

Generative AI and the future of work

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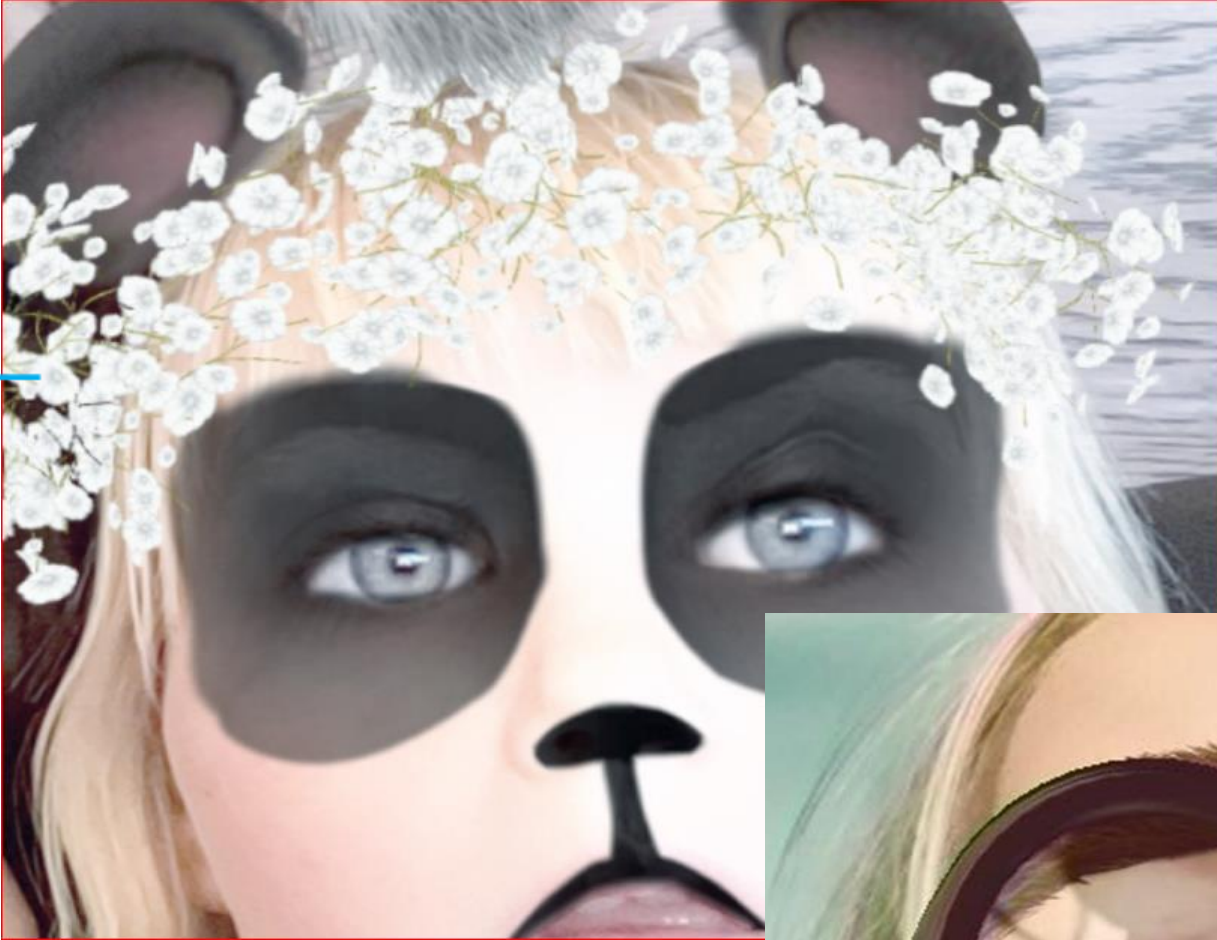




