

ChatGPT“狂飙”，如何“迎战”？怎样“问责”？

Encountering ChatGPT “Hurricane”: How to Make it “Accountable”?

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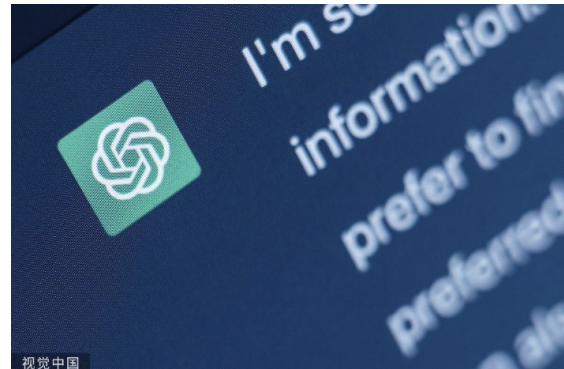
Since November last year, ChatGPT has been buzzing.

ChatGPT is a highly advanced app based on AI technology after AlphaGO; it has completely transformed our understanding of chatbots and has once again raised concerns about AI.

In the academic and education circles, ChatGPT has already been met with various “restrictions”. Professionals in various sectors are worried about its implications, and that “technological unemployment” has increased manifold.

Du Yanyong, a Professor at the School of Humanities, Tongji University, says it is still too early for AI tools like ChatGPT to replace human beings, and “it cannot compete with human beings in terms of creativity, sociability, and individuality, these are also the intrinsic differences between the artificial intelligence and the human intelligence”. Peng Luyao, who earlier worked in an algorithm research and development programme, and is now an entrepreneur in the field of digital marketing believes that the production and development of technology are not at all aimed at competing with or replacing human beings. It is to get rid of simple repetitive tasks so that we have time to

engage in deeper research and more innovations.



In recent years AI has advanced rapidly, however, it remains a double-edged sword. As we inch closer to embracing this new technology, a series of ethical and legal issues have emerged like the propagation of fake news, hate speech, copyright ownership, and accountability for its content to name a few. Du Yanyong, one of the earliest scholars in China to have worked on the ethics of AI says, “many science and technology experts disdain scholars of ethics, they feel that we are always fear mongering, but when it comes to AI, everyone acknowledges that AI must remain under ethical and legal bindings.”

It is worth mentioning that in the year 2022, China in succession released guidelines titled, *Opinion on Strengthening the Ethics and Governance in Science and Technology*, and

Provisions on Deep Synthesis in Internet-Based Information Services (Deep Synthesis Provisions). The US-based *Wall Street Journal* recently pointed out that China, as a pioneer in algorithm regulation, has already shifted its attention toward deep synthesis technology.

Why ChatGPT?

ChatGPT's remarkable feats over the past two months are coding, cracking top-level entrance exams, and writing top-of-the-line dissertations.

According to data from UBS, since its launch in November end, ChatGPT just took two months to gather more than a hundred million monthly active users, a record since the advent of the internet twenty years ago. Just to set this into context, it took almost nine months for TikTok and more than two years for Instagram to achieve the same.

How has ChatGPT gone so viral?

“ChatGPT is a type of Large Language Model (LLM) developed by OpenAI, it has the ability to generate responses that can be understood by humans, it does so through its knowledge of languages and by studying content from a large number of

texts.” This is how ChatGPT introduced itself in a conversation with our website.

In the year 2015, Elon Musk and Sam Altman jointly set up OpenAI and received investments from companies like Microsoft. In the year 2020, OpenAI rolled out a large-scale language training model GPT-3, reaching 175 million people, making it the world's biggest AI language model of that time.

Chen Jing, a columnist for this website wrote, OpenAI has built “GPT 3.5”, i.e., ChatGPT based on GPT-3. Compared to GPT-3, the key advantage of ChatGPT lies in its artificial optimisation — the earlier version certainly had a lot of raw data, but it was not efficient at understanding human conversation, it needed professional guidance to bring out effective content; OpenAI, however, has been able to resolve the issues through numerous manual tests, training and corrections through feedback and its unique ways. China International Fund Management Co. Ltd. believes that for the capital market, the emergence of ChatGPT has challenged the limits of human Natural Language Processing (NLP), it has directly lifted the bar of the market's understanding of AI, thus, it has gathered

great attention from markets in China and abroad.

However, many experts point out that ChatGPT has not made any revolutionary breakthroughs in technology. Prof. Zhang Cheng, Chairperson of the Department of Information Management and Business Intelligence of Fudan University's School of Management, in an interview with the Chinese news portal *The Cover* said, "seen from the application of technology, ChatGPT has nothing new in terms of innovation, it has gone viral because it got the footing right."

