

## IN THIS CHAPTER

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# Chapter 1

# Introducing ChatGPT

The *Chat* in ChatGPT's name is a reference to its use of natural-language processing and natural-language generation. *GPT* stands for generative pretrained transformer, which is a deep learning neural network model developed by OpenAI, an American AI research and development company. You can think of GPT as the secret sauce that makes ChatGPT work as it does. In short, ChatGPT is a GPT-based chatbot.

ChatGPT is a huge phenomenon and a major paradigm shift in the accelerating march of technological progression. It's a chatbot that can run on one of several large language models (LLMs) and small language models (SLMs) developed and offered by a company called OpenAI. All these models belong to a category of artificial intelligence (AI) called *generative AI*, so named because these models can generate new content rather than simply regurgitate information. ChatGPT doesn't create original content in the purely creative sense; rather, it remixes data to produce new content that's calculated and contrived in response to a user's question or command both of which are referred to as a prompt. Almost anyone can interact with ChatGPT because prompting can be done in their own words. No computer code is needed to elicit a response. Rapid computer responses follow your prompts and mimic natural humanlike dialogue. This appearance of a conversation with a machine is an illusion.

In this chapter, you learn where and how to access ChatGPT, why you should bother, the pros and cons of using it, how to use it, and whether common fears are justified or wildly off base.

ChatGPT is often directly accessed online by users at <https://chat.openai.com/>, but it's also integrated with several third-party applications. Typically, you can access ChatGPT embedded in other applications simply by signing onto that application in the usual way. The number of app integrations seems to grow every day as existing software providers hurry to capitalize on ChatGPT's popularity. ChatGPT can also be accessed via apps on mobile devices.

## Comparing Different Account Versions of ChatGPT

ChatGPT offers several account versions to suit different user needs: Free, Plus, Teams, Pro, and Enterprise. The free version of ChatGPT has received significant upgrades, but you may prefer the Plus version for its higher usage limits and additional features. Free users may also encounter slower response times during peak usage periods and more limited availability.

For a monthly subscription fee of \$20, ChatGPT Plus offers faster responses and access, which gives you more powerful and consistent performance. For businesses or collaborative settings, the ChatGPT Teams subscription plan offers more flexibility through multiuser access, administrative controls, and shared workspaces. The Teams version caters to groups working together on projects or customer support.

The new Pro version comes at a much higher price. For \$200 a month, you get “the best of OpenAI with the highest level of access,” the company says. Currently that means everything available in the ChatGPT Plus version and unlimited access to GPT-4o and o1 plus unlimited access to advanced voice and access to o1 pro mode. I haven't yet found sufficient need of the Pro features to justify the higher monthly subscription cost. But your mileage may vary.

For larger organizations, ChatGPT Enterprise delivers advanced features such as unlimited access, longer inputs (prompts), integration options, enhanced security, higher customization, and comprehensive analytics. This version is designed for businesses with large-scale needs, including better privacy controls and support for more complex operations and larger or more numerous team collaborations.

# Setting Up an Individual Account

To set up an individual account and enter your first prompt, take the following steps:

- 1. Go to <https://openai.com/blog/chatgpt>.**  
Returning users can go straight to <https://chat.openai.com/> and skip the rest of the steps.
- 2. Click the Try ChatGPT button, which will open the ChatGPT user interface (UI) as shown in Figure 1-1.**

You don't have to create an account to try ChatGPT this way. However, this version is limited and not truly representative of the premium versions which have an escalating number of features to match the bigger price tags.

- 3. Or, follow the prompts to create your OpenAI account.**

After you have registered for an OpenAI account, select the subscription plan you prefer. The cost for a ChatGPT Plus subscription, as of this writing, is \$20 per month. Other subscription plans are also available: Teams at \$25 per month, Pro at \$200 per month, and Enterprise, which requires a call with an OpenAI salesperson to get a quote on the price for your company needs. Having an OpenAI account also gives you access to other AI apps built on OpenAI models, such as DALL-E.

- 4. When ChatGPT opens, enter your prompt in the prompt bar, shown in figure 1-1.**

ChatGPT will then generate a response.