Jason Allen
Pueblo West
Théâtre D'opéra Spatial

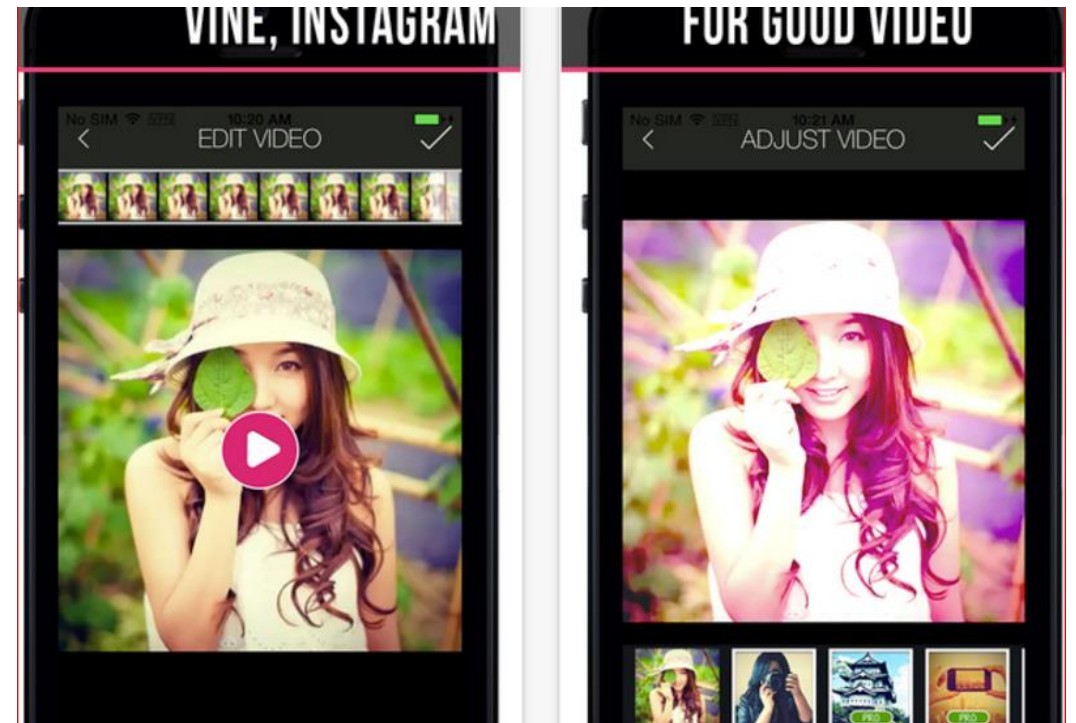
\$750

Colorado State Fair



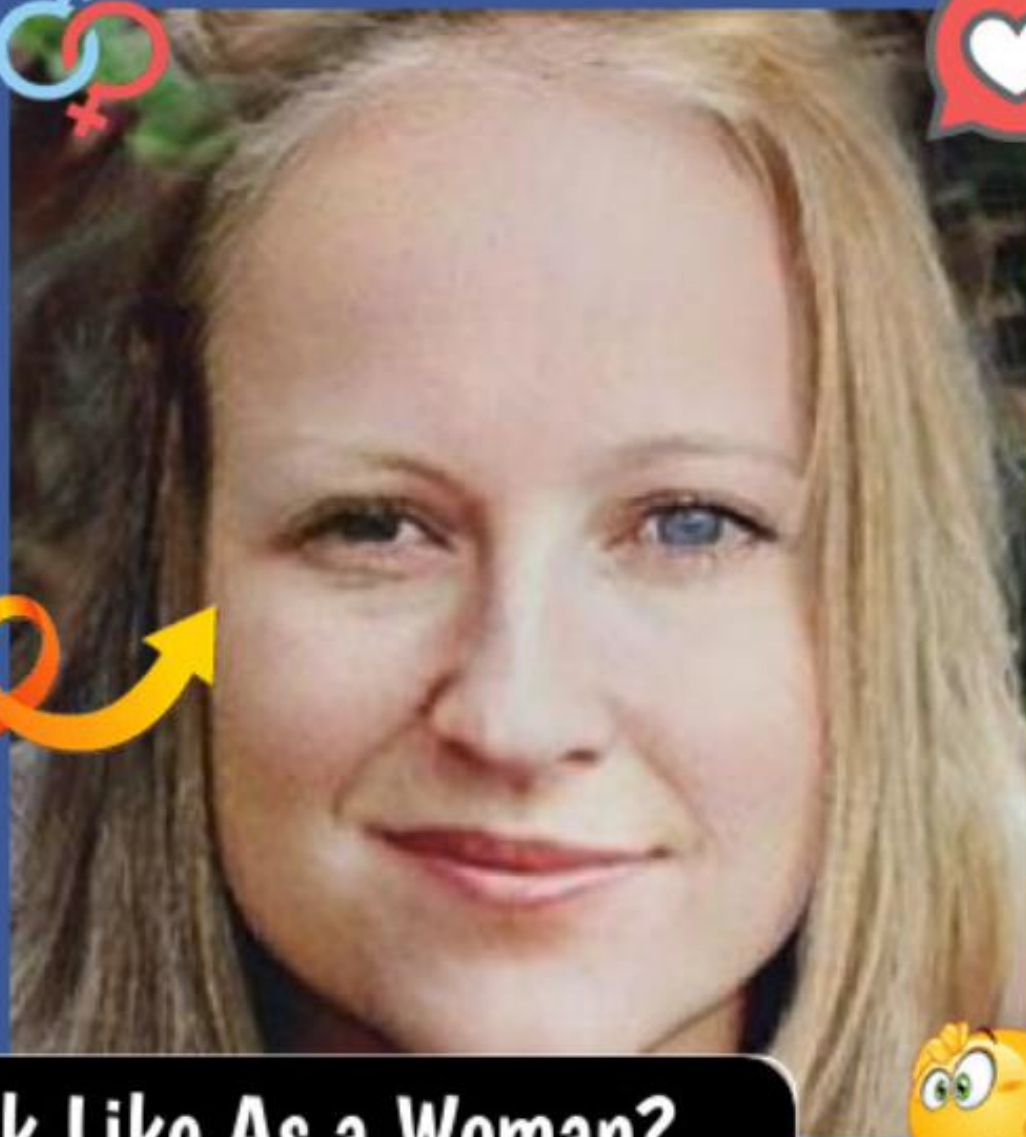
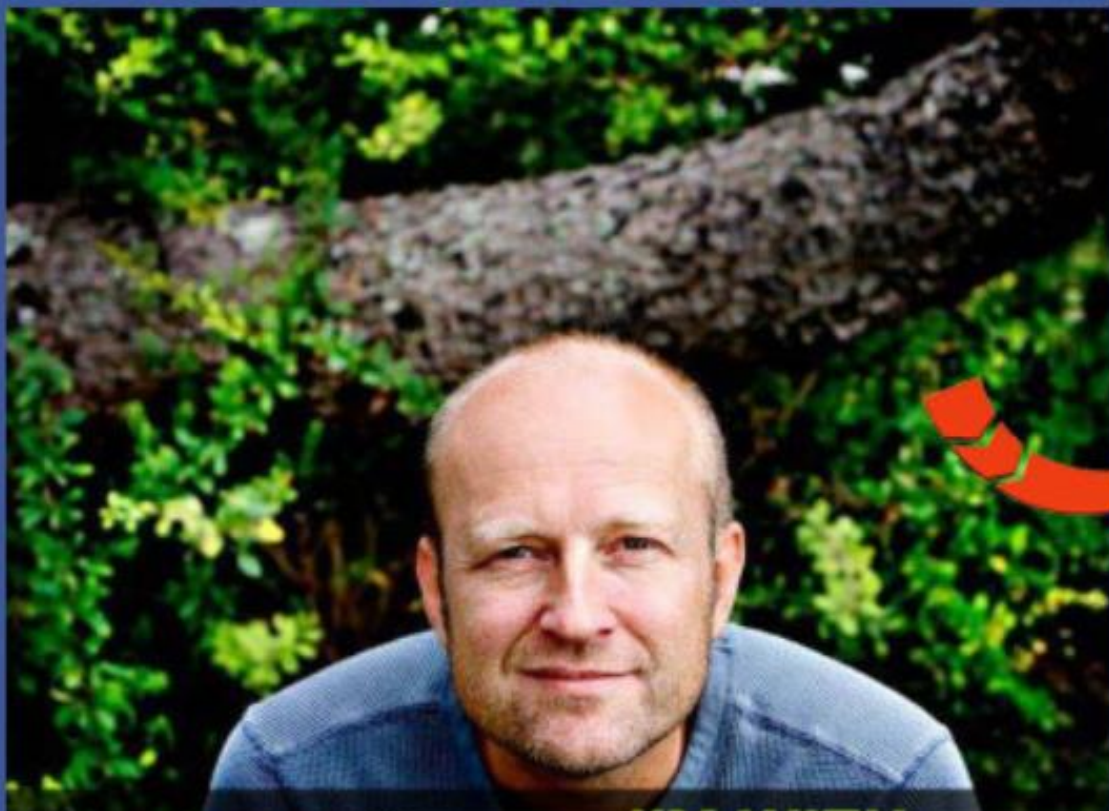