In Du Yanyong's view, from a technological perspective, the majority of AI products lack real innovation, they all are somewhat the applications of the already existing AI technologies. The factor behind the overnight fame of ChatGPT, however, lies in it being a symbolic result of technological advancement. "When compared with previous chatbots, the biggest difference between them and ChatGPT lies in the latter's high intelligence, and its strong ability to process scripts", Du Yanyong expressed. He further added, "the dissertations and songs written by ChatGPT may not be excellent works of literature but at the very least there are no major faults, they seem quite decent."

Du Yanyong points out that the roaring emergence of AlphaGo in the year 2016 led to a surge in AI investment, but it was just a program of the Chinese game Go, devoid of everyday significance. ChatGPT, however, has no such limitations, it can interact with everyone. A new wave of investments in AI is inevitable. "In these years, AI has incited a little panic as we often hear about the 'AI threat theory'. Following AlphaGo, ChatGPT has enabled us to differentiate between artificial and human intelligence. Moreover, the advantages and limitations of AlphaGo and ChatGPT have given us a clear understanding of AI's strengths and weaknesses and made us ponder about their future trajectory."



Image: In March 2016, AlphaGo played against South Korean Go professional Lee Sedol and won with a total score of 4:1.

Source: Visual China

Peng Luyao often uses AI to expedite her work and believes that ChatGPT is a common human language-producing tool, unlike other AI tools. It is trained through

processing large amounts of textual data and is capable of performing various tasks. “I often use Jasper AI, which is similar to ChatGPT, but the former is best in the commercial domain, e.g., generating articles in marketing and advertising, however, ChatGPT is the master of all”. Moreover, ChatGPT is a robust interactive content production tool, “the more you communicate with ChatGPT, the more precise answers you’ll get.”

Peng Luyao also believes that ChatGPT is not considered a breakthrough from a technological perspective, however, its real breakthrough and innovation is in the comprehensibility it provides. Its application is well-suited in different scenarios enabling people from various professions to use it in their respective fields.”

With ChatGPT at the helm, many science and technology companies have ventured into the AI race. US tech giants like Microsoft, Google, Meta, etc. are investing heavily in AI and are gearing themselves up. In China, tech companies like Baidu, Ali Baba, Qihoo 360, NetEase YouDao, etc. have confirmed that they are developing similar products and are rapidly catching up with ChatGPT.

Peng Luyao believes that AIGC (AI Generated Content) is still a novelty. Capital, market, and technology are key for this domain. China has an abundance of capital as well and there are numerous content platforms. There is a huge demand for content making the market robust. When it comes to technology, I believe China should focus on the open-source model and technology sharing.”

“With the market attracting a lot of attention, capital investments have been on the rise. This is driving the Chinese market to invest in similar programmes. Under such circumstances, the focus might shift to cost and speed, thus, ignoring technological innovation.” Peng Luyao further adds, “AIGC is a field with immense space for development and imagination, technological implementation and a push for continued technological innovation are two key aspects.”



Image: December 12, 2022, in Hangzhou, visitors experience AI painting at the first Global Digital Trade Expo.

Source: Visual China

recently announced that they will not accept papers where ChatGPT is a “co-author”. In China, C-level journals like *The Jinan Journal* (Philosophy and Science edition) have announced to temporarily accept anything with any LLM tool as the sole or co-author, in case of concealment of information regarding its use, the article shall be rejected or retracted.

What are people worried about?

Although ChatGPT is considered far from perfect, it has nevertheless transformed our understanding of AI, and at the same time, it has also incited our worries about AI.

“It was beyond our imagination that this “birth” will bring such joy. In fact, there was a sense of unease. Rather than being a mere novelty and pure curiosity, I am more interested to see the fields from where it starts being useful to us,” Mira Murati, the developer of ChatGPT and Chief Technology Officer of OpenAI said to *The Times* in an interview in early February.

In academic and education circles, ChatGPT has already created a great disturbance. Scientific journals like *Science*, *Nature*, and *Oncology* have

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The views expressed here are those of the original author and not necessarily of the translator or of the Institute of Chinese Studies

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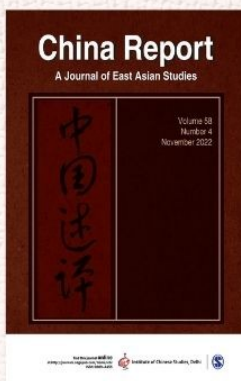


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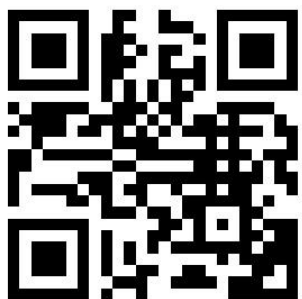
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