



Generative AI:

A Journey Through
Familiarity, Usage,
and Concerns

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EXPLORING GENERATIVE AI: FAMILIARITY, USAGE, RIGHTS, TRENDS & CONCERNS

As a group who have been users of Generative AIs, such as the precursor to GPT-3 and ChatGPT – GPT-2, we were highly curious about the actual familiarity, use, concerns, and more surrounding Generative AI. We wanted to get a broader view outside of the tech/digital/e-commerce echo-chamber and surveyed full-time employed adults in the United States about these topics.

At this moment in time (mid-February 2023), there are more than 450 Generative AI companies (Currier), and ChatGPT is practically inescapable as a topic within news and social media, at least for those even tangentially associated with tech for their professional lives – or for those with children and accompanying scholarly concerns. Further, ChatGPT has according to analysts become the fastest growing web app in history by reaching 100M monthly active users in 3 months (Hu) as compared to the former record holder for fastest-growing web app, TikTok who reached that milestone after 9 months. Additionally, 6 Generative AI companies have reached Unicorn status, with \$1 Billion+ valuations – ChatGPT is being touted as a \$20B valuation itself (CB Insights).

All of this comes amidst simple facts such as - despite the “buzz” - our survey reveals a substantial portion of the population is unaware of the most popular Generative AI platforms and apps that exist in this moment. Much is being made of the impact of generative AI on search results in search engines with partnerships and products being announced among major players. However, everyday working Americans are more concerned about disinformation (Fake News) and plagiarism, while also seeing potential for larger impacts on actual traditional online content.

There is a proliferation of content created by Generative AI and then either published publicly and knowingly by companies or by their employees who have claimed the creation of Generative AI to be their own work product. With this comes an inverse non-proliferation of the understanding of usage rights across platforms by the end users creating such content. Generative AI platform and app users are creating content they then claim as their own work. However, this is expressly forbidden in some EULAs or Terms of Use. What ramifications exist for a company if many of their employees use AI but claim the work as their own, and then the company publishes work and attempts to copyright it? What of creatives that use a platform to help write a movie script, play, or novel?

Regardless of questions around where the biggest impacts will be, who owns the content and how it can be used, and whether a company should have a policy around Generative AI use by employees, one thing is certain: use of Generative AI is going to do nothing but increase.



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SURVEY METHODOLOGY

FEBRUARY 2023 NIMBLE GRAVITY SURVEY ON GENERATIVE AI

The February 2023 Nimble Gravity Survey was done as basic exploratory research into topics regarding Generative AI. This research was primary and descriptive in nature. This was mixed methods research containing both qualitative and quantitative aspects.

The Survey interviewed 739 adults living in the United States. Results which use all respondents have a margin of error of +/- 4.8%. Reported results using a subset of the entire sample will naturally have a higher margin of error.

This Nimble Gravity online survey was conducted Feb. 10, 2023, among a U.S. based sample of 739 full-time employed adults ages 18 and up via an online questionnaire. 434 individuals passed the qualifying question regarding familiarity with Generative AI platforms, while 305 individuals were disqualified. There was a 9% abandon rate.

Data for this survey was weighted for age, race, sex, education, and geography using the Census Bureau's American Community Survey to reflect the demographic composition of the United States.



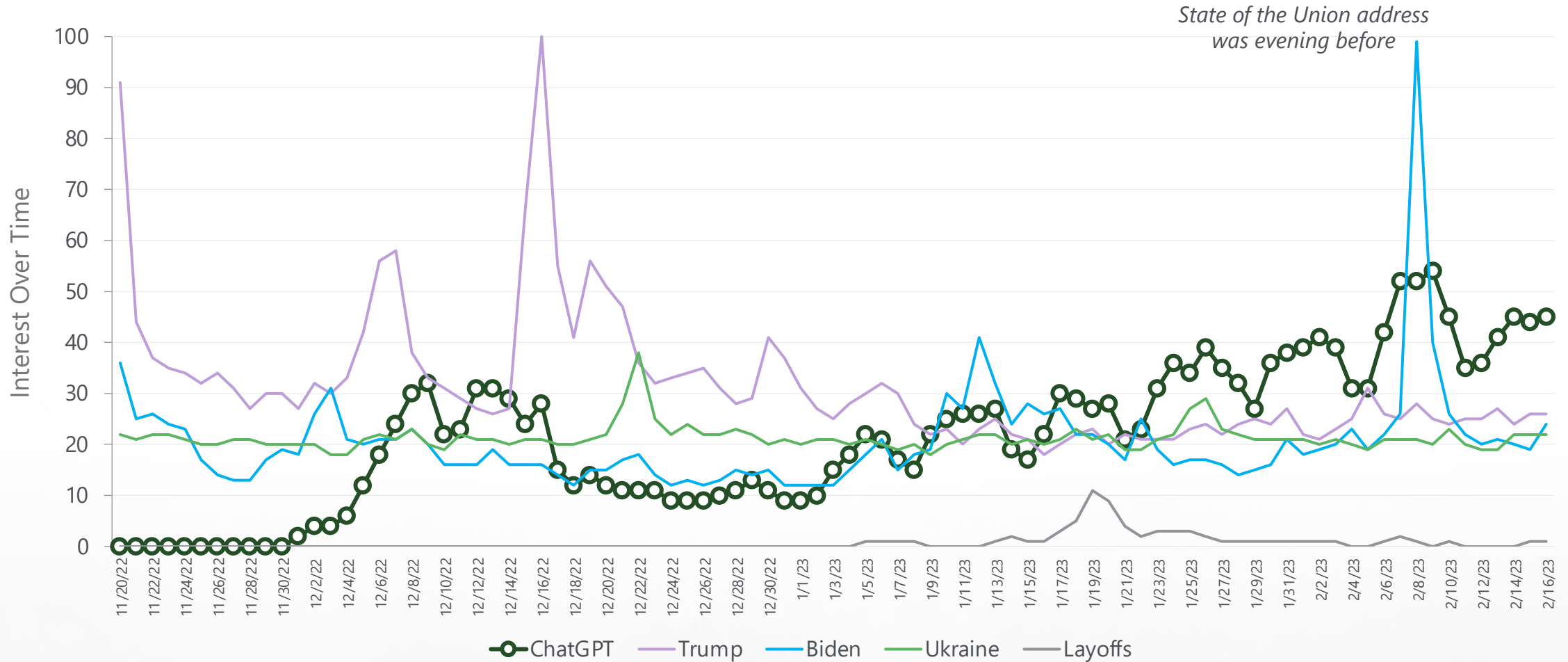
Popular Generative AI Apps Featured In Our Survey



Within our survey these are the platforms and apps for which we asked if the surveyed population had familiarity and had used. Additionally, in qualifying users in or out of the survey we inquired about both Bard and Claude. However, since neither platform is in wide public use as of the time of this survey (Feb. 2023) we did not include those platforms in following questions regarding use of platforms.



ChatGPT INTEREST OVER TIME FROM GOOGLE



Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.



UNAWARE AND NOT INQUISITIVE

What's ChatGPT?

A large swath of adult working professionals are unaware of major Generative AI apps.

Of the total survey participants 41.11% claimed to be unfamiliar with Anyword, Peppertype.ai, Rytr.me, Copysmith.ai, Regie.ai, Copy.ai, Jasper.ai, ChatGPT, Dall E 2, FaceTune, VideoLeap, PhotoLeap, Synthesia.io, Rephrase.ai, Claude, or Google's Bard.

Those participants were then disqualified from answering questions regarding use and content creation on any of the active platforms.

Approximately 25% of qualifying participants reported never having tried or used any of the apps and platforms asked about.

