



“机”智过人？

——ChatGPT 与社会发展新变

2022年11月，美国 OpenAI 开发的聊天机器人 ChatGPT 一经推出，在全球范围内迅速走红，其月活用户仅两个月时间便突破1亿，引起各方关注，一时人人争相谈论 ChatGPT。ChatGPT 究竟是什么，其技术核心为何？其颠覆性潜力能否带来颠覆性变革，又将为既有的社会发展格局带来哪些变数？我们该如何看待它？大数据与人工智能狂飙突进的时代，我们尤须思考人类如何不被取代，新技术如何为我所用。为此，《探索与争鸣》特邀请各领域专家，策划了“‘机’智过人？——ChatGPT 与社会发展新变”圆桌会议，希望全景式呈现 ChatGPT 对新闻传播、职业前景、经济运行、版权保护、信息治理、教育生态等领域的影响和挑战。

熊红凯教授总结了 ChatGPT 背后的科学思想和核心技术，回答了在新一代人工智能技术的浪潮下，如何看待知识和真理、如何看待自己的生命、如何看待他人的生命等本质问题。喻国明教授提出，ChatGPT 开启了智能互联时代，带来了传播权力的“下沉”、传播核心逻辑的算法化、传媒产业转型以及主流媒介角色的迁移，进而引发了社会和传播领域的一场深刻变革。邱泽奇教授与 ChatGPT 探讨了 AIGC 对人类职业的影响，认为 ChatGPT 目前不具备人类的部分特有能力和情感，因此只能取代人类职业的部分工作，而不能取代人类职业；而驾驭情绪、不断学习和实践，是人类适应职业变化的唯一路径。王迁教授主张，ChatGPT 的本质是“智能搜索引擎 + 智能文本分析器 + 智能洗稿器”，其自主生成的内容不属于“人”的作品，不应该受到著作权法的激励与保护。易宪容教授分析了 ChatGPT 对人类社会运行机制的影响，指出 ChatGPT 本质上是对人类社会知识及信息生产的重大变革，会形成一种社会经济运行新生态，也昭示着更加成熟、公平、创新的大数据时代的开启。吴小坤教授认为，ChatGPT 应用于新闻生产环节，消解了新闻生产场域效应，同时对新闻业的资源配置环节造成了巨大冲击，但由于其背后的信息真实性问题和道德问题尚无法解决，因此 ChatGPT 还无法取代好的新闻业。顾小清教授认为，ChatGPT 对教育领域的“教什么、怎么教、谁来教”产生巨大冲击，要从技术—社会—教育的生态关系视角审视之，同时也要关注智能时代的教育何为这一问题。汤景泰教授指出，ChatGPT 的发展与应用带来了谣言生产与传播的智能化，加之 ChatGPT 难以避免的“幻觉”及翻译问题，这些给智能时代的谣言治理带来了严峻挑战。

熊红凯 喻国明 邱泽奇 王 迁 易宪容 吴小坤 顾小清 汤景泰

ABSTRACT

Is the “Machine” Too Smart: ChatGPT and New Changes in Social Development

Xiong Hongkai & Yu Guoming & Qiu Zeqi & Wang Qian & Yi Xianrong & Wu Xiaokun & Gu Xiaoqing & Tang Jingtai

Abstract: In November 2022, ChatGPT, the chatbot developed by OpenAI, quickly became a global sensation, reaching over 100 million monthly active users in just two months. Its popularity attracted attention and fans from all walks of life, sparking discussions about its potential impact. Will ChatGPT’s disruptive potential bring about significant changes, and what kind of impact will it have on existing social development? How should we view this innovative technology? As we navigate through the age of big data and artificial intelligence, it is crucial to consider how we can make new technologies work for us instead of replacing us. In February 2023, we held a roundtable conference titled “Is the ‘Machine’ Too Smart? ChatGPT and New Changes in Social Development”. The conference aims to present a comprehensive view of the impact and challenges of ChatGPT on journalism, professional development, economy, copyright protection, information governance, education ecology and other fields.

Professor Xiong Hongkai summarized the scientific ideas and core technologies behind ChatGPT, and further answered essential questions such as how to view knowledge and truth, how to view one’s own life, and how to view the lives of others under the wave of new artificial intelligence technology. Professor Yu Guoming proposed that ChatGPT has ushered in the era of intelligent interconnection, bringing about a profound transformation in the fields of society and communication, including the “sinking” of communication power, the algorithmization of the core logic of communication, the transformation of the media industry, and the migration of mainstream media roles. Professor Qiu Zeqi summarized that ChatGPT currently lacks some of the unique human abilities and can only replace some of the work of human professions. Professor Wang Qian advocated that the content autonomously generated by ChatGPT does not belong to “human” works and should not receive the incentive and protection of copyright law. Professor Yi Xianrong pointed out that ChatGPT is essentially a significant transformation of human society’s knowledge and information production, which will form a new social and economic operating ecology and herald the opening of a more mature, fair and innovative big data era. Professor Wu Xiaokun believes that the application of ChatGPT in the news production process has eliminated the field effect of news production. However, since the issues of information authenticity and ethics cannot be resolved, ChatGPT cannot replace good journalism. Professor Gu Xiaoqing believes that we should examine the ecological relationship between technology, society and education, meanwhile focus on what education is in the intelligent era. Professor Tang Jingtai pointed out that the development and application of ChatGPT have brought about the intelligent production and dissemination of rumors. Coupled with the inevitable “illusions” and translation problems of ChatGPT, these have brought severe challenges to the governance of rumors in the intelligent era.

Humanistic Semantics: Interdisciplinary Academic Practice of Humanities

Zhang Baoming & Shen Weirong & Sun Jiang & Pan Guangzhe & Min Xiangpeng & Zhou Cheng & Wang Zhongjiang & Chu Jinyong

Abstract: Currently, building a disciplinary system, academic system and discourse system with Chinese characteristics has become a major theoretical and practical topic widely discussed by the academic community. In order to implement the new liberal arts construction initiative, Zhang Baoming and other scholars have jointly proposed the interdisciplinary construction of “humanistic semantics”. It attempts to break through the barriers of discipline solidification since modern times, focusing on issues such as “ancient and modern fractures” “misunderstandings between China and the West” “layer upon layer separations” in interlingual writing.

Professor Zhang Baoming advocates that humanistic semantics focuses not only on language issues, but also on cultural and ideological issues. Professor Shen Weirong pointed out that humanistic semantics breaks down the boundaries between existing subjects such as literature, history and philosophy, and establishes a “cross-disciplinary” field compatible with the humanities. This is an inevitable direction for promoting the development and progress of current humanistic sciences. Professor Sun Jiang believes that using concepts as a medium can establish connections between various languages. Cross-language and cross-cultural conceptual history research can help enhance mutual understanding between different languages and cultures. Professor Pan Guangzhe pointed out that the “new terms” that emerged in modern China have become indispensable “keywords” in the public life. Professor Min Xiangpeng pointed out that the key difference between historical reality and textual reality lies in the deviation of semantic understanding. This inevitably makes it difficult for