- 5. If you want to continue the dialogue, enter another prompt.**

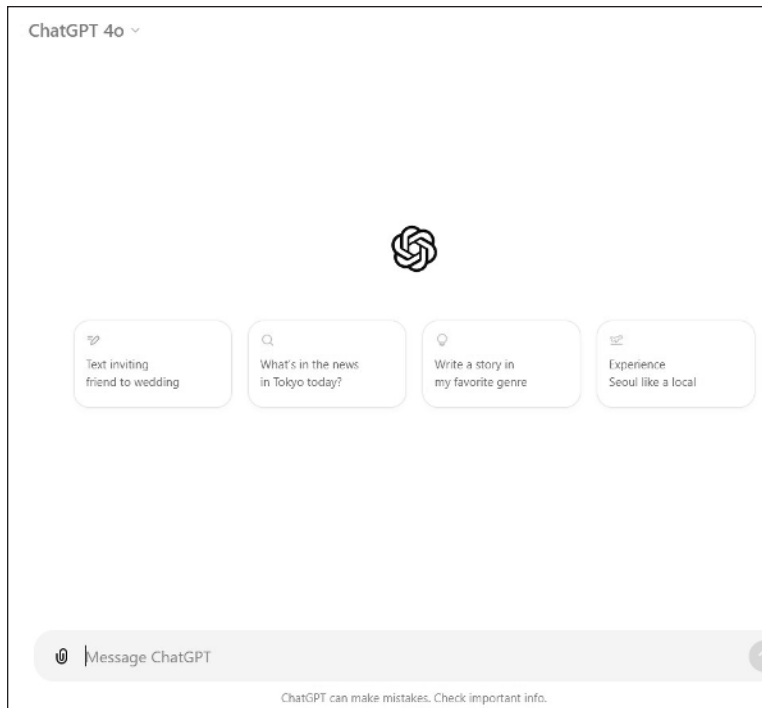
Newest UI doesn't have the thumbs up and thumbs down icons.

- 6. When you're finished using ChatGPT, log out or simply close the window in your browser.**



WARNING

In some subscription plans, OpenAI's team can see any information you enter in the prompt and the entire conversation that ensues. They may use this data in training other AI models. See a key disclosure in OpenAI's privacy policy in Figure 1-2, and check out the full policy at <https://openai.com/policies/row-privacy-policy/>. When using ChatGPT, don't disclose anything you want to keep private or confidential.



**FIGURE 1-1:**  
ChatGPT Plus UI.

*Generated with AI in ChatGPT*

**FIGURE 1-2:**  
A key disclosure in OpenAI's privacy policy found in full at <https://openai.com/policies/row-privacy-policy/>.

A note about accuracy: Services like ChatGPT generate responses by reading a user's request and, in response, predicting the words most likely to appear next. In some cases, the words most likely to appear next may not be the most factually accurate. For this reason, you should not rely on the factual accuracy of output from our models. If you notice that ChatGPT output contains factually inaccurate information about you and you would like us to correct the inaccuracy, you may submit a correction request through [privacy.openai.com](https://privacy.openai.com) or to [dsar@openai.com](mailto:dsar@openai.com). Given the technical complexity of how our models work, we may not be able to correct the inaccuracy in every instance. In that case, you may request that we remove your Personal Information from ChatGPT's output by filling out [this form](#). For information on how to exercise your rights with respect to data we have collected from the internet to train our models, please see [this help center article](#).

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## Touring the User Interface

The following will guide you through the essential parts of the ChatGPT Plus User Interface (UI) so you'll know where to find the information and features you need. Anywhere you encounter ChatGPT, such as embedded in other software or in other versions of ChatGPT, the UI will be similar. Incidentally, competing generative AIs also have similar user interfaces.

You may want to refer to Figure 1-1 again because it's a screenshot of the full UI. What follows is a list of the parts of the UI with an explanation of each.

1. Far left of the UI at the top of the sidebar: This part of the UI contains a Close Sidebar button on the left, a chat search icon in the middle, and a New Chat button on the right which starts a new chat rather than you simply continuing in the current chat session (see Figure 1-3).

