Cultural Valuation of Being Human:

The Impact of Chat GPT Poetry on Eco Awareness

Annie TUBADJI
Swansea University, the UK
a.k.tubadji@swansea.ac.uk
atubadji@hotmail.com

Haoran HUANG
Accenture, the UK
haoran1996@gmail.com
fx19988@bristol.ac.uk

Thora TENBRINK
Bangor University, the UK
t.tenbrink@bangor.ac.uk

Mat Comfort
Bangor University, the UK
mtc19zyl@bangor.ac.uk

Abstract

A core toy model in Culture Based Development (CBD) is the model of cultural valuation of economic assets. Previous CBD research has provided evidence for the cultural valuation anomalies under the information treatment that a given asset is produced by an AI – namely people tend to under-evaluate music when they learn it is composed by AI and to upgrade their evaluations for the human compositions (see, Tubadji, Huang and Weber and then Tubadji (2021) and Tubadji and Huang (2023)). The current study aims to first replicate the above-described CBD experiment, this time using a different form of art – poetry (in its short form – haiku), composed respectively by human poets and by different versions of Chat GTP algorithms. Second, the current study extends the inquiry by posing the research question – are people's emotions, perceptions and awareness about the ecology and the world more readily impacted by the huma creative art product or by the AI generated art. There are reasons to believe that either is potentially plausible. As machines do not cheat, they are more trustworthy so they may be perceived as more worth following one's recommendation and advice. However, the literature shows that people prefer human-error exhibiting car navigation systems than more efficient GPS systems. Our analysis equips us with further insights on the potential for impact by ChatCPT and related AI technologies on the evolution of the socio-economic discourse. Potential reasons for our results stemming from the very language optimization procedures that are fundamental in information science are offered as speculations, which in light of our analysis are worth further research.

Key words: cultural attitude, discourse, narrative, ChatGTP, creativity

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