



# Trenger vi kunnskapsarbeider når vi har ChatGPT?

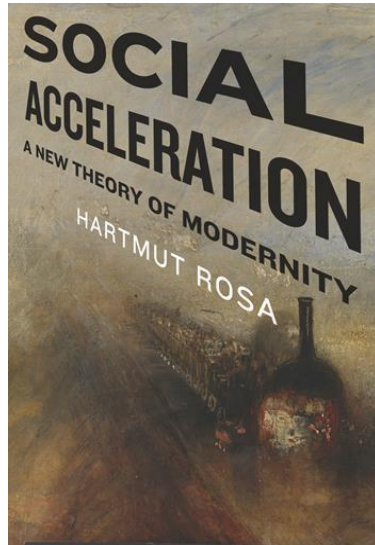
**Petter Bae Brandtzæg**

Forskningsparken

23.03.2023

# Det moderne samfunn: Sosial akselerasjon

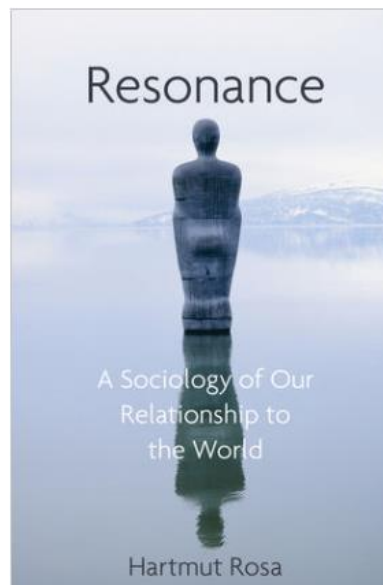
2013



**Teknologi:** De teknologiske endringene skjer stadig raskere – umiddelbare endringer

**Samfunn:** Samfunnsstrukturer, jobb- og familiestrukturer gjennomgår hurtige forandringer

2019



**Økt hastighet** = mer ustabilitet, fremmedgjøring => mer frustrasjon, mer sinne og aggresjon mot verden, institusjonene, politikere - og mindre tro på egne fremtidsvalg.

## OpenAI CEO Sam Altman says AI will reshape society, acknowledges risks: 'A little bit scared of this'

"This will be the greatest technology humanity has yet developed," he said.

By [Victor Ordonez](#), [Taylor Dunn](#), and [Eric Noll](#)

March 16, 2023, 10:55 PM

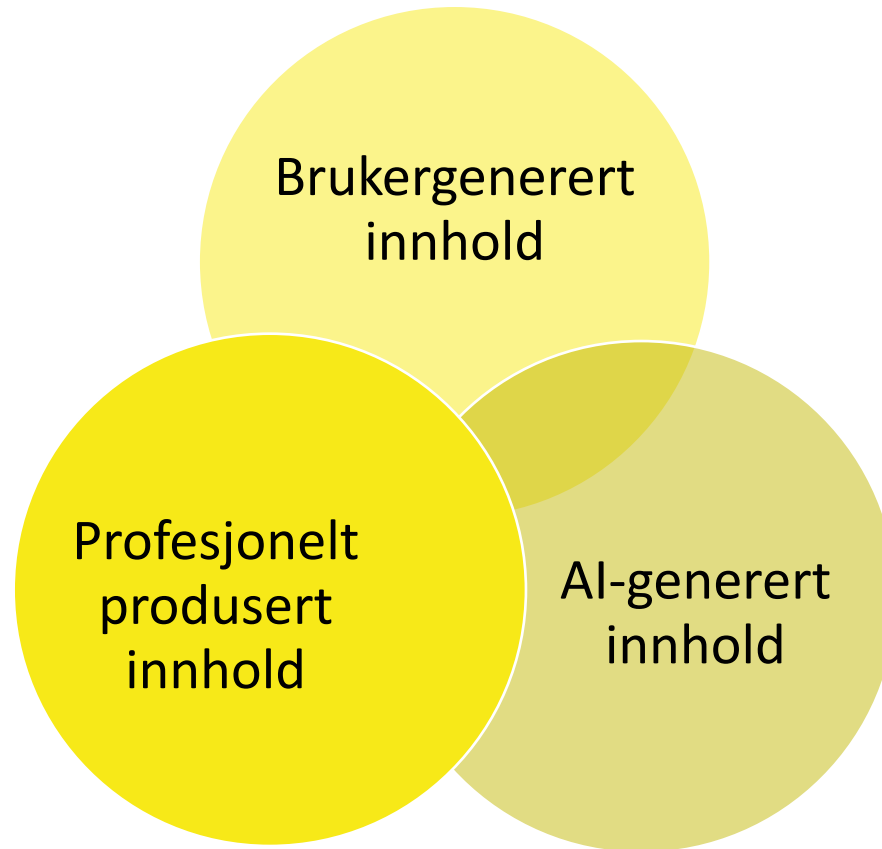


OpenAI CEO, CTO on risks and how AI will reshape society  
OpenAI CEO Sam Altman tells ABC News' Rebecca Jarvis that AI will reshape society...

[Read More](#)

# Desentralisering av AI

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En AI-drevet Offentlighet



# EXPERTS: 90% OF ONLINE CONTENT WILL BE AI-GENERATED BY 2026

AS THE ADAGE GOES: DON'T BELIEVE  
EVERYTHING YOU SEE ONLINE!