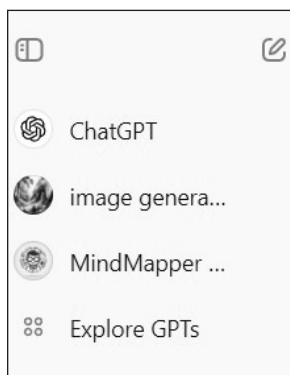
**FIGURE 1-3:**  
Close Sidebar button is the left. In some versions there is a chat search icon, a magnifying glass, in the middle of the bar. Start New Chat button on the right. All three are at the top left of the UI.



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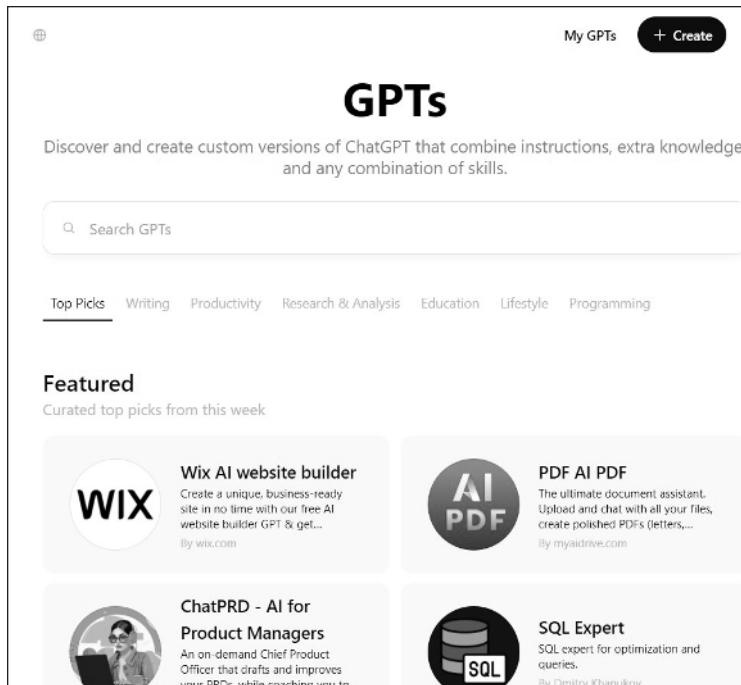
2. Directly below those buttons on the same sidebar are another New Chat start button followed by the Explore GPTs button (see Figure 1-4). The former is just an alternate way to start a new chat, whereas the latter takes you to the GPT Store, where you'll find a collection of GPT minis, which are smaller applications tailored to perform specific tasks. Whichever GPT minis you choose will also be listed here afterwards, making it easier for you to return to those again later.

**FIGURE 1-4:**  
Upper part of sidebar found on left side of UI showing the New Chat start button, a list of GPT minis previously selected, and an Explore GPTs button, which takes you to the GPT Store.



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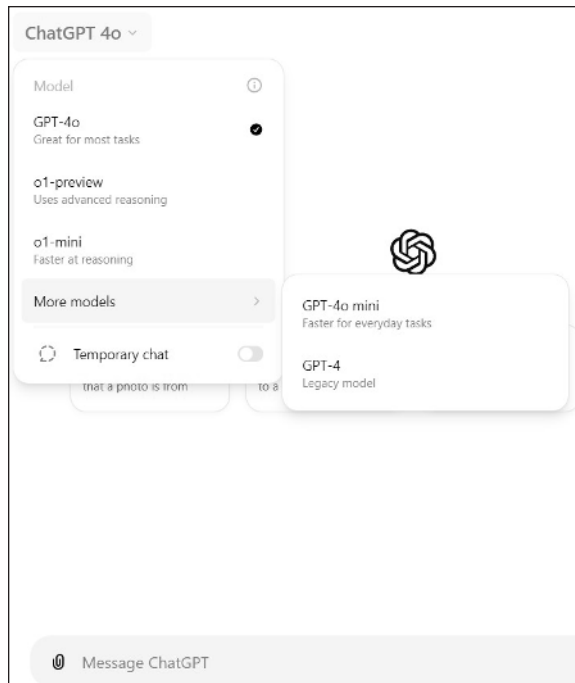
3. When you click on the Explore GPTs button, it will take you to the page shown in Figure 1-5. You can either use the search bar or simply scroll through the selection to find a GPT mini that's already customized to perform whatever task you need.



