

# An Honest Chat<sup>1</sup>

The use of ChatGPT, a natural language processing tool that uses machine learning algorithms to generate written content, has become increasingly prevalent in a variety of contexts, including news articles, social media posts, and even creative writing. Some argue that ChatGPT is an efficient and cost-effective solution for producing large quantities of written content. News organizations may use ChatGPT to quickly generate articles on current events, allowing them to keep up with the fast-paced nature of the industry. Similarly, businesses may use ChatGPT to produce social media posts or marketing materials, saving time and resources that would otherwise be spent on manual content creation.

However, as automation becomes more prevalent, there is a risk that the use of tools like ChatGPT may lead to the displacement of human workers, particularly those in industries such as journalism and marketing. And, questions of intellectual property and authorship complicate how we determine the value and ownership of creative works. As ChatGPT is used to produce written content, many face tough questions about who to credit as the author, given the contributions of the users of ChatGPT, the developers of the tool, and those contributions of the AI itself.

Others are concerned that ChatGPT may contribute to the spread of misinformation. Because ChatGPT is trained on large amounts of existing text, it may produce content that reflects the biases or errors present in those original texts. This could lead to the spread of false or misleading information, potentially causing harm to individuals or society as a whole. And, the use of automated tools like ChatGPT may lead to a homogenization of written content, as the tool may produce writing that lacks the unique perspective and voice of a human author. This could have negative consequences for the diversity and richness of our cultural discourse.

## DISCUSSION QUESTIONS

1. What moral factors ought companies or media organizations consider when evaluating whether and how to use AI-generated written content?
2. What broad social and cultural impacts ought to remain at the forefront of public discussion as we adopt new AI technologies?
3. What user concerns should AI developers prepare for when designing new AI writing technologies?

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<sup>1</sup> An initial draft of this case was successfully produced by OpenAI's ChatGPT bot. It has been edited for content and clarity by the NHSEB Case Advisory Committee and the NHSEB Executive Committee.

