

Business English News 52 – ChatGPT

For a while, it seemed like the **hype** around artificial intelligence had **died down**. But a recent development in AI has **taken the world by storm**. It's called **ChatGPT**, and unless you **live in a cave**, you've surely heard about it. But what exactly is it? As the Guardian explains:

Trained by **AI** and **machine learning**, ChatGPT is designed to provide information and answer questions through a **conversational interface**. OpenAI said the new AI was created with a focus on **ease of use**. "The dialog **format** makes it possible for ChatGPT to answer follow-up questions, admit its mistakes, **challenge** incorrect **premises**, and reject **inappropriate** requests."

OpenAI is the company behind ChatGPT. They're a research and **deployment** company **dedicated to** "ensuring that artificial intelligence **benefits** all of **humanity**." And if you **follow the money trail**, you'll find that it leads in part to Microsoft. And it looks like the **tech behemoth** is positioned to **reap the rewards** of its involvement. According to the BBC:

Microsoft's investment would "**massively boost**" the firm's ability to compete. Microsoft, an early **backer** of OpenAI, has been investing billions in **artificial intelligence**. Last month it announced it was **extending** its **collaboration** with OpenAI in a "multiyear, multibillion dollar investment". It has since announced a new **premium tier** of Microsoft Teams that will **feature** ChatGPT.

It may not be immediately clear how a **chatbot** might **enhance** your Microsoft Teams experience. After all, much of the **buzz** around the new AI centers around its ability to **generate** text, including letters you can't be bothered to write, poetry, and high school essays. But the potential for business is **enormous**, as described in the European Business Review:

For most businesses ChatGPT comes with more opportunities than **red flags**. A recent McKinsey **study foresees** six areas where ChatGPT and other **generative AI** will be **impactful**: marketing and sales, operations, IT/engineering, risk and legal, **HR**, and **R&D**. Some of the more advanced **use cases** for AI that McKinsey foresees are **analyzing** documents and writing **marketing copy**.

Clearly, this AI is a **boon** to business. And its anticipated **ubiquity** may cause a significant **shake-up** among the big tech companies. Microsoft has **integrated** one version into its Bing search engine. This has the global leader in search **shaking in their boots**. As the New York Time reports:

Google is treating the issue seriously with management **declaring** a “**code red**,” which is **akin to all hands on deck**. CEO Sundar Pichai “has **upended** the work of numerous groups inside the company to respond to the **threat** that ChatGPT **poses**.” This includes “building AI products that can create artwork and other images.”

So it’s not just about text anymore. And, although Amazon and Apple are said to be **placing** some **big AI bets** of their own, it’s not just about the big [companies] either. ChatGPT is just **the tip of the AI iceberg**. There’s a **vast** AI industry with a **multitude** of players. According to the MIT Technology Review:

Under the radar, a new **wave** of **startups** have been playing with many of the same search tools for months. You.com **launched** a search chatbot back in December and has been **rolling out updates** since. A **raft** of other companies, such as Perplexity, Andi, and Metaphor, are also combining chatbot apps with additional **functionality**. These include image search, social features that let you save or continue search **threads** started by others, and the ability to search for information just seconds old.

While these startups **scramble** to find **profitable** applications for their tech, there’s growing concern about the **darkside** of AI. For every way that ChatGPT can save a business time, there’s a way for it to help someone **game the system**. There’s certainly **alarm** in the **field** of education. As the New York Times notes:

Administrators are aware of the use of AI on **campus**, and teachers are **rejigging** their courses as students **adopt** it as a way of **cheating**. Very quickly, ChatGPT has become **widespread**. The **bot** was able to pass four **graduate-level** exams at the University of Minnesota Law School, and an MBA test at The Wharton Business School.

Beyond education, there’s **ample** reason for us to be **wary** of **biases** built into AI. And while we may be okay with Netflix making intelligent TV recommendations, are we okay with being constantly **monitored**? Will companies or governments rely on AI to make decisions that humans should really be making? It’s **too soon to tell**, according to tech **columnist** Kevin Roose:

The potential **societal implications** of ChatGPT are vast. Maybe this is, as some commenters have **posited**, **the beginning of the end** of all **white-collar** knowledge work, and a **precursor** to **mass** unemployment. Maybe it’s just a **nifty** tool that will be mostly used by students, Twitter **jokesters** and customer service departments until it’s **usurped** by something bigger and better.