**FIGURE 1-5:**  
A screenshot of  
the GPT  
Store page.

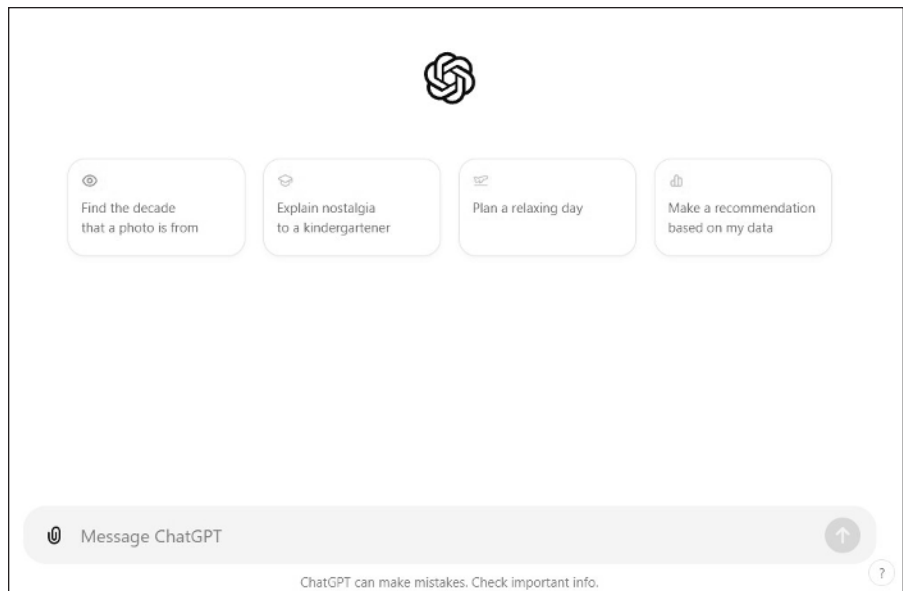
*Generated with AI in ChatGPT*

4. The rest of the sidebar lists your chat histories. You can revisit and resume any chat that's listed there. You can also archive, rename, or delete any chat by clicking on the three dots at the upper right of each chat and selecting an action from the dropdown options.
5. At the bottom of the sidebar is a button that enables you to upgrade your subscription at any time.
6. Moving right is the main body of the UI, which is everything on the UI that's to the right of the sidebar. At the top is a dropdown menu of OpenAI's Generative AI models (see Figure 1-6). Choose one for your chat to run on.
7. At the center of the UI main body is the OpenAI logo, which doesn't do anything but it looks pretty (see Figure 1-7).
8. Beneath the logo are suggested prompts you can use as a demo of this application, or just because you're curious about that topic. Click on one if you want to see ChatGPT do its thing.
9. At the bottom of the UI main body is the prompt bar. This is where you'll type your query or command for ChatGPT to respond to. To continue the chat, simply prompt again after ChatGPT responds to your earlier prompt. To change the conversation, click on one of the two New Chat start buttons on the UI that is detailed earlier in the UI tour list.



**FIGURE 1-6:** The list of AI model options offered in the dropdown menu at the top left at the center, which is to say on the main body of the UI.

*Generated with AI in ChatGPT*



**FIGURE 1-7:** Screenshot of the mid to lower center of the UI showing the OpenAI logo, sample prompts, the prompt bar, disclaimer, and help key.

*Generated with AI in ChatGPT*

10. Across the bottom of the prompt bar are three icons on the left and one on the far right (see Figure 1-8). The three on the left are a paper clip to attach files to the prompt, a toolbox to reveal tools you might want to use in the prompt like “search the web” and other GPT applications, and a standalone globe for direct access to internet search. The single icon on the bottom far right of the prompt bar activates voice mode.
11. The question mark at the lower right of the UI reveals a menu of FAQs, help, release notes, terms and policies, and keyboard shortcuts.

