



GPT-4 has Brought a Storm of Hype and Fright – Is It Marketing Froth, or Is This a Revolution?

GPT-4 引发了大量的炒作和恐慌，是营销泡沫还是重大变革？

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The recent **flurry, or rather blizzard**, of announcements of new **variants** of **generative AI** have brought a storm of **hype** and **fright**. OpenAI's ChatGPT already appeared to be a **gamechanger**, but now this week's new version, GPT-4, is another leap ahead. GPT-4 can generate enough text to write a book, code in every computer language, and — most remarkably — “understand” images.

最近，生成式 AI 新版本的宣布引起了轰动，更确切地说是震荡，引发了大量的炒作和恐慌。OpenAI 的 ChatGPT 似乎已经是一个游戏规则改变者，但本周的新版本 GPT-4 又向前迈进了一步。GPT-4 可以生成大量的文本，足以写成一本书，还可以用每一种计算机语言编写代码，最重要的是，它能够“理解”图像。

A million **startups** are already claiming to use large language models (LLMs)— such as ChatGPT — to create new products that will **revolutionise** everything from legal administration to share dealing, gaming to medical diagnosis. A lot of this is marketing **froth**. As with all tech breakthroughs, there is always a hype cycle and unexpected good and bad consequences. But I have seen enough to know that it's going to **alter** our lives.

已经有 100 万家创业公司声称利用大型语言模型(LLMs)——比如 ChatGPT——创造出了新产品，这些产品将彻底改变从法律管理到股票交易、从游戏到医疗诊断等各个领域。这在很大程度上是营销泡沫。与所有的技术突破一样，总会存在一个炒作周期和意想不到的或好或坏的结果。但我所看到的足以让我知道它将改变我们的生活。

I don't recommend that anyone uses ChatGPT or GPT-4 to create anything right now — at least not something that will be

444 Words

flurry ['flʊ:ri] *n.* 一阵忙乱；小阵雪（或雨等） | Her arrival caused a flurry of excitement. 她的到来引起了一阵哄动。

or rather 更确切地说

blizzard ['blɪzəd] *n.* 暴风雪，雪暴；大量，突然的一大批 | a blizzard of phone calls 突然大量涌来的电话

variant ['vəriənt] *n.* 变种，变体

◇ 背景知识

generative AI

生成式 AI，就是通过各种机器学习方法从数据中学习对象的组件，进而生成全新的、完全原创的内容（如文字、图片、视频）的 AI。生成的内容会和训练数据十分相似，但却不是简单地对学习数据进行复制。

hype [haɪp] *n./v.* 炒作，大肆宣传 | Don't believe all the hype—the book isn't that good. 别相信那些天花乱坠的宣传，那本书没那么好。

fright [fraɪt] *n.* 惊骇，恐惧 | Several of the children cried out in fright. 有几个孩子吓得大哭了起来。

gamechanger ['geɪm,tʃeɪndʒər] *n.* 游戏规则改变者

startup ['stɑː,tʌp] *n.* （尤指从事计算机或因特网的小型）新兴公

used without a human checking to make sure that it is accurate, reliable and efficient, and does no harm. AI is not about the total **automation** of content production from start to finish: it is about **augmentation** to give professionals and creatives the tools to work faster, freeing them up to spend more time on what humans do best.

我不建议任何人现在使用 ChatGPT 或 GPT-4 来创造任何东西——至少不要在没有人工检查的情况下使用，人工检查要确保它产出的内容准确、可靠、高效，并且没有伤害。人工智能并不意味着内容产出从头到尾完全自动化，而是更好地为专业人士和创作者提供工具，帮他们更快速地完成工作，将他们解放出来，把更多时间花在人类最擅长的事情上。

We know that there are some real extra risks in using generative AI. It has “**hallucinations**” where it makes things up. It sometimes creates harmful content. And it will certainly be used to spread disinformation or to **invade** privacy. People have already used it to create new ways to **hack** computers, for example. You might want to use it to create a wonderful new video game, but what if some **arch-villain** uses it to create a deadly virus?