~41%

41.11% of respondents claimed to be **unaware** of any of the platforms in our study.

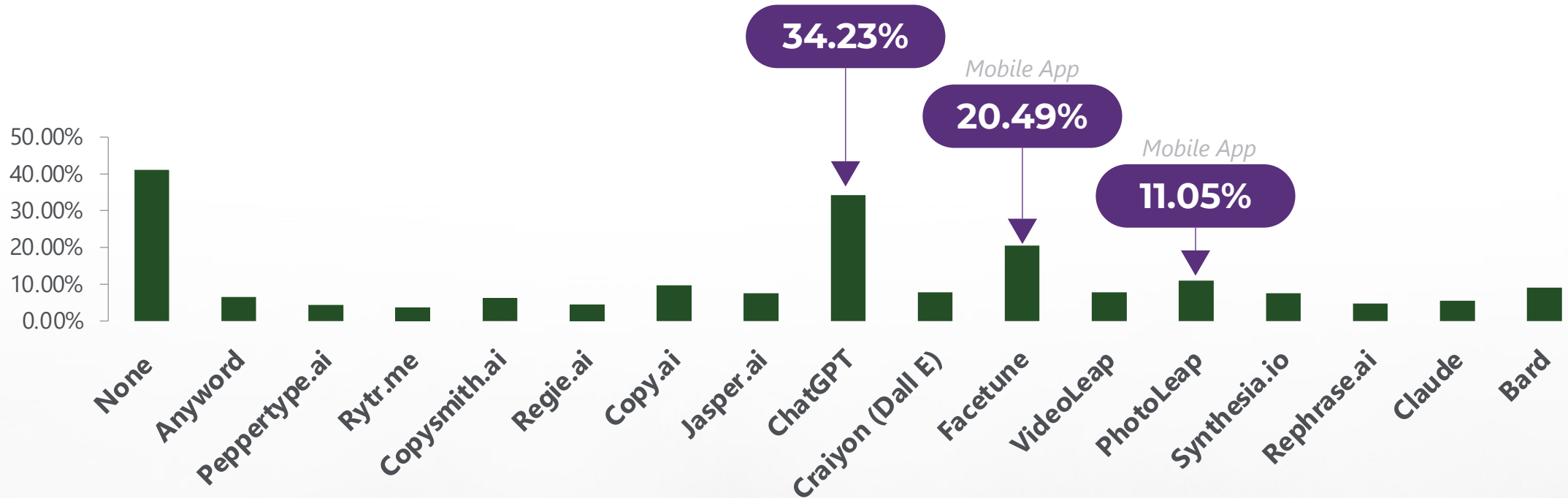
~25%

24.65% of qualifying respondents claimed to **have never tried** a single one of the discussed platforms.



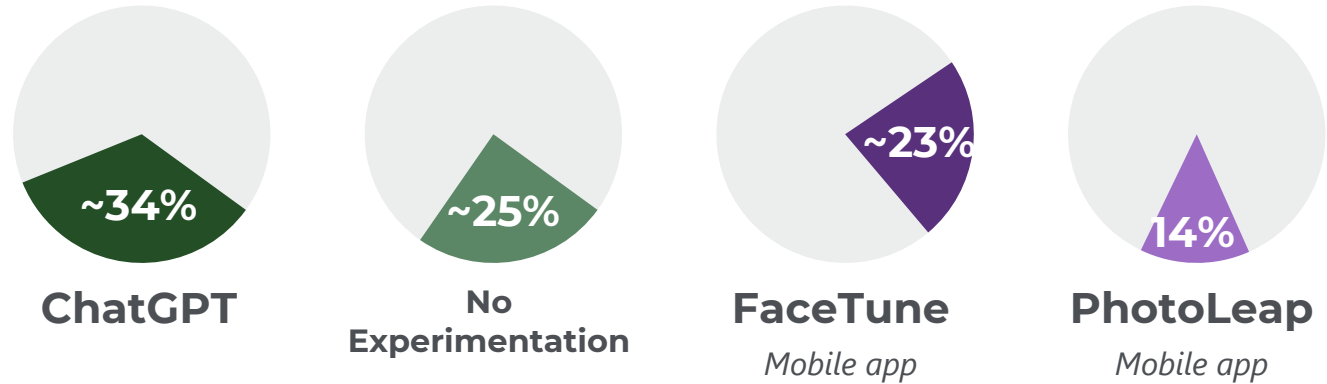
ChatGPT HAS HIGHEST PLATFORM FAMILIARITY

41.11% of the initial 739 participants indicated they had no familiarity with any of the Generative AI platforms mentioned. ChatGPT recorded the highest recognition at just over 34% of respondents indicating they were familiar with the web app. FaceTune was the second most recognized app with just over 20% of the audience indicating familiarity with the App developed by Israel based, LightTricks LTD. Another LightTricks developed app, PhotoLeap, rounded out the top 3. All other apps and platforms fell into single digit percentages levels of the audience being familiar with them.

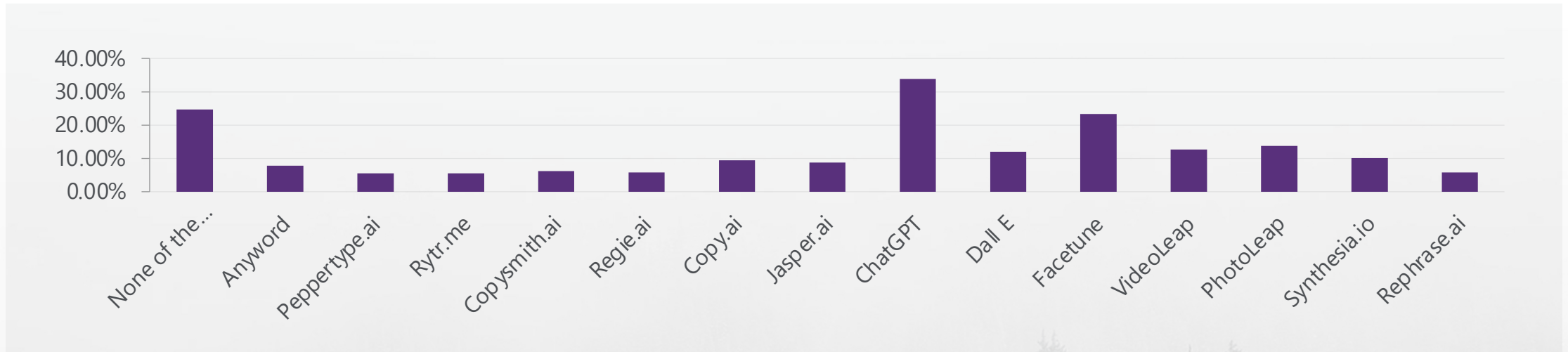


ChatGPT IS MOST EXPERIMENTED WITH PLATFORM, FOLLOWED BY “NO EXPERIMENTATION”