**FIGURE 1-8:** A closeup of the prompt bar showing four icons: a paper clip, toolbox, globe, and a sound icon.



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**WARNING**

ChatGPT generates rather than regurgitates content, which means it can make erroneous assumptions and responses that are commonly referred to as hallucinations. ChatGPT or any other generative AI model isn’t an infallible source of truth, a trustworthy narrator, or an authority on any topic, even when you prompt it to behave like one. In some circumstances, accepting it as an oracle or a single source of truth is a grave error.

## Selecting a GPT Model on the ChatGPT UI

GPTs are an advanced type of artificial intelligence model with a core function of generating humanlike text by predicting subsequent words from your prompt, thereby completing a pattern generated in that input sequence. But some advanced GPT models have expanded capabilities, including the ability to process and generate images. You interact with a GPT model through an application like ChatGPT, which is a GPT-based chatbot, or Dall-E, which is also accessible through the ChatGPT toolbox at the bottom of the prompt bar.

The dropdown menu on ChatGPT’s UI offers several GPT model options, each with distinct capabilities. GPT-4 is an advanced model, capable of managing many complex tasks, such as in-depth analysis, writing tasks, code writing, and problem-solving. GPT-4 Turbo is an optimized version of GPT-4, meaning it is designed to be faster, more efficient, and capable of handling longer contexts better than previous versions. GPT-4o (aka Omni) is a newer model and multimodal

(meaning it can process more formats than just text) that's faster than GPT-4 Turbo. The GPT-4o mini is a lighter variant of GPT-4o because it's built on a small language model rather than a large language model. In other words, GPT 4o mini is a downsized version of GPT 4o.

LLMs are large, general-purpose models. SLMs are typically but not always focused on specialized tasks with smaller computational requirements. SLMs are fast, efficient, and generally cheaper. Additionally, they're typically small enough to reside on a device rather than only in a datacenter.

The latest release is GPT-01 (formerly Strawberry) and is the start of a new model series. It aims to improve performance primarily through "spending more time thinking," says OpenAI. But because GPTs don't "think," this really means that this new model series does deeper data analysis, uses increased contextualization, and focuses on improved analytical capabilities, primarily focused on areas like mathematics, coding, and scientific problem-solving.

The GPT-01 model often responds slower to more complex prompts because it's delving deeper into data analysis in search of an appropriate response. However, many users experience no difference between GPT-4o and GPT-01 in response speeds because the prompts they use aren't complex enough to require a heftier model workout.

The GPT-01-mini and GPT-04-mini models are optimized for speed and efficiency, focusing on lighter tasks that require quick responses. They may not be as robust in handling complex queries as their bigger brethren of a similar name, but each excels in providing answers more efficiently.

Overall, you should select a model based on your project requirements. If you're just exploring ChatGPT capabilities, you'll usually find whatever GPT model is the default listing on the UI to be sufficient. Typically users find GPT 4o to be the ideal choice for most tasks.

## Considering GPT Minis in the GPT Store on the ChatGPT UI

This part can get a bit confusing. As explained in the previous section, GPTs are a type of AI model that ChatGPT runs on. But here the term GPTs is used to denote a smaller model that you can use within ChatGPT. I know, right??! You would think OpenAI would choose a different moniker for these to cut down on the confusion, but alas, no.

GPTs, as in the ones so labeled and stored in ChatGPT's GPT store, are smaller versions of GPT models that are typically designed to perform specific tasks. They are downsized versions of the big GPT models. Smaller versions of big models are also called small language models, while the big models are called large language models.

Each of these GPTs is optimized for particular work processes such as writing, coding, and providing expert advice in areas such as marketing and data analysis.

Feel free to look around the GPT Store to see what's available by clicking on the Explore GPTs button on the sidebar on the left side of the ChatGPT UI. You can elect to use one of these for your project or return to the original ChatGPT UI and work with that.

Should you want to experiment or use one, following is some simple guidance on selecting GPTs from ChatGPT's GPT Store:

- 1. Start by clicking on the Explore GPTs button.**

You'll find the button near the top of the sidebar on the left side of the ChatGPT UI. That will take you to the GPT Store. You can use search or the topic buttons to quickly move to the type of GPTs you seek, or you can simply scroll to discover all the different options.