Manipulation by default: Apps are urging users to change and alter images that they post on social media





Petter Bae Brandtzæg



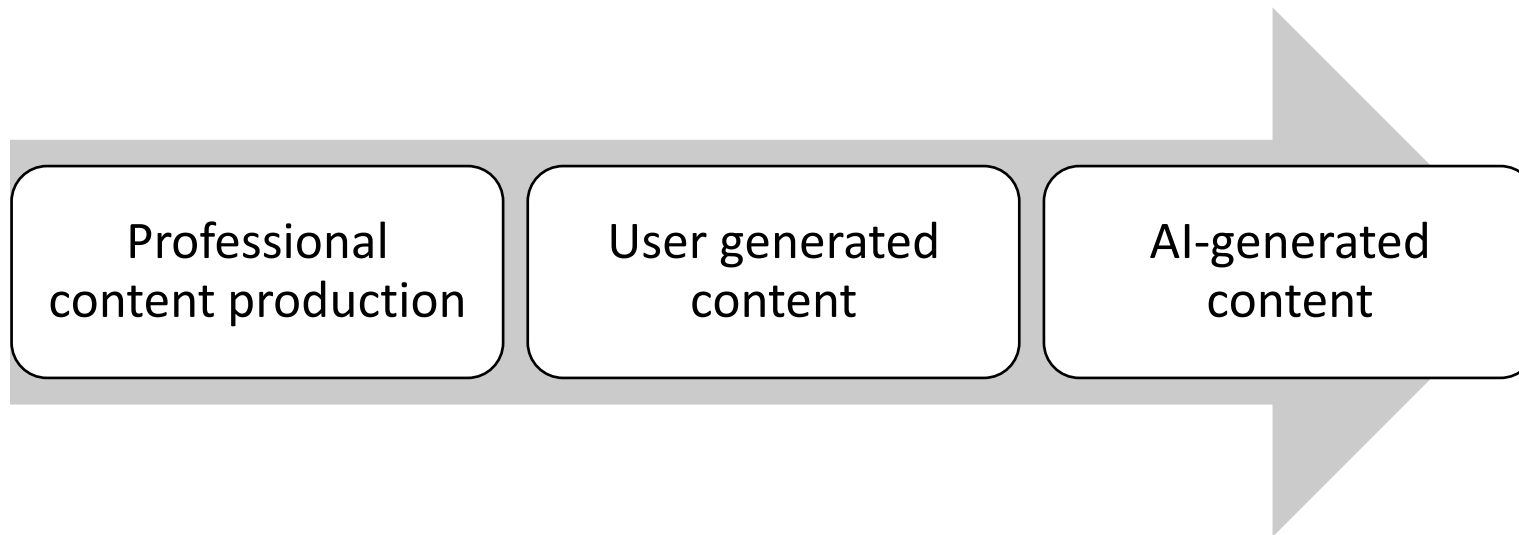
The Nature

What Would You Look Like As a Woman?

