

A DATA PRO

ChatGPT

Media Analysis Report

November 2022 –
January 2023



OVERVIEW

1 / VOLUME

Breakdown of the conversation's volume increase over time and its main drivers

2 / SENTIMENT

Review of the online discussion's sentiment drivers

3 / INFLUENCE

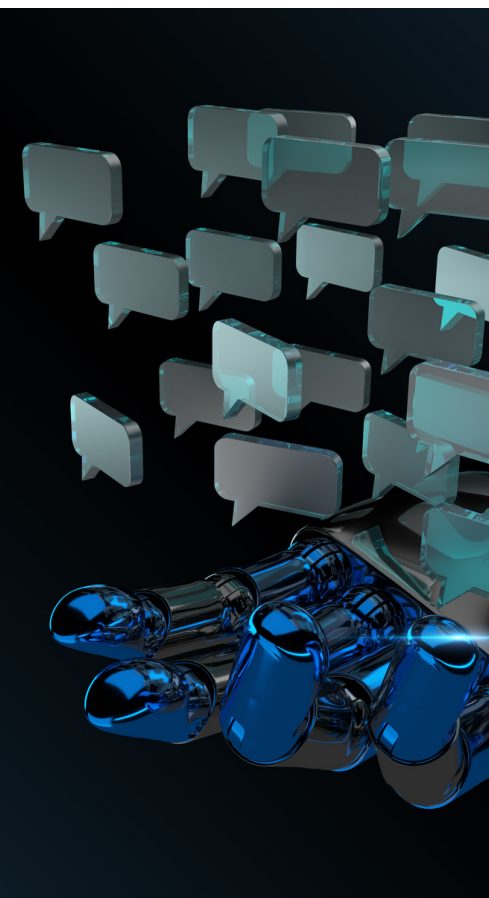
Analysis of ChatGPT's potential consequences and impact on different industries and sectors

4 / MEDIA TYPE BREAKDOWN

A breakdown of media types that made up the conversation around ChatGPT

5 / ENGAGEMENT

Selection of posts that generated the highest amount of likes, comments and views



SUMMARY

OpenAI's ChatGPT, a language model chatbot with the ability to generate human-like answers, was opened to the public in November 2022, and the internet was quickly abuzz with excitement. In less than a week, it surpassed one million users, with people employing it for things like coding and writing essays. Netizens shared numerous examples of their conversations with the bot and its ability to write various forms of text.

Volumes peaked on 22 January when Microsoft announced that it would be making a multi-billion dollar investment in OpenAI, the makers of ChatGPT. Previously the company had invested USD 3 billion in the AI developer.

Some of its limitations were quickly pointed out, such as little understanding of context and background information, lack of common sense and general knowledge, incorrect or misleading information, and the fact that its knowledge is still restricted to 2021 data.

Criticism quickly emerged, such as concerns about ramifications regarding education, journalism and marketing. Additionally, ethical considerations such as bias, misuse and abuse of the technology, impact on job displacement and loss of human interaction, privacy, and security emerged as points of concern.