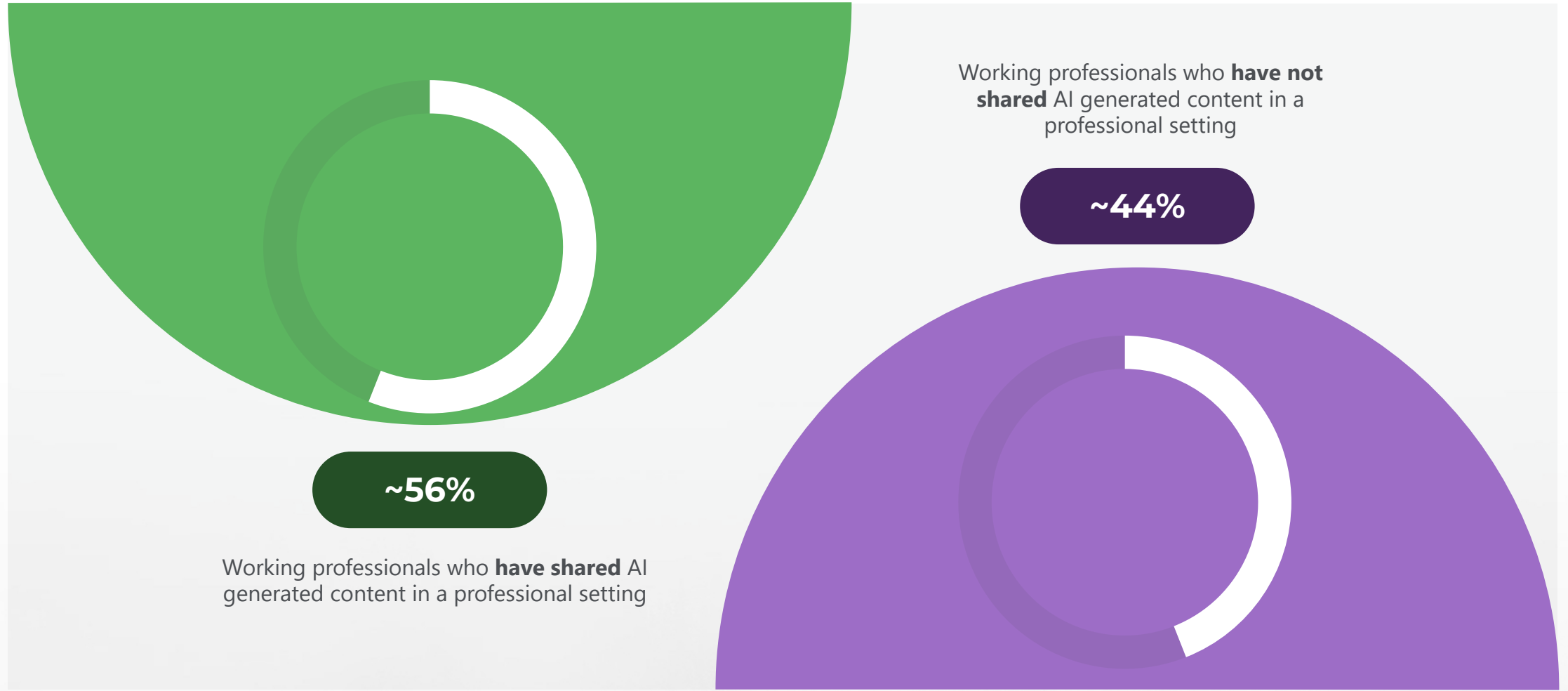
OpenAI’s ChatGPT is the platform the audience most frequently experimented with. Followed by None – meaning no experimentation, and then mobile apps FaceTune and PhotoLeap. VideoLeap, Synthesia, and others also had double digit percentages of use amongst the surveyed audience.



Note: The N has changed from the previous slide dropping from 739 to 434 due to those full-time working professional who claimed to be unaware of generative AI platforms being disqualified from further questions regarding usage. So, for example in looking at FaceTune having an awareness percentage of 20.49%, which is ~150 people of the 739 asked that question, versus having ~23% experimentation rate, which is ~100 people of the 434 asked about experimentation with platforms.



56% OF RESPONDENTS HAVE SHARED AI GENERATED CONTENT IN A PROFESSIONAL SETTING



ONE-FIFTH OF WORKING PROFESSIONALS HAVE SHARED 2 TO 5 PIECES OF AI GENERATED CONTENT IN THEIR WORKPLACE



9.68%

1 PIECE SHARED



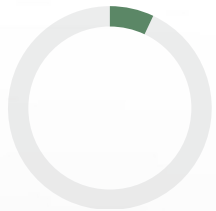
20.51%

2-5 PIECES SHARED



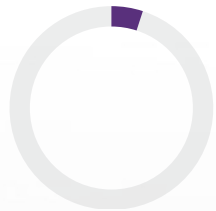
14.29%

6-10 PIECES SHARED



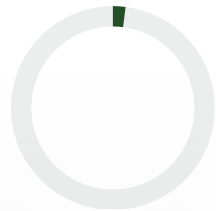
6.68%

11-15 PIECES SHARED



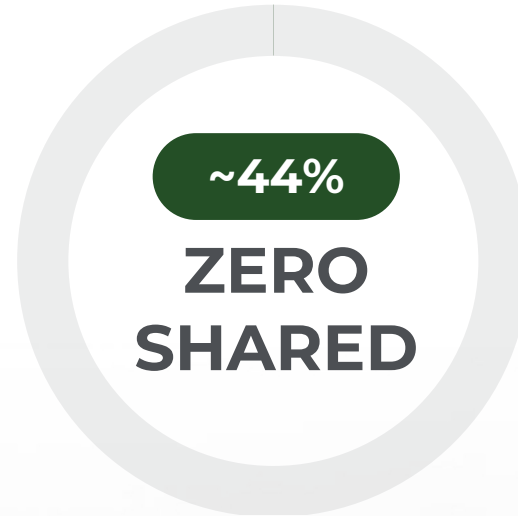
4.61%

16-20 PIECES SHARED



1.61%

21+ PIECES SHARED



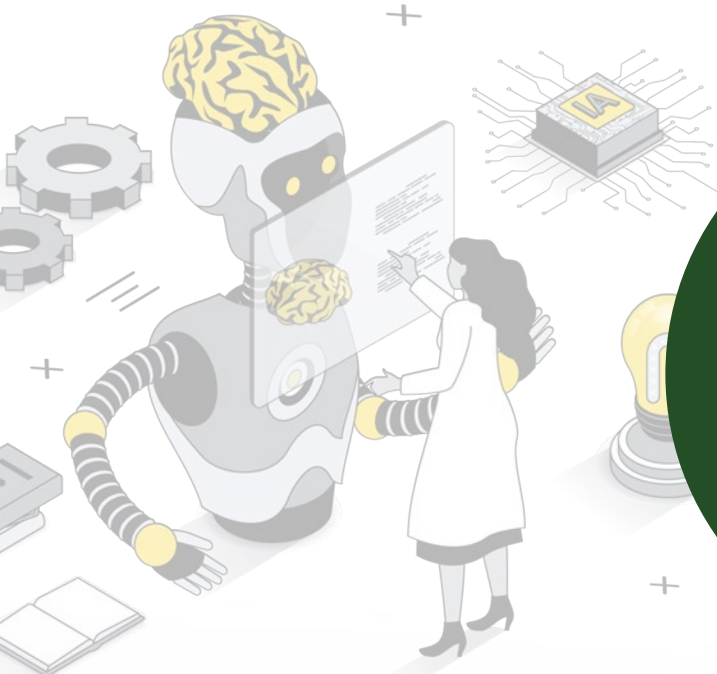
Handfuls of AI Content

Few full-time workers have shared more than 10 pieces of AI generated content in their workplace..

Most frequently workers are sharing a handful of between 2-5 pieces of AI generated content in their workplace. A little over 44% in aggregate are sharing between 1 and 10 pieces in total.