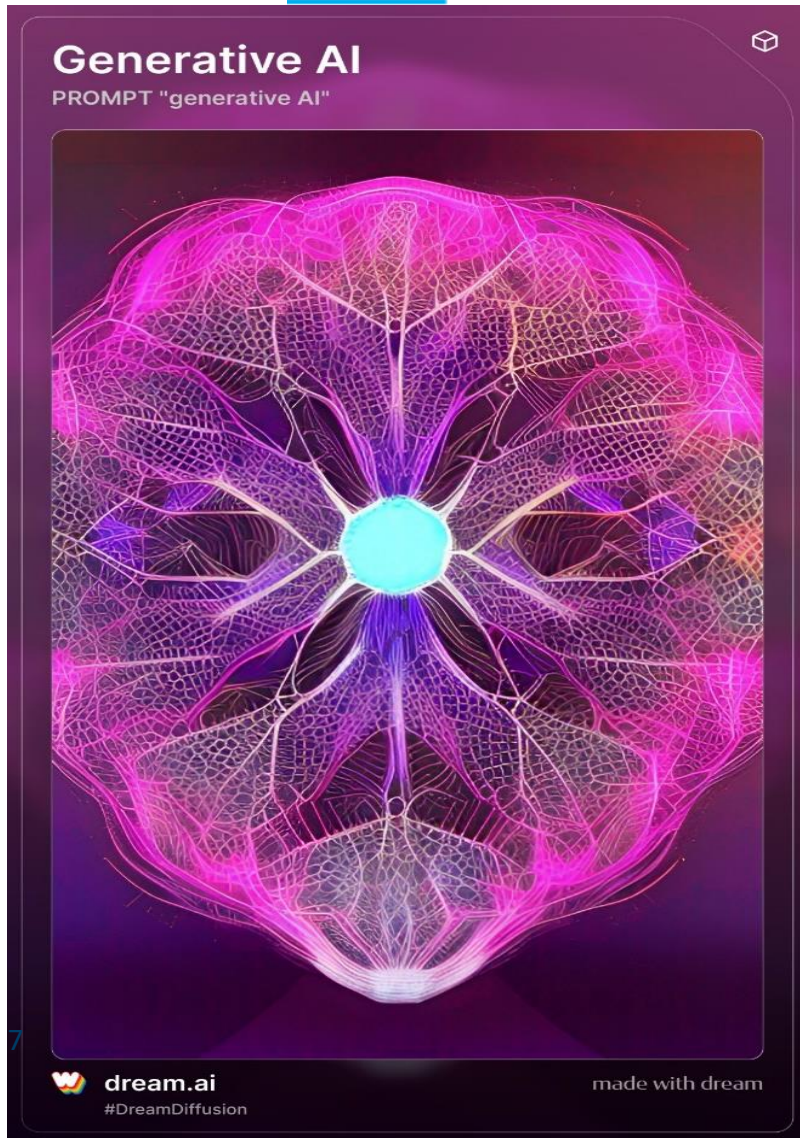


Decentralization of AI

We, you and me, can use available AI-services to produce content



What is generative AI?



Generative AI:

Artificial intelligence creating new data or making changes to existing data, such as new content (text, images, video, audio and code)

EXPERTS: 90% OF ONLINE CONTENT WILL BE AI-GENERATED BY 2026

AS THE ADAGE GOES: DON'T BELIEVE
EVERYTHING YOU SEE ONLINE!

LiveStory - Få familiebildene dine til å snakke

Last opp et bilde av en stamfar og konverter det automatisk til en fantastisk videobiografi.

 Last opp bilde

ELLER DRA OG SLIPP >





VOICE STATS

RESEARCH

INSIDER

PODCAST

TOPICS

VIDEOS

ALL POSTS

Buzzfeed Will Use OpenAI's Generative AI Tools to Create Content

ERIC HAL SCHWARTZ on January 27, 2023 at 1:30 pm



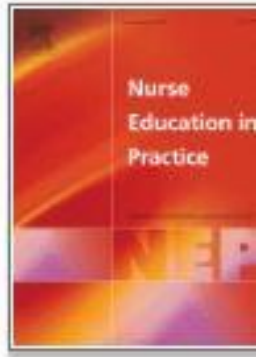
Buzzfeed will start producing content with the help of generative AI tools provided by ChatGPT creator OpenAI. The website plans to augment and personalize the quizzes and other writing it publishes, according to a memo from CEO Jonah Peretti first [shared](#) by *The Wall Street Journal*.

BUZZFEED AI



Nurse Education in Practice

Volume 66, January 2023, 103537



Editorial

Open artificial intelligence platforms in nursing education: Tools for academic progress or abuse?

Siobhan O'Connor^a ¹ , ChatGPT^b 

AI-generated sitcom

← → ↺ 🏠 [vice.com/en/article/88qy3p/thousands-of-people-cant-stop-watching-ai-show-nothing-forever](https://www.vice.com/en/article/88qy3p/thousands-of-people-cant-stop-watching-ai-show-nothing-forever) 🔍 📄 📁 ⭐ 📱 📺 📖 📌 📧

Inspira Assessment VISMA_PELLE Løyper | Skiforenin... SEP Evaluation Midjourney Dream by WOMBO Google Scholar OpenAI API Moonbeam

SIGN IN CREATE ACCOUNT + ENGLISH

📁 **VICE** Video TV News Tech Rec Room Food World News 📱 📺 📖

MOTHERBOARD
TECH BY VICE

Thousands of People Can't Stop Watching AI-Generated Sitcom 'Nothing, Forever'

The show, an AI-generated version of "Seinfeld", might just be a sign of where things are heading.