# Trenger vi kunnskapsarbeidere?

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- «Ikke-rutinemessige problemløsere. Mennesker som "tenker som sitt levebrød" (Peter Drucker, 1959)
- De tjener penger på sin evne til å analysere og skrive



KUNSTIG INTELLIGENS

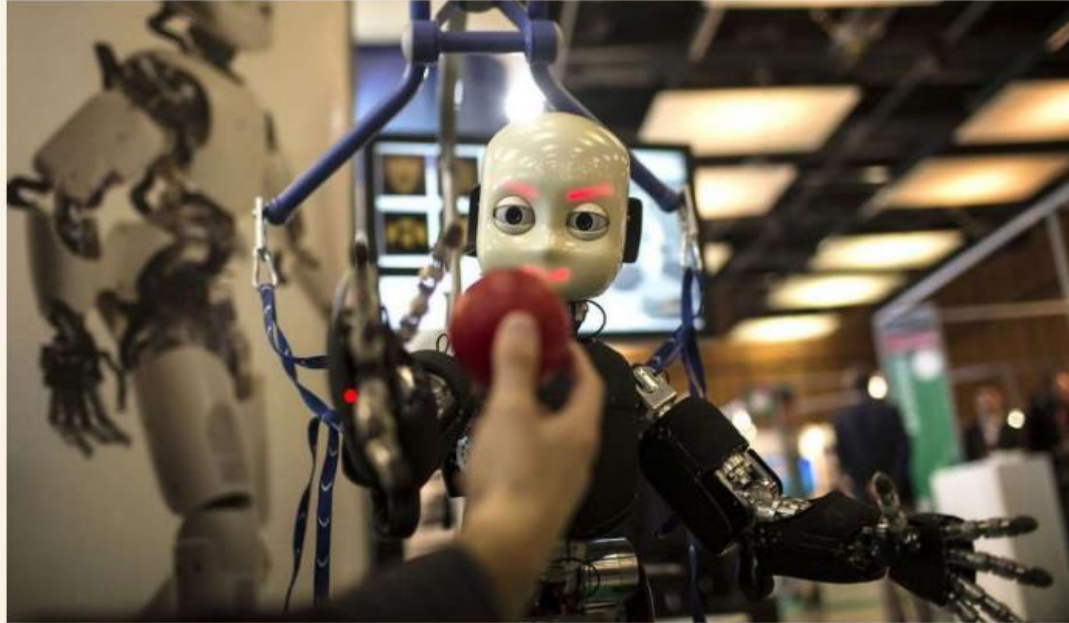
## Medieprofessor: — Kunstig intelligens vil ta jobben fra mange forskarar

Dei som snur seg fortast vil klare seg best, trur Petter Bae Brandtzæg.



# Halvparten av dagens jobber kan bli erstattet innen 20 år

Skandinaviske forskere mener at halvparten av dagens yrker har forsvunnet og er erstattet av teknologi innen 20 år.



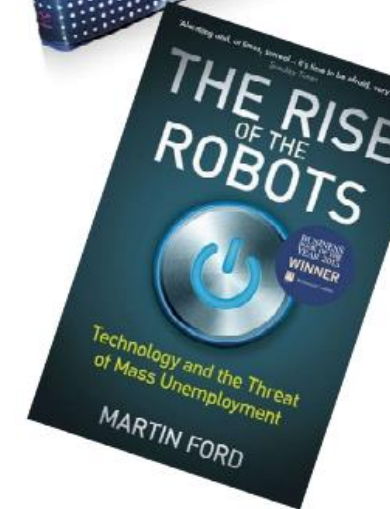
SERVICE: Roboten «iCub» prøver å ta imot en ball på toppmøtet for europeiske robotutviklere i Innorobo i 2013. Denne italienske servicemedarbeideren berettes i dag i forskning på kunstig intelligens. [www.forskning.no](#) er et nettsted for å finne ut mer om forskning og teknologi.

Av [Caroline Enge](#) og [Mathias Klingenberg](#)

Oppdatert 16. september 2014

**- Vi står overfor et vendepunkt på linje med det vi så under den industrielle revolusjon på 1800-tallet, sier direktør i Teknologirådet, Tore Tennøe til E24.**

Noen yrker vil trolig være borte i løpet av et par tiår. Blant de mest utrydningstruede yrkene er butikkansatte, fotomodeller og maskinoperatører.



# Maskiner vs menneske

- Før: Fysiske oppgaver  
(lave ferdigheter, lav inntekt)
- Nå: Kognitive oppgaver  
(høye ferdigheter, høy inntekt)





# ChatGPT: Optimizing Language Models for Dialogue

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests. ChatGPT is a sibling model to [InstructGPT](#), which is trained to follow an instruction in a prompt and provide a detailed response.

- Reset Thread
- Dark Mode
- OpenAI Discord
- FAQ
- Log out

### ChatGPT

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms"	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?"	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?"	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

Free Research Preview: ChatGPT is optimized for dialogue. Our goal is to make AI systems more natural to interact with, and your feedback will help us improve our systems and make them safer.

## Gi kunnskap

- Forklare vanskelige tema og begreper
- Gi sammendrag av artikler (legg inn lenke)

