

## Five key points enterprises should pay attention to when using ChatGPT

Prof Hon William Wong Kam-fai

**T**he Hong Kong Institute of Directors (HKIoD) held its annual seminar on Thursday, September 28, with the theme of “Transform for a Better Tomorrow”. I was honored to be invited as a guest speaker for a panel session with two other experts to talk about “Transformation in the Digital Era”, focusing on the globally hot topic of ChatGPT.

According to a poll conducted during the seminar, 10% of board members present felt their companies had launched a good digital transformation policy; 30% had already started along their digital transformation journey; 29% had started to transform but progress had been slow; and 7% had not done anything yet.

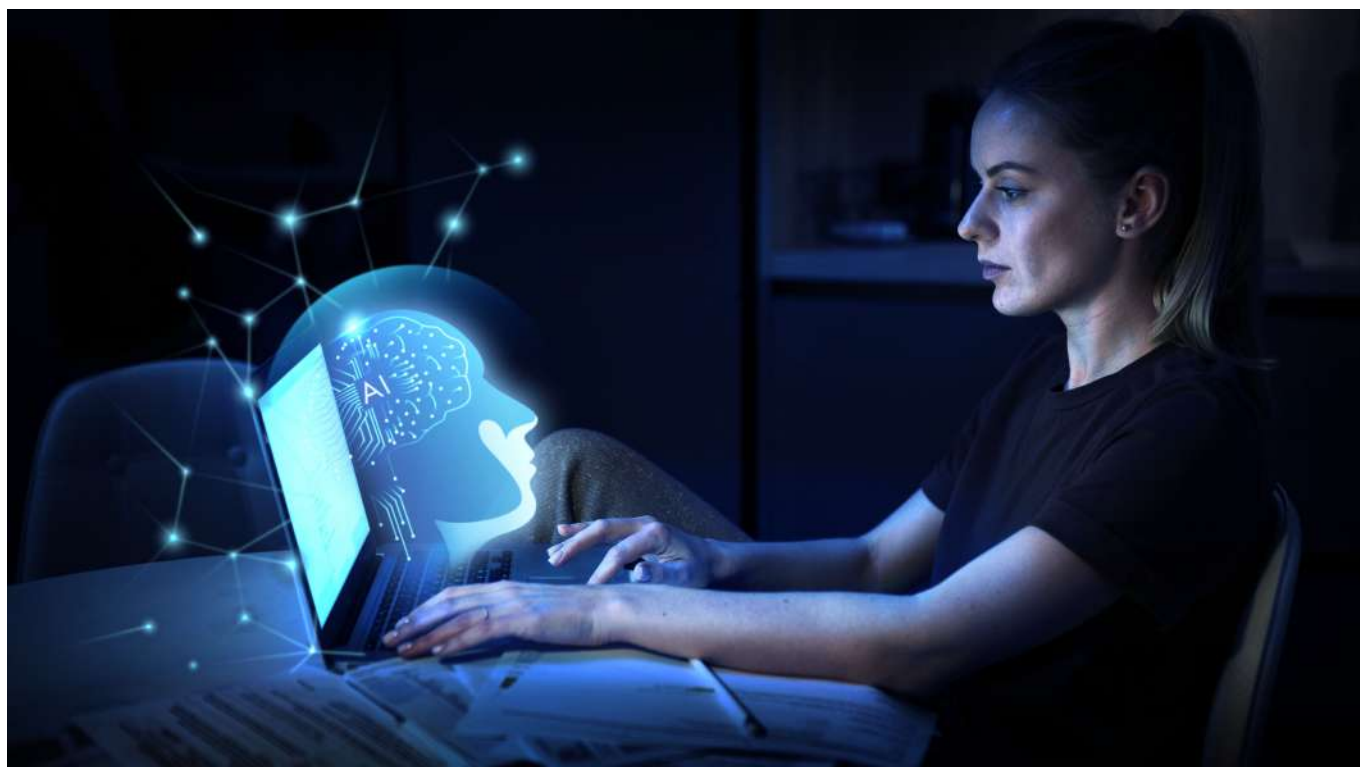
Enterprises introduce innovative technologies, especially generative artificial intelligence (AI) technologies such as ChatGPT, to implement digital transformation initiatives.

However, many of them currently have little understanding of AI technology. During the panel, I focused on five points that companies need to keep an eye on when adopting ChatGPT. I summarize these key points as FRAME.

In terms of scientific research, my research direction is also oriented to solving the technical problems behind FRAME. In the seminar, I explained the concept of FRAME.

### The five points: FRAME

- **Forgettability:** The “rights to be forgotten” of all users should be respected. ChatGPT is rich in knowledge, with the AI engine behind it building its “brain” (or its knowledge base) through machine learning, which includes digital information from books, newspapers, Wikipedia, and social networks, among others. When certain information is deleted during use, the system must destroy other relevant information at the same



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time to ensure that the target event is not traceable otherwise any content generated by ChatGPT will be inaccurate and may even violate privacy.

- **Reliability:** “Garbage in, garbage out” is a basic principle of computer science. The reliability of ChatGPT is closely related to the data in its knowledge base. However, its data is impacted by the complex network world that is full of hearsay, lies, and falsehoods, which affects the credibility of the answers generated by ChatGPT. Therefore, data cleansing and fact-checking are critical during data collection in the early stage of machine learning.
- **Adaptability:** ChatGPT can be used to power chatbots that have to be versatile and articulate to respond to “prompts” from different users. Therefore, ChatGPT needs to keep updating its knowledge base to stay current. In addition, ChatGPT must improve its user-friendliness by understanding the user’s personality, background, and interests. Otherwise, the system may be hampered by longer reply times, or maybe not even understand the questions, which could affect the efficiency of the system.
- **Multiplicity:** ChatGPT conversations contain a wide variety of information such as text, images, video, voice, and location. It is technically challenging to analyze the diverse information as a whole and then integrate it. In addition to being “multi-modal”, ChatGPT also must cope with the complexity of “multi-user” and “multi-task” conversations.
- **Explainability:** ChatGPT’s knowledge base is based on massive amounts of information, and it is generated through machine learning. When ChatGPT is given a “prompt”, it will mechanically generate a relevant answer based on the questions, literally without digging deeper. However, users are typically not satisfied with responses that do not answer the underlying issues, which affects the practical value of ChatGPT.

### Promoting AI ethics – guidelines to prevent honest mistakes

I believe the trend towards greater adoption of AI is unstoppable and it is driving the fourth industrial revolution around the world. Enterprises should actively make use of AI technology such as ChatGPT to find new sources to generate income and reduce costs, upgrade, and restructure businesses, as well as enhance production efficiency.

Recently, several U.S. tech giants told President Joe Biden that the government should pay attention to the ethical issues caused by AI while promoting the development of the technology. AI is one of the four major areas for Hong Kong’s innovation and technology development. Hong Kong should learn from the U.S. government and introduce ethical guidelines on AI as soon as possible to avoid inadvertent mistakes by enterprises. 

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ChatGPT can help to find new sources of income, upgrade and transform companies, and improve productivity. However, it is important to be aware of the ethical issues that come with this technology. (Photo credit: Reuters)

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