我们知道，使用生成式 AI 确实存在一些额外的风险。它会产生“幻觉”，编造一些东西。它有时会产生有害的内容。以及它肯定会被用来传播虚假信息或侵犯隐私。例如，人们已经用它来创造新的方法入侵电脑。你可能想用它来创造一款很棒的新电子游戏，但如果某个大反派用它来制造一种致命的病毒呢？

We also know about the risks because OpenAI itself has listed them on its “system card” that explains the new powers and dangers of this tech, and how it has sought to **ameliorate** them with each new **iteration**. Who decides in the end what risks are acceptable or what we should do about them is **a moot question**.

我们知道这些风险的存在，还因为 OpenAI 自己在“系统卡”上列出了这些风险，解释了这项技术的新功能和危险之处，以及该公司如何在每

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司，新创办企业

revolutionise [ˌrevəˈluːʃənəɪz] v. 彻底改变，完全变革 | New technology is going to revolutionize everything we do. 新科技将彻底改变我们做的每一件事。

froth [frɔːθ] n. 泡沫；空谈，空想 v. 起泡沫 | The book has too much froth and not enough fact. 这本书空话太多，事实很少。

alter [ˈɔːltər] v. 改变，更改 | Nothing can alter the fact that we are to blame. 什么也改变不了我们要受指责这个事实。

automation [ˌɔːtəˈmeɪʃn] n. 自动化 | Automation will result in the loss of 450,000 jobs. 自动化将导致减少 45 万个工作岗位。

augmentation [ˌɔːgmənˈteɪʃn] n. 扩大，增加，延长

hallucination [həˌluːsɪˈneɪʃn] n. 幻觉，幻象 | High temperatures can cause hallucination. 高烧可使人产生幻觉。

invade [ɪnˈveɪd] v. 侵略，侵犯；涌入，大批进入 | What right does he have to invade my privacy? 他有什么权利侵犯我的隐私？

hack [hæk] v. 非法侵入（他人的计算机系统）；砍，劈；大幅降低 | They hack into banks and transfer huge amounts of cash. 他们侵入银行的电脑系统并转走了大量的现金。

arch-villain n. 大反派

个新版本中努力改进。谁最终决定哪些风险是可以接受的，或者我们应该对它们采取什么措施，还是悬而未决的问题。

It is too late to put this technology “back in the box”. It has too much potential for helping humans meet the global challenges we face. It is vital that we have an open debate about the ethical, economic, political and social impact of all forms of AI. I hope that we all become more AI-**literate**. But ultimately, my main hope is that we take the time and effort to think carefully about the best ways that it can be used positively. You don't have to believe the hype to have some hope.

现在把这项技术“放回盒子里”为时已晚。它有巨大的潜力来帮助我们应对我们面临的全球挑战。我们必须就各种形式的人工智能在伦理、经济、政治和社会方面的影响展开公开辩论。我希望我们都能变得更懂人工智能。但最终，我主要的希望是，我们花些时间和精力仔细思考用好它的最佳方式。你不必相信天花乱坠的宣传，也能对这一技术充满希望。

ameliorate [ə'mi:liəreɪt] v. 改善，改进 | Steps have been taken to ameliorate the situation. 已经采取措施以改善局面。

iteration [ˌɪtə'reɪʃn] n. 迭代，新版软件

a moot question 悬而未决的事，有争议的问题 | Whether these controls will really reduce violent crime is a moot question. 这些控制措施能否真的减少暴力犯罪是一个尚有争议的问题。

literate ['lɪtəreɪt] adj. 熟练的，通晓的；有读写能力的

➤ 脉络梳理

- Para. 1-2 介绍生成式 AI 的最新进展，指出 GPT-4 的推出引发大量炒作和恐慌
- Para. 3 强调 AI 技术并非用于完全自动化生产内容，而是为专业人士和创作者提供帮助
- Para. 4-5 介绍使用生成式 AI 存在的一些风险
- Para. 6 总结全文，指出人们应更加熟悉 AI 技术，思考用好它的最佳方式

➤ 长难句拆解

We also know about the risks because OpenAI itself has listed them on its “system card”
that explains the new powers and dangers of this tech, and how it has sought to ameliorate them with each new iteration.