**Skape:** Kode dataprogrammer

**Skrive:**

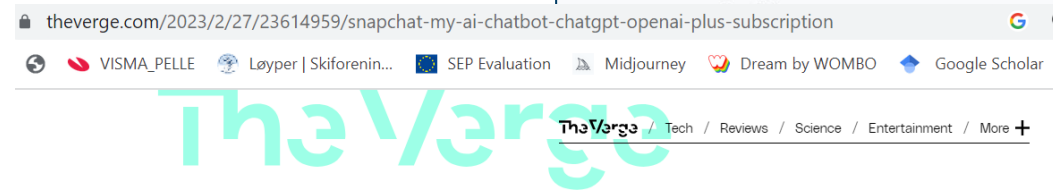
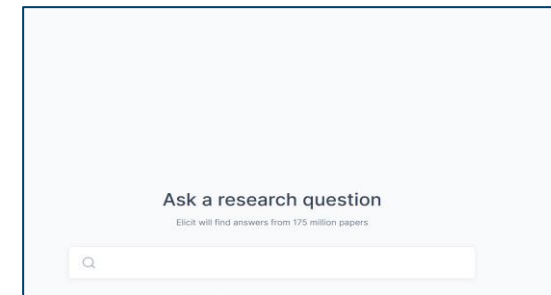
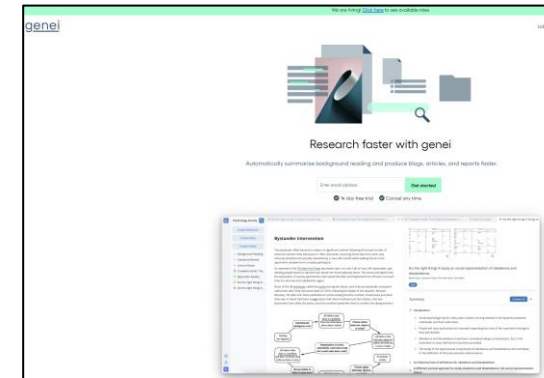
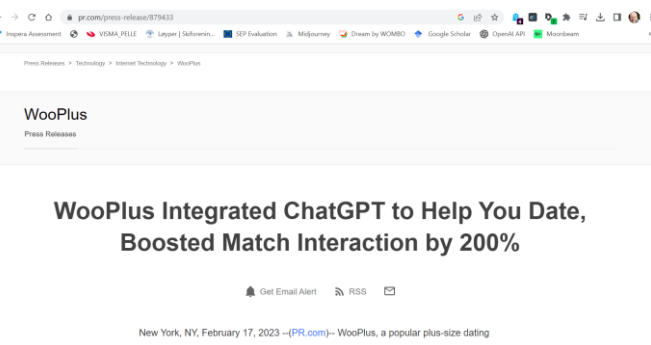
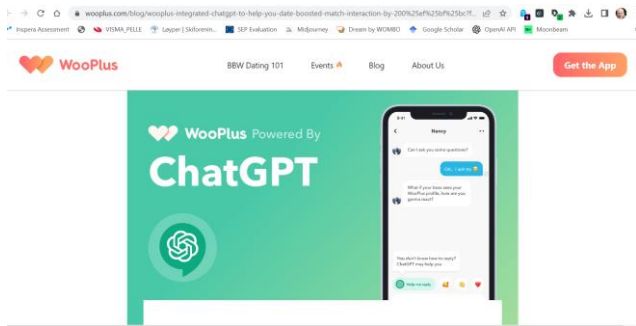
- Skrive et essay/artikkel/tekst om alle emner/tema
- Skrive tekst i en bestemt stil/sjanger (akademisk, dikt etc)
- Forstå disposisjon (artikkel, essay, masteroppg)
- Oversette tekst
- Korte ned og forenkle store mengder tekst
- Redigere og språk-vaske tekst

## Metode og analyse

- Hvordan løse en problemstilling
- Gi forslag til forskningsdesign
- Analysere data/tema
- Finne datakilder
- Forklare komplekse dataforhold, regne, matte
- Anbefale videre analyse
- Forslag til datavisualiseringer
- Hjelp til med dataanalyseoppgaver (excel eller spss)

# Ikke bare ChatGPT

- Det er og blir mer AI over alt



## SNAPCHAT / TECH / COBBAND LINE Snapchat is releasing its own AI chatbot powered by ChatGPT

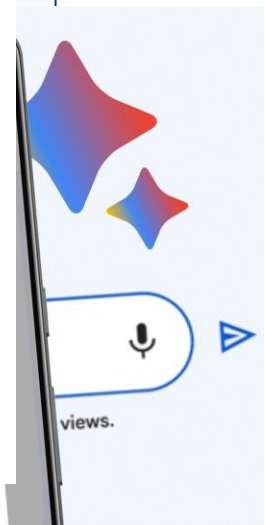


/ The 'My AI' bot will initially only be available to paying Snapchat Plus subscribers. CEO Evan Spiegel says it's just the beginning for the company's generative AI plans.

By ALEX HEATH / @alexheath  
Feb 27, 2023, 3:00 PM GMT+1 | 10 Comments / 10 New



Illustration by Alex Castro / The Verge



Bard will get better with your feedback  
... and flag anything

Yrke	Trusselgrad	Forklaring
Analytikere og forskere	Middels	Språkmodeller kan utføre dataanalyse, litteratursøk og syntese av informasjon, noe som kan redusere behovet for menneskelig innsats i enkelte oppgaver.
Juridiske fagfolk	Middels	Språkmodeller kan hjelpe med juridisk forskning og automatisere enkelte juridiske oppgaver, noe som kan redusere behovet for enkelte juridiske fagfolk.
HR- og rekrutteringsspesialister	Middels	Språkmodeller kan automatisere CV-gjennomgang og første runde intervjuer, noe som kan redusere behovet for menneskelig innsats i enkelte rekrutteringsoppgaver.
Medisinske fagfolk	Lav	Språkmodeller kan utføre medisinsk forskning og gi grunnleggende helseinformasjon, men komplekse og sensitive oppgaver vil fortsatt kreve menneskelig ekspertise.
Finansrådgivere	Middels	Språkmodeller kan gi grunnleggende finansiell rådgivning og utføre økonomiske analyser, noe som kan påvirke etterspørselen etter enkelte finansrådgivere.
Programmerere	Lav	Språkmodeller kan automatisere enkelte programmeringsoppgaver, men menneskelig innsikt og kreativitet vil fortsatt være nødvendig for å utvikle, tilpasse og vedlikeholde komplekse systemer og programvare.
Markedsførere	Middels	Språkmodeller kan automatisere innholdsproduksjon og dataanalyse, men strategisk tenkning, kreativitet og forståelse for brukeratferd vil fortsatt være nødvendige for markedsføring.

🔄 Regenerate response

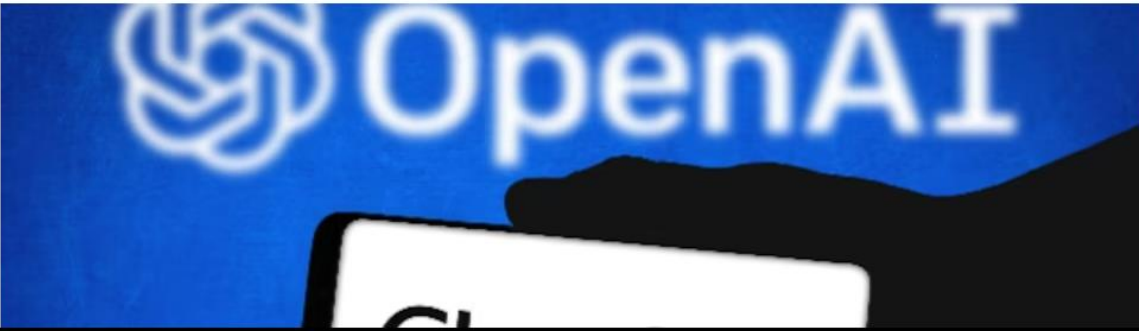
firstpost.com/world/chatgpt-has-started-replacing-humans-in-the-workplace-us-s...

