audio descriptions for individuals with visual impairments, providing them with a more comprehensive understanding of video content.[6]

In the education sector, ChatGPT provides students with disabilities with voice-controlled interfaces and natural language processing, enabling them to interact with educational content in a previously impossible way.[7] This can increase the quality of education for students with disabilities and allow them to participate better in classroom activities. Potentially, the quality of life for millions of people worldwide will improve.



[6] How ChatGPT Can Help Visually Impaired Individuals? Available at https://www.academia.edu/99180540/How_ChatGPT_Can_Help_Visually_Impaired_Individuals_

[7] Revolutionizing education with AI: Exploring the transformative potential of ChatGPT. Available at https://www.researchgate.net/publication/369764247_Revolutionizing_education_with_AI_Exploring_the_transformative_potential_of_ChatGPT

> *"It is also capable of producing customized versions of messages that are better suited to each audience, thereby minimizing conflicts."*

ChatGPT is being used to improve customer service by providing instant responses to customers' inquiries.[8] By integrating ChatGPT into customer service channels like chatbots or email, businesses can provide customers with immediate assistance, leading to improved customer satisfaction and retention rates.

A Better Communications Landscape?

ChatGPT has advantages and disadvantages for communication professionals as with any new technology. On the positive side, ChatGPT can provide quick and efficient responses to queries, offer personalized recommendations, and help communication professionals stay up-to-date on the latest trends and developments in their field.[9] However, there are also negative implications of ChatGPT for communication functions.

Firstly, there is the potential for job displacement, as ChatGPT and other AI technologies may be able to automate some of the routine communication tasks like content creation, speechwriting, communications strategy, media monitoring, etc[10]. It is also capable of producing customized versions of messages that are better suited to each audience, thereby minimizing conflicts. What's particularly remarkable is its capacity to achieve this by incorporating behavioural science prompts, resulting in messages that are surprisingly suitable for specific personality traits, belief systems, and other factors.[11]

Secondly, there is a risk of becoming overly dependent on technology,[12] which could decrease critical thinking and communication skills.

[8] Hoory, How To Use The Power of ChatGPT for Customer Service. Available at https://www.hoory.com/blog/how-to-use-the-power-of-chatgpt-for-customer-service

[9] Citizen Relations, AI Goes Viral: How ChatGPT is about to shake up the Marketing, Advertising and PR Industries. Available at https://www.citizenrelations.com/en/blog/ai-goes-viral-how-chatgpt-about-shake-marketing-advertising-and-pr-industries

[10] ChatGPT: The Impact of AI Tools in Public Relations Practice By Maryam Na-Allah. Available at https://techdigest.ng/chatgpt-the-impact-of/

[11] An era of ChatGPT as a significant futuristic support tool: A study on features, abilities, and challenges. Available at https://www.sciencedirect.com/science/article/pii/S2772485923000066

[12] National Library of Medicine, Understanding Human Over-Reliance On Technology. Available at https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6534180/

> *"It is therefore important for communication professionals to be aware of both the advantages and disadvantages of ChatGPT and use it thoughtfully and responsibly."*

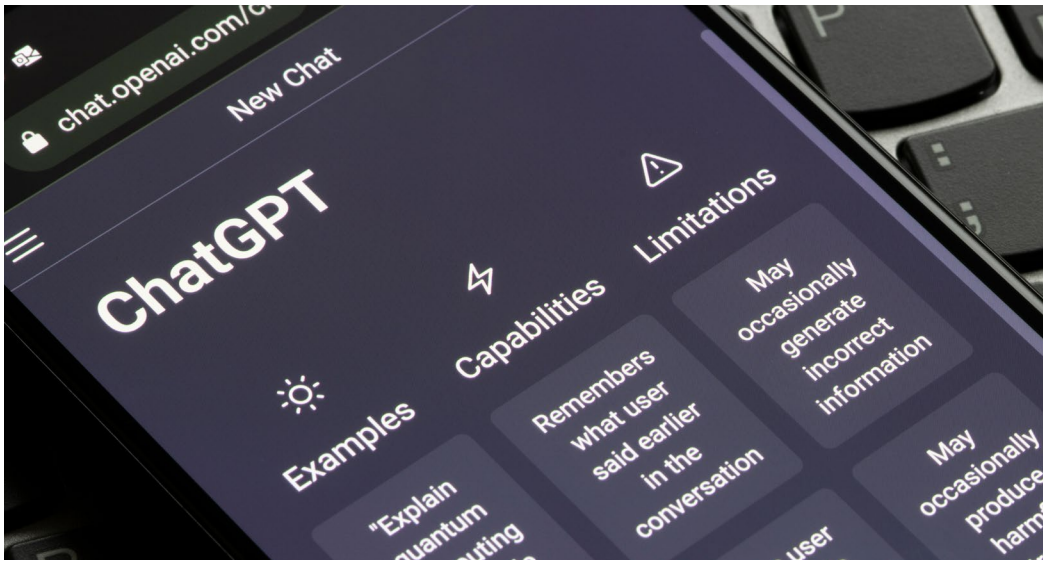
Credo Experience

Credo Advisory understands the transformative impact of technology and AI on society. We leverage this understanding to develop creative communications strategies for our clients. By harnessing AI-driven insights and technologies, we optimize messaging, channels, and audience targeting, delivering tailored and engaging materials that drive desired outcomes. We enable our clients to effectively navigate the digital landscape and achieve their goals, ultimately driving success in an increasingly connected and data-driven world.

This edition of Credocast was written by ChatGPT with minor edits by our team.

Finally, there are privacy concerns around the collection and processing of data by ChatGPT,[13] which could damage the trust that communication professionals have built with their clients and other stakeholders if this data were to be mishandled or used improperly. It is therefore important for communication professionals to be aware of both the advantages and disadvantages of ChatGPT and use it thoughtfully and responsibly.

It is essential to note that ChatGPT is not a silver bullet solution. While the technology has many advantages, it also has its limitations.[14] For example, ChatGPT may struggle with context and tone, making it difficult to understand the meaning of specific phrases. Additionally, it cannot replace processes and activities that require human involvement and expertise like focus group discussions, creative thinking, emotional intelligence, ethical thinking, etc., which are the essential human elements of effective communication.



Conclusion

In conclusion, ChatGPT is a powerful tool that can transform our interaction with technology. From improving customer service to increasing workplace productivity and accessibility, the possibilities of ChatGPT are vast. By understanding its strengths and weaknesses, we can use ChatGPT to enhance our lives and advance our interactions with technology.

[13] Wired, ChatGPT Has a Big Privacy Problem. Available at https://www.wired.com/story/italy-ban-chatgpt-privacy-gdpr/

[14] The Top 10 Limitations Of ChatGPT. Available at https://www.forbes.com/sites/bernardmarr/2023/03/03/the-top-10-limitations-of-chatgpt/