Riddhi Patel

Structure of Information

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<div align="center">ChatGPT – For Better or For Worse?</div>

Whenever searching for a solution to a problem, receiving advice or tips, and learning new information, we tend to search for them online by surfing the internet. However, what if those days are nearing their end and within a couple of years we will transition to a new era of receiving information? The new generative A.I. released recently in early November 2022 is ChatGPT or Chat Generative Pre-trained Transformer. Generative A.I. is a form of A.I. that helps create new content based on analyzing existing data models. The chatbot is operated by OpenA.I., an A.I. research lab funded by Microsoft since 2019. When creating an account and accessing their website, you can ask the chatbot any question in the textbox, and it will generate an answer within seconds- from writing programs or essays, solving math problems, and even creating songs or poems. ChatGPT is free today because the company wants to test the A.I. chatbot. Today, it is currently the "buzz" of the internet and media alike- where the website amassed 1 million users during its initial release. Today, there are at least 13 million users per day using the A.I. program. As ChatGPT gains more users, A.I. researchers estimate that the cost of keeping ChatGPT running is approximately three million dollars per month- Open A.I. CEO Sam Altman also says that the cost per query to the chatbot is worth a few cents. After ChatGPT became popular, any reference to A.I. and related terms is up by 77% according to Bloomberg

reports. Overall, Generative A.I. is becoming widespread, as companies are increasing their funding for it by 1.37 billion dollars within 2022 alone.

However, with the considerable power and resources that ChatGPT provides, there are unique perspectives from the media when assessing ChatGPT and its capabilities. Many tend to highlight the concerns ChatGPT may herald in the future because it is a new advancement humanity has not adjusted to yet. In other words, worries from losing specific careers such as journalism and white-collar office jobs to ruining the education system through cheating. A recent ABC News report reviewed a poll from Stanford University explaining that 17% of students utilized it to help with their final exams. Furthermore, there are other claims that ChatGPT can be inaccurate or have biases despite Open A.I.'s statement that the chatbot is trained to not have any biases. Meanwhile, some may perceive ChatGPT as beneficial to humanity, and even though there are possible inaccuracies it still could be improved for the better where people can use it with their jobs, ongoing education, and daily life. Moving forward, the media sources analyzed throughout the paper will include Breitbart, MSNBC, PBS News, The Conversation, The New York Times, and The Onion. In addition, the essay will also analyze a social media influencer on Instagram using ChatGPT. The purpose of this essay is to serve as an in-depth analysis of how media today aims to frame ChatGPT to audiences, by utilizing frame analysis; the frames that will be assessed include how ChatGPT is beneficial to society, fears of A.I. technology developing fast, not the best A.I. in comparison to others due to bias, educationally informs the reader how the chatbot works, displays a neutral stance while addressing pros and cons with the chatbot, downplay and address overreacted concerns, and help organize daily tasks.

To begin, the first type of media analyzed is liberal sources. The first source is a video published by MSNBC on February 11, 2023. The purpose of the video is to summarize what ChatGPT does, how it gets trained, how it gets funded, and plans for the future of this program. The majority of the video presented is factual when explaining the basics of ChatGPT such as funding, costs, training, and interviewing ChatGPT itself. Towards the end of the video, the narrator: Magdalena Petrova, briefly addresses the common concerns people may have with ChatGPT such as losing jobs, acting as hindsight to education, and fear of spreading misinformation/biases- but not in further detail. When analyzing this video, ChatGPT is beneficial despite its imperfections. By performing frame analysis, MSNBC frames ChatGPT as a positive tool for society when used cautiously. To be more specific, believing that Generative A.I. programs such as ChatGPT can be beneficial for humanity and will be the next new future for the technology. The key discursive cue that is present throughout this video is contextualization. Contextualization focuses on factual evidence or basic background knowledge to help understand the topic. In regards to the video by Petrova, the most notable examples she goes over are "Users have put the text-based A.I. chatbot through its paces with prompts ranging from the silly to the practical, and even the creative", "ChatGPT was averaging 13 million users per day", "The technology has venture capitalists excited. Funding for Generative A.I. companies have reached 1.37 billion dollars in 2022 alone" (Mpetrova92, 2023). Giving context for what ChatGPT does that ranges from silly, to practical, and to create helps convince the viewer that there is a benefit to using this tool in the time ahead and how easy it is to use. The video also shows examples of what Twitter users have been doing with ChatGPT to reflect the statement made, such as showing prompts, code, and music the A.I. can generate. Furthermore,

the statistics such as 13 million visitors per day and the fact venture capitalists have increased

their investment in A.I. technology by 1.37 billion dollars help support the idea that ChatGPT

and other forms of generative A.I. are the future.

