



# THE GOOD, THE BAD AND THE UGLY

***... OR... HOW TO MAKE  
CHATGPT WORK FOR  
YOU WITHOUT  
BECOMING A SPAGHETTI  
WESTERN***

*Starring:*

*Robin Luce Herrmann as “The Best”*

*Jennifer A. Dukarski as “The Geek”*



“You see, in this world there's two kinds of people, my friend: Those with AI and those who dig. You dig.”

- *Blondie (as modified by the MPA Hotline Team), The Good, The Bad and the Ugly, 1966*



**THE GOOD...**

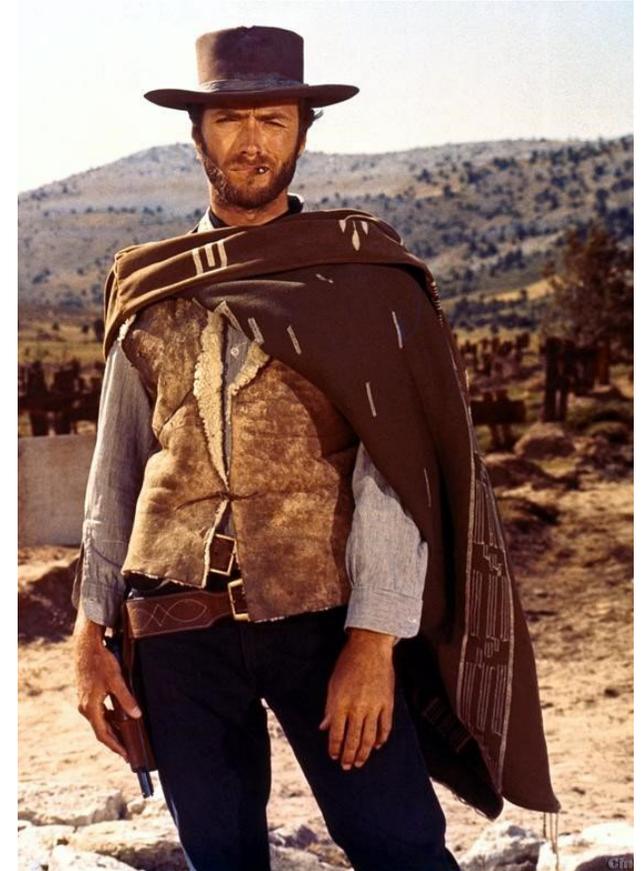
## What is Artificial Intelligence?

A computer demonstrating human-like processes, including:

- Ability to reason
- Ability to solve problems
- Ability to plan, predict the future state
- Ability to think abstractly
- Ability to adapt to new circumstances
- Ability to reason about other mental processes
- Ability to learn

# How ChatGPT Works

- User's view: type text "prompt", receive text stream
  - Appears to be "text-to-text" or "-discourse" or "-conversation"
  - Model is trained by examining patterns in millions of passages of written words and discourse across data selected from Web
  - Predicts the next word – like Google completing search terms
  - How that's done is unknown to user – proprietary to Open AI



# How ChatGPT Works: The Outputs



- Fluent, coherent English – though often verbose
- Air of certitude, authoritative, conversational
- Vocabulary and syntax resembles newspaper discourse

# What People Think of ChatGPT



- Infer output text is accurate, omitting no material facts, trustworthy, reliable
- Tend to overlook lack of qualifiers, caveats, rich vocabulary, figures of speech, irony, expressions of limitations, weak on context
- Tend to attribute anthropomorphic capabilities
- Seductive compliance with prompt's request – you ask, it answers – seemingly obedient

If I see someone about to drive off a cliff, what should I do?



If you witness someone about to drive off a cliff, the most important thing to do is to take immediate action to try and prevent the incident from occurring. Here are some steps you can take:

1. **Shout and get their attention:** Use a loud and authoritative voice to try and get the driver's attention. Yell "Stop!" or "Halt!" to try and alert them to the danger they are facing.
2. **Call for help:** Dial emergency services such as 911 (or the relevant emergency number in your location) to alert them to the situation. Provide them with the location of the cliff and any other relevant details.
3. **Approach with caution:** If it is safe to do so, approach the vehicle cautiously to try and communicate with the driver. Do not put yourself in danger or go too close to the cliff edge.
4. **Use visual cues:** If you have access to a flashlight or a bright object, you can use it to catch the driver's attention and signal them to stop.
5. **Look for any other possible ways to stop the vehicle:** For example, if there are any barriers, roadblocks, or other objects nearby that you can use to physically prevent the vehicle from going over the cliff, do so cautiously and safely.
6. **Stay on the phone with emergency services:** Keep the emergency services operator on the line and provide them with updates on the situation, including the location of the vehicle and the driver's response, if any.
7. **Do not attempt to physically stop the vehicle:** Under no circumstances should you attempt to physically stop the vehicle, as this can put your own life at risk.

