

# Market exhilaration over ChatGPT could mean the end of caution

Article

**The news:** BuzzFeed shares jumped due to plans to collaborate with Meta and OpenAI on content creation.

- The digital media outlet says it will work with ChatGPT owner OpenAI to create content.

- In a deal valued at almost **\$10 million**, Meta will pay BuzzFeed to generate creator content for **Facebook and Instagram**, per [Fortune](#).
- The combined news pushed BuzzFeed stock prices up **200%** Thursday afternoon.
- Initially, OpenAI's tools won't be used to write articles but will be used for brainstorming, assisting with personalizing content, and to create quizzes.
- BuzzFeed CEO **Jonah Peretti** said that "AI-inspired content" will "**move from an R&D stage to part of our core business**," per [CNN](#).
- He told staff during a meeting that media companies using AI to save costs and produce low-quality content were making poor use of the tech, noting more creative applications.

**Throwing caution to the wind:** BuzzFeed's move follows CNET's hasty deployment of AI to write news stories that were riddled with errors, prompting the outlet to pause the experiment.

- As industries embrace ChatGPT, its **creators admit they were unsure about the tech's readiness** when it was released in the fall. They're now warning about its [potential for dangerous misuse](#).
- Although this could serve as a lesson for AI creators, the ChatGPT frenzy will more likely **push companies like Google to stay competitive by abandoning a cautious approach to the technology**.

**What's next?** The generative AI experiment may cause major problems, like **increasing the spread of misinformation, [copyright infringement](#), cheating in education, [ethics concerns](#), and sophisticated phishing attacks**. Other adverse effects from AI behaving in unexpected, unexplainable ways may be on the horizon as well.

- We can expect **EU and US regulators to pass legislation attempting to address such problems this year**.
- Following studies [warning of existential threats](#) from generative AI, Oxford University researchers addressed the UK Parliament, saying that advanced algorithms could eventually "kill everyone," per [Popular Mechanics](#).
- In the US, Rep. **Ted Lieu** [introduced a bill written by ChatGPT](#) that directs the House to investigate AI. Speaker **Kevin McCarthy** told members of the House Intelligence Committee to take AI and quantum tech courses.

- As governments get up to speed on AI, we might see regulations blocked by nations' desire to maintain an edge over rivals.
- Media outlets should prepare for **possible requirements to label articles created using AI, similar to current restrictions for sponsored content.**
- We can also expect an abundance of **AI-generated content on social media to create content moderation problems**, which could trigger a regulatory response.

**Expected Change in Their Company's AI Investment in the Next Fiscal Year According to Executives Worldwide, May 2022**

% of respondents



Note: n=2,620

Source: Deloitte, "State of AI in the Enterprise, 5th Edition," Oct 18, 2022

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