Another liberal source is "The brilliance and weirdness of ChatGPT" by author Kevin

Roose. The source was published by The New York Times on December 12, 2022. The article

briefly reviews what ChatGPT is, how much popularity it has received- notably through Twitter,

and explains what it can do alongside examples. Moreover, it also addresses the possible

downsides where biases and potential job losses could occur. When performing frame analysis,

Roose frames ChatGPT under a pessimistic view because of how fast A.I. technology is

currently developing as society may not be able to keep up with it on time. To construct this

frame and convince the reader, Roose utilizes a key discursive cue- contextualization. First, he

introduces what ChatGPT is, describes the various queries it can answer from users, and explains

common examples. He also highlights a significant distinction between past generative A.I.

chatbots and ChatGPT: "Most AI chatbots are "stateless"- meaning that they treat every new

request as a blank slate and aren't programmed to remember or learn from previous

conversations. But ChatGPT can remember what a user has told it before" (Roose, 2022). By

mentioning its capabilities, it helps the reader perceive how competent ChatGPT is and sets the

reader up for the author's final thoughts on the subject if it is not regulated soon. The last method

Roose uses is fear, uncertainty, and doubt- FUD for short towards the end of the article. He uses

notable words such as "end", "maybe", "mass unemployment", "obsolete", and "we are not

ready" (Roose, 2022). The terms he uses at the end of the article help reflect his personal

opinions, casting doubt as well as fear allowing the user to be wary about ChatGPT and how it

can impact daily life if society lacks preparation for it. In other words, combining its capabilities

and using doubt-inducing words convince the reader to be cautious about the future of A.I.

technology.

A particularly conservative news article that will be analyzed using frame analysis is the

article "Investor Interest in A.I. Technology soars following ChatGPT Frenzy'" published by

Breitbart. The article was written by Allum Bokhari on March 1st, 2023. The brief article

reviews how investors are aiming more than ever to invest in Generative A.I. technology after

ChatGPT's overwhelming success. However, it shifts to concerns about ChatGPT and its

potential biases. When utilizing frame analysis, the fact presented is "that references to AI and

related terms are up 77 percent compared to a year earlier, with the value of stocks related to AI

technology soaring" (Bokhari, 2023). From there, it analyzes the rest of Bloomberg's

information provided such as what stocks investors are currently investing in that involve A.I.

technology. Bokhari uses this to show how much attention A.I. has been receiving lately. From

there, the rest of the article appears biased. Towards the end of the article, Bokhari says,

"ChatGPT has come under scrutiny for its political bias, with early prompts revealing it would

refuse to offer conservative viewpoints on topics like critical race theory and drag queen story

hour, while agreeing to defend both…It would also praise Joe Biden while refusing to do so for

Donald Trump. While the bias has been toned down, it remains, with ChatGPT" (Bokhari,

2023). The last couple of sentences negatively frame ChatGPT due to the potential biases it may

have despite Open A.I. stating that it trained the program to not have any. In other words, the

article is being framed in a way to portray ChatGPT as imperfect, has biases, and that other

Generative A.I. programs are worth investing in the future instead. It focuses on a competitive

aspect of the A.I. industry. A key discursive cue that helps construct this frame is developing an emotional appeal. The emotional appeal, in this case, is mentioning political figures such as Joe Biden and Donald Trump as well as race and sexuality topics. These topics are well known to have emotional appeal because everybody has their perspective on them and may perceive them differently than others. Since Breitbart is a conservative news company, when they utilize words such as "refusing" to praise Donald Trump and "refuse" to offer conservative views on critical race theory, it constructs the frame to the reader that ChatGPT is biased and unfair to offer another standpoint on these topics. In other words, the emotional appeal when using political figures and failing to explain conservative views on race and sexuality while doing so for the other side. The downside to this, however, is that this is biased-there is no evidence to support these claims.

