The Coming ChatGPT Revolution

Panel Discussion

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Agenda

• Current constraints
• Applications
• Effects
• What we are seeing in search and findability
• What’s coming?
Constraints

- Hallucination – prompt engineering, “evidence-lock”
- Security – private cloud
- Attention span – token limit (words: ChatGPT3.5 3,000; ChatGPT4 – 25,000; Claude 2 – 60,000; Magic Dev 3.75 million) – trade offs between complexity, cost, time, hallucination
- General vs. special – strategies to focus/constrain the response
- Reproducibility/reliability – prompt ensembles + voting
- Cannibalism – model collapse – untethering from real contexts – differentiate human content from AI content
Applications

- Chatbots
- Process design and improvement
- Service centre knowledgebase
- Book publishing
- Review writing
- Drafting structured documents: eg. proposals, plans, submissions, literature reviews, processes, procedures, guidelines
- Monitoring and evaluation
- Ideation for research
- Looking for novel combinations
- Summarising, extracting key information from large document sets
- Teaching/ training material
- Translation
- Communications


Effects

- Job families disappearing: coders, illustrators, designers, copy editors, technical writers, consultants, junior analysts, procedural knowledge workers, actors, screenwriters, editors
- Plagiarism, defamation (legal liability)
- Misinformation
- Massive inflows of capital into technology – effects on workforce?
- Delaying of organisation – bots vs humans – eyes on the street, invisible articulation work, real knowledge based on real context
- Decisions made by machines – opaque, no avenues for redress (firing, book banning, decisions on prosecution)
“Will AI take my job?”
Vs
“How I can be ready?”
You want to find / retrieve / find out things.
How do you know...?
Garbage in garbage out
Trust
Better and better tools – but can we adapt?
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Example: Microsoft Copilot and Search
4 characteristics of the coming wave

1. Asymmetric impact
2. Hyper-evolution
3. Omni-use
4. Autonomy
A competition between Wharton MBA students and ChatGPT that judges generating ideas for a new product or service finds that 35 of the top 40 came from ChatGPT.
Cruise CEO says backlash to driverless cars is ‘sensationalized’

Dr. Kyle Vogt said in an interview with The Washington Post that the angst around driverless cars in San Francisco is overstated.

But, he said, it is time for the public to eliminate the "double standard" that it has for human drivers and driverless cars, saying that more "mundane" issues — like stopping short in traffic or veering into a bike lane — wouldn’t catch any attention if it was a human driver, but would cause a firestorm if it was a driverless car.

“If I videotaped every single intersection, you see people blowing red lights rolling through stop signs and speeding,” he said. “We’re surrounded by these hazards.”

Maish: these 7 principles are worth a discussion on each of them during our panel – what would it look like to be actually implementing each of these principles? How much autonomy will our constituency have in practice to respect them?
Questions?

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