- 2. Check the descriptions.**

Each GPT has a short description of what it's designed to do. Before selecting a GPT, read through these descriptions to see if that particular GPT fits the task you have in mind. For example, if you need help drafting an email, you might pick a GPT focused on writing. If you're doing data analysis or writing computer code, choose one tailored for that purpose.

- 3. Consider user reviews.**

Some of the GPTs have reviews or ratings that indicate what other users think. Higher ratings usually indicate more reliable performance for that specific type of task. Click on a GPT to see its rating and how many other people use it.

- 4. Start with general GPTs, and then get specific.**

If you're unsure where to start, try a general-purpose GPT first. ChatGPT runs on general purpose GPTs. You might want to return to the ChatGPT UI and use that to see if this general-purpose chatbot is sufficient for your needs. General-purpose GPTs and the main ChatGPT chatbot are great for everyday questions and tasks. Once you become familiar with them, you can explore more specialized GPTs for complex or niche tasks. In other words, you don't have to select any of the GPTs from the GPT Store. Those are simply there in case you want to use a more specialized application.



TIP

You can copy the output from one or more GPTs and combine it with the response from ChatGPT for a better overall result. Or you can use one or more responses from GPTs as part or all of a prompt in ChatGPT, or vice versa. In the end, your content will likely be much more informed, creative, and polished if you use your own creativity and critical thinking to build upon outputs/responses rather than accept any one response “as is.”

### 5. **Switch GPTs if needed.**

You aren't stuck with the first GPT you choose. If the one you selected isn't quite working for what you need, feel free to switch to another one at any time. And don't feel like you must always use certain GPTs in future chats. Check the GPT Store often for new GPTs or upgrades to your favorites.

### 6. **Experiment with new GPTs.**

Some GPTs may be designed for emerging or niche needs. Don't hesitate to try out new ones for special projects or if you're curious about their capabilities. Besides, doing so may spark a new creative idea for you. Kick the tires, take GPTs out for a drive, keep what you need, and abandon what you don't.

### 7. **Remember that ChatGPT will collect the GPTs for you.**

Once you select a GPT, ChatGPT will list it in the sidebar of its UI. That way you don't have to remember the GPT's name or where to find it. A simple click takes you right to it. If you don't want a GPT to show in the sidebar, roll over the GPT in the sidebar list to reveal three dots. Roll over or click the dots to reveal the options “keep in sidebar” and “hide from sidebar.” Click on your selection.

## Rendering ChatGPT Outputs to Final Forms

ChatGPT specializes in generating and processing text based on your prompts. If you select a multimodal model, ChatGPT can work with more than text. Although the responses can be amazing, they aren't typically useful in this form. This means you'll likely need to take additional steps outside of ChatGPT. Here are some examples of why outputs typically need to be copied and pasted or otherwise transferred to other software for production tasks like layout and publication:

» **Specialized tools:** Layout and publication often require specialized software, such as Adobe InDesign, for print layout or WordPress for web content management. These tools offer advanced features for design and formatting that aren't part of ChatGPT's text generation capabilities.

- » **Complex formatting:** Professional layouts involve intricate design elements like columns, margins, fonts, and graphics. ChatGPT can't manipulate visual elements or handle such detailed formatting.
- » **Interactivity and media:** Modern content often includes interactive features or multimedia, such as hyperlinks, videos, and animations. Embedding and properly configuring these elements typically requires software that's specifically designed for interactive content creation.
- » **Platform-specific requirements:** Different platforms have unique requirements for content publication. For instance, an ebook requires a different format than a blog post. ChatGPT isn't built to understand or adhere to these platform-specific nuances.
- » **User experience:** Ensuring a good user experience involves testing how content looks and functions on various devices and browsers. ChatGPT doesn't have the capability to test or optimize content across different environments.
- » **Compliance and accessibility:** Content often needs to meet certain compliance standards, such as the Americans with Disabilities Act (ADA) for accessibility or General Data Protection Regulation (GDPR) for privacy. Specialized software can ensure that the final product complies with these regulations.
- » **Collaboration and workflow:** Production processes often involve multiple stakeholders, including designers, editors, and legal teams. Software designed for production typically includes features for collaboration and workflow management that ChatGPT doesn't have.
- » **Quality control:** Before publication, ChatGPT-generated content must go through a quality control process. This might include proofreading, fact-checking, and design review, which are tasks that require human judgment and tools beyond ChatGPT's text-based capabilities.
- » **Final output and distribution:** Finally, the content needs to be exported in a format suitable for distribution, such as PDF for print or HTML for the web. ChatGPT doesn't handle file conversions or distribution logistics.