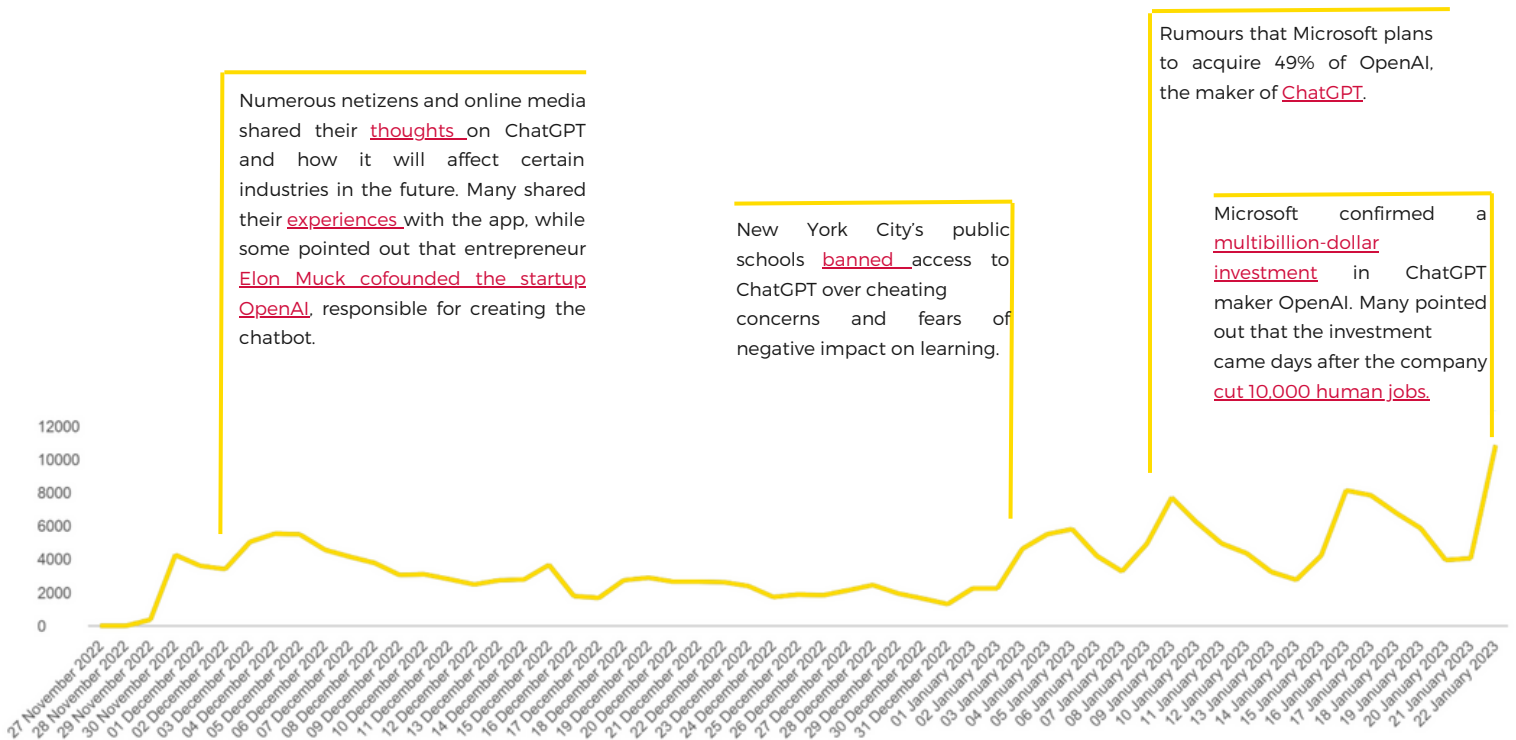
Experts warned that the chatbot's output should be fact-checked for accuracy, and used responsibly and with caution. This led to about 22K negative mentions or 12% of the total volume.

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VOLUME OVER TIME

After ChatGPT became available on November 30, news quickly gained momentum as it spread across social and traditional media. The topic generated over 200K mentions over a two-month period in the UK and USA and involved over 90K unique authors. At first, users were quite enthusiastic about the new chatbot and its potentiality and mostly shared their thoughts, concerns and experiences with the app. The news of Microsoft's investment was among the most shared and contributed to the peaks at the end of January.