WORKERS ARE CLAIMING AI WORK PRODUCTS AS OWN

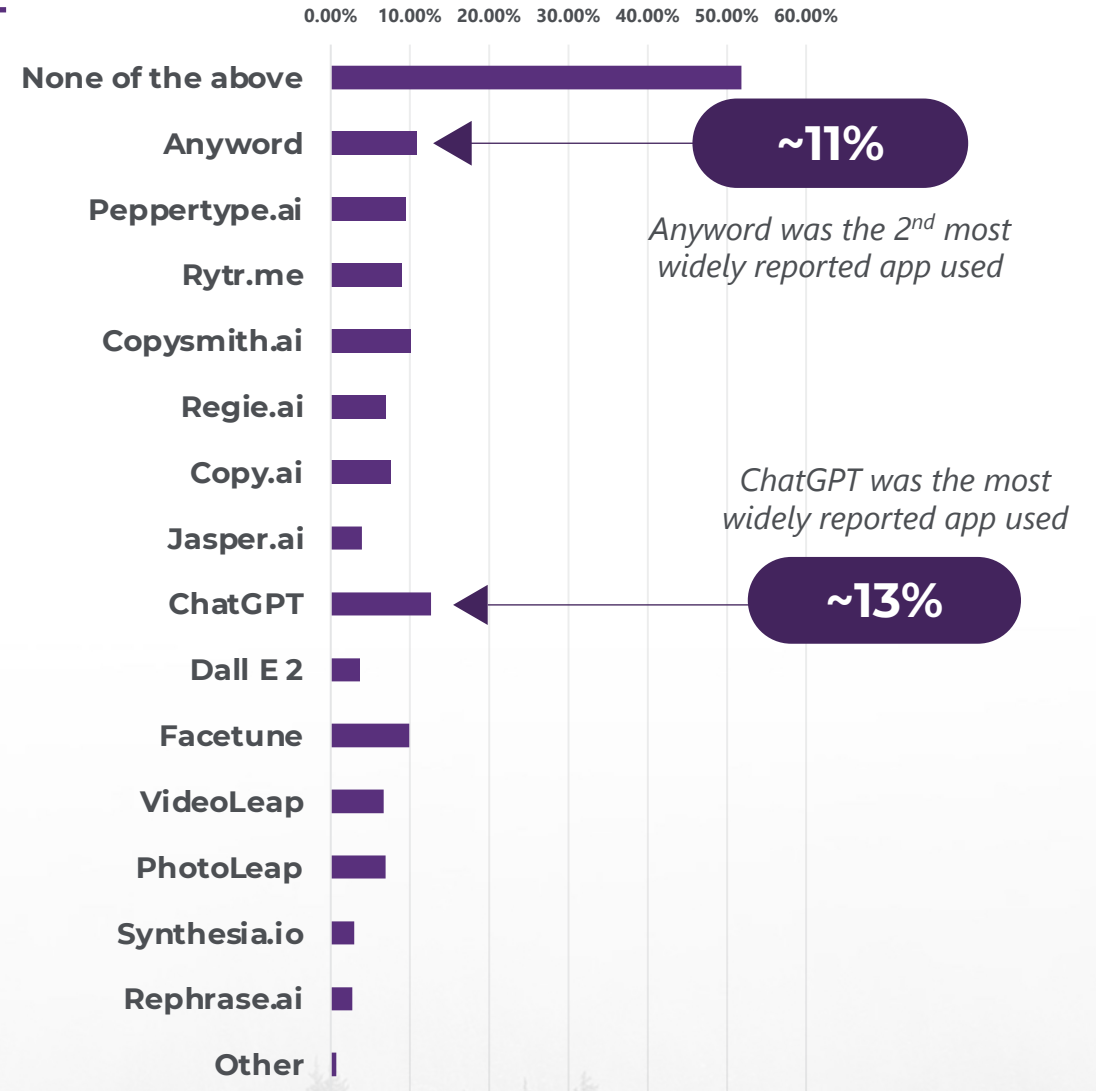


~45%

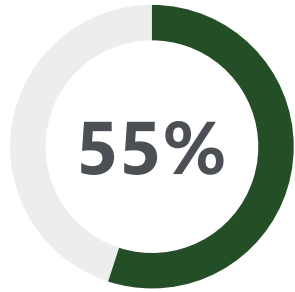
ALMOST HALF HAVE CLAIMED AI WORK AS THEIR OWN WORK

A whopping 45.39% of respondents indicated that they had created at least one or more pieces of content across a variety of Generative AI platforms and apps which they then went on to claim as their own work.

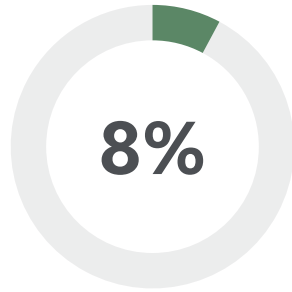
*Single individuals may and did report using multiple platforms and creating more than one piece of content they subsequently claimed as their own work.



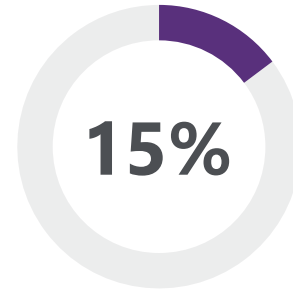
FULL-TIME WORKERS CLAIM MULTIPLE PIECES OF AI GENERATED CONTENT AS THEIR OWN WORK