Vocabulary

Hype: Excessive or exaggerated promotion of something; "The hype surrounding the new product launch was so intense, but the actual product didn't live up to it."

To die down: To decrease in intensity or become less active; "There was a lot of media attention on us after the accident, but it died down after a month or so."

To take the world by storm: To become extremely popular or successful in a short amount of time; "The startup took the world by storm and soon became a household name."

ChatGPT: An artificial intelligence application that searches the web to produce realistic text in response to a question; "I used ChatGPT to help me generate some new ideas for the marketing campaign."

To live in a cave: To be completely out of touch with current events or trends; "I haven't watched the news in months, I feel like I'm living in a cave."

AI / Artificial Intelligence: Computer technologies that aim to think or analyze information in ways that humans can; "Our company is investing in AI to improve our customer service experience."

Machine learning: A subset of AI that involves training machines to learn and improve from experience; "We're using machine learning to analyze customer data and personalize our marketing approach."

Conversational interface: A user interface that allows people to interact with technology through natural language, such as voice or text; "The conversational interface of our new chatbot has greatly improved customer engagement."

Ease of use: The degree to which a product or service is user-friendly and easy to use; "We designed our new software with the user in mind, focusing on ease of use."

Format: The way something is presented or arranged, such as the layout, structure, or medium; "We need to adjust the format of our presentation to better convey our message to investors."

To challenge: To test the limits or abilities of oneself or someone else; "Our team is always looking to challenge ourselves to come up with new, innovative solutions."

Premise: An idea or understanding; "I thought we were working on the premise that we'd be paid when the job was finished."

Inappropriate: Not suitable or acceptable; "His comments during the meeting were completely inappropriate and offended several team members."

Deployment: The process of releasing or implementing a product, service, or technology for use; "We're planning the deployment of our new software in stages to minimize disruption to our operations."

Dedicated to: Committed to or focused on a particular goal or purpose; "Our team is dedicated to providing excellent customer service and support."

To benefit: To gain or receive advantages or positive outcomes from something; "Our company's investment in training programs has greatly benefited our employee and improved overall performance."

Humanity: The collective characteristics, qualities, and behaviors of human beings; "Our company values humanity and strives to create a positive impact on our employees, customers, and community."

To follow the money trail: To investigate or trace the flow of money or financial transactions; "The accountant was hired to follow the money trail and identify any irregularities in the company's financial statements."

Tech behemoth: A large and influential technology company that dominates its industry or market; "The tech behemoth's latest product launch is expected to disrupt the entire industry."

To reap the rewards: To benefit from one's efforts or investments, often in a significant way; "After all the hard work, we're finally able to reap the rewards of our success."

To massively boost: To significantly increase or improve something; "The new marketing campaign is expected to massively boost sales."

Backer: A person or organization that provides financial support to a project or venture; "We're looking for a backer to help fund our company."

To extend: To make something longer, larger, or more comprehensive; "We need to extend the deadline for this project to give ourselves more time to complete it."

Collaboration: Working together with others to achieve a common goal or objective; "The success of this project depends on effective collaboration between all team members."

Premium tier: A higher level of service or product offering that is more expensive and typically includes additional features or benefits; "We're considering adding a premium tier to our subscription service."

To feature: To prominently include or showcase something; "Our new product will feature a range of advanced features that set it apart from competitors."

Chatbot / Bot: Automated software that is designed to simulate conversation with human users, often used for customer service or support; "We're implementing a chatbot on our website to provide customers with 24-hour support."

To enhance: To improve or add value to something; "We need to enhance our product range to attract older customers."

Buzz: Excitement or interest generated by a particular event, product, or service; "The buzz around our new product release has been incredible."

To generate: To produce or create something, often in large quantities; "We need to generate more leads in order to increase sales."

Enormous: Extremely large or significant in size, quantity, or impact; "The merger will have an enormous impact on the industry."

Red flag: Warning sign or indication of potential problems or issues; "There were several red flags raised during our analysis of the company accounts."

Study: A systematic and thorough investigation of a particular topic or subject; "We need to conduct a study to determine the market demand for this service."