Moving forward, a moderate news article that's analyzed is PBS Newshour. The article is entitled "Analysis: ChatGPT is great at what it's designed to do. You're just using it wrong". It was published by Johnathan May in The Conversation. However, PBS decided to republish the article under the creative commons license. It introduces the segment by explaining how easy it could be to produce wrong answers from ChatGPT by checking facts. May discovers that for specific facts it's incorrect because the program is trained from vast amounts of data models on the internet from humans, which tend to be inaccurate. However, he continues to explain how ChatGPT works exactly through probability and how. By analyzing this report through frame analysis, the fact that is present is explaining how the chatbots from Open A.I. work. For example, May explains that the chatbot "takes in the current conversation, forms a probability for all of the words in its vocabulary given that conversation, and then chooses one of them as the

likely next word. Then it does that again, and again, and again, until it stops. So it doesn't have facts, per se. It just knows what word should come next" (May, 2023). The rest of the article is an in-depth evaluation of the A.I. Overall, the Newshour report frames ChatGPT from an educational point of view by educating the readers on how it works and how to use it practically. The article frames it this way by explanation-a key discursive cue- and including examples to help the reader understand better why it can be inaccurate sometimes and how it can be used effectively. For instance, when May claims that the A.I. can be wrong by facts because of the data models the chatbot was trained by, he illustrates this by providing an example of him using ChatGPT to ask for books written by Abraham Lincoln. He also includes images of his query and the response ChatGPT provided him. From there, he continues to conversate with the chatbot: explaining that it is wrong, and proceeds to lie further. The query example May provides helps further his point about how ChatGPT can be wrong and help inform the viewers to avoid the common misconception that it knows everything. It reinforces his next idea of what it does- generate words based on probability. In addition, another discursive cue found within the article is how the author introduces himself. May says, "As a computer scientist, I often field complaints that reveal a common misconception about large language models like ChatGPT and its older brethren GPT3 and GPT2: that they are some kind of "super Googles"" (May, 2023). Establishing his credibility as a computer scientist helps reassure the reader that they are reading an educational source by a credible author who is aware of how ChatGPT really works.

Another moderate news source article entitled "ChatGPT: how to prevent it from becoming a nightmare for professional writers" is written by Peter Bloom and Pasi Ahonen. It is currently published by The Conversation on March 1st, 2023. The article addresses ChatGPT

from two different angles where it can be beneficial to the office and writing jobs as well as possible downsides such as job loss concerns. The facts that are presented in this article include a "recent survey of more than 10,000 people at blue chips such as Google, JP Morgan, and McKinsey","anywhere from 15% to 70% of all the work we do in front of the computer could be automated"", and "On the other hand a recent McKinsey report suggests that only about 9% of people will have to change careers" (Bloom & Ahonen, 2023). As the article is dissected further using frame analysis, it's noticeable that after explaining statistics they continue to express their thoughts and analysis of the situation based on the facts presented. For example, after explaining the statistics such as how many jobs will be switched to automation and how many people "will have to change careers", they say that many people may have to be pressured to "produce more work" that's better quality. Furthermore, as Ahonen and Bloom mention the other statistic of how many workers are using ChatGPT for their jobs, they go on to reinforce the idea that it could be beneficial for workers; specifically in the writing industry for assistance just like past inventions (printing press, typewriters, personal computers, etc). In this case, the article frames ChatGPT from a neutral point of view with its respective benefits and downsides. Specifically, because Generative A.I. programs are relatively new, there is a mixed message with uncertainty on how things will turn out in the job industry; and that it's best to not jump to sudden conclusions for now. The key discursive cues throughout this article are explanations offered, proposing solutions, and mention of historical contexts. The explanations that were offered during the span of this article, reflected upon the facts that were stated for both benefits and downsides as previously mentioned. However, towards the end, the authors proposed a solution by saying, "One way of dealing with the dangers of heavier workloads is through

regulation…We must start developing basic standards to limit the potential for exploiting workers. This could include caps on the amount of AI-assisted written work that companies can expect of individuals, for instance" (Bloom & Ahonen, 2023). In addition, Ahonen and Bloom briefly explain other technological advancements throughout history, which represent key historical context, "ChatGPT and other imminent rivals are part of a long history of technologies geared to reducing the labour of writing. These range from the printing press to the telegram, the typewriter, word processors and personal computing" (Bloom & Ahonen, 2023). Deploying solutions and historical contexts helps construct the frame that ChatGPT shouldn't be feared to ruin jobs and jump to conclusions. When explaining solutions such as regulation it addresses a solution to the concerns people may have with losing jobs and being overworked; the historical context reinforces the idea that ChatGPT could be a beneficial tool that humanity can adjust to, just like throughout history. This brings the viewer to be informed of both sides and to cautiously await the future.