Vantage | India | **World** | Sports | Tech/Auto | Opinion | Explainers | Entertainment | Cricket

# ChatGPT has started replacing humans in the workplace, US survey reveals

A recent survey polled 1000 companies in the US and found out that about 500 of them have started using ChatGPT regularly and many of them have even had to fire people or reposition them in the organisation because of OpenAI's chatbot and AI

Mehul Reuben Das | March 02, 2023 11:44:36 IST



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50 prosent av de 1000 amerikanske selskapene som ble spurt, har begynt å bruke ChatGPT.

Flere selskaper hadde sagt opp ansatte, eller omplassere dem i organisasjonen



# Code Red! Dette endre hvordan mennesker bruker nettet!



Will you replace Google Search



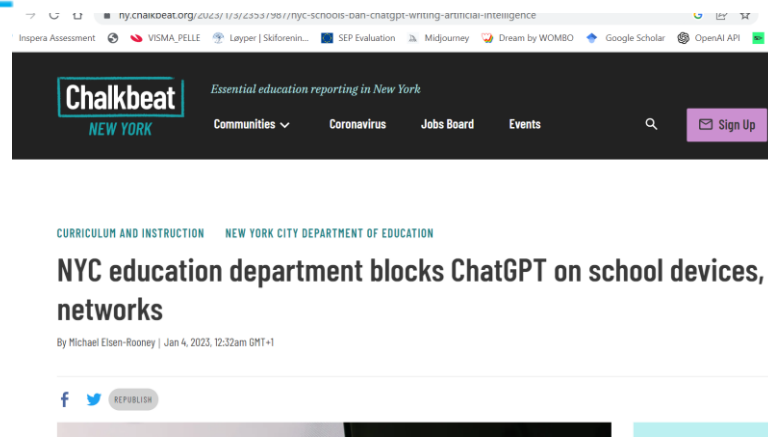
As an artificial intelligence language model, I am not able to replace Google Search or any other product or service. I am a tool that is designed to assist users by generating human-like text based on the input I receive. Google Search is a powerful search engine that allows users to search the web for information, products, and services. It is an integral part of the internet and is used by billions of people around the world to find information and resources on a wide range of topics. While I am able to provide information and assistance to users, I am not capable of replacing a service like Google Search.



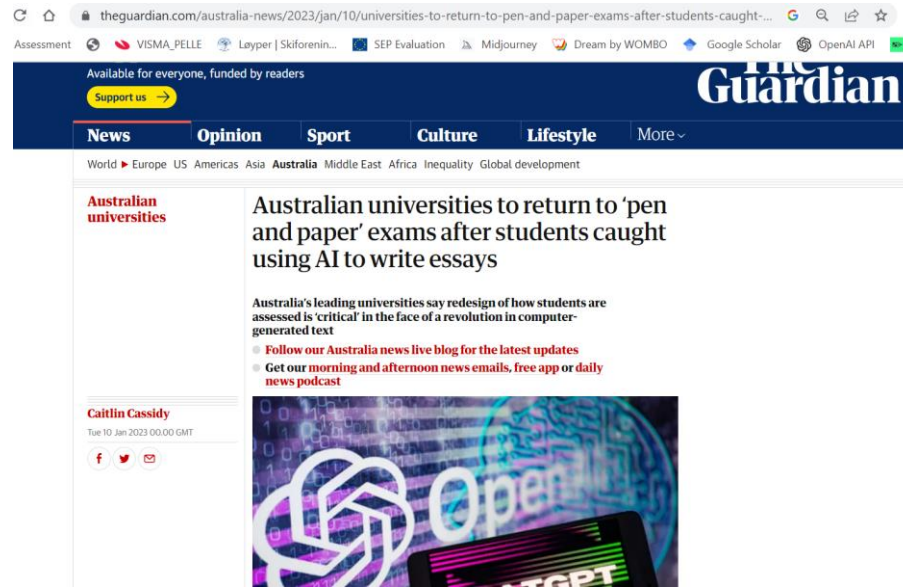
**CHATGPT CAUSES GOOGLE TO DECLARE CODE RED**

**GOOGLE RED ALERT**

# Forbud! ChatGPT endrer uddannelsen!







The screenshot shows a web browser displaying a Chalkbeat article. The URL is [ny.chalkbeat.org/articles/2023/1/4/nyc-schools-ban-chatgpt-writing-artificial-intelligence](https://www.chalkbeat.org/articles/2023/1/4/nyc-schools-ban-chatgpt-writing-artificial-intelligence). The page features the Chalkbeat logo and navigation links for Communities, Coronavirus, Jobs Board, and Events. The main headline reads: "NYC education department blocks ChatGPT on school devices, networks". The author is Michael Elsen-Rooney, and the article was published on Jan 4, 2023, at 12:32am GMT+1. There are social media sharing icons for Facebook and Twitter.





The screenshot shows a Guardian article with the URL [theguardian.com/australia-news/2023/jan/10/universities-to-return-to-pen-and-paper-exams-after-students-caught-using-ai-to-write-essays](https://www.theguardian.com/australia-news/2023/jan/10/universities-to-return-to-pen-and-paper-exams-after-students-caught-using-ai-to-write-essays). The article is titled "Australian universities to return to 'pen and paper' exams after students caught using AI to write essays". The sub-headline states: "Australia's leading universities say redesign of how students are assessed is 'critical' in the face of a revolution in computer-generated text". The author is Caitlin Cassidy, and the article was published on Tue 10 Jan 2023 00:00 GMT. The article includes a "Support us" button and navigation links for News, Opinion, Sport, Culture, Lifestyle, and More. A social media share bar is visible at the bottom.



The screenshot shows a DR news article with the URL [www.dr.dk/nyheder/indland/2023/01/04/forbud-chatgpt-eksamen](https://www.dr.dk/nyheder/indland/2023/01/04/forbud-chatgpt-eksamen). The article is titled "Den overraskede verden med sin intelligens: Nu forbyder flere af landets universiteter chatrobot til eksaminer". The sub-headline states: "Forbuddet gælder i de fleste tilfælde også eksaminer, hvor alle". The article is categorized under "INDLAND" and "SENESTE NYT". The DR logo is visible in the top left corner.


