



CHAT GPT = GENUINE PEOPLE TYPING?

Turns out artificial intelligence is a bit more organic than we assumed.

According to a report by NBC News, ChatGPT—the most popular chatbot garnering headlines for ushering in a new era of A.I. capabilities—is run on the backs of human workers being paid low wages.

OpenAI, the startup behind ChatGPT, is reportedly paying hordes of U.S.-based contractors to assist it with the necessary task of data labeling—the critically important process of training ChatGPT’s software to better respond to user requests—for around \$15 an hour (USD).

While few will argue that A.I. stands to reinvent the way we approach societal challenges, ChatGPT has skyrocketed to poster-child status. As hype surrounding the platform reaches a fever pitch, Goldman Sachs recently suggested that A.I. could wipe out 300 million jobs globally.

Yet, according to the people behind the platform, automation and technology have little to do with the platform’s success.

“We are grunt workers, but there would be no A.I. language systems without it,” one worker, Alexej Savreux, told NBC. “You can design all the neural networks you want, you can get all the researchers involved you want, but without labelers, you have no ChatGPT. You have nothing.”

Data labeling—what Savreux is referring to—requires real human workers to painstakingly parse data samples in order to feed automated systems with the keys to correctly identifying certain items within a dataset, such as visual images and written text.

“A lot of the discourse around AI is very congratulatory,” said Sonam Jindal, the program lead for AI, labor and the economy at the Partnership on AI, a nonprofit based in San Francisco that promotes research and education around artificial intelligence, in an interview with NBC. “But we’re missing a big part of the story: that this is still hugely reliant on a large human workforce,” she said.

As demand continues to spike, workers are standing up for better wages and working conditions. In Nairobi, Kenya, more than 150 people who’ve worked on A.I. for Facebook, TikTok and ChatGPT voted to form a union, citing low pay and the mental toll of the work, *Time* magazine reported. Additionally, OpenAI has hired about 1,000 remote contractors in places such as Eastern Europe and Latin America, says NBC News, to label data or train company software on computer engineering tasks, says online news outlet Semafor.

On that note, *IQ* went straight to the source and posed a question to ChatGPT: Are you guided by low-paid human workers labeling data? It answered:

“My training data is generated by human experts and researchers, who often use labeled data sets to teach me how to understand language and generate responses. These labeled data sets may be created and labeled by human workers, who may be paid varying amounts depending on the project and the location. However, the exact methods and sources used to generate my training data can vary depending on the specific model and implementation. As such, it is important that they are fairly compensated for their work and have the ability to organize and advocate for their rights and interests as they see fit.”

The irony, perhaps, is the degree ChatGPT is positioned as a tool to increase efficiency and reduce costs for businesses—which has many claiming that it can also lead to job displacement and loss of livelihoods for human workers. It remains to be seen how chatbots will replace human customer service representatives or salespeople, for instance, which could lead to domino effect of job losses across various industries. **IQ**

\$10B

The total amount Microsoft invested in Open AI. Following the launch of ChatGPT, the company is now valued at \$29 billion.

100M

ChatGPT is the fastest app to reach 1 million users in five days. It surpassed 100 million active users in January 2023.