

2023

Organisational Change Case Study -OpenAI

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CONTENTS

目次

01 Introduction of OpenAI

02 ChatGPT: New AI revolution

03 Change analysis

04 Conclusion



01

Introduction of OpenAI

1.1 Introduction of OpenAI

1.1.1 History of OpenAI

1 WHAT IT IS ?

OpenAI is a nonprofit research company that aims to **develop and direct artificial intelligence (AI)** in ways that benefit humanity as a whole. The company was founded by Elon Musk and Sam Altman in 2015 and is headquartered in San Francisco, California.



1.1 Introduction of OpenAI

1.1.1 History of OpenAI

2 HOW IT DEVELOP?

1. Non-profit stage (2015-2018)

2. Transition to profit (2019-2020)

3. After profit stage (2020-now)

In April 2016, OpenAI released a public beta of "OpenAI Gym".

In 2017 OpenAI cost \$7.9 million in cloud computing.

In 2018, Musk resigned his board seat but still fund to OpenAI.

In 2019, OpenAI transitioned from non-profit to "capped" for-profit.

2020, OpenAI announced [GPT-3](#), and in 2021 introduced Dall-e.

1.1 Introduction of OpenAI

1.1.2 Products and applications

1 Main products

2017 **Gym** (A Toolkit, which supports training agents to do anything)

2018 **RoboSumo** (A robot learn how to adapt conditions in adversarial environment)

OpenAI Five (AI can play dota2)

Debate game

GPT

MuseNet and Jukebox (music)

DALL-E and CLIP (images)

ChatGPT (provides a conversational interface that allows users to ask questions in natural language.)



02

ChatGPT: New AI revolution

2.1 Influence of ChatGPT



2.1.1

How ChatGPT influence our life

ChatGPT can use its AI system to give you specific advice about a question. It integrated a variety of functions. Compared to search engine before It will be more direct ,more generalized, help you solve problems in your daily life.



Latest news about chatgpt

ChatGPT reaches 100 million users two months after launch.(The guardian,2023)

Bloke gets £100 airport drop-off fine reduced after using ChatGPT AI to appeal charges.
(Dailystar,2023)

Rhys used ChatGPT AI robot to get first Tinder date in five years(Walesonline,2023).

2.1 ChatGPT



2.1.1

ChatGPT(Chat Generative Pre-trained Transformer)

- 01 write songs and lyrics
- 02 Programme
- 03 Answer test question
- 04 emulate a Linux system

z

if I want travel to Swansea ,which month is best for me



The best time to visit Swansea would depend on your personal preferences and the activities you plan to do during your trip. Here's a general overview of what you can expect in each season:

- Spring (March to May): The weather starts to warm up in spring, with average temperatures ranging from 8°C to 13°C. The countryside around Swansea is particularly beautiful in spring, with colorful flowers and lush greenery.
- Summer (June to August): Summer is the most popular time to visit Swansea, with average temperatures ranging from 15°C to 20°C. The weather is generally pleasant, and there are many outdoor events and festivals to enjoy.
- Autumn (September to November): Autumn can be a beautiful time to visit Swansea, with mild temperatures and colorful foliage. Average temperatures range from 10°C to 15°C.
- Winter (December to February): Winter in Swansea can be cold and rainy, with average temperatures ranging from 4°C to 8°C. However, if you're interested in winter sports or holiday events, this could be a great time to visit.

Overall, the best time to visit Swansea is during the summer months of June to August, when the weather is generally pleasant and there are many outdoor activities and events to enjoy. However, if you prefer cooler temperatures and beautiful autumn foliage, September to November could also be a good time to visit.



2.1 Influence of ChatGPT

2.1.2

How ChatGPT influence AI industry

Software reinvent **AI Bing** to better satisfied needs of users (Microsoft,2023).

"Wenxin Yiyuan (English name: **ERNIE** Bot) is a generative dialogue product launched by Baidu based on Wenxin's large-scale model technology. (Baidu,2023)

Yandex, made an announcement that they would be launching a ChatGPT-style service called "**YaLM** 2.0" in Russian before the end of 2023.

Naver, a search engine company based in South Korea, revealed its plans in February 2023 to introduce a ChatGPT-like service called "SearchGPT" in the Korean language during the first six months of 2023