07:28    


 **Olaf Willocx**  
615 tweets Følg

 **Registrerte seg mai 2011**






**271 Følger 44 Følgere**

Tweets Svar Medier Liker


 **Olaf Willocx retweetet**






 Emily @the\_aiju · 1 d ...

gpt-4 is leading to whole new levels of regret about my life: i wish i had spent more time learning skills that aren't just getting automated away immediately. i wish i had just kissed more girls instead of gotten good at physics and C code. turns out, it matters even less now.

 107  171  1.892  229k 

[Vis denne tråden](#)

 **Olaf Willocx retweetet**

# Utdatert!

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Fremtidsjokk: Toffler, Alvin (1970) "Future shock" Sydney. Pan

Anger og eksistensiell krise

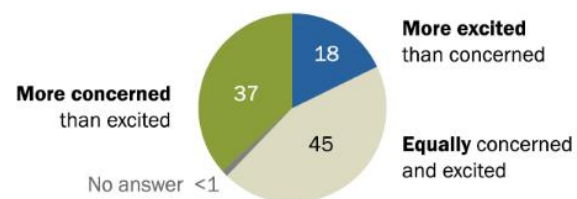
En følelse av å være overflødig

# Bekymringer

- Bekymringer for potensielt tap av jobber - at AI overgår menneskelige ferdigheter!
- Tap av menneskelig tilknytning, personvern og at man vil stole for mye på slik AI.

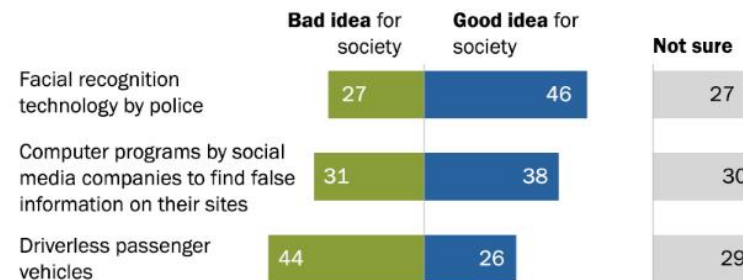
## Americans lean toward concern over excitement when it comes to the increased use of AI in daily life ...

*% of U.S. adults who say that overall, the increased use of artificial intelligence computer programs in daily life makes them feel ...*



## And public views are varied when it comes to three specific AI applications

*% of U.S. adults who think widespread use of each of the following has been/would be a ...*



Note: Respondents who did not give an answer are not shown. Figures may not add up to 100% due to rounding.

Source: Survey conducted Nov. 1-7, 2021.

"AI and Human Enhancement: Americans' Openness Is Tempered by a Range of Concerns"

PEW RESEARCH CENTER



# Digital kompetanse i arbeidslivet (i endring)

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Evnen til å forholde seg til og bruke digitale verktøy og medier på en trygg, kritisk og kreativ måte



# Nye regimer: Fra hva vi ser - til hva «vi» skaper

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facebook

You Tube

NETFLIX

- Synlighetsregimer:

OpenAI

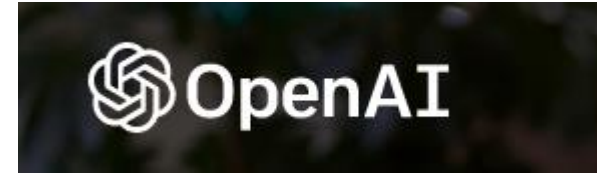
- Innholdsregimer

# Fra kontekstkollaps til innholds-genererekollaps

**facebook**

- **Kontekstkollaps:**

- Venner
- Kjæreste
- Barn
- Onkler og tanter
- Kollegaer
- Ukjente, og kjent



- **Innholds-genererekollaps:**

- Sakprosa, forskning
- Nyhetsartikler
- Wikipedia
- Tull og tøys på sosiale medier
- Propaganda
- Fake news
- Dikt
- Romaner

# Nye grensesnitt: Fra mennesker - til intelligente maskiner

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**facebook**

Mange-til-mange samtalemodell  
(i et offentlig rom)

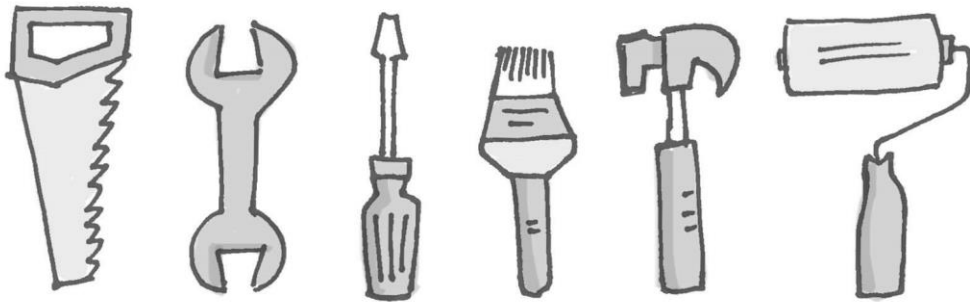
 OpenAI

Dialog:

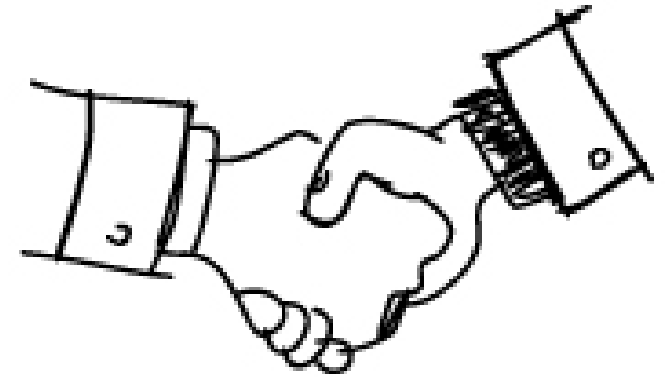
En-til-maskin samtalemodell  
(menneske-maskin) (i et lukket  
rom)