 By [Chloe Xiang](#)



The Internet is turning upside down



TIME, Januar, 2006

User as creative and content producers



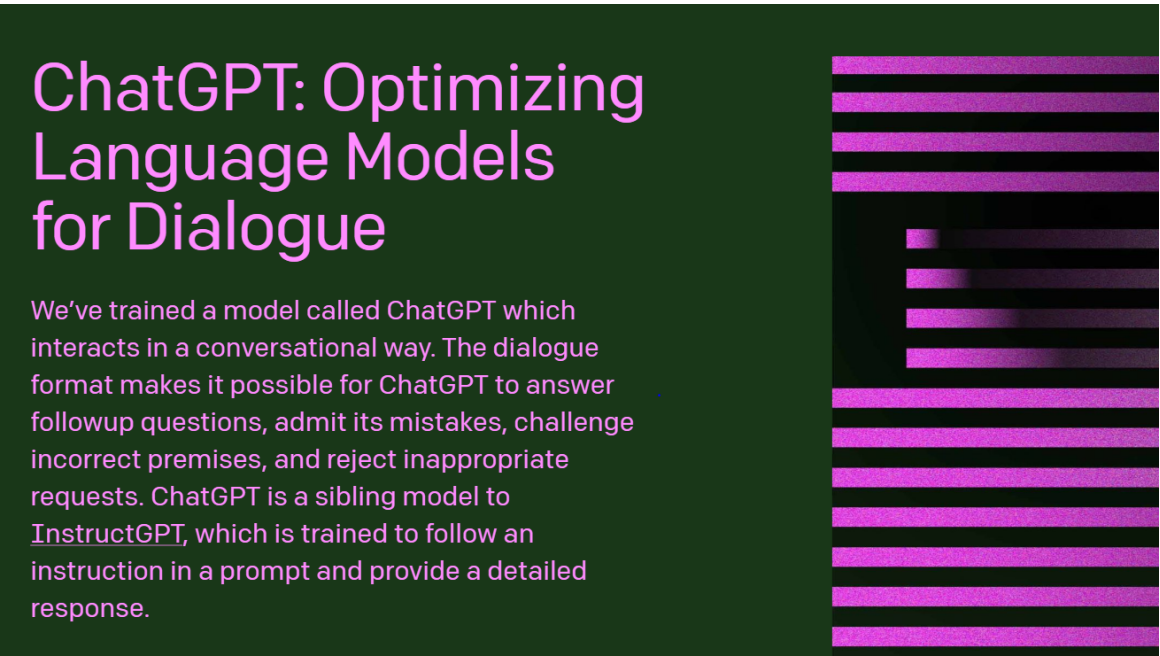
TIME Oktober, 2017

Machines as creative and content producers

What is ChatGPT?



- Launched by OpenAI on November 30, 2022
- Over 1 million users in 5 days, now over 100 million (fastest growing web service ever).
- ChatGPT is, a natural language processing conversational chatbot (trained on books, social media, articles, web pages).
- Interpret and generate human-like language.



ChatGPT: Optimizing Language Models for Dialogue

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests. ChatGPT is a sibling model to InstructGPT, which is trained to follow an instruction in a prompt and provide a detailed response.

Reset Thread

Dark Mode

OpenAI Discord

FAQ

Log out

ChatGPT		
Examples	Capabilities	Limitations
"Explain quantum computing in simple terms"	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?"	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?"	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

Free Research Preview: ChatGPT is optimized for dialogue. Our goal is to make AI systems more natural to interact with, and your feedback will help us improve our systems and make them safer.

Provide knowledge

- Explain difficult topics and concepts
- Provide summaries of articles

Write

- Compose an essay/article/text on any topic/subject
- Write in a specific style/genre (academic, poetry, etc.)
- Suggest a structure (for an article, essay, or master's thesis)
- Translate text, Condense and simplify large amounts of text
- Edit and proofread text for grammar and language

Method and analysis

- How to solve a problem
- Suggest a research design
- Analyze data/topics
- Find data sources
- Explain complex data relationships
- Math and calculations
- Recommend further analysis
- Assist with data analysis tasks (Excel or SPSS).

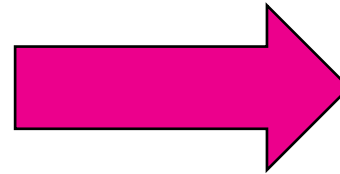
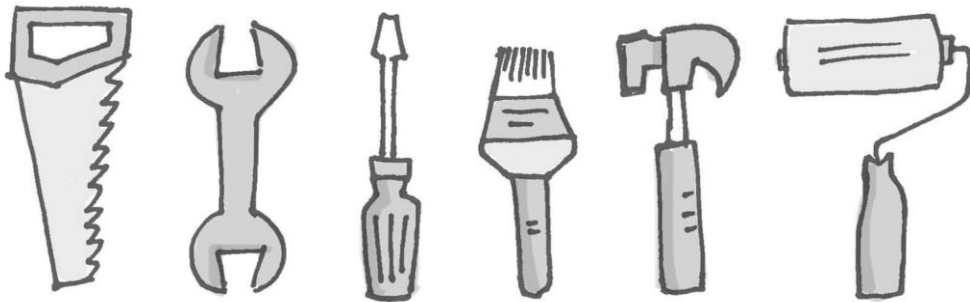
ChatGPT: Conversational AI – a conversational interface to the internet



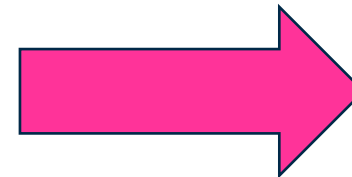
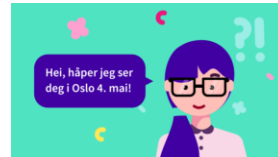
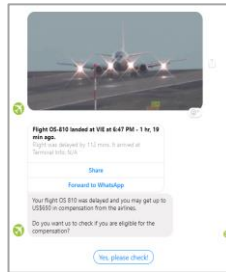
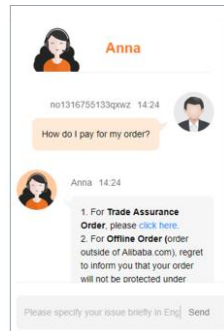
My AI Friend: How Users of a Social Chatbot Understand Their Human–AI Friendship