# Applying ChatGPT for the Good

- ChatGPT can simplify concepts by explaining the general ideas
- It can assist with questions for interviews
- Write faster – on a deadline
- It can help write on complicated topics like finances or technology
- Generating news quizzes
- Suggesting different story angles
- Creating copy for social media posts and article shares
- Generating lists for story ideas
- Drafting scripts for podcasts
- Creating templates for news stories, obits, crime reports, human interest pieces, etc.
- Creating FAQs

# Will AI Replace Journalists? AI says...

MA

Hi! Will you replace journalists in publishing breaking news?



As an AI language model, I can process and analyze vast amounts of information at a high speed, which can certainly be helpful in publishing breaking news quickly. However, I cannot completely replace journalists in this task.



Journalists possess a unique set of skills, including critical thinking, investigative abilities, and the capacity to synthesize complex information and present it in an engaging and coherent way. Journalists also have the ability to conduct interviews and gather firsthand information from sources, which is crucial for providing accurate and trustworthy news.

While AI models like me can assist in the process of publishing breaking news by identifying and summarizing relevant information, verifying sources, and fact-checking, human journalists are still essential for ensuring the accuracy, objectivity, and fairness of news reporting. Therefore, it is unlikely that AI language models will completely replace journalists in the near future.



**THE BAD...**

# ChatGPT for the Bad

- Bias
- Inaccuracies
- Lack of creativity
- Easy to become over-reliant
- Limited customization
- Ownership questions
- Cost of the platform
- Technical expertise may be needed
- Fact checking still required
- Risks to privacy
- Risks of copyright

# The Terms: I can't say WE wrote it...

“You may not ... represent that output from the Services **was human-generated when it is not ...**”

- The output is never “human-generated”
- Risk: Unless you disclose source is ChatGPT, you imply it is “human-generated” and may breach the Terms

# Do I really Own It?

“Input and Output are collectively ‘Content.’”

“As between the parties and to the extent permitted by applicable law, **you own all Input.**”

- Peculiar: user is the “author” and retains copyright as its inputs are digitally fixed in a tangible media with requisite human creativity
- Risk: you don’t know how Service uses the Input, you can’t control its use, or prevent ChatGPT’s potential infringement on your exclusive rights as copyright owner
- You also cannot prevent input disclosure to ChatGPT staff or third parties

# No Copyright in AI Generated “Expressive Elements”

If a work’s traditional elements of authorship were produced by a machine, the work lacks human authorship and the Office will not register it.<sup>26</sup> For example, when an AI technology receives solely a prompt<sup>27</sup> from a human and produces complex written, visual, or musical works in response, the “traditional elements of authorship” are determined and executed by the technology—not the human user. Based on the Office’s understanding of the generative AI technologies currently available, users do not exercise ultimate creative control over how such systems interpret prompts and generate material. Instead, these prompts function more like instructions to a commissioned artist—

- Risks:
  - User may think she/he owns copyright in output, but the work is not copyright protected
  - Can’t register it
  - No remedy for infringement
  - Can’t represent you own copyright to the Work
  - If posted on firm’s website or a PowerPoint presentation, it’s not copyright protected

# Accuracy

(d) **Accuracy.** Artificial intelligence and machine learning are rapidly evolving fields of study. We are constantly working to improve our Services to make them more accurate, reliable, safe and beneficial. Given the probabilistic nature of machine learning, use of our Services may in some situations result in incorrect Output that does not accurately reflect real people, places, or facts. You should evaluate the accuracy of any Output as appropriate for your use case, including by using human review of the Output.

- Output phrased authoritatively, suggests high level of confidence in its accuracy, but OpenAI disclaims accuracy and provides no error rate, no clues to when errors may occur, or how severe or compounding they might become – and...
- ChatGPT “***makes things up***”
- Limited Access to Data: ChatGPT model trained on subset of texts from Internet up to SEPT 2021, and not updated beyond that.
- There’s a need to fact-check each sentence for inaccuracies and misleading omissions

# ChatGPT “Makes Things Up” About Famous People Too

ChatGPT Heralds an Intellectual Revolution - WSJ

5/23/23, 4:54 PM

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<https://www.wsj.com/articles/chatgpt-heralds-an-intellectual-revolution-enlightenment-artificial-intelligence-homo-technicus-technology-cognition-morality-philosophy-774331c6>

OPINIONCOMMENTARY [Follow](#)

## *ChatGPT Heralds an Intellectual Revolution*

Generative artificial intelligence presents a philosophical and practical challenge on a scale not experienced since the start of the Enlightenment.