# Nytt forhold til teknologien: Fra verktøy til aktør og partner



Verktøy



Partner

**My AI Friend: How Users of a Social Chatbot Understand Their Human–AI Friendship** 

Petter Bae Brandtzaeg , Marita Skjuve, Asbjørn Følstad

*Human Communication Research*, Volume 48, Issue 3, July 2022, Pages 404–429, <https://doi.org/10.1093/hcr/hqac008>

OPINION

## Opinion: Is it time to start considering personhood rights for AI chatbots?



Amazon Echo devices, from 2017, sit near illuminated Echo Buttons in Seattle. In 2023, are we getting close to conscious AI? (Elaine Thompson)

### SUBSCRIBERS ARE READING >

California b  
warm atmos

FOR SUBSCRI

We found 9!  
scientist's n  
suspended

20 years lat  
Oscars for t

2 kidnappe  
others rescu

Odds of EI  
increasing.!

### OPINION >

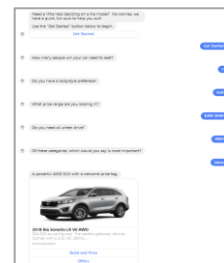
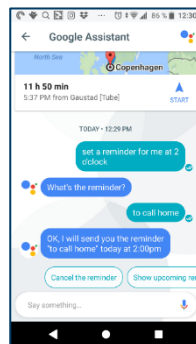
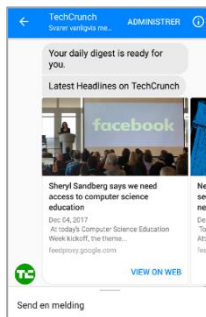
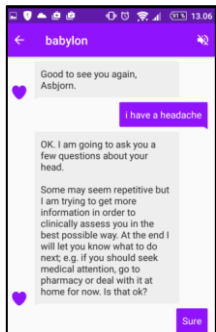
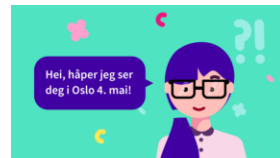
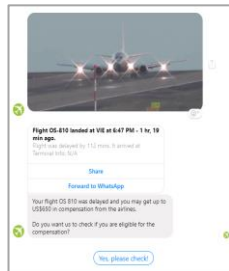
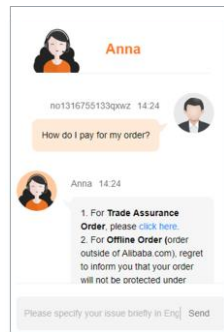


LET'S LEARN ENGLISH 2 LEVEL 1 LEVEL 2 LEVEL 3 VIDEO US CONSTITUTION PEOPLE IN AMERICA MORE ≡

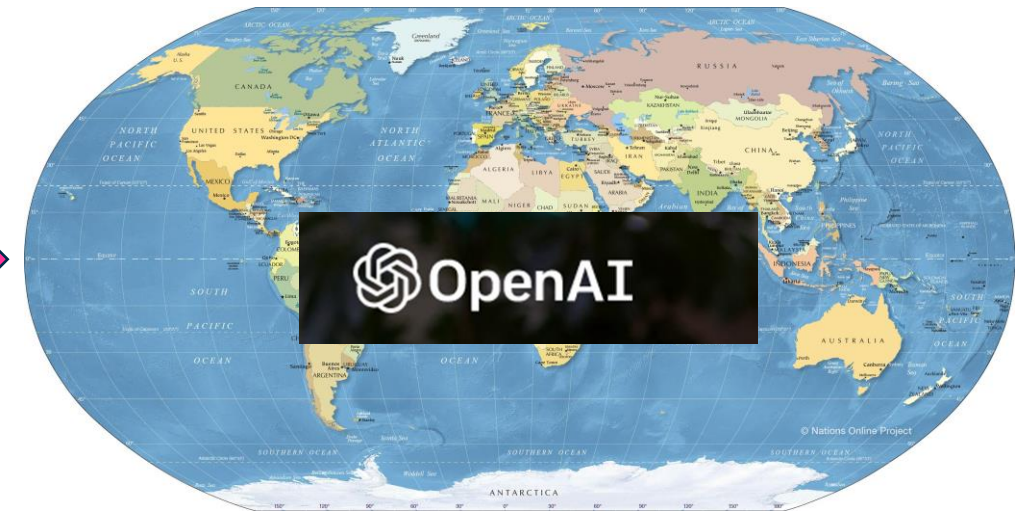
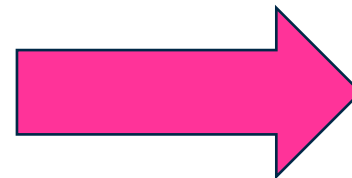
## Saudi Arabia Is First Country to Give Citizenship to Robot