ChatGPT can generate helpful content elements, but taking it to production level involves a range of tasks that are visual, interactive, and specific to the platform. These tasks require the use of specialized software to ensure the content is well designed, compliant, and optimized for the end user's experience. ChatGPT simply can't perform these tasks.

# Understanding What ChatGPT Is and Isn't

ChatGPT responses appear almost too human. That skin-prickling feeling usually referred to as the *heebie-jeebies* is a common sensation for many users. So is a feeling of jaw-dropping awe, magical wonder, or fear that humans just became obsolete. Don't be surprised if you feel one — or all — of these feelings too.

The interactions between you and ChatGPT have a different feel than that previously experienced with other AI-based software. That's mostly because software using earlier iterations of natural-language processing was generally limited to short exchanges and predetermined responses. By comparison, ChatGPT can generate its own content and continue a dialogue for much longer.

And ChatGPT does so fast enough to trick you into thinking that you're having a conversation with a machine that understands you and is without a doubt smarter than you and all other humans. But that's just an illusion. Poor ChatGPT doesn't understand a word you say — or that it says back to you.



REMEMBER

ChatGPT doesn't think or learn like humans do. Rather, its responses are based on its pattern recognition capabilities and the limited data it has access to. But wait, you might say since you've probably heard that ChatGPT was trained on data scraped from the internet and that some versions have access to the internet. Believe it or not, no matter how large a dataset ChatGPT or any AI model has access to, it's too limited an amount of data in the larger scheme of existence.

For example, the infamous *six-finger problem* — wherein GPT-generated images show the incorrect number of fingers on human hands — happens because the model's training data shows hands in a variety of positions, and not enough images showing five fingers are the norm. Thus, ChatGPT will rightly tell you that a human hand has five fingers, yet it doesn't "know" that fact and therefore can't reliably and consistently show that in images it generates. By comparison, a small child knows that five fingers are the norm for a human hand because the kid is exposed to more data in real life than the GPT is exposed to on purpose. This one example should show you why ChatGPT and GPT models aren't smarter than humans and will always be limited to the size and value of their data access.

Will we have the all-knowing, omnipotent artificial general intelligence (AGI) of sci-fi lore like HAL in the movie *2001: A Space Odyssey* or the humble Computer in *Star Trek* movie and TV series one day? Maybe. But what we have now isn't that.

What we have now in ChatGPT is a valuable and capable tool that generates content drawn from its data-based predictions and based on mathematical probabilities. As a tool, its performance is hugely influenced by the skill of the person

using it. Those who wield it well will prosper. Those who don't will probably have a hard time staying employed in the future.



REMEMBER

ChatGPT doesn't think like humans do. It predicts, based on patterns it has learned, and responds accordingly with its informed guesses and prediction of preferred or acceptable word order. That's why the content it generates can be amazingly brilliant or woefully inaccurate. The magic, when ChatGPT is correct, comes from the accuracy of its predictions. Sometimes ChatGPT's digital crystal ball is right, and sometimes it's not. Sometimes it delivers truth, and sometimes it spews something more laughable or even vile.

## Unwrapping ChatGPT fears

You can thank science fiction writers and your own imagination for both the tantalizing and terrifying triggers that ChatGPT is now activating in your head. But that's not to say that there are no legitimate reasons for caution and concern. Lawsuits have been launched against generative AI programs for copyright and other intellectual property infringements.