The article from The Onion reviewing ChatGPT will fall under the satire and entertainment sector of the media. The Onion is a fake news website that entertains its readers by writing satirical news articles based on current global topics. The website published an article entitled "What to Know about ChatGPT". It is a Q&A-based format that asks simple questions about what ChatGPT is, how it works, whether it will take jobs, etc. When utilizing frame analysis, the facts presented by the report are questions such as who created ChatGPT and what machine learning is. The rest of the Q&A is up to interpretation and opinion. Overall, the article frames ChatGPT in a non-serious tone by downplaying peoples' concerns about it such as taking jobs and ruining education. In other words, the Q&A frames ChatGPT as an A.I. that shouldn't

be taken too seriously as people think it should. The author, Dschiff, constructs this frame for the audience by deploying sarcasm when answering the common questions presented. This is evident when Dschiff says, "Q: How realistic are ChatGPT's responses? A: Very realistic. Just like most people, it doesn't really care what you say and is focused on accomplishing its own thing", "Q: Is ChatGPT going to take my job? A: Even AI doesn't want your job", and "Q: Will this put writers out of work? A: Writers were out of work long before this" (Dschiff, 2023). By answering these questions sarcastically, it shows that despite how capable ChatGPT is, the tool is developed by people. Using sarcasm, it portrays ChatGPT as a machine that "accomplishes its own thing", that does not have a will of its own, and its purpose is to serve and be controlled by humanity. The sarcastic tone helps tie everything together to convince the audience humorously to not take the common concerns seriously and that not much will change.

Moreover, another form of media that is a part of the entertainment sector is Instagram reels. One particular Instagram reel made by Sofia.sapiens, an influencer focusing on self-development and productivity, uses ChatGPT "as a joke" for the first time by asking the chatbot for a productive schedule. By doing so, the rest of the video shows her doing the suggested routine and her final opinion based on that in the video description. There are no facts presented in this video and it's strictly opinionated. By using frame analysis, based on the video, ChatGPT is framed positively as a beneficial tool to help improve everyday lifestyles. The video description is a discursive cue, specifically, explanations offered. In the video description, Sofia says "I was surprised at how productive I was AND how many breaks I took. I would definitely recommend trying this schedule at least once…I am also pleased to see AI becoming an assistant to optimizing things like schedules, routines, and other planning activities" (Sofia.sapiens, 2023).

As Sofia explains her thoughts on ChatGPT's produced schedule, she gives it a good rating and how surprised she was for being productive but not overworking. She recommends other users try out the schedule. By saying "pleased to see AI becoming an assistant to optimizing things" it convinces the viewer that ChatGPT is beneficial to society, especially as a noticeable influencer for well-being saying it. In addition, the positive frame on ChatGPT has been reinforced as she films herself attempting the routine and doing basic tasks such as cleaning, eating lunch/dinner, and working on time where the clock is displayed in the center. It convinces the audience watching the video that she was being successfully productive and organized with her life.

Overall, there are vast distinct frames that the current media today use to illustrate ChatGPT to their respective audiences. While there are people who believe ChatGPT can be beneficial to humanity by improving production in office-related careers, teaching students topics in education, and helping improve daily life; there will always be concerns on the other side of the spectrum that include A.I. biases, censorship, inaccurate solutions, easing the spread of misinformation, and potential unemployment. Media today often frame ChatGPT through various meanings: beneficial to society and the new future of technology, fear for A.I. technology growing fast while humanity lags behind, imperfect/claimed to have biases- not the best A.I. program out in the market competition, an educational point of view with the step-by-step process as well as examples to show how ChatGPT works, addressing both pros and cons with ChatGPT under a neutral point of view, downplaying the overreacted concerns with the chatbot, and organize daily tasks efficiently. When analyzing each respective media with frame analysis, the most notable discursive cues included bias or opinion, contextualization, explanation, emotion, establishing credibility, fear/doubt/uncertainty (FUD), historical contexts,

language, and proposed solutions. Despite the mixed messages each distinct media analyzed throughout this essay may have, Generative A.I. like ChatGPT is here to stay and will be the new future of technology. Similar to previous technological advancements ranging from the printing press and the typewriter to factory machines and computers today- A.I. and the previous inventions have one thing in common. Just like all past inventions made, with proper regulations and solutions proposed, humanity will find a way to adjust to this new advancement.

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