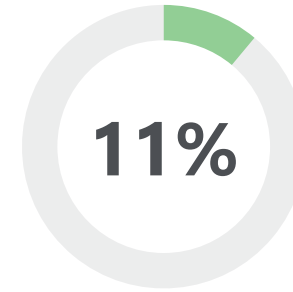
Zero Pieces



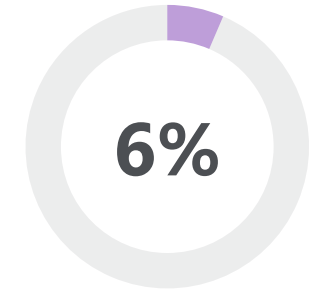
1 Piece



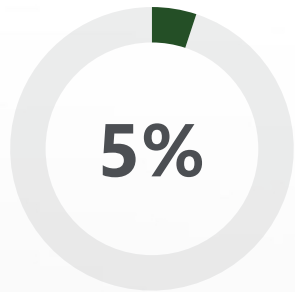
2-5 Pieces



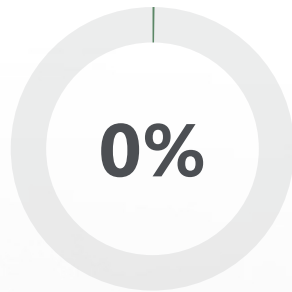
6-10 Pieces



11-15 Pieces



16-20 Pieces



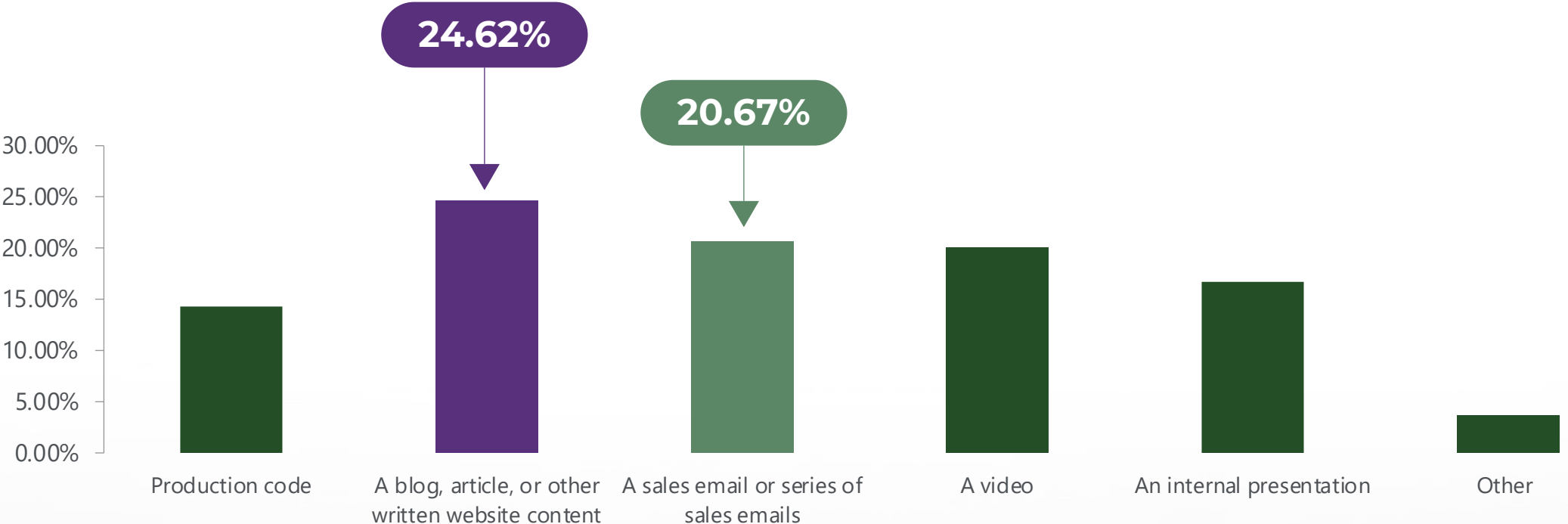
21+ Pieces

With roughly 45% of respondents having claimed AI generated content as their own, the bucket of 2 to 5 pieces was the most-commonly selected quantity by the audience. Of note is that among those that did claim AI generated content as their own, 82% of that group claimed multiple pieces.

This has potential lasting impacts for the companies of those workers as the platforms may or may not have allowed for licenses which allowed the work to be claimed as a creation other than that of the AI, and more. The types of work products claimed varied from production code, to blog posts and articles.



BLOGS, ARTICLES, & OTHER WRITTEN WEBSITE CONTENT LEAD IN AI GENERATED CONTENT TYPE WORKERS CLAIM AS THEIR OWN WORK



* Individuals could and did report creating more than one type of AI generated content they claimed as their own work.

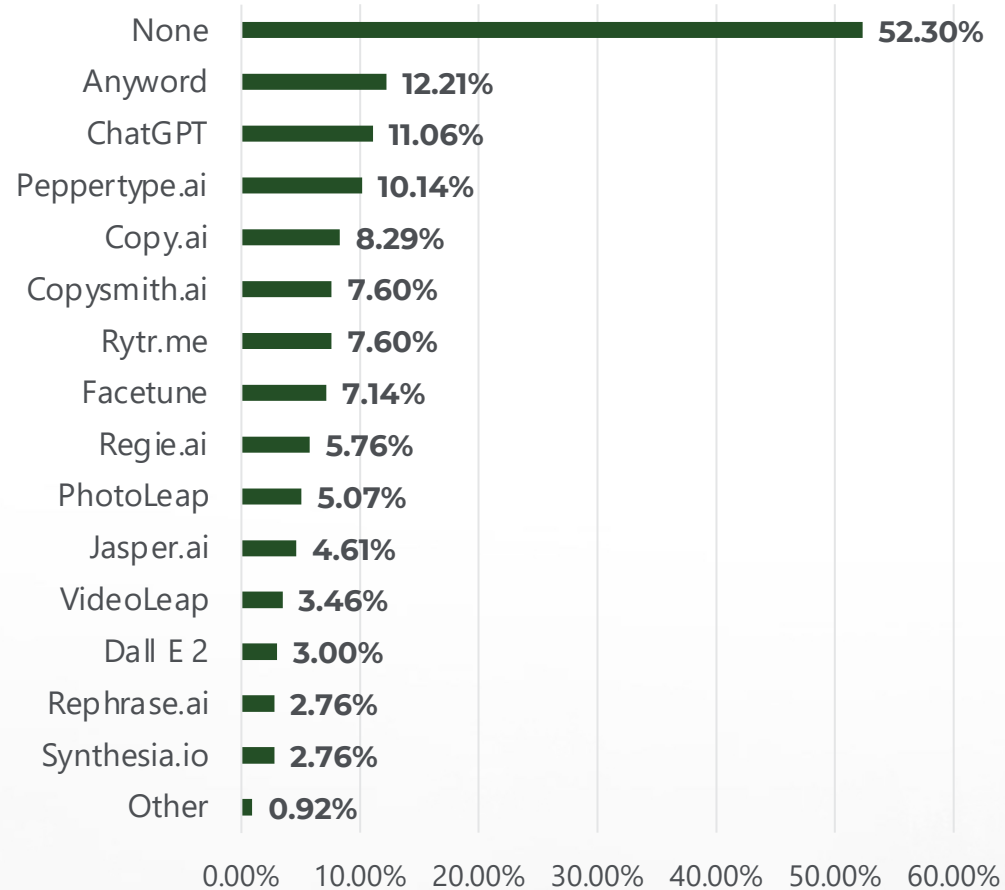




Except for uses that are expressly permitted by Jasper (for example, in the Documentation), Customer will not....(ix) mislead any person that the Output from the Services was human generated...

*– <https://www.jasper.ai/legal/eula>
Exhibit A – Platform Guidelines, Sec. 3*

CONTENT FROM ALL PLATFORMS IS BEING PUBLISHED IN PUBLICLY FACING METHODS



As reported by survey respondents, photo, video, and imagery-based AI-generated content are less popular for publishing content in a public facing manner, with the bulk of responses indicating copywriting-based AI is by far the more popular and used type of Generative AI. There are many challenges posed by copywriting Generative AI and its unknown at this time how well prompt writing for these apps is being done. It's also unknown how well workers are fact-checking the output of such AI.

As was widely reported in the press in January of 2023, CNET was notified of serious errors in articles it had published that were generated by AI.

The publication stated that it had published around 75 AI-written articles beginning in November 2022.

Prompt writing that is not unique, coupled with poor fact-checking and an overabundance of trust towards AI, will likely lead to more challenges for other companies like those that CNET is facing.



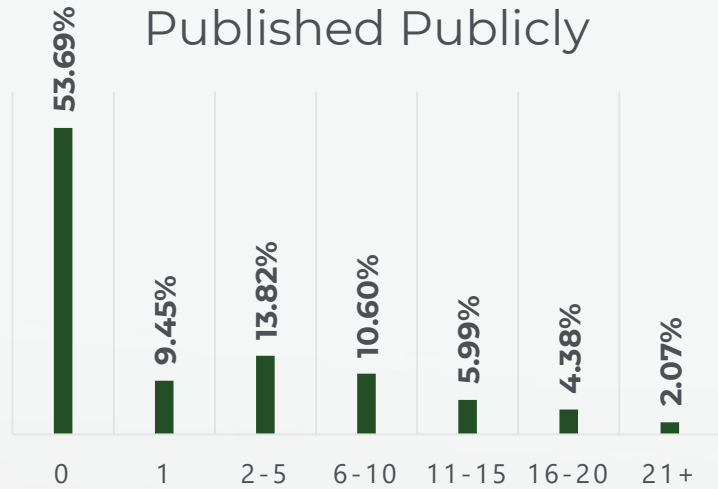


Similarity of Content. Due to the nature of machine learning, Output may not be unique across users and the Services may generate the same or similar output for OpenAI or a third party. For example, you may provide input to a model such as “What color is the sky?” and receive output such as “The sky is blue.” Other users may also ask similar questions and receive the same response. Responses that are requested by and generated for other users are not considered your Content.