SENTIMENT

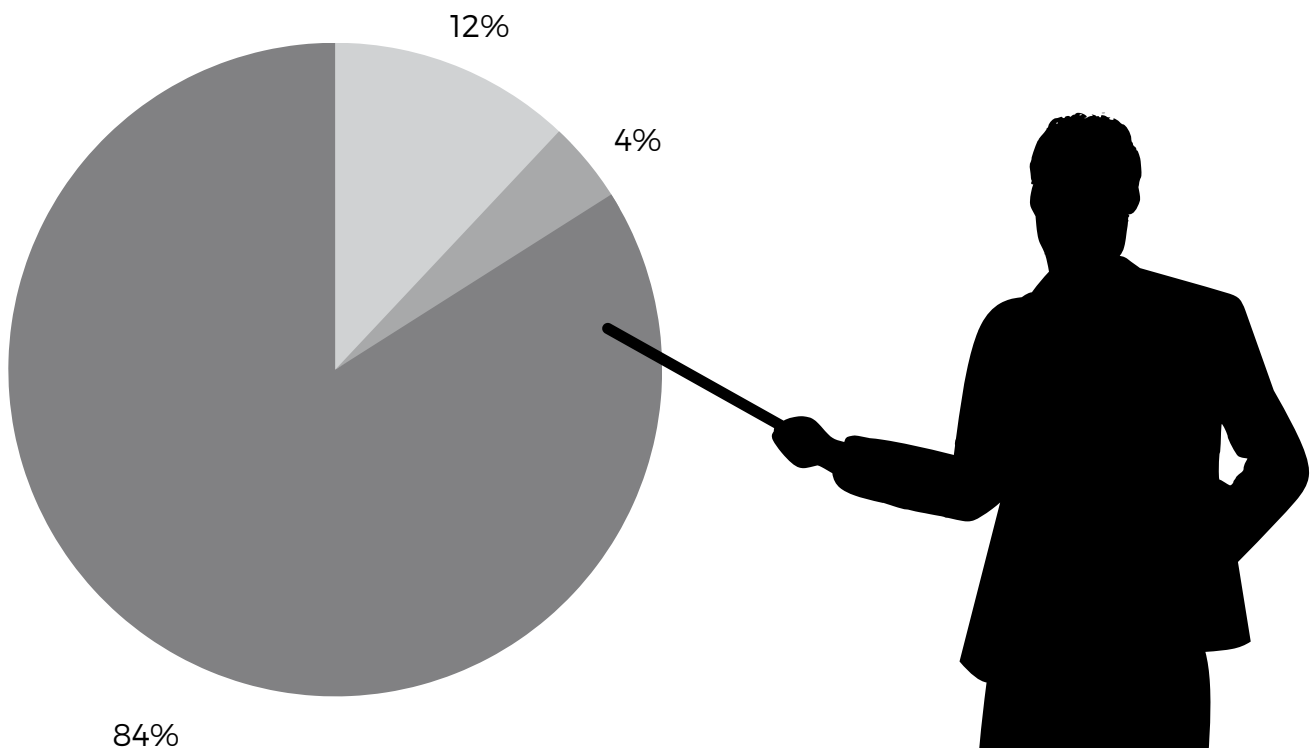


The neutral sentiment dominated the sentiment split with 84% of the volume. It came from people sharing stories about the [chatbot](#) and Microsoft's [investment](#), without any subjective claims.

Negativity was driven largely by people [worrying](#) because the chatbot passed some of the most difficult tests in the US education system and was the culprit of exam [cheating scandals](#). A lot of people voiced their concerns over its negative impact on many industries, especially education and IT. Some also [feared](#) that it will eventually take over human jobs and even make Google obsolete. News that [Russian hackers](#) used it to write malicious pieces of code also contributed to the negativity. Experts pointed out that the AI could pose a cybersecurity risk.

Another big factor behind the negative sentiment was the news that ChatGPT's creator, OpenAI, used outsourced [Kenyan labourers](#) earning less than USD 2 per hour, which further provoked criticism. The service was also condemned for giving [biased](#) and [discriminatory](#) answers, with some calling it dangerous.

The positivity around ChatGPT revolved around netizens and media excitedly sharing news about the launch of the service and their [experimentation](#) with it. Many called it "[better than Google](#)", "[the next big thing](#)", and one of the most [impressive](#) technological innovations.



