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ChatGPT: Generating chat or cheating, change and chaos?

Brussels, 2nd March, 2023 – Attended by over 500 participants, the Start Talking webinar, part of Euroconsumers' monthly Start Talking series, explored with a panel of experts from industry, academia and consumer research the impact of ChatGPT and similar large language model tools and their potential opportunities and risks.

The possibilities of generative AI tools like ChatGPT are endless – and not just for obvious use cases like chatbots or producing articles. Some envisage this type of AI being able to write code, or design drugs as well as creating articles or films. Others worry about the risks, will we see deepfakes scamming consumers, students' essays faked by machine? Do we face a future where we can't tell what is real and what is a cheat? In his opening remarks via pre-recorded video message, **Brando Benifei**, MEP Joint lead negotiator of EU AI Act, highlighted *"ChatGPT represents more than just a low risk chatbot; it offers a glimpse into what the future may hold. We must anticipate the potential risks that technology may pose"*.

Cornelia Kutterer, Senior Director, Responsible Tech & Competition, European Government Affairs at Microsoft, discussed the use of ChatGPT in Bing noting its potential *"The endless opportunities and creativity sparked by applications like ChatGPT provide a peek into what lies ahead. It serves as an assistive tool that enhances productivity and creativity for individuals. By implementing safeguards, you can train these applications to mitigate potential risks"*.

Colin Strong, Head of Behavioural Science at Ipsos Global, shared why he thought that people would not be so easily tricked by tech like ChatGPT, *"Unreliable information has always posed a challenge. Identifying the signals that aid in filtering is crucial. People will require guidance and help, and we'll likely witness the emergence of new norms to address this issue"*.

During the panel, concerns about the challenges of generative AI were also discussed. The rise in misinformation and risks to data privacy are a major concern with **Daniel Leufer**, Senior Policy Analyst at Access Now, mentioning *"The parliament must be bold in implementing measures to protect individuals. It is crucial to maintain a firm position. Although the AI Act may not be able to control all extreme cases, it does offer transparency"*.

Aleksandar Brezar, Journalist at Euronews, shared similar concerns about the impact on journalism and how we get and digest information *"Nowadays, with the availability of sophisticated AI tools, it is possible for malicious users to flood the information space with false content. It is crucial to consider such scenarios when discussing regulation"*.

Gabriele Mazzini, Team Leader - Artificial Intelligence Act at European Commission, explained the definition of AI in the AI Act which covers systems like ChatGPT which create content, and the 'risk-based approach of the legislation which matches obligations on providers of systems to the level of

risk their use poses. He also explained that, the AI Act being applicable to AI systems made available in the EU market, the providers of high-risk AI systems would need to “*meet all requirements before market introduction*” regardless of where they are based, so the impact could stretch beyond the EU.

The panel closed with a broader reflection on the future impact of generative AI and panelists take on how it might impact their own working lives. Watch the full event here: <https://bit.ly/41iH2s9>

About Start Talking

The webinar is part of Euroconsumers’ monthly Start Talking series, a new and innovative format to discuss hot button consumer issues in a frank and open dialogue with a diverse set of stakeholders. Start Talking doesn’t necessarily reflect Euroconsumers’ point of view. That’s not the aim of the series. Its aim is to create a safe space to challenge the status-quo, test established beliefs and drive forward new ideas and relationships.

About Euroconsumers

Gathering five national consumer organisations and giving voice to a total of more than 1.5 million people, Euroconsumers is the world’s leading consumer cluster in innovative information, personalised services and defence of consumer’s rights. We work closely together with Consumers International to ensure consumers are safe, that markets are fair and benefit from honest relations with businesses and authorities. Our European member groups are also part of the umbrella network of BEUC, the European Consumer Organisation. Together, we advocate for EU policies that benefit consumers in their daily lives.