<https://openai.com/terms/> , Section 3.(b)

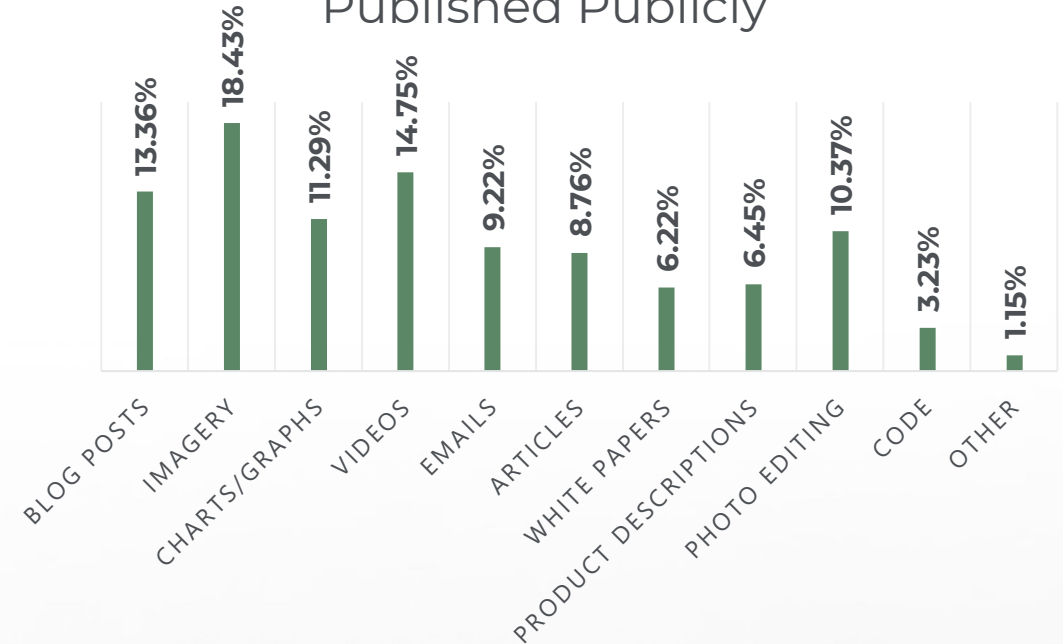
SMALL QUANTITIES OF AI GENERATED CONTENT ACROSS MANY TYPES ARE BEING PUBLISHED IN PUBLIC FACING WAYS

Number of Pieces Published Publicly

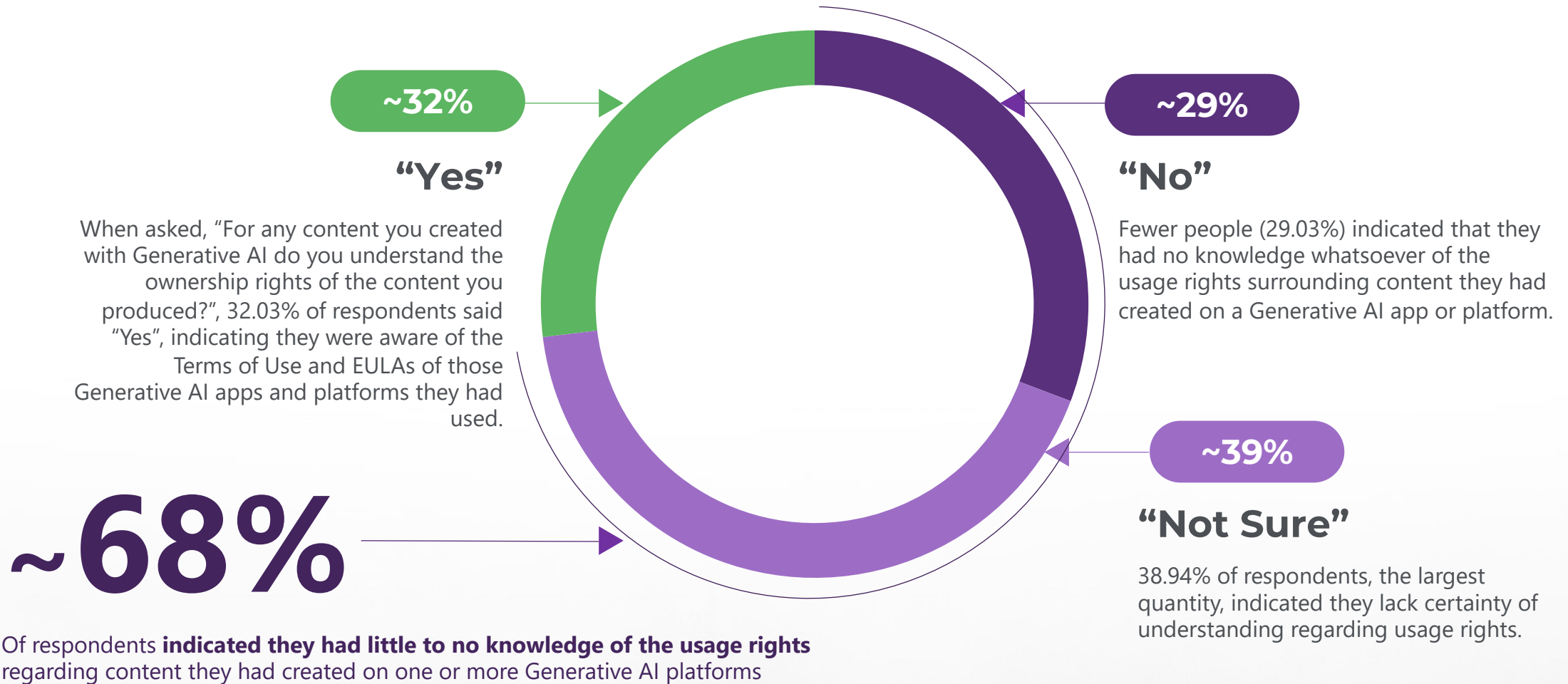


A very small group of workers are publishing more than 10 pieces of AI generated content