To foresee: To anticipate or predict something that is likely to happen in the future; "We need to foresee potential challenges in order to develop an effective strategy."

Generative AI: A type of artificial intelligence that is capable of generating original content or ideas; "We're exploring the use of generative AI to improve our content creation process."

Impactful: Having a significant or meaningful impact; "When it comes to improving sales, our new ad campaign has been very impactful."

HR (Human Resources): The department within a company responsible for managing the hiring, training, and development of employees; "We need to work with HR to develop a comprehensive employee training program."

R&D (Research and Development): The department within a company responsible for conducting research and developing new products or technologies; "Our R&D team is working on a new product that we hope will revolutionize the industry."

Use case: A specific example of how a product or service can be used to solve a particular problem or meet a specific need; "We need to identify the use case for this app before we start developing it."

To analyze: To examine something carefully in order to understand or evaluate it; "We need to analyze the data before we can draw any conclusions."

Marketing copy: The written or spoken language used in advertising or promotional materials; "Our marketing copy needs to be compelling and persuasive in order to attract new customers."

Boon: Something that is beneficial or advantageous; "The new tax laws will be a boon for small businesses."

Ubiquity: The state of being everywhere or appearing to be present in all places at the same time; "The ubiquity of smartphones has changed the way we communicate and access information."

Shake-up: A major change or disruption that causes a significant shift in a particular industry or market; "The merger is likely to cause a shake-up in the telecommunications industry."

To integrate: To combine or merge different elements into a coherent whole; "We need to integrate the new software with our existing systems."

To shake in your boots: To be extremely afraid or nervous; "I was shaking in my boots before my presentation to the board."

To declare: To make an official statement or announcement; "The CEO declared the company's commitment to sustainability."

Code red: A warning signal indicating a high level of danger or emergency; "We had to call a Code Red when we discovered a security breach in our system."

Akin to: Similar to or related to; "I feel like this new code of conduct is akin to the rules set in a school classroom."

All hands on deck: A call for everyone to help and work together, often in a time of crisis; "We're facing a tight deadline, so it's all hands on deck to finish this project."

To upend: To completely change or disrupt something; "The introduction of new technology upended the traditional business model."

To pose a threat: To be a potential danger or risk; "The rise of competitor startups posed a threat to our market share."

To place a big bet: To make a significant investment or take a major risk; "We decided to place a big bet on a new product line."

The tip of the iceberg: Only a small part of a much larger problem or issue; "The recent data breach was just the tip of the iceberg when it comes to cyber security."

Vast: Extremely large or extensive; "Our company has a vast network of suppliers and distributors around the world."

Multitude: A large number or variety of something; "The new software has a multitude of features and capabilities."

Under the radar: Not attracting attention or notice; "The company made significant progress under the radar before their public launch."

Wave: A sudden and significant increase or surge in something; "The recent wave of layoffs has affected many employees."

Startup: A new and innovative business venture, often in technology or a niche market; "I've launched and sold three of my own startups, but now I'm ready for more stability in a large established company."

To launch: To release or introduce a new product, service, or business; "We're planning to launch our new software next month."

To roll out: To gradually introduce or implement something; "We're planning to roll out the new system over the next few weeks."

Update: A new version or improvement of software or technology; "The latest update includes several bug fixes and new features."

Raft: A large number or quantity of something; "We received a raft of complaints about the problem."

Functionality: The range of capabilities and features of software or technology; "The new system has improved functionality and user experience."

Thread: A continuous sequence or chain of events or information; "Can you forward me the whole thread of emails between you and the angry customer so I can see what happened?"

To scramble: To urgently and quickly try to organize or solve a problem; "We had to scramble to find a replacement supplier when our current one went bankrupt."

Profitable: Generating a profit or financial gain; "Our new product line has been very profitable for the company."

Darkside: The negative or unethical aspects of a situation or industry; "Unfortunately, exploitation of young aspiring musicians is the darkside of the music business."

To game the system: To exploit or manipulate the rules or regulations for personal gain; "The company was accused of trying to game the system by lobbying regulators."

Alarm: A warning signal indicating danger or an urgent situation; "The fire alarm sounded, and everyone left the building."

Field: The area or industry in which a person works or specializes; "I'm a data analyst in the field of finance."