MEDIA TYPE BREAKDOWN

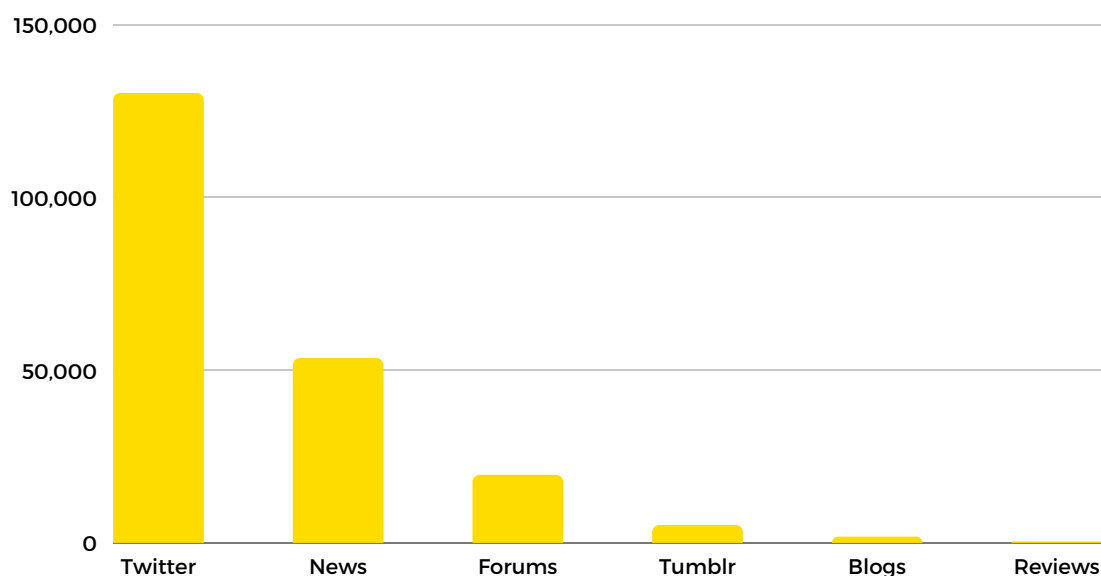


Twitter was the main volume source with 62% of all mentions. Users actively shared news about ChatGPT: from its [launch](#) and the various ways it was used to [Microsoft's major investments](#) in the developers of the app, OpenAI.

While some simply retweeted the content, many others talked about how their [interactions](#) with the bot [went](#). One of the key topics of discussion on Twitter was how the AI managed to beat several school, university and licensing [exams](#). Another popular theme was [coding](#) and how the tool could be used to write code with user prompts. People also talked about ChatGPT's [limitations](#) and how it was not perfect. Tumblr and Blogs accounted for 2% and 1% of the volumes, respectively, with the content being very similar to that on Twitter.

News came in second with 26% of the volume. The biggest volume driver was Microsoft, due to both the company's investment in [OpenAI](#) and the integration of ChatGPT in the [Azure cloud platform](#). Other outlets paid attention to the pressure that ChatGPT had put on other big companies such as Apple and [Google](#). News sources also focused on the fact that the bot had easily managed to pass several exams in the [USA](#). Journalists wrote articles about the AI's potential impact on the [school system](#) and how students had already started using it. Cybersecurity was also covered as news pieces noted that ChatGPT gave a prime opportunity for [cybercriminals](#) to use and abuse it.

Forums were the third biggest source (9%), with users sharing and discussing news surrounding the AI programme. The main conversations revolved around the IT industry and how people could be affected by [malware](#) and [phishing emails](#) created using ChatGPT. Another major topic was how students use the app to write their [homework](#) and term papers and thus trick teachers.



IMPACT ON TOP SECTORS

IT INDUSTRY

One of the sectors in which ChatGPT was found most useful is IT. The conversation around IT and cybersecurity generated 50K mentions. A lot of the volume was comprised of people [testing](#) the app's ability to [write code](#), with [impressive results](#). Netizens were blown away by its versatility and ability to provide correctly written code in a matter of seconds. Although it was described as inconsistent at times and missing some important parts, users still found it impressive. Many commented that AI will only [get better](#) at writing and debugging code and that some other tools like [Stack Overflow](#) and [Google](#) would become redundant. Some even warned that it could [replace](#) developers and software engineers but agreed it was in the far future.

Stack Overflow, one of the Internet's largest coding resources, temporarily [banned](#) the AI chatbot after users answered programming questions with its responses. The forum's moderators said that the answers were convincing but often incorrect.

