TO: OpenAI   
FROM: Leo Chen

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SUBJECT: Demystifying AI for the average person

Artificial intelligence has existed for a long time and has been a great convenience to many for tasks such as smart home systems and virtual assistants. However, it has also been shrouded in mystery and mistrust by people who don’t understand it. This distrust and misunderstanding is a barrier that walls off a potential user base. In order to improve our AI models, we require large amounts of data, and this misunderstanding of its inner workings is affecting how much data we can acquire. Below are my analyses of how Dell leveraged social media to great success, which we may find some applicable ideas for ourselves.

**Purpose**

Our product ChatGPT should not be considered complete. It is still growing, as there are new discoveries being made every day, new technologies for it to learn about, and new knowledge to be stored. A vital aspect of improving ChatGPT and other such models is access to data, lots of data. Data can be collected in many ways. Websites and browsers may have opt-in/opt-out data collection, people can fill out surveys, or participate in studies. However, a general mistrust of companies and their ability to protect the privacy of their users as well as a lack of understanding of how artificial intelligence and machine learning works leads to people generally being more unwilling to participate and contribute data.

**Context**

Artificial intelligence to many is a black box. To some, it is a dangerous technology that, if misused, can pose a threat to mankind. There have been AI that have been taken offline because of worrying/extreme behavior that had been developing as a result of their interaction with people. To others, it is seen as something that may come for their jobs and their livelihoods. This is a sentiment held by both skilled and unskilled jobs, ranging from custodial jobs and hauling to software engineers at varying degrees of effectiveness. Some jobs have already been replaced or are currently on their way to being rendered obsolete by artificial intelligence, though some are still a ways off. Many college courses’ syllabi have nomenclature prohibiting the use of artificial intelligence, oftentimes even naming ChatGPT explicitly. These negative connotations toward our product, as people who are able to contribute data are not particularly enthusiastic about it.

**Why should we care what people think?**

Why should we care about demystifying artificial intelligence to the average person? With our own product ChatGPT, not only do users extract whatever value they see in it, but it additionally trains and improves our product, as on occasion, ChatGPT will offer two answers in a different format, and poll the user on which response they find more useful. It is a win-win situation for the user, as they can improve their own experience, and a win for us as it offers ChatGPT an opportunity to improve itself through human interaction.

**Social Media Outreach**

ChatGPT as a product is designed as a bot that speaks to our users, but it shouldn’t be all that speaks to our potential users. Like Dell, we stand to gain by maintaining a social media presence, and interacting with users. With the negative opinions that people hold of our product, it helps for users to see us as people too. As noted by Jason Duty, who served as director of social outreach services said, “In the mid-2000s, Dell was largely absent from the online conversations that were going on about it, which made customers think we didn’t care.” Engagement by staff here at OpenAI in online discourse provides the opportunity to show that real people are working on this product, and so people don’t get the impression that we are too good to interact with the average person. This additionally affords any opportunity to take critique from the community, constructive or not. On top of joining discussions online, another approach that can be taken is using social media not just as a way to respond to users, but as a way to educate people on what artificial intelligence really is, and how it works through campaigns. To continuously improve ChatGPT and the user experience, qualitative data is important. We can demonstrate ways that ChatGPT can enhance a person’s day to day.

**Sourcing Qualitative Data Ethically**

There are plenty of sources that can be taken online in order to train an artificial intelligence model. However, not all of it is of good quality. Training off of flawed data can harm ChatGPT’s interactions with users, responses may be inaccurate, or outright incorrect. With quality training data and learning, quality of responses can improve, be more complex, and even iron out kinks, such as the problem of ChatGPT failing to identify the number of r’s in the word “strawberry.”

Dell was able to leverage social media to grow its brand and drive profits. Twitter alone drew in more than $6.5 million in sales from 2007 when they first joined, to 2009. This demonstrates that social media is a potential vector of growth for companies. Dell grew from a small company where sales were coordinated by mail and a phone number to a large company with a large social media presence greatly trusted by the community, to one whose Social Media and Communications (SMaC) team serves as a reference for over 500 companies annually. Leveraging social media, if our brand grows large, we have more power to spread our message to the public, and educate people on artificial intelligence and see beyond just the negative. Contributing data can be as simple as opting in on certain websites, but many people choose to opt out for concerns of how their information and usage patterns are handled. Maybe it’s sold to telemarketing companies, or it’s not securely stored, and personal information leaks out. This is an effort on both the users’ and our parts, as the users have to place their trust in us that we will respect their data, and we have to make the effort to ensure that we do not abuse their trust in us. We don’t have to grow a self-sustaining branch that runs independently and 500 other companies use it as a benchmark to improve their own social media, but it certainly helps to grow in social media presence to have our voices heard by more people.

Social media can even be used to grow relationships with experts in the field, who can provide their own analysis and expertise to chime in, and help to demystify artificial intelligence to the average person on the Internet who may be unsure of the utility that artificial intelligence such as ChatGPT can provide.

**Conclusion**

In the age of the Internet, a company that does not play the social media game sinks, but those that do are afforded an opportunity to grow their brand, especially if they can get into the game before their competitors. Dell leveraged social media to create a Social Media and Communications team renowned for being a reference point for hundreds or even thousands of other companies. There is no question about the success Dell’s social media ventures brought to itself if so many companies are learning from it. Dell’s growth and success through social media is a story whose lessons we can absorb and apply ourselves. Educating people via social media campaigns affords us a chance to increase our user base, as well as improve the image people all around the world have of artificial intelligence models. At the same time, this is not a costly venture, as it is not a venture that requires new technologies, but rather clever utilization of a tool accessible to billions of people around the world.