Petter Bae Brandtzaeg , Marita Skjuve, Asbjørn Følstad

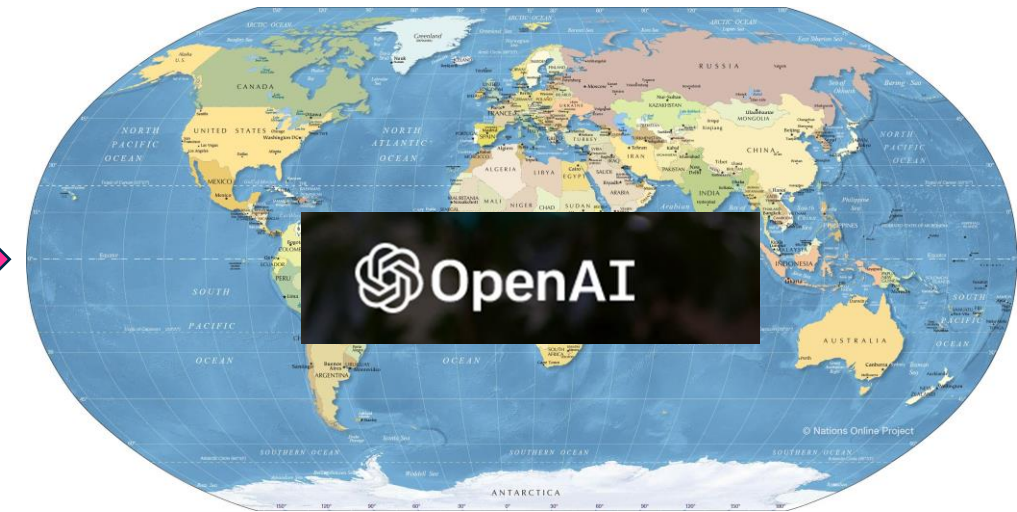
Human Communication Research, Volume 48, Issue 3, July 2022, Pages 404–429, <https://doi.org/10.1093/hcr/hqac008>



A universal content machine

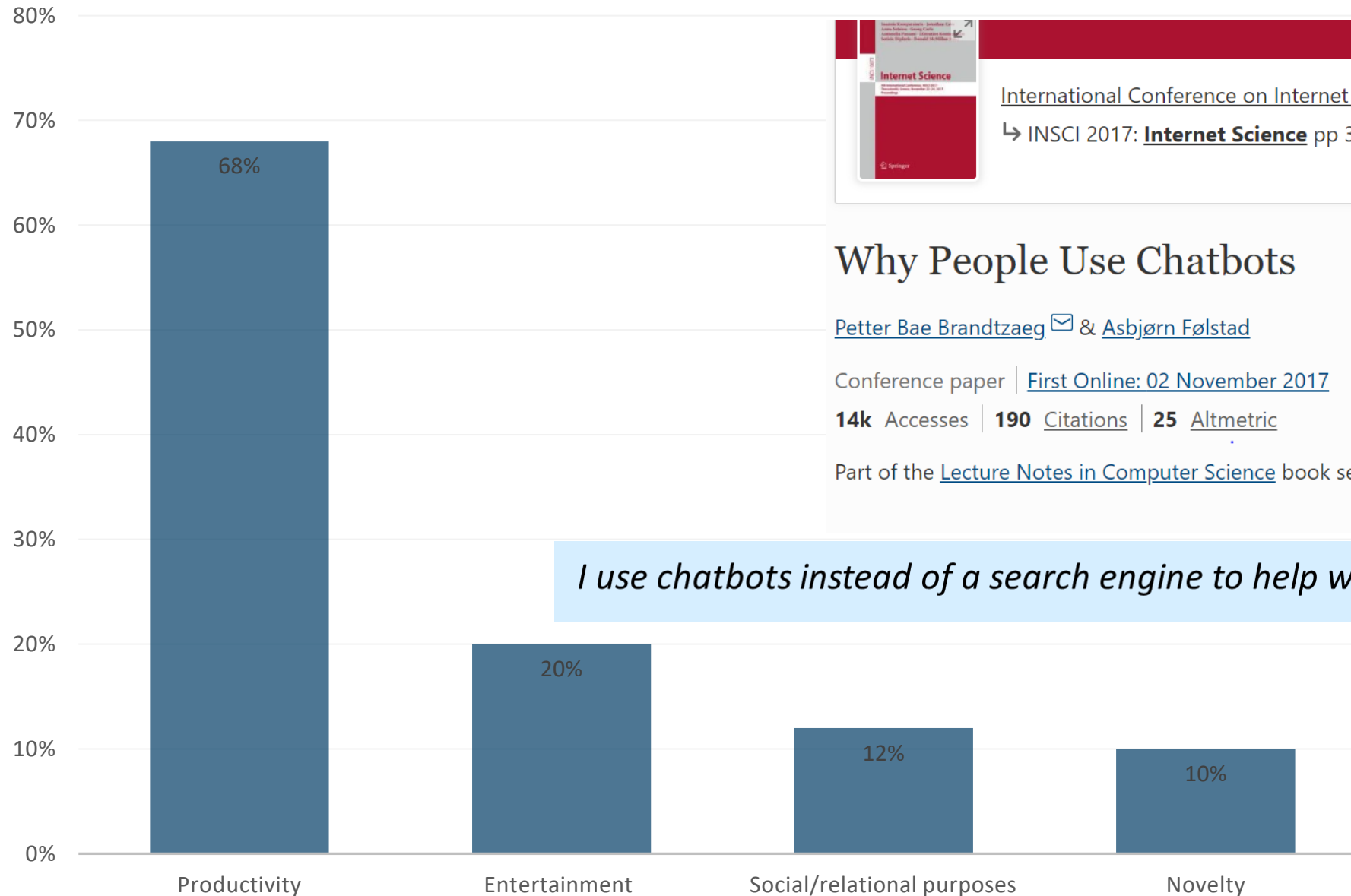


A universal content machine



ChatGPT interpret text and create text, and can respond to almost any questions

What is your main reason for using chatbots? (N=146)



