

Ethical Analysis of ChatGPT for MHInsights

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Problem Statement:

ChatGPT, AI powered tool was launched by OpenAI, and it has created a stir across industries and people from all walks of life. This extremely popular state of art Large Language Model of ChatGPT has been increasingly in demand and many companies want to introduce ChatGPT in their business space to improve profitability and optimize resources. The problem in this context has led to several different opinions of different employees inside the organization. MHInsights executive management decided to introduce ChatGPT into their daily jobs. The employees believe that although ChatGPT can be very useful, it might lead to ethical implications which will be uncovered in the analysis part.

Ethical Implications using ChatGPT:

Privacy and Confidentiality

ChatGPT is trained with massive data sets on a wide number of topics based on which the model is evaluated to determine how well it makes predictions when reviewing previously unseen data. There is the possibility that employees will share confidential, or trade secret information when having conversations with ChatGPT. Although ChatGPT represents that it does not retain information provided in conversations, it learns from every conversation. There is a possibility of security breach in such cases.

Accuracy and Reliance on ChatGPT

In spite of impressive language capabilities of ChatGPT, it is very sensitive to text based on patterns. ChatGPT cannot be trusted with complex frame of questions and is limited to specialized topics.

Inherent bias

There are different categories of bias that ChatGPT could be subjected to based on its inputs or the way Generative AI works.

- i) Sample bias could be inherent as only a subset of knowledge is fed to large language Models.
- ii) Morality bias could be present in outputs of ChatGPT as the model is trained with all types of data which might be a combination of different political, social issues.

Plagiarism and cheating

Fabricating data or using reports generated by AI to support clients can be unethical. Moreover, sources of ChatGPT information is not transparent and hence using the information generated by ChatGPT can lead to copyright infringement.

Ethical Analysis using Rights and Duties Framework:

From the ethical lens of Rights and Duties Framework moral principle is based on reason and logic not personal experience or feelings. Rights and Duties framework give a lot of impetus to intentions behind the actions. Great philosopher Kant argues that pleasure and pain are not universal, things that give pleasure /pain might not be same tomorrow. We must be especially cautious about this as with the advent of new technologies like ChatGPT the world is changing pretty fast. **To adapt to the new evolving era, we must rely on reasoning and logic to make ethical decisions. If reason is the basis of our moral system, then to exercise that it is very important to focus on the autonomy of every individual party.**

Let's try to illustrate the rule of ethical decision making using the tool **Categorical Imperatives**.

Universalizability

This means that company need to universalize the situation before acting on the situation. ChatGPT is not trained on internet data but generates content based on data sources they were last trained with. So the output depends on the "hyperparameters" settings of GPT developers. Using the output of ChatGPT without a framework for benchmarking the quality of input and the accuracy of output is a leap of faith. Sometimes ChatGPT might also produce biased or offensive output which might impact the quality of the report and might hurt the sentiment of the customers. **If all the reports are generated by ChatGPT then it might lead to incorrect or misleading outputs.**

Respect

The importance of respect for every individual is key to a lot of ethical decisions. **MHInsights should not perceive any of its customers to be a means of earning material gains.** According to the framework the company might have the ownership in all the technologies or tools it uses to conduct its business, but the legal rights that MHInsights have, is also entitled to few moral duties towards its clients and the society in general. **Company is responsible for respecting its customers by protecting the privacy of the customer information and should consider data integrity as utmost importance. To protect the dignity and autonomy of the users, company should disclose the usage of AI tools to its customers.** So MHInsighst has social responsibility of informing the customers that how it uses ChatGPT for analysis or report generation task if in practice.

Community

MHInsights needs to develop rules and actions that would be endorsed by all the stakeholders. They need to take the perspective of all the employees and customers before taking strategic decisions. The consumers of the information or reports prepared by MHInsights might not be aware that they are receiving a document that is either generated by ChatGPT or their information is used in an indirect way to interact with ChatGPT that might lead to unfair or deceptive practices. Depending on circumstances, clients may be upset if they paid for content to MHInsights that they learn afterwards that was generated by ChatGPT. So, the trust of the clients might be broken.

Recommendations:

1)Measure performance and optimize the use –

MHInsights can integrate ChatGPT into their business to improve the performance of employees but should optimize the use of AI tools. Leveraging AI in daily work can improve productivity but employees should use their own logic and reasoning. ChatGPT should be used for research or brainstorming ideas but not for directly producing output for clients which could protect the data integrity.

2)Human review –

Management should ensure that the quality of the work related directly or indirectly by AI should be supervised by human interaction to exercise autonomy to take decisions.

3)Being Transparent to customers –

MHInsights should be very transparent about the use of any AI technology to respect the privacy of customers which will bring goodwill to the company and of immense value.