Types of Content Published Publicly

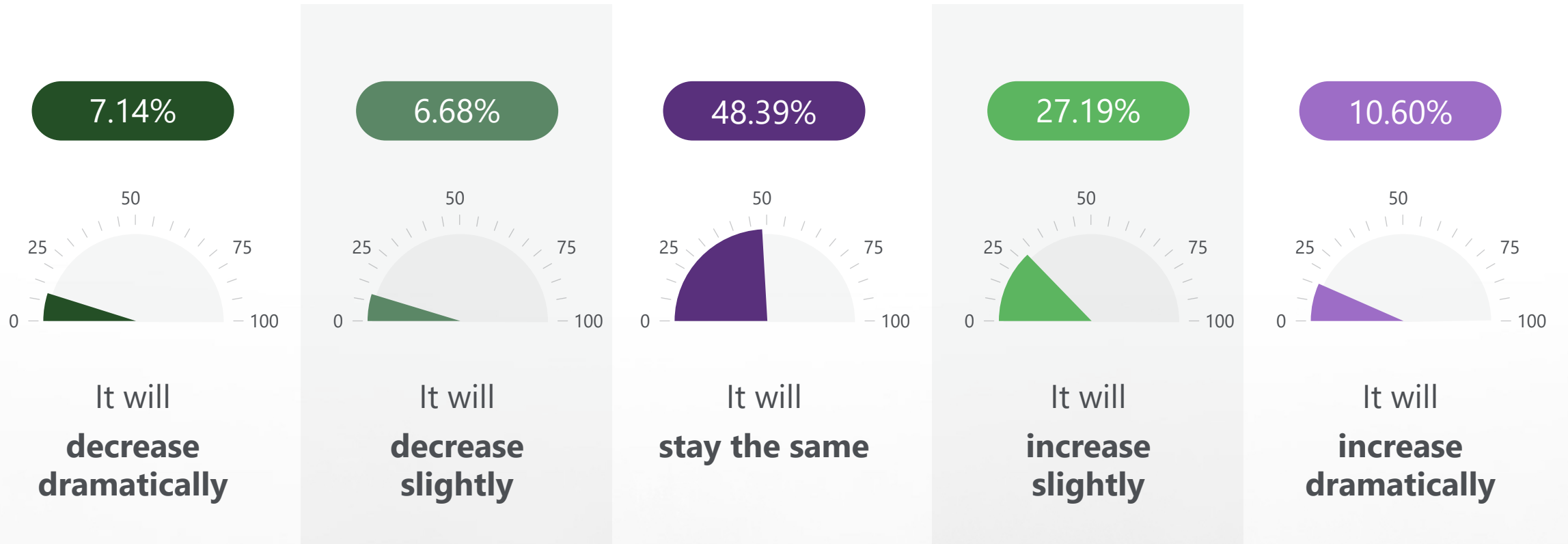


LACK OF UNDERSTANDING REGARDING USAGE RIGHTS

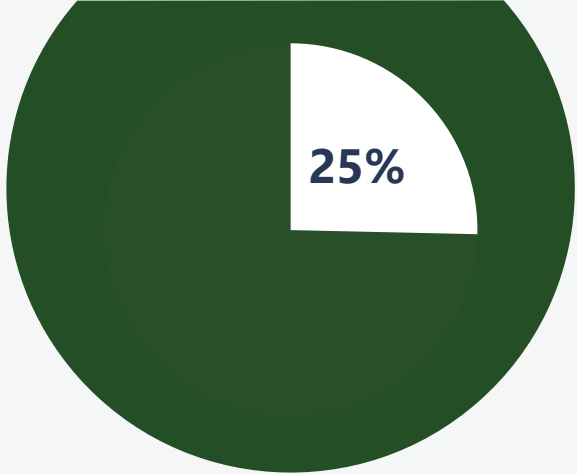


USE OF GENERATIVE AI POISED TO INCREASE

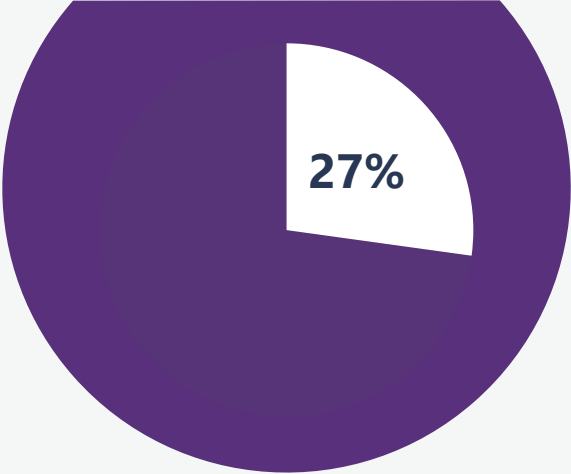
How will your use of content creating AI platforms change for the remainder of 2023?



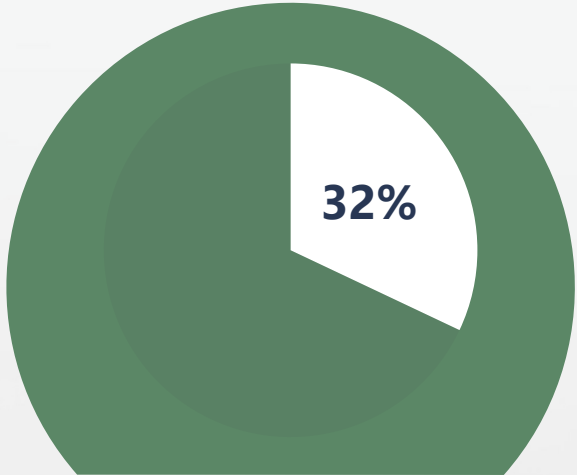
MOST UNDERSTAND NEED FOR HUMAN INTERVENTION



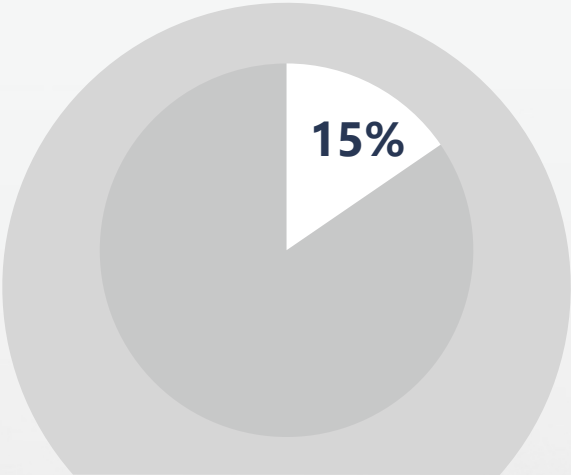
Varies by platform with some needing intervention and others being ready to use immediately



Requires heavy human intervention before using



Needs light human intervention before using

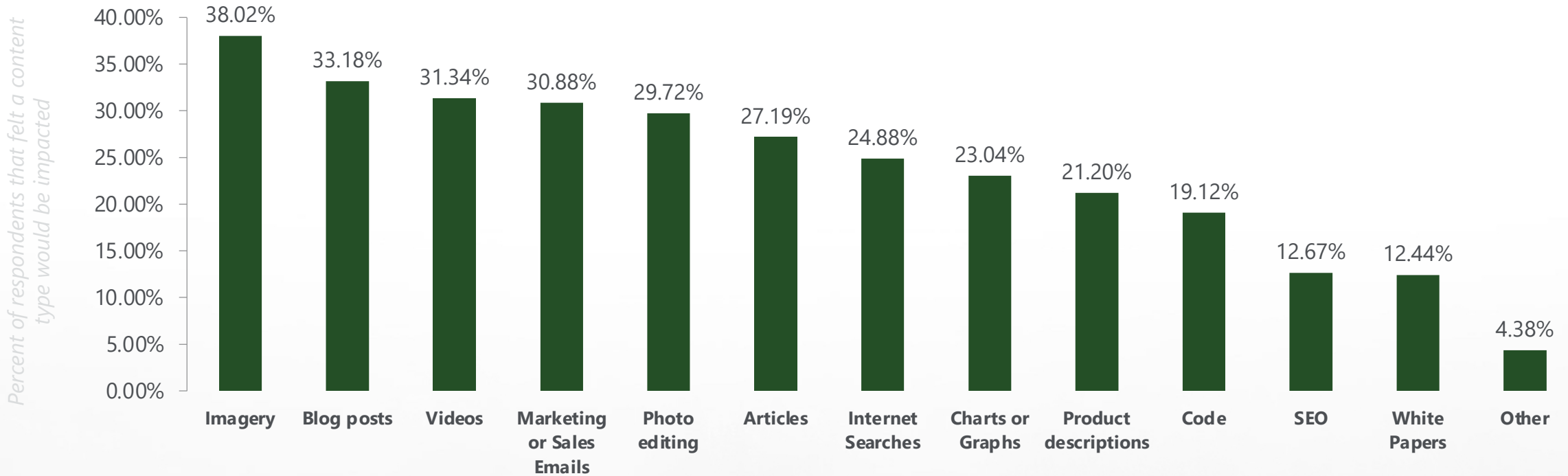


Good enough to use on its own



IMAGERY VOTED MOST LIKELY TO BE IMPACTED BY GENERATIVE AI

While a lot of recent news (early Feb. 2023) has been focused on the Bing and ChatGPT partnering combined with Google's announcement of Bard, respondents pointed to the content they believe will be most impacted by Generative AI as being more traditional in nature. Internet Searches was 7th in rank, falling behind Imagery, Blog Posts, Videos, Marketing or Sales emails, Photo Editing, and Articles.