[International Conference on Internet Science](#)

↳ INSCI 2017: **Internet Science** pp 377–392 | [Cite as](#)

Why People Use Chatbots

[Petter Bae Brandtzaeg](#) & [Asbjørn Følstad](#)

Conference paper | [First Online: 02 November 2017](#)

14k Accesses | **190** Citations | **25** Altmetric

Part of the [Lecture Notes in Computer Science](#) book series (LNISA, volume 10673)

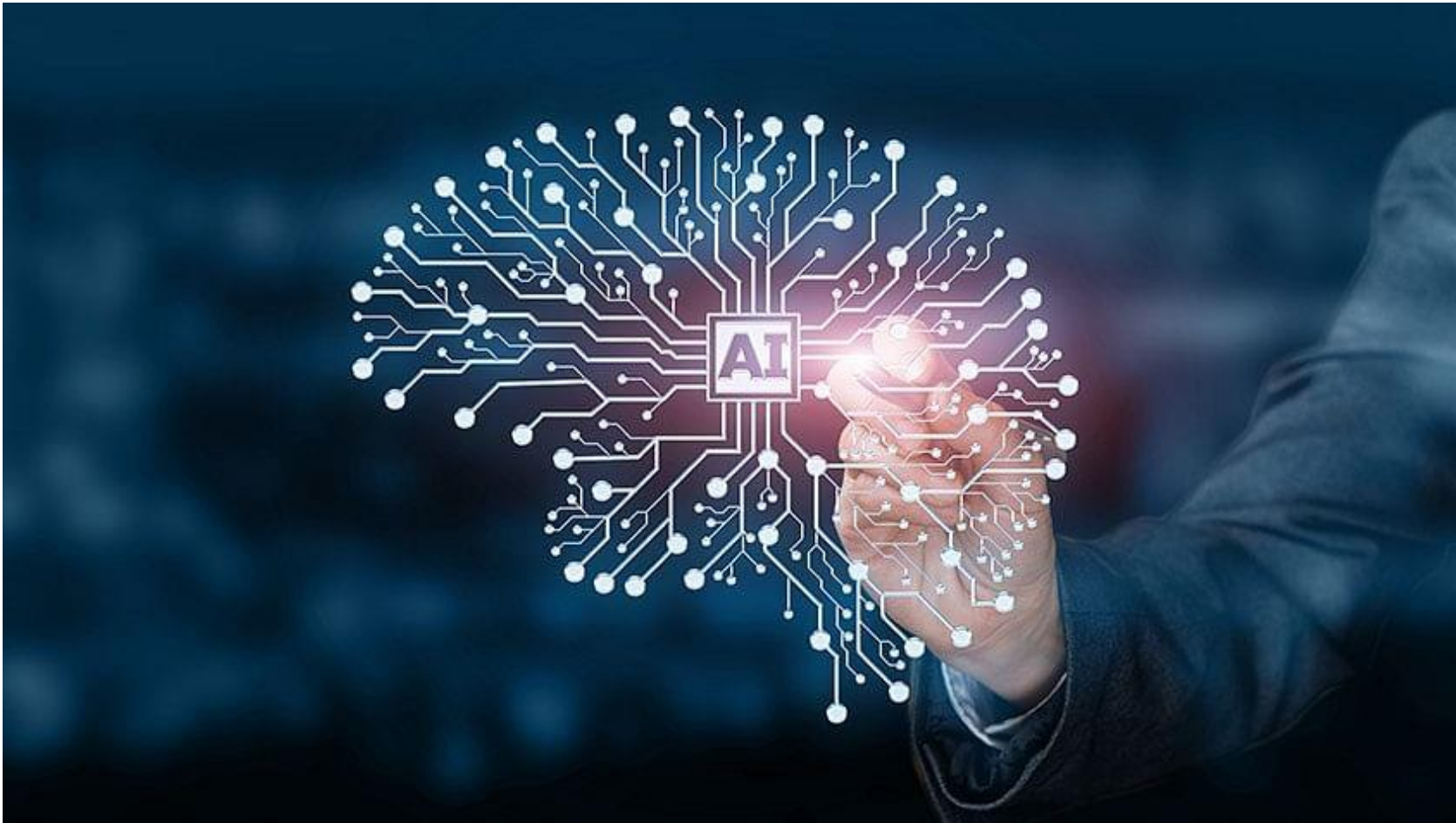
I use chatbots instead of a search engine to help with daily tasks. (P67)



Why people use ChatGPT? (Profilic/N=200)

- *I use it to learn information to help me. For instance, when I need a solution to a problem. I also use it to entertain me*
- *I mainly use it to help me study, especially preparing for tests. I've also used it for some coding experiments.*

