# Media Analysis - ChatGPT outperforms copywriters in STEP Conference’s outdoor adverts \_ Updated 22 February 2023

## Short Summary

The article is about the STEP Conference using ChatGPT, an artificial intelligence tool developed by OpenAI, to create their outdoor adverts, due to its ability to generate creative and effective content quickly and efficiently, potentially signaling a shift in the future of the creative industry.

## Summary

1. ChatGPT outperformed copywriters in creating outdoor adverts for STEP Conferences.  
2. The company plans to continue using ChatGPT and obtain a paid account for content creation across the team.  
3. STEP Conference has also utilized ChatGPT for writing session briefs, social posts, and general content creation.  
4. Ray Dargham, founder of STEP Conference, views ChatGPT as an assistant that increases efficiency but does not replace human creativity.

## Question 1

In the provided text, the media frames the discussion about ChatGPT using metaphors that suggest intelligence and creativity. The tool is referred to as the brains behind the outdoor adverts, implying a level of intelligence or thoughtfulness in its work. The taglines generated by ChatGPT are also described as being better than those created by humans, further emphasizing its creative capabilities. Additionally, the tool is compared to an artificial intelligence assistant, suggesting it functions like a helpful and efficient worker. However, there are also some ominous undertones in the mention of movies like Her or Ex Machina, which depict AI as potentially threatening to humans. Overall, the text presents ChatGPT as intelligent, creative, and useful, but with a hint of potential danger or competition with human talent.

## Question 2

The text covers several perspectives and aspects regarding the use of AI, specifically ChatGPT, in the creative industry 1. The effectiveness of ChatGPT in creating content, as demonstrated by its use in STEP Conferences outdoor adverts. 2. The potential replacement of human copywriters by AI tools like ChatGPT. 3. The future impact of AI on jobs, particularly in the creative sector, and the argument that AI has created more jobs than it has eliminated. 4. The complementary nature of AI tools to human creativity rather than a direct competitive threat. Aspects that are being ignored or not explicitly discussed in the text include 1. The specific technical details about ChatGPT, such as its algorithm, training data, and capabilities beyond content creation. 2. The ethical implications of using AI tools, including potential biases and lack of accountability. 3. The long-term effects on the creative industry s structure, workflows, and economics due to increased AI adoption. 4. Regulations or guidelines around AI usage, particularly in regards to intellectual property rights and data privacy.

## Question 3

Not mentioned

## Question 4

The article suggests that AI tools like ChatGPT are increasingly being used in creative industries for tasks such as content creation and summarization. The use of such tools is expected to grow, potentially replacing some human roles. However, the message emphasizes that AI will not necessarily replace all jobs, but may instead complement human talent and allow humans to focus on more valuable, creative tasks.

## Sentiment

The sentiment is 1.0

## Entities

Metas Open Pretrained Transformer, Dargham, Ray Dargham, STEP Conference, Arab News, Googles Bard, Dargham clari ed, Microsofts Bing, STEP Conferences, STEP, Art

## Highlights

#7cc867#f9cd59#c885da#fb5b89

## Wordcloud for #7cc867 Highlights



Top 10 words:

- AI: 6

- STEP: 5

- use: 4

- agency: 4

- team: 4

- like: 4

- Dargham: 3

- ChatGPT: 3

- company: 3

- chatbots: 3

## Wordcloud for #f9cd59 Highlights



Top 10 words:

- AI: 9

- STEP: 5

- use: 4

- agency: 4

- team: 4

- Dargham: 4

- ChatGPT: 4

- like: 4

- tools: 4

- company: 3

## Wordcloud for #c885da Highlights



Top 10 words:

- AI: 6

- STEP: 5

- use: 4

- agency: 4

- team: 4

- like: 4

- Dargham: 3

- ChatGPT: 3

- company: 3

- chatbots: 3

## Wordcloud for #fb5b89 Highlights



Top 10 words:

- AI: 6

- STEP: 5

- use: 4

- agency: 4

- team: 4

- like: 4

- Dargham: 3

- ChatGPT: 3

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- chatbots: 3