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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 follow-up 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.



AI-driven Content Writing – Threat for Journalists?

IN late November 2022, a new artificial intelligence based, considerably evolved form of a chatbot, made its debut and soon became a viral sensation. Developed by San Francisco-based OpenAI, ChatGPT can generate content based on written prompts. Millions of users around the world posed questions prompting ChatGPT to respond with well-argued and well-investigated opinion pieces, creative marketing pitches, and even well-researched academic essays. In the coming days, with further refinements and advances in technology, could such AI-driven content writing tools be a direct threat for writers and journalists?

For quite some time, AI technology is being used to automate the process of producing basic news stories, generate social media posts for businesses and organisations, marketing content such as product descriptions and promotional materials, and even blog posts for websites and online publications. Of course, AI-written articles are currently limited to simple and formulaic topics including stock market results, sports game scores, etc. Besides, AI is saving reporters valuable time by transcribing audio and video interviews. AI can also examine large databases and send journalists alerts as soon as a trend or anomaly emerges from big data. It can provide tools to identify fake news. AI also helps control bias by reducing the subjective interpretation of data.

Some prominent projects that are utilising AI-based content writing include RADAR (Reporters and Data and Robots) in the UK, which provides data-driven articles to news websites, papers and radio stations. However, a team of journalists works closely with the algorithms to ensure editorial control. In Italy, the SESAAB group develops algorithms to organise content according to the behaviour of internet users.

Robots have also entered the scene. Robot journalist *Heliograf* developed by the Associated Press (AP) has automated the process of producing basic news stories, such as reports on sports scores and election results. The robot could produce stories quickly and accurately. China's Xinhua News Agency also deployed a robot as 'English AI Anchor'.

However, while AI-run algorithms or robots are able to perform certain basic journalism tasks, and faster, it is unlikely that they will be able to generate the in-depth reporting and analysis that human journalists are capable of. The algorithms still lack the ability to gather and interpret information in the same way that a human journalist can, understanding or empathising with human emotions, or interpreting complex information. They also lack the ability to write clearly and engagingly, or mould the writing styles according to the target readership and connecting with the audience. Journalism also involves on-the-ground reporting, speaking to experts, posing questions based on responses, and in general, capturing the nuances and complexities of real-world events.

However, while AI-driven robots may yet be far from fully replacing journalists and writers, it is also incumbent on the journalistic community to sharpen skills that go much beyond mere collecting and presenting data and information.

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