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

## Short Summary

The article is about STEP Conference using ChatGPT for creating outdoor advertisements and internal content, with plans to expand its use across the team, while acknowledging potential job displacement concerns and emphasizing AI's role as a tool that complements human creativity rather than replaces it.

## Summary

1. ChatGPT was used by STEP Conference to create outdoor advertisement taglines for their tech festival, demonstrating AI's capability in the creative industry.  
2. Initially, human copywriters and an agency failed to produce satisfactory content, leading to the use of AI as a more effective solution.  
3. The AI tool is perceived as a valuable assistant by STEP's team, improving efficiency and productivity without forcing its usage on employees.  
4. The company plans to invest in at least one paid account for ChatGPT, allowing broader team utilization across content creation, summarizing, and explaining tasks.  
5. Ray Dargham, founder of STEP Conference, asserts that AI tools like ChatGPT will both complement and replace human talent, while acknowledging the potential of AI to automate certain job functions.  
6. Despite the threat of AI-driven job replacement, Dargham emphasizes human creativity's enduring value in the industry.  
7. The implementation of AI tools such as ChatGPT may signal a trend towards increased efficiency and productivity in content creation across various sectors.

## Highlights

## Question 1:

How do the media (in our case = the sample we are analyzing) frame the public discussion about ChatGPT? Are there certain \*\*metaphors\*\* that keep cropping up?

The media frame the public discussion about ChatGPT by presenting examples of its application like creating advertisements and discussing its implications on employment. Metaphors that crop up include AI tools as 'ominous foretellings' for creative industries, AI as an 'artificial intelligence assistant' making teams faster and more efficient, and the potential of AI to 'replace human talent'. The article also references movies like Her or Ex Machina to illustrate the existential threat posed by AI.

## Question 2:

Which role does the Arabic World play in this article? Are any institutions/people/biases with context to the arabic world explicitly mentioned? Answer with 'Not mentioned' if not applicable.

Institution Person

## Question 3:

How helpful is Artificial Intelligence for the Arabic world based on this article?

The article suggests Artificial Intelligence can be highly helpful in the Arabic world. ChatGPT was used effectively by a local conference in Dubai for advertising purposes, indicating its potential in areas like content creation and summarization.

## Question 4:

What is the final message of the article that the author wants to convey? Keep your answer short and precise!

The article conveys a message of AI's potential to augment human capabilities in work, exemplified by STEP Conference's use of ChatGPT for content creation, while acknowledging concerns about job displacement but suggesting that human creativity remains highly valued.

## Sentiment

The sentiment is 4

## Entities

Ray Dargham, STEP Conference, Art, Arab News, Meta's Open Pretrained Transformer, Dargham, Microsoft, Google, Dargham clari ed, STEP Conference's, AI, STEP

## Topic Clusters

### Cluster: AI-powered chatbots

ChatGPT, AI-powered, chatbot

### Cluster: AI-generated content

AI-generated, content generation

### Cluster: Human-AI collaboration

Human-AI collaboration