OpenAI releases GPT-4 for paid users and talks up 'human-level' abilities

Article

The news: On Tuesday, **OpenAI** released **GPT-4**, a large multimodal AI model that surpasses its predecessor, **GPT-3.5**, in capabilities.

- The model can accept text and image inputs and spit out generative text with "human-level performance," OpenAI says, per Ars Technica.
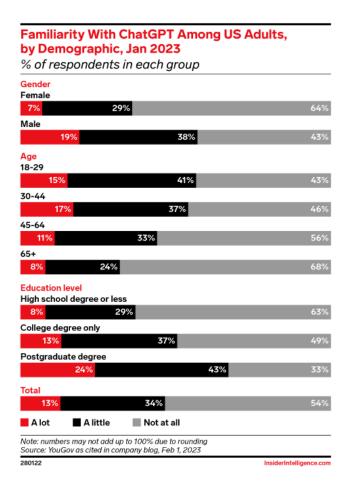
- The startup also claims that the model passed a simulated bar exam, scoring around the top **10%** of test takers, compared with GPT-3.5, which scored in the bottom **10%**.

- In addition to the new functionality of describing images in detail, GPT-4 is more precise, has higher accuracy, can accurately summarize an article, and can exhibit humor, per [The New York Times](#).

- The upgraded model is available via **ChatGPT Plus**, and its API has a waitlist.

  We've met GPT-4 before: Alongside the release, **Microsoft** disclosed that its **Bing AI** chatbot is based on GPT-4.

- **Reviewing the [success and pitfalls of Bing AI](#)'s debut gives some indication of GPT-4's capabilities.**

- We can expect GPT-4 to at times present fiction as fact, struggle with current events, and be unpredictable.

- The revelation shows that **increasing model complexity alone won't solve all of generative AI's problems** and could make some issues worse.

  What this means for Google: The upgrade coming mere months after ChatGPT emerged could be a sign that we'll see steady commercial releases of increasingly sophisticated generative AI models.

- Google hasn't released its **Bard**, yet it's now talking about its more powerful **[Big Bard](#)**, likely as a result of pressure to show that it's working on something impressive.

- GPT-4's functionality means **Google has to play catch-up again and give Big Bard multimodal features that surpass GPT-4 capabilities**.

- The challenge for **Google is to hit a bullseye in its release of a model that will offer more than the competition** and that doesn't embarrass the company.

Familiarity With ChatGPT Among US Adults, by Demographic, Jan 2023
% of respondents in each group

Gender

Female
A lot	A little	Not at all
7%	29%	64%

Male
A lot	A little	Not at all
19%	38%	43%

Age

18-29
A lot	A little	Not at all
15%	41%	43%

30-44
A lot	A little	Not at all
17%	37%	46%

45-64
A lot	A little	Not at all
11%	33%	56%

65+
A lot	A little	Not at all
8%	24%	68%

Education level

High school degree or less
A lot	A little	Not at all
8%	29%	63%

College degree only
A lot	A little	Not at all
13%	37%	49%

Postgraduate degree
A lot	A little	Not at all
24%	43%	33%

Total
A lot	A little	Not at all
13%	34%	54%

■ A lot ■ A little ■ Not at all

Note: numbers may not add up to 100% due to rounding
Source: YouGov as cited in company blog, Feb 1, 2023

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