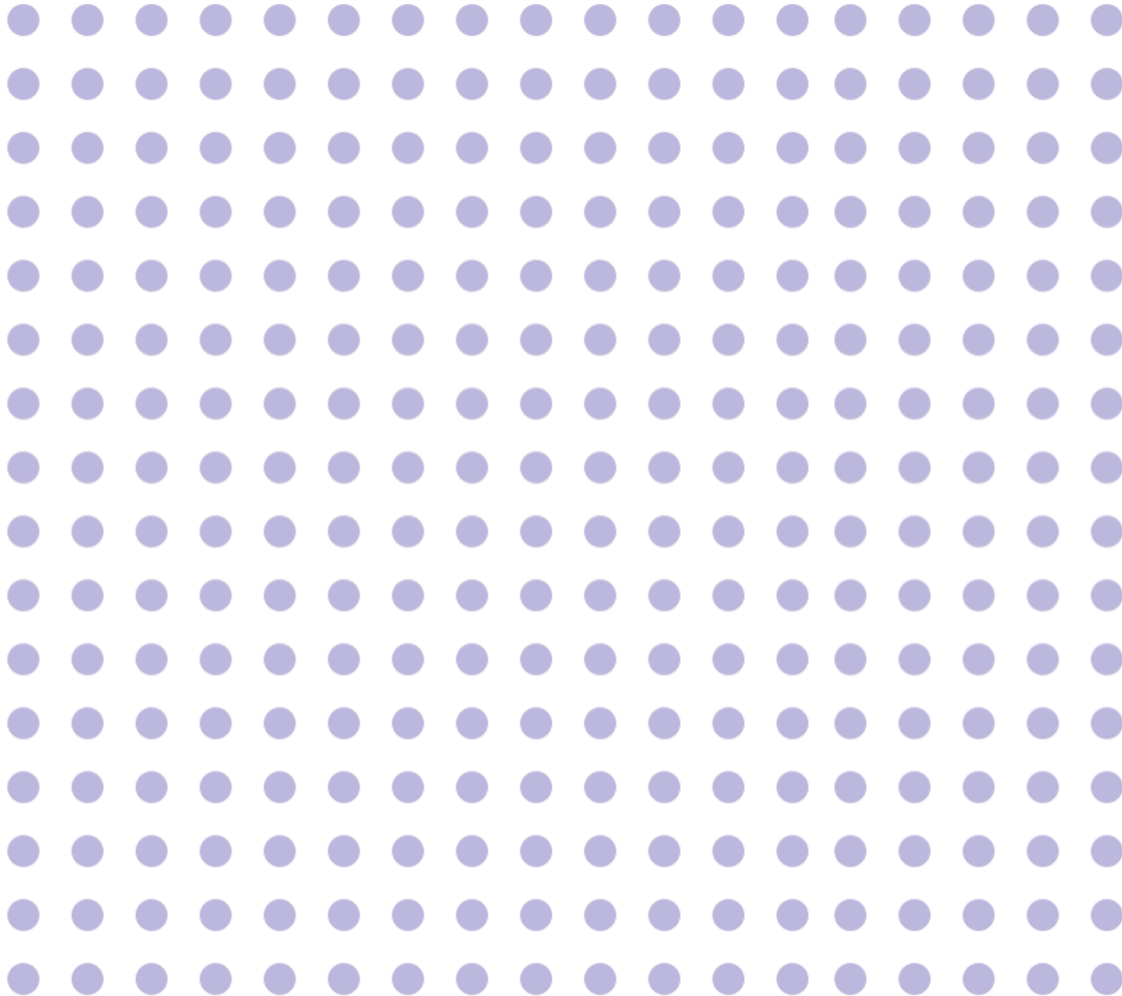
03

Change analysis

3.1 analysis of change



- 01 | **Change identify
(planned change)**
- 02 | **Driven forces analysis**
- 03 | **Forcefield analysis**



3.1 analysis of change



3.1.1 | Change identify (planned change)

01 | Change identify (planned change)

Planned change in organizational development is preparing the entire organization for new goals or a new digital business strategy. The direction can be culture, metrics, internal structures, processes, or other relevant areas.

ChatGPT is a product of a long-term iterative process, which has progressed through multiple iterations such as chat-gpt1, chat-gpt2, and chat-gpt3, culminating in the final version of ChatGPT. This process has been supported by a series of cutting-edge technologies and theories, enabling ChatGPT to continuously improve and enhance its performance.

3.1 analysis of change



3.1.2 Driven forces analysis

02 Driven forces analysis

- **Culture**
- **Leadership**
- **Power**
- **Digitalisation**
- **Competition**

OpenAI's mission is to ensure that artificial general intelligence (AGI)—by which we mean highly autonomous systems that outperform humans at most economically valuable work—benefits all of humanity. (OpenAI, 2023)

- **Broadly Distributed Benefits**
- **Long-Term Safety**
- **Technical Leadership**
- **Cooperative Orientation**



3.1 analysis of change

3.1.3 Driven forces analysis

Driving force

1. Rapid development of technology can lead AI to better satisfy needs of human beings. (4)
2. With the development of AI, robots are capable of replacing human labor in mechanical tasks, thereby freeing up the workforce. (5)
3. ChatGPT can provide more accurate responses in different contexts through continuous learning. (4)

Current
state

Resistant force

1. The too fast development of AI can lead to a series of problems, such as academic fraud and ethical issues. (3)
2. Large numbers of workers may be forced to become unemployed and transition to other industries, leading to cutthroat competition. (3)
3. Machine responses may exhibit bias and lack breadth and depth. (3)



04

Conclusion

4.1 Conclusion

4.1 conclusion

ChatGPT is a rapidly evolving AI that offers a wide range of functionalities, enabling humans to tackle complex tasks with greater ease. In just two months, the number of registered users surpassed 100 million, highlighting the growing influence of this intelligent system in various aspects of our lives, including social, academic, entertainment, and software development. The future of AI development is inevitable and promising, as it has the potential to significantly enhance human productivity and improve our lives. However, it also raises important concerns, such as the risks of traditional industries undergoing transformation, ethical and academic concerns, and the possibility of AI being misused for illicit purposes. Despite these challenges, the benefits of AI technology are far-reaching, and its continued growth and development hold immense promise for humanity's future.

4.1 Conclusion

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4.1 Conclusion

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2023

THANKS

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