



Artificial Intelligence

The Super Human Guide

**The Content Creator's
Manual!**

How will ChatGPT impact the content curation, creation, and management processes?

The answer to this question is best answered by walking through a scenario.

We asked ChatGPT to write us to summarize our company profile

Prompt: "Please summarize this about section for a software company" Established in 1994 as a full-service global technology provider, ITWorx partners with the world's leading organizations throughout their digital transformation journeys providing expertise across an integrated portfolio of services that includes customer experience, employee experience, data analytics, business process automation, DevOps, advanced infrastructure services, and cloud capabilities. Our culture is rooted in our values of happiness, agility, people, profit, passion, and integrity. Our employees and their well-being are always at the heart of our operations, and we believe that creating respectful and inclusive workplaces founded on these values guides our mission to build technologies that make people happier. Our 25+ years proven track record of achievements in building award-winning solutions for government and enterprise organizations leverages our vast talent pool, diverse partnerships, and global delivery capabilities through strategically located representative offices and development centers in Cairo, California, Connecticut, Zug, Dubai, and Abu Dhabi. Our experts are always proud to build solutions that make countless customers, employees, students, citizens, and stakeholders happier.

Generated Output: "ITWorx is a global technology provider established in 1994, offering services including customer and employee experience, data analytics, business process automation, DevOps, advanced infrastructure services, and cloud capabilities. Their culture is founded on happiness, agility, people, profit, passion, and integrity, with employee well-being central to their operations. They have a proven track record of over 25 years of providing award-winning solutions for government and enterprise organizations. With representative offices and development centers located strategically worldwide, they leverage their diverse partnerships, vast talent pool, and global delivery capabilities to make their customers, employees, students, citizens, and stakeholders happier."

While the above example may make it seem as though ChatGPT is eliminating the role of the content creator, a closer look at how ChatGPT works tells us a more nuanced narrative/truth about the part of the content creator in this process. To safeguard great content, the prompt given to ChatGPT needs to be as specific as possible. As such, the role of the content creator/manager has shifted into a more strategic framework. While a content creator may not need to type up and edit content his/herself to ensure the provision of optimum content, the content creator's role is now more of a "Prompt Engineer" role. In other words, the content creator/user needs to be a Subject Matter Expert in content creation generally or in the subject matter of the required deliverable, more specifically, to safeguard the production of usable quality content. As such, content creators still play significant/indispensable roles as "Prompt Engineers."

Ensure that the data the user feeds ChatGPT with is the text/data needed to produce the requested deliverable/output. This will likely push the content creator to do the following:

1. Conduct needed research to find which text to input to produce an excellent deliverable.
2. Conduct brainstorming sessions to guarantee originality, specificity, and innovation in the needed deliverable.

Ensure the accuracy of the deliverable:

1. According to several published reports, ChatGPT deliverables may only sometimes be 100% accurate.
2. As such, the assigned Prompt Engineer – in this case, the content creator – still needs to conduct needed and necessary steps for final sign-off (check the deliverable for factual errors, tone-of-voice issues, creativity/originality, etc.).

Ensure that the chatbot is being fed with prompts that safeguard optimum delivery for the needed task/deliverable:

1. A content creator, working as a prompt engineer, needs to effectively utilize the capabilities of ChatGPT (specifically its ability to predict upcoming words and provide average expected results) very wisely and cautiously, to ensure the production of original and innovative content. Below are examples of three prompts that can be used to produce better unique outputs from ChatGPT:
2. The prompt engineer can copy/paste their original content and prompt ChatGPT by asking, "What have I not thought about/covered in this topic?"
3. The prompt engineer can copy/paste their original content and prompt ChatGPT by asking, "What are some uncommon or less known answers or approaches to this topic?"
4. The prompt engineer can copy/paste their original content and prompt ChatGPT by asking it to "provide original information around this topic that some people believe to be untrue."
5. The prompt engineer can also ask ChatGPT to ask questions to the end user that would help ChatGPT optimize the deliverable.

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Concluding Remarks

- ChatGPT is excellent at producing generic content.
- The specificity of the prompts and the wording of the prompt truly impact the results generated by ChatGPT.
- Content creators are still needed, and their role will likely become prompt engineers (the future's best content creators will be individuals with a strong background in copywriting/copyediting/content creation working to guide ChatGPT).
- The best quality results/deliverables (regarding usability and specificity of the information provided) tend to be generated when ChatGPT merges pre-existing content with the AI's auto-generated content.
- The scope, role, and extent to which ChatGPT will be helpful in an organization will likely depend on the organization's size. Suppose an organization is a start-up or an SME without the resources to hire needed content creators. In that case, ChatGPT will likely be extremely useful in producing good – albeit generic/non-specific- quality content. Suppose an organization/enterprise is large with an established track record and a specific brand identity, tone-of-voice, brand narrative, and brand equity. In that case, content creators/managers should ideally use ChatGPT to perfect and finesse pre-written content.



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place for everyone!**

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