Many people expressed their fears that the technology could be used to write [malicious code](#) and that some were already exploiting ChatGPT to develop [malware](#). News outlets and users [reported that ChatGPT had vulnerabilities](#) and that its defences could be circumvented by more [savvy](#) people and could be abused.

 Semil Retweeted
 McKay Wrigley
@mckaywrigley

I've now spent several days writing code with ChatGPT as my pair programmer.


I can definitely say that I'd pay \$1k/mo for it.

Copilot/Ghostwriter + ChatGPT is at least a 2x productivity improvement.

 Jake Steinerman
@jasteinerman

So long Stack Overflow. Just asked #ChatGPT for suggestions on building an audio-reactive Unity scene (without any custom code) and it gave me this step by by answer! Literally blown away.



 CIO Dive
@CIOdive

Stack Overflow is temporarily banning OpenAI's language learning model ChatGPT less than a week after the service debuted, according to a statement posted Monday on Meta Stack Overflow.

Here's what you need to know:

VentureBeat

How ChatGPT can turn anyone into a ransomware and malware threat actor



IMPACT ON TOP SECTORS

EDUCATION

Education was the sector with the second highest volume (over 44K mentions). The main fears of many when it comes to education and the use of ChatGPT revolved around [plagiarism](#) and the AI potentially [worsening](#) academic standards. There were concerns that teachers would not be able to tell when a student is cheating and that it would rob students of their motivation to write and think for themselves. Some students even [admitted](#) to using ChatGPT during final exams. For this reason, some school districts and universities in the [US](#), [Australia](#), [Ireland](#) and other countries banned or restricted the use of ChatGPT. Users also shared the worrying news that the AI chatbot passed some of the most challenging American professional exams, such as the [US medical licensing exam](#), [Wharton MBA](#) and the [bar exam](#).

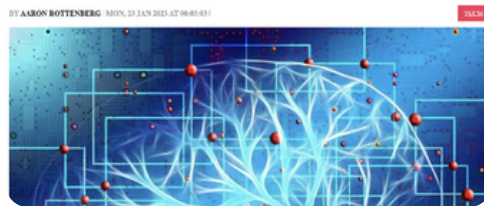
The potential for cheating prompted OpenAI to agree that it will [assist teachers](#) in recognizing work written by its AI. Separately Princeton senior Edward Tian created an app called [GPTZero](#) meant to combat bot misuse by checking its level of involvement in creating texts.

Some people viewed the chatbot as beneficial and pointed out that the tool could help students improve their [creativity](#), [writing](#) and [learning](#) skills. OpenAI's CEO Sam Altman [commented](#) that as people have adapted to calculators, they should also embrace GPT. Some experts agreed with him and [remarked](#) that schools should try using the software to their advantage.

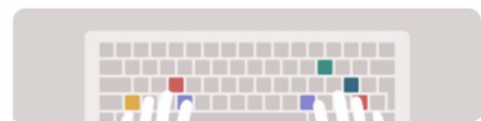
ChatGPT's ability to 'write' convincingly means that it is highly likely that students will use the AI to write college admissions essays, and admissions officers will not be able to tell. [#GreatCollegeAdvice](#) [#ChatGPT](#) [#CollegeAdmissions](#) [#CollegeEssays](#)



OpenAI will assist teachers in recognizing work written by a ChatGPT AI bot



The 74 [@The74](#)
Opinion: The ChatGPT chatbot can generate flawless, original prose — and many educators are looking for ways to ban it from their schools. That would be a mistake



Alec Chivalry [@ArtVandelay2021](#)
A ChatGPT bot passed a Wharton business school exam, but a professor says he would've only graded the effort a B or B-minus



IMPACT ON TOP SECTORS

MEDIA & JOURNALISM

Media & Journalism accounted for roughly 13K of the mentions, with many of the mentions focusing on ChatGPT's ability to generate [articles](#), [reports](#), [opinion pieces](#), [poems](#), [scripts](#) and whole [stories](#). This proved to be one of the greatest concerns when discussing the technology. It produced different forms of written content with a level of complexity and detail that can be difficult to distinguish from content written by a human. Some noted that this was a [threat](#) to journalists, writers, content creators and marketers because its use could lead to automating the production of certain types of content and to a reduction in the need for [human workers](#) and a decrease in the quality of this type of content. Many also expressed fears about the use of ChatGPT for the creation of [fake news](#) stories and the ability to [spam](#) human-like comments and social media posts that support a certain harmful agenda.

