

MSL COCKPIT

E P I S O D E 1

Generative AI: Conversations in India




Ladies and gentlemen, strap in for the ride through various topics that we will be uncovering from an analytics point of view.

In the pilot episode of the cockpit, we get a bird's eye view, to make sense of some of the industry developments on conversations regarding Generative AI.

In this episode we will cover the growth in conversations around Generative AI in India and what organisations and industries are being spoken about. We will also share insights around industries and use cases being spoken about with highlights from verified authors, journalists and policymakers tweeting about this. We will end with what some of the ethical considerations are looking like for the immediate future.



Methodology:

- We have specifically sought out mentions of “Generative AI” across public channels.
 - We have not included any mentions from YouTube, Facebook, Instagram, and LinkedIn although partial public data may be available through compliant tracking tools.
 - Journalists , Policymakers and other stakeholders still consider Twitter as a key platform, the report comprehensively covers opinions of stakeholders from Twitter, News, blogs and forums.
- 

What we will not cover:

- Large Language Models mentions
- ChatGPT mentions
- Mentions from hashtags and keywords independently used around specific technologies

While the above topics may be tightly coupled with overall mentions of Generative AI, for the purposes of this study, we have limited our study based on very specific mentions of Generative AI only.

01

An Explosion of Interest:



The chatter around Generative AI has reached peak interest over the past 180 days. Although paradigm-shifting advances in Generative AI have been around since 2014 (Like the birth of the [Generative Adversarial Network](#) outlining the two forces powering “plausible imagination” – Generators and Discriminators), the technology’s recent phase-shift into conversational AI has made it more accessible to a wider set of users who are using prompts to generate text and images. With 100 million users in the first 2 months, ChatGPT has democratized AI at an incredible pace. Looking back at the conversations in India, we can spot spikes in Generative AI that have emerged over the past year.

There have been over 25,000 mentions of Generative AI in India over the last year. 71% of the mentions can be attributed to Twitter, and News makes up for 28% of the mentions.

The key stories in focus have been the browser integration of ChatGPT in Bing and the ever-growing list of Generative AI tools available in the marketplace. A key challenge for users has been in mapping usability of tools in various scenarios.