People are outsourcing knowledge work and creativity to AI



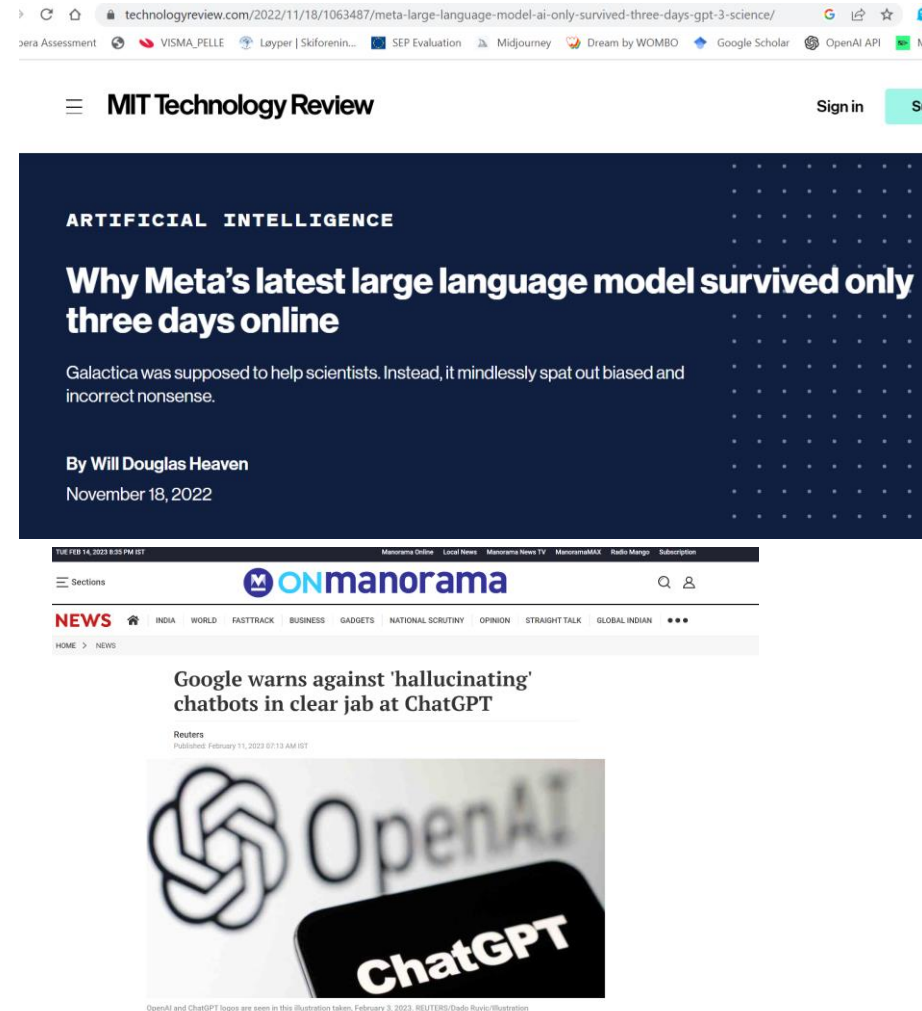
Machine vs human

- Before: Physical tasks
(low-skill, low-income jobs)
- Now: Cognitive tasks
(high skill, high-income jobs)




Make up facts - Hallucination

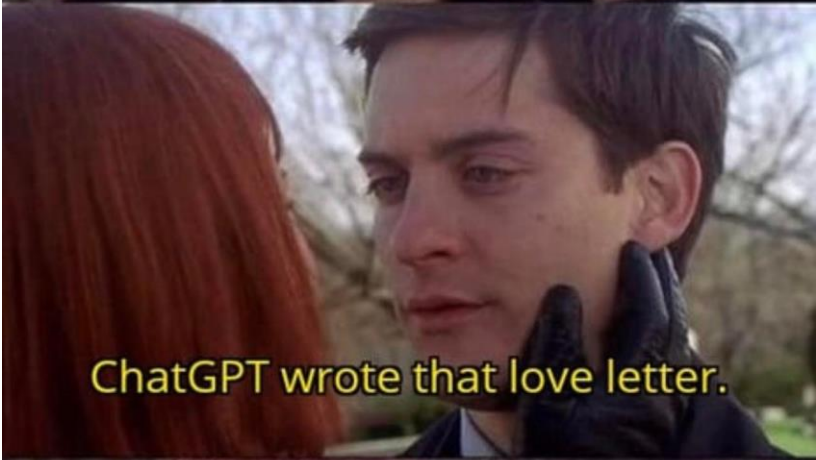
- Meta - Galactica (large language model) for scientific text, **made up “facts”** but sounded very confident
- There is **no “common sense”** in generative AI to determine what is true versus false
- **Pollute the internet** with confident-sounding falsehoods
- Humans to **curate AI-generated content**



What about authenticity ?



Tell me the truth...I'm...I'm ready
to hear it.



ChatGPT wrote that love letter.

New definitions of authenticity
may emerge that are more
relevant to an AI-generated
world

Empowerment or threat?

 Tweet



Sam Altman 
@sama
Normal 1%

i think AI is going to be the greatest force for economic empowerment and a lot of people getting rich we have ever seen

6:32 PM · Feb 13, 2023 · 2M Views

997 Retweets

357 Quote Tweets

9,562 Likes



HOME > ECONOMY

Even if ChatGPT doesn't take your job, it could help another human replace you, says the economist who famously concluded AI could eliminate nearly half of US jobs

Jacob Zinkula Feb 7, 2023, 12:09 PM

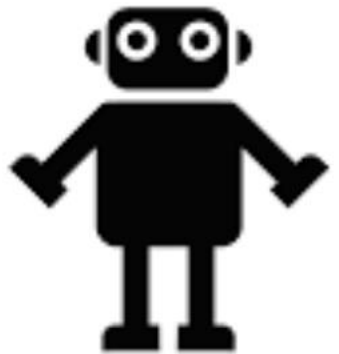


Carl Benedikt Frey Brian Doherty, Oxford, 2019

ANALYSIS

- In 2013, Oxford economist Carl Benedikt Frey estimated that nearly half of all US jobs could be replaced by AI.

The right balance between human and machine



Machine
agency

Human
agency



Thanks 😊

- petterbb@ (Twitter)