WHAT CONCERNS YOU ABOUT GENERATIVE AI?

Fake News

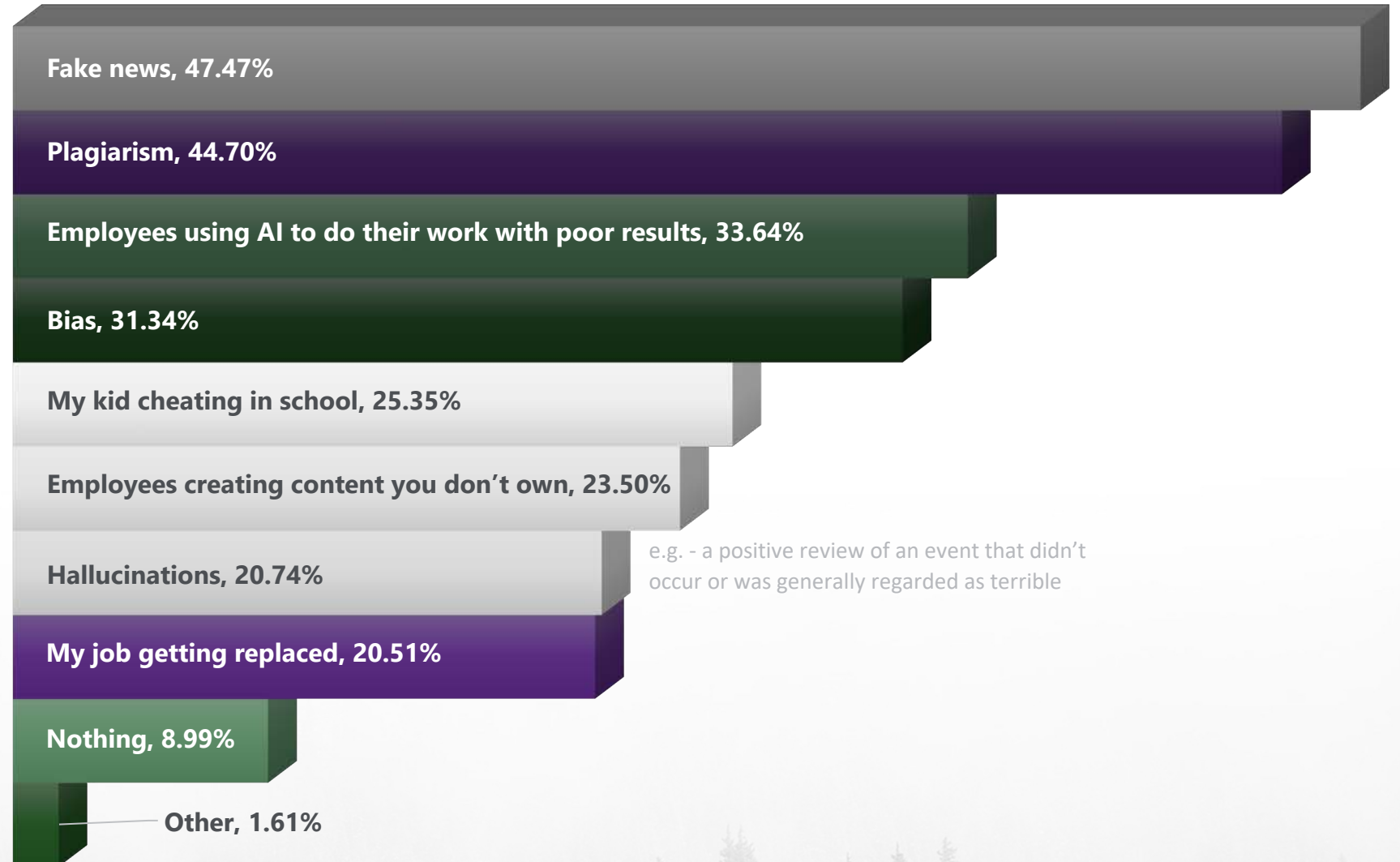
Most Concerned About

Plagiarism

Second Most Concerned About

Employees using AI to do their work w/ poor results

Third Most Concerned About



EXPLORING GENERATIVE AI: RECOGNIZING AI GENERATED CONTENT, HUMAN INTERVENTION, FAKE NEWS, AND BIAS

Generative AI can create content in various forms such as images, videos, text, and music. However, this technology has introduced new challenges. AI-generated content can spread fake news, create biased content, and even deep fakes. Therefore, it is crucial to have systems that can differentiate between AI-generated content and human-made content. Fortunately, groups like OpenAI, who created ChatGPT, have created tools (Kirchner et al.) to help determine if content was generated by a human or by AI. Additionally, stand-alone groups like GPTZero have created web apps capable of detecting AI-written content (GPTZero Inc.).

Additionally, it was reassuring to see that most participants in our survey understood the need for human intervention in the process of creating content via Generative AI. The way in which prompts are formulated, as well as fact-checking, editing, rewriting/redoing, or helping to clarify sections of content are all critical steps that still should be taken when producing content via Generative AI.

Google brings back nearly a million results when a search for “generative ai and fake news” is done. Additionally, this was the largest concern of survey participants at almost 48%. Fortunately, fact-checking organizations and other AI companies are working overtime to combat this challenge and produce solutions that keep pace with the ability of bad actors to proliferate disinformation. We’re quite likely to hear about continued battles on this front for many years.

Bias was mentioned as the fourth most concerning aspect of Generative AI. Unfortunately, if an AI is trained on biased data it’s completely possible that said AI would return biased results. There are already instances of researchers finding race and gender bias in art-generating AIs. The National Institute of Standards and Technology (NIST), a US government agency that sets standards for technology, even goes so far as to discuss the need for removing human and systemic bias (National Institute of Standards and Technology (NIST)) in order to truly remove bias from AI.

As Generative AIs continue to proliferate and their use increases, recognizing AI-generated content, continuing to ensure human intervention in AI use, and battling against Fake News and bias will be crucial.





APPENDIX

EXPLORE THE POSSIBILITIES WITH NIMBLE GRAVITY

Adaptable strategies that will markedly transform your business

We bring the abstract into focus by connecting you to the data that you need.

We are a collaborative team of experts who are passionate about the power of data. Watch your business grow by engaging in our unique approach to overcoming tough challenges. With our various backgrounds and perspectives, we actively seek creative solutions that are dynamic and responsive.



EXPERIENCE YOU CAN RELY ON



QUALITY TALENT

We are a group of tenured and engaged analysts who generate impactful outcomes.



TECH FOCUSED AND AGILE

Our technical and operational expertise spans a variety of disciplines and industries.



ENGAGEMENT

We build long-term relationships which deliver best-in-class solutions that flexibly combine teams and cross disciplines.



ITERATIVE

The team consistently provides dependable services that are uniquely creative and align with the ultimate vision.



DATA-DRIVEN SOLUTIONS



DATA SCIENCE

Extract meaningful insights from your data to build comprehensive strategies for success



DIGITAL TRANSFORMATION

Drive efficiencies and explore new opportunities by identifying optimized systems that facilitate maximum success.



WEB ANALYTICS

Track and unlock valuable information about how customers interact with your business



E-COMMERCE

Launch, reconstruct, or optimize your digital commerce capabilities.



DIGITAL STRATEGIES

Decades of operational expertise that will reliably create impactful and immediately executable strategies.



DEVELOPMENT

Engage your customers and grow your business through a model that is both ambitious and adaptable.



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