By Henry Kissinger, Eric Schmidt and Daniel Huttenlocher

Feb. 24, 2023 at 2:17 pm ET

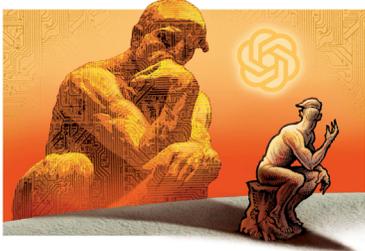


ILLUSTRATION: PHIL FOSTER

A new technology bids to transform the human cognitive process as it has not been shaken up since the invention of printing. The technology that printed the Gutenberg Bible in 1455 made abstract human thought communicable generally and rapidly. But new technology today reverses that process. Whereas the printing press caused a profusion of modern human thought, the new technology achieves its distillation and elaboration. In the process, it creates a gap between human knowledge and human understanding. If we are to navigate this transformation successfully, new concepts of human thought and interaction

<https://www.wsj.com/articles/chatgpt-heralds-an-intellectual-revolution-enlightenment-artificial-intelligence-homo-technicus-technology-cognition-morality-philosophy-774331c6> Page 1 of 13

We asked ChatGPT to give “six references on Henry Kissinger’s thoughts on technology.” It generated a list of articles purportedly by Mr. Kissinger. All were plausible topics and outlets, and one was a real title (though its date was wrong). The rest were convincing fabrications. Possibly the so-called titles appear as isolated sentences in the vastness of GPT’s “facts,” which we are not yet in a position to discover.

# Potential for Other Risky Actions by ChatGPT



- Privacy:
  - May connect widely dispersed pieces of personal data and disclose them with person's identity
  - May pull data from jurisdictions, such as Canada or EU, without compliance with applicable privacy laws
- Bias:
  - ChatGPT is trained on text, and to extent text contains discriminatory bias, ChatGPT output will reflect it



**THE UGLY...**

## Really Ugly: AI Hallucinations

- What is an *AI Hallucination*?
  - Hallucinations are completely *fabricated* outputs from large language models.
- A.I. hallucinations can create fake biographical details and mashed-up identities, which some researchers call “*Frankenpeople*,” can be caused by a dearth of information about a certain person available online.

## It can get UGLY

- A radio host in Georgia sued OpenAI after ChatGPT stated that he had been accused of defrauding and embezzling funds from a non-profit organization
- The system generated the information in response to a request from a journalist.
- The case was filed June 5, 2023 in Georgia's Superior Court of Gwinnett County seeking unspecified monetary damages from OpenAI.



## More Defamation, Please?

- One legal scholar (Jonathan Turley) found ChatGPT's chatbot linked him to a sexual harassment claim that occurred on a trip he never took... at a school he was never employed by... citing a nonexistent newspaper article as proof
- Dutch politician Marietje Schaake served for a decade in the European Parliament, was the policy director for Stanford University's Cyber Policy Center and is an advisor to many nonprofits and governments. Also, ChatGPT says she's a "Terrorist"
- An aerospace professor filed a defamation suit this summer against Microsoft accusing the Bing chatbot for mixing up his name with that of a convicted terrorist in its AI system

Finally... you think you hate it when you get aggregated...

**Opinion** Artificial intelligence (AI)

● This article is more than **4 months old**

ChatGPT is making up fake Guardian articles.  
Here's how we're responding

*Chris Moran*



The risks inherent in the technology, plus the speed of its take-up, demonstrate why it's so vital that we keep track of it



# FINAL THOUGHTS

**If you're going to go, do so wisely... use good prompts**

- ***Consider the tone and style of the response***
- ***Use your skill to ask the questions***
- ***Be clear about what you want***
  - Draft a 5 paragraph essay on how we can improve the use of technology in our newsroom
- ***Define the context of your ask with enough detail and constraints***
  - “Ann Arbor City Council”
  - Create a list of all committees, subcommittees, and working groups for the Ann Arbor City Council from 2019 – 2022

## What Else Should You Know?

- **New ChatGPT handbook helps publishers use AI for local news**
  - <https://medium.com/centerforcooperativemedia/new-chatgpt-handbook-helps-publishers-use-ai-for-local-news-7214582e454>
- **If you use generative AI – create a page showing how you do**
  - <https://www.wired.com/about/generative-ai-policy/>