# Universell: Fra domenespesifikke chatbots - til hele verden

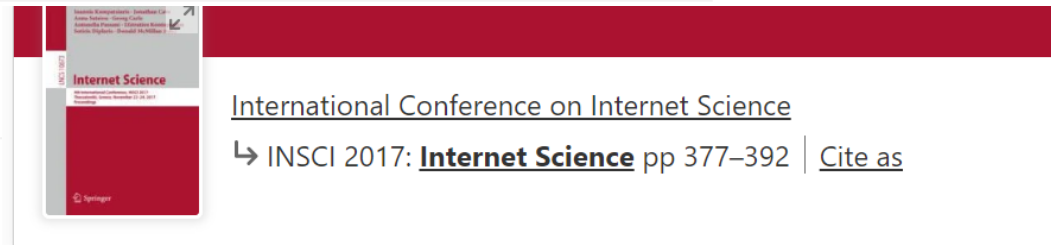
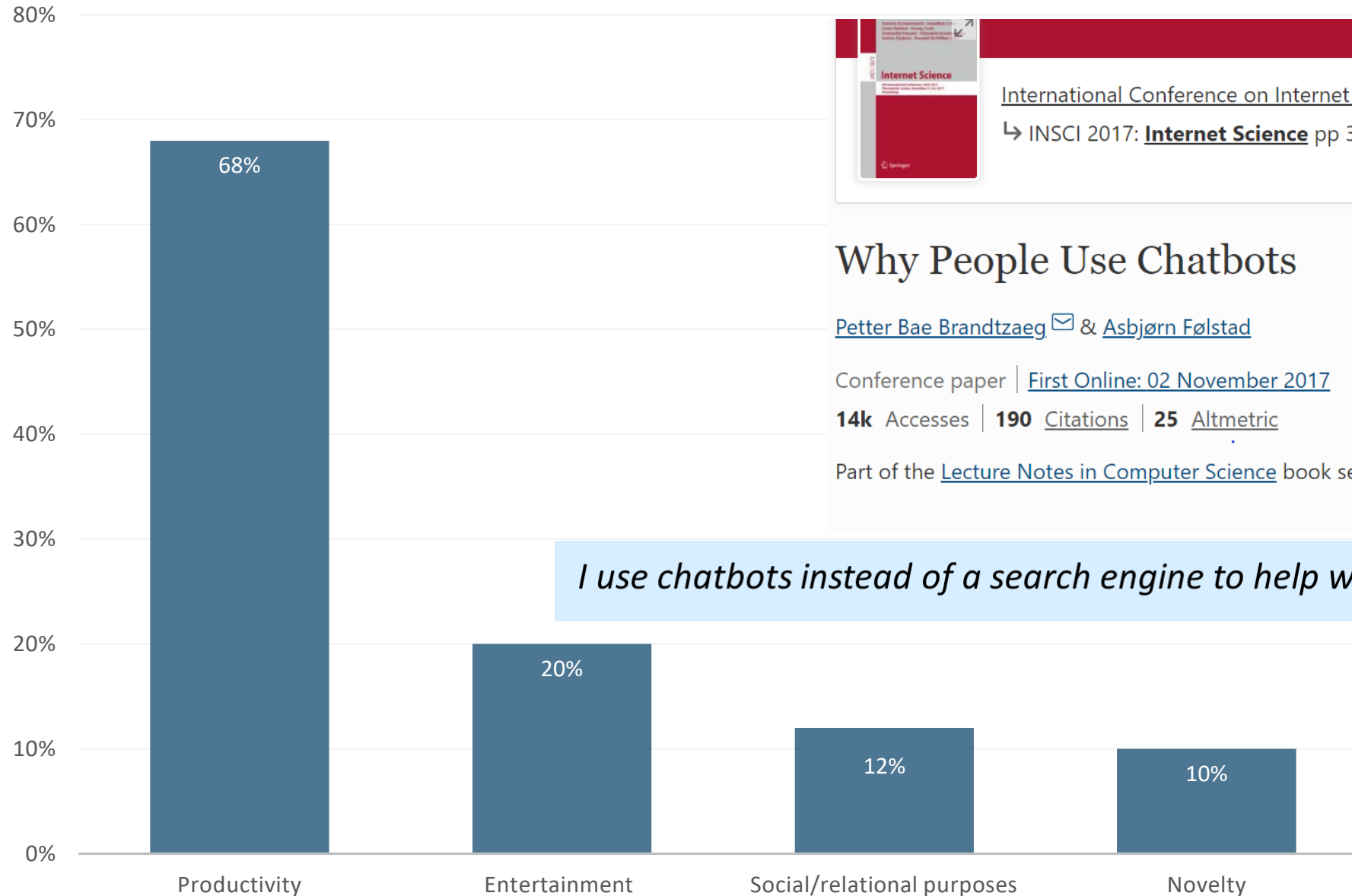


A universal content machine  
"all in one solution"



ChatGPT kan minst 95 språk og svarer på det meste, knyttet til tekst

# What is your main reason for using chatbots? (N=146)



## Why People Use Chatbots

[Petter Bae Brandtzaeg](#) & [Asbjørn Følstad](#)

Conference paper | [First Online: 02 November 2017](#)

**14k** Accesses | **190** Citations | **25** Altmetric

Part of the [Lecture Notes in Computer Science](#) book series (LNISA, volume 10673)

*I use chatbots instead of a search engine to help with daily tasks. (P67)*



[Revise my Submission](#)

## Why People Use ChatGPT

36 Pages • Posted: 3 Mar 2023

[Marita Skjuve](#)

SINTEF Digital

[Petter Bae Brandtzaeg](#)

SINTEF; University of Oslo, Department of Media and Communication

[Asbjørn Følstad](#)

SINTEF Digital

### Abstract

ChatGPT, a general-purpose conversational artificial intelligence (AI), has attracted substantial attention since its launch in November 2022. The advent of this technology showcases AI's vast potential for generating and processing text and raises compelling questions regarding its potential usages. To obtain the requisite knowledge of users' motivations in adopting ChatGPT, we conducted a survey among ChatGPT users (N = 197) and analyzed the findings within the uses and gratifications (U&G) theoretical framework. We identified six primary motivations for using ChatGPT: productivity, novelty, creative work, education and training, entertainment, and social interaction and support. Our findings demonstrate that conversational AI such as ChatGPT have the potential to impact multiple aspects of human life, from enhancing work efficiency to shaping communication between individuals. We consider the possible consequences of such diverse user motivations and highlight potential avenues for further research.