Campus: The physical area or location of a university or other educational institution; "I'm heading to campus for my morning class."

To rejig: To rearrange, modify, or reorganize something in order to improve it; "We need to rejig our marketing strategy to reach a wider audience."

To adopt: To take on or accept something, such as an idea, policy, or approach; "Our company has decided to adopt a new approach to employee training."

Cheating: To act dishonestly or unfairly in order to gain an advantage; "We have a zero-tolerance policy for cheating on exams in our university."

Widespread: Existing or occurring over a wide area or among a large number of people; "The use of smartphones has become widespread in our society."

Graduate-level: Referring to the level of education beyond an undergraduate degree; "Our company is looking for candidates with graduate-level education in computer science."

Ample: Sufficiently large or plentiful; "We have ample resources to complete the project on time."

Wary: Cautious or careful, often due to suspicion or fear; "We should be wary of potential cybersecurity threats to our company's data."

Bias: Prejudice or favoritism towards a particular person, group, or thing; "It's important for journalists to avoid bias when reporting the news."

To monitor: To observe, track, or oversee something in order to gather information or ensure compliance; "We need to monitor employee performance to identify areas for improvement."

Too soon to tell: Used to describe a situation where it is still too early to determine the outcome or result; "It's too soon to tell if our marketing campaign was successful or not."

Columnist: A journalist who regularly writes opinion pieces or commentary on a particular topic; "The newspaper has a popular sports columnist who writes about the latest sports news."

Societal implications: The potential effects or consequences that an action, decision, or event may have on society as a whole; "We need to consider the societal implications of this product before launching it."

To posit: To put forward or suggest an idea or theory for consideration; "The author posits that technology has a significant impact on our social lives."

The beginning of the end: Used to describe the start of a process that will ultimately lead to a negative outcome or failure; "The company's financial troubles were the beginning of the end for the business."

White-collar: A general term for office workers, often in managerial positions; "The company's white-collar employees work in the corporate office."

Precursor: Something that comes before and serves as an indication or warning of what is to come; "The rise of online shopping was a precursor to the decline of traditional brick-and-mortar stores."

Mass: A large quantity or number of something; "Our company produces mass quantities of product to meet demand."

Nifty: Attractive or stylish in appearance or design; "Our company has a nifty new website that is very user-friendly."

Jokester: A person who enjoys making jokes or playing pranks; "John is the office jokester and always makes us laugh."

To usurp: To take or assume power or authority without legal right or by force; "The CEO was accused of attempting to usurp the authority of the board of directors."

Language Review

A. Collocations

Match words from each column to make collocations found in the article.

| | | |
|------------------|--------------------|--|
| 1. To die | a. of the iceberg | |
| 2. To follow | b. tier | |
| 3. Premium | c. of the end | |
| 4. Marketing | d. a threat | |
| 5. To pose | e. copy | |
| 6. To game | f. down | |
| 7. The beginning | g. the system | |
| 8. The tip | h. the money trail | |

B. Vocabulary Quiz

- Which of the following means to increase something a lot?
 - Die down
 - Upend
 - Massively boost
 - Roll out
- Which of the following is NOT a usual department in a company? Select all that apply:
 - HR
 - R&D
 - GPT
 - AI
- Which of the following two words or expressions are closest in meaning? Select all that apply:
 - Raft
 - Thread
 - Multitude
 - Wary

4. If something happens without a lot of attention, it happens...
- All hands on deck
 - In a cave
 - By storm
 - Under the radar
5. Another word for _____ is _____.
- Hype / buzz
 - Challenge / ubiquity
 - Inappropriate / impactful
 - Boon / shake-up
6. If something is used by many people, then it is...
- ample
 - widespread
 - vast
 - generative
7. If something _____ to you, then you might _____.
- Causes red flags / place big bets
 - Challenges premises / take the world by storm
 - Poses a threat / shake in your boots
 - Extends its collaboration / scramble
8. A person or company that supports another company is a _____.
- Feature
 - Boon
 - Behemoth
 - Backer

Answers

A. Collocations

1/f, 2/h, 3/b, 4/e, 5/d, 6/g, 7/c, 8/a

B. Vocabulary Quiz

1/a, 2/c, d, 3/a, c, 4/d, 5/a, 6/b, 7/c, 8/d