OpenAI and other AI companies and partners stand accused of illegally using copyrighted photos, text, and other intellectual property without permission or payment to train their AI models. These charges generally spring from copyrighted content getting caught up in the scraping of the internet to create massive training datasets. In general, legal defense teams are arguing about the inevitability and unsustainability of such charges in the age of AI and requesting that charges be dropped. The lawsuits regarding who owns the content generated by ChatGPT and its ilk lurk somewhere in the future. Meanwhile, lots of companies with massive stores of content are licensing the use of their content to OpenAI and other GenAI makers to use for model training. Further, social media companies and other companies whose users and customers post information are quietly making permission to use that content to train AI models the default position — at least in the US, where data protections are far weaker than they are in Europe.

## Establishing culpability: When things go wrong

Realistic concerns exist over other types of potential liabilities too. ChatGPT and its kind are known to sometimes deliver incorrect information to users and other machines. Who is liable when things go wrong, particularly in a life-threatening scenario? Even if a business's bottom line is at stake and not someone's life, risks can run high and the outcome can be disastrous. Inevitably, someone will suffer, and likely some person or organization will eventually be held accountable for it.

Then there are the magnifications of earlier concerns such as data privacy, biases, unfair treatment of individuals and groups through AI actions, identity theft, deep fakes, security issues, and *reality apathy*, which is when the public can no longer tell what's true and what isn't and thinks the effort to sort it all out is too difficult to pursue.

In short, ChatGPT accelerates and intensifies the need for the rules and standards currently being studied, pursued, and developed by organizations and governments seeking to establish guardrails aimed at ensuring responsible AI. The big question is whether they'll succeed in time, given ChatGPT's incredibly fast adoption rate worldwide.

Examples of groups working on guidelines, ethics, standards, and responsible AI frameworks include the following:

- » U.S. Executive Order on AI issued in October 2023 by former president Joe Biden aims the force of federal governmental agencies at managing risks through required AI safety testing and result sharing with the U.S. government, among other actions.
- » The Artificial Intelligence Act (aka as the AI Act), passed in March 2024, applies to any company developing, deploying, or using AI anywhere in the European Union (EU). It carries significant penalties for transgressions, including "administrative fines of up to 35,000,000 EUR or, if the offender is an undertaking, up to 7 percent of its total worldwide annual turnover for the preceding financial year, whichever is higher."
- » ACM US Technology Committee's Subcommittee on AI & Algorithms
- » World Economic Forum
- » UK's Responsible Technology Adoption Unit (RTA) of the Department for Science, Innovation, and Technology (DSIT)
- » Government agencies and efforts such as the US *AI Bill of Rights* and the European Council of the European Union's *Artificial Intelligence Act*
- » IEEE and its 7000 series of standards
- » Universities such as New York University's Stern School of Business
- » The private sector, wherein companies make their own responsible AI policies and foundations

As to public opinion, two trains of thought appear to be at play. The first is support for the full democratization of ChatGPT, which is essentially what's happening now because OpenAI lets users participate in training the model by using it in almost any way they want. The second is a call for regulating ChatGPT and other

generative AI use to curtail crime, scams, cyberattacks, bullying, and other malevolent acts accomplished or scaled up with these tools.

While some regulatory oversight is clearly needed, ChatGPT is a useful tool, packing a lot of promise and potential to do good for individuals, societies, governments, and organizations. Indeed, I argue that this is a first step in human augmentation. Although ChatGPT isn't integrated into the human body, it can be used to augment human thinking, understanding, work, and creative endeavors.

## PROS AND CONS OF CHATGPT

Like all technologies, ChatGPT has both pros and cons to consider. Unlike many other technologies, however, ChatGPT is unique. And it is unique in several ways, including the unauthorized use of copyrighted and intellectual property materials scraped from the internet and used in its training and output generations, and widely used by millions of individuals and organizations worldwide. However, if you leverage the good and plan how to offset the bad, all should go well with your projects!

Pros	Cons
Fast responses	Sometimes inaccurate
Delivers unified answer	Varying quality
Conversational	Sometimes repetitive or offensive
Wide range of capabilities	Convincing even when wrong
Many applications	Conversations aren't private
Generates content	Not permitted by many companies who fear liability issues from wrong content