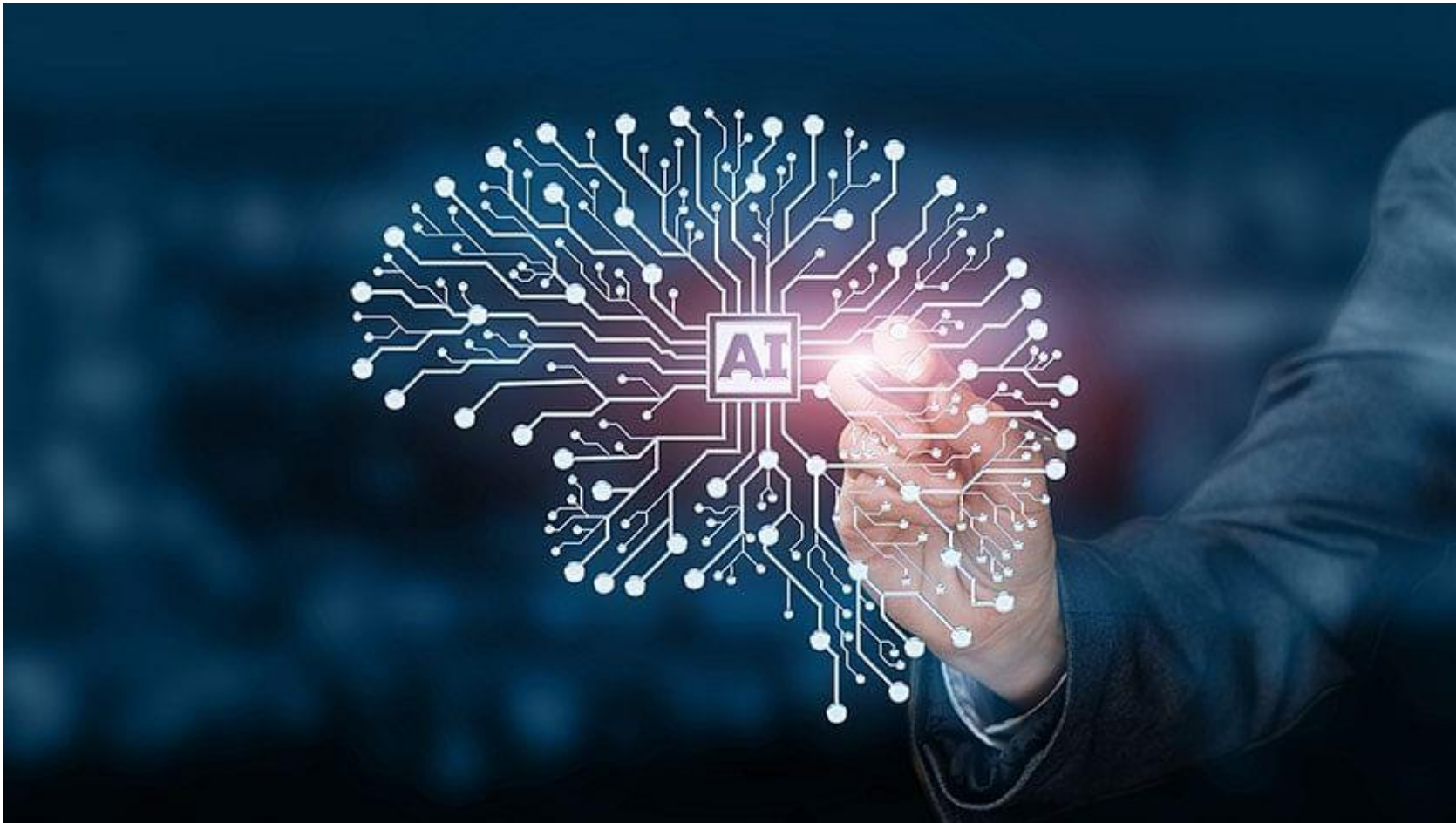
**Keywords:** Conversational AI, ChatGPT, Motivations, Uses and Gratifications, Large Language Models, Societal Implications

**Suggested Citation:**

# Why people use ChatGPT? (Profilic/N=197)

- *I use it to learn information to help me. For instance, when I need a solution to a problem. I also use it to entertain me*
- *I mainly use it to help me study, especially preparing for tests. I've also used it for some coding experiments.*

# Mennesker outsourcer kunnskapsarbeid og kreativitet til AI



# Experimental Evidence on the Productivity Effects of Generative Artificial Intelligence

Shakked Noy

MIT

Whitney Zhang

MIT

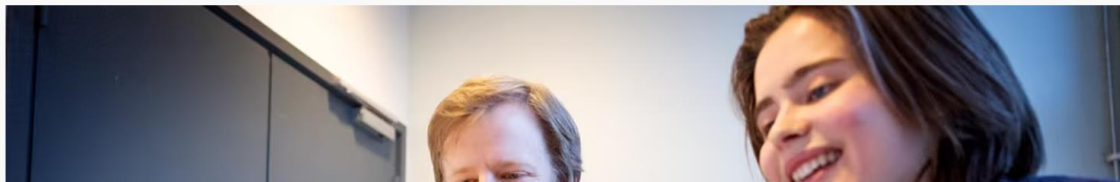
March 2, 2023

Working Paper (not peer reviewed)

## **Abstract**

We examine the productivity effects of a generative artificial intelligence technology—the assistive chatbot ChatGPT—in the context of mid-level professional writing tasks. In a preregistered online experiment, we assign occupation-specific, incentivized writing tasks to 444 college-educated professionals, and randomly expose half of them to ChatGPT. Our results show that ChatGPT substantially raises average productivity: time taken

# Leverte oppgave skrevet av AI, fikk en femmer: – Jeg følte meg kriminell

[Nyheter](#)[Debatt](#)[Student](#)[Nytt om folk](#)

KUNSTIG INTELLIGENS

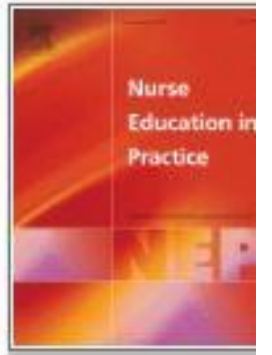
## Chatbot løste eksamensoppgave på få sekunder. Fikk karakter B

En test viser at chatboten ChatGPT kan gi svar som løser oppgaver på høgsolenivå til ståkarakter. Prorektor Pinar Heggernes tror nye måter å gjennomføre eksamener på vil tvinge seg fram.



# Nurse Education in Practice

Volume 66, January 2023, 103537



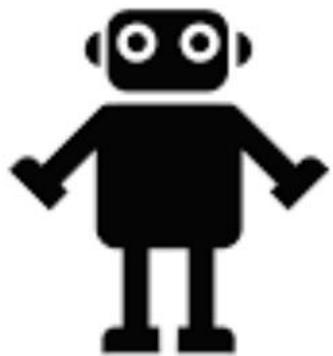
Editorial

## Open artificial intelligence platforms in nursing education: Tools for academic progress or abuse?

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# Balansere maskin og menneske



Maskin-  
kontroll

Menneske-  
kontroll