On the other side, many pointed out that bot-written stories were [full of errors](#) and [inconsistencies](#) and that one of the biggest challenges will be ensuring the accuracy and credibility of AI-generated content. Users agreed that it had the potential to revolutionise the marketing and journalism industry and offers a variety of benefits, like saving hours of work.

The use of ChatGPT also sparked a debate when it came to music and arts. Users shared examples of the chatbot's ability to create poetry, song lyrics and short stories, often [in the style of famous artists and writers](#). Many questioned if those could be called art as they were created by a machine.

DEV

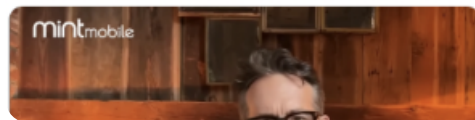
How ChatGPT Will Help Content Creators Write Opinion Pieces More Easily

machinelearning #ai writing watercooler



Peter Adams
@PatchAdams03

Stunt or sign of things to come? Something in between? Ryan Reynolds reads from AI-generated script in new Mint Mobile ad. Brand claims this is the first such use of #ChatGPT:



Noam Schelber
@noamschelber

Let's stipulate that none of our jobs are safe from AI, certainly not media jobs. That said, ChatGPT seems real bad for those who do creative work that's premise-driven & a bit derivative. Like writing a network crime drama or a big budget action film. 1/



The Daily is a show divid



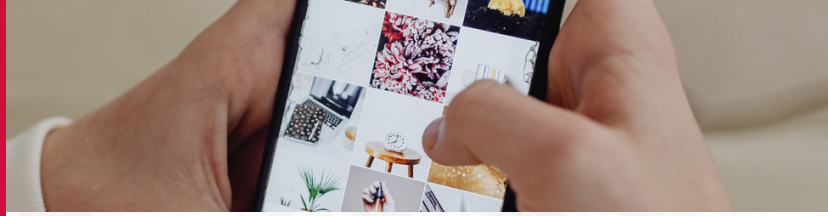
Martin Vickery
@Red7team

"Bad actors will soon learn how to game ChatGPT by figuring out how to ask malicious prompts that could feed into phishing attempts, harassment and fake news."

@rOzetta's latest #GPT3 research in Bloomberg @Business by @KatrinaMunson

@WithSecure

MOST ENGAGING POSTS



The most engaging post came from energy expert Alex Epstein. His post on Twitter showed that ChatGPT was updated by the developers to be against fossil fuels and nuclear energy. Sam Altman, CEO of OpenAI, announced the launch of ChatGPT, while journalist Billy Perrigo shared his article about OpenAI outsourcing some of the tweaking of the chatbot to Kenyan workers who earn less than USD 2 per hour. Other popular posts consisted of tips and tricks on how to use the app and people sharing their experiences with it.



APPENDIX

Markets: USA & UK

Language: English

Period: November 2022 – January 2023

Platform: Brandwatch

Media Types: Twitter, Forums, News, Reviews, Tumblr, Blogs

MEDIA INTELLIGENCE REPORTS

BESPOKE REPORTS THAT
DELIVER PROFOUND INSIGHTS

OUR MEDIA INTELLIGENCE REPORTS ARE COMPREHENSIVE, CUSTOMIZABLE, AND MOVE BEYOND SIMPLE MONITORING AND DATA REPORTING.

Stay informed on what the media are saying about your organisation and the most important happenings in your industry. We monitor and analyse your media presence, provide you with the gist of media conversations, and help you assess the effectiveness of your communication strategies.

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