Key Insights | Generative AI | Apr 07, 2022 – Apr 07, 2023

Total Mentions

25.2

↑ 13 094%
Previous period: 191

Unique Authors

8763

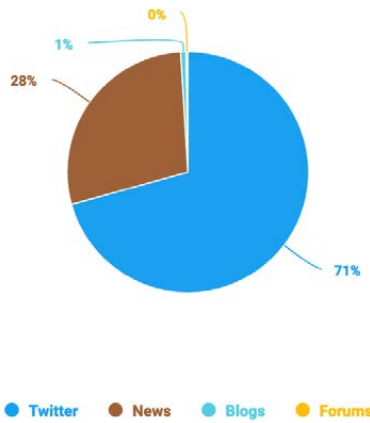
↑ 6 800%
Previous period: 127

Trending Topics

Search engine
Generative AI tools
Language models

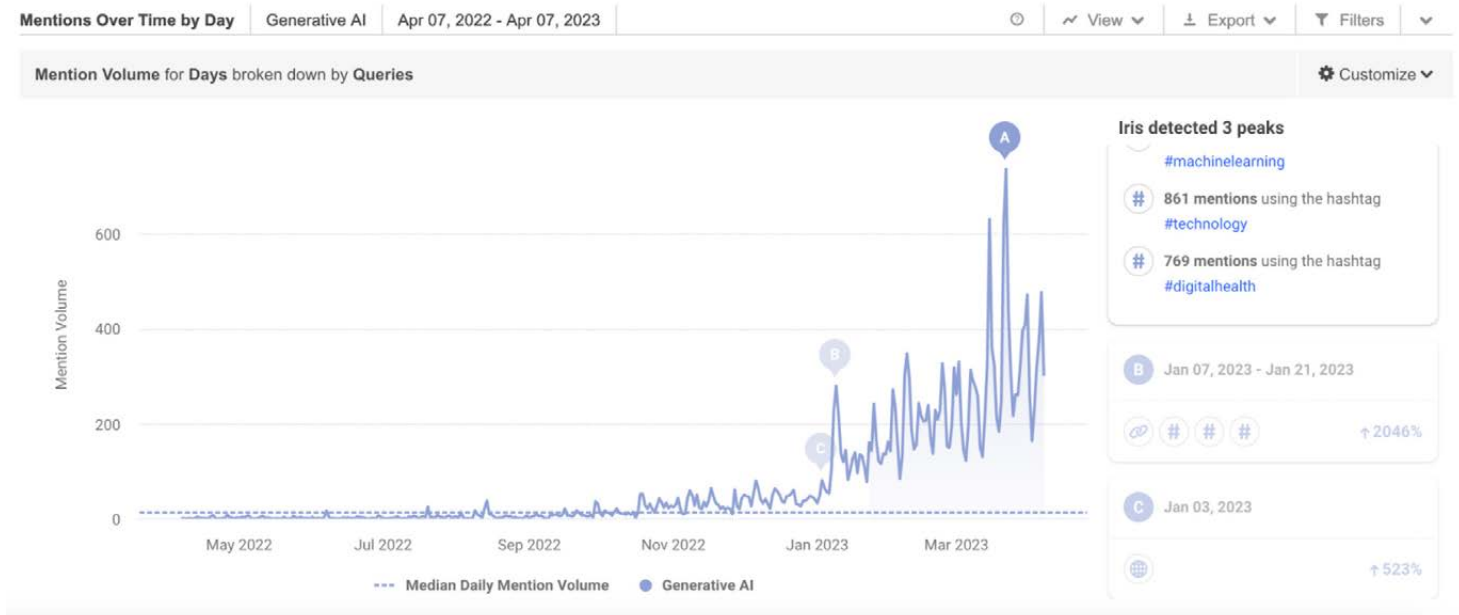
Top News Stories

ChatGPT IS Artificial Intelligence's...
Post-Covid, People are putting travel...
Post-Covid, people are putting travel...



It is only since November that daily conversation volumes have exceeded the daily median volume of conversations. However, there has been a sharp uptick in mentions since then, with as many as

800 mentions in a single day.



A broad breakdown of key events and notable announcements that transpired in this period is as follows:

July	Microsoft Inspire 2022 Event Announcements. Satya Nadella predicts by 2025, 10% of all data will be produced by Generative AI models.
August	StableDiffusion Voyage Through Time video. 37 RTs. The first robust attempt at text prompts leading to a video being generated.
Nov - Jan	Meta's Make a Video, Adobe's announcements to accept AI generated stock images. Quite a few mentions of China's parallel Generative AI investments.
Jan 7 - Jan 21	Generative AI models and tools . At least 358 mentions with this link, originating from India.
Jan 23 - Apr 7	Conversations on ChatGPT, Dalle2, Google Bard, Bing become prevalent.

Among the mentions with the highest number of impressions, the following hashtags prevailed

Hashtag	All Tweets	Retweets	Tweets	Impressions
#ai	5042	3084	1958	263250738
#chatgpt	2641	1662	979	223580074
#generativeai	5035	2860	2175	96097783
#google	218	77	141	51237541
#microsoft	135	52	83	46843448
#opinion	14	1	13	45534553
#artificialintelligence	2741	1789	952	39963107
#mintprimer	21	6	15	37578168
#openai	720	502	218	29748879
#fptech2	37	26	11	23883618

#mintprimer

a series of tweets and articles from Mint, has covered the progress of Generative AI consistently, weighing in on use cases from multiple industries, challenges with such technology and with the latest developments in Generative AI.

#fptech2

is the science and technology twitter handle for one of India's premier publishing portals which did a series of stories across the Generative AI ecosystem ranging from unique tools being used, geopolitical barriers faced by this technology and industry reports in this segment.

Given the complexity of the topic and the landscape, #opinion pieces found their way through top publishers such as NDTV, Mint, Hindustan Times, The Tribune and Tech Circle. Mint led with 9 opinion tweets linking back to articles from experts such as [Jaspreet Bindra](#), [Siddharth Pai](#), [Parmy Olsen](#), and other published opinions from academics such as Professor at the Indian Statistical institute, Atanu Biswas.

While plenty has been said of the various tools that are available with Generative AI, we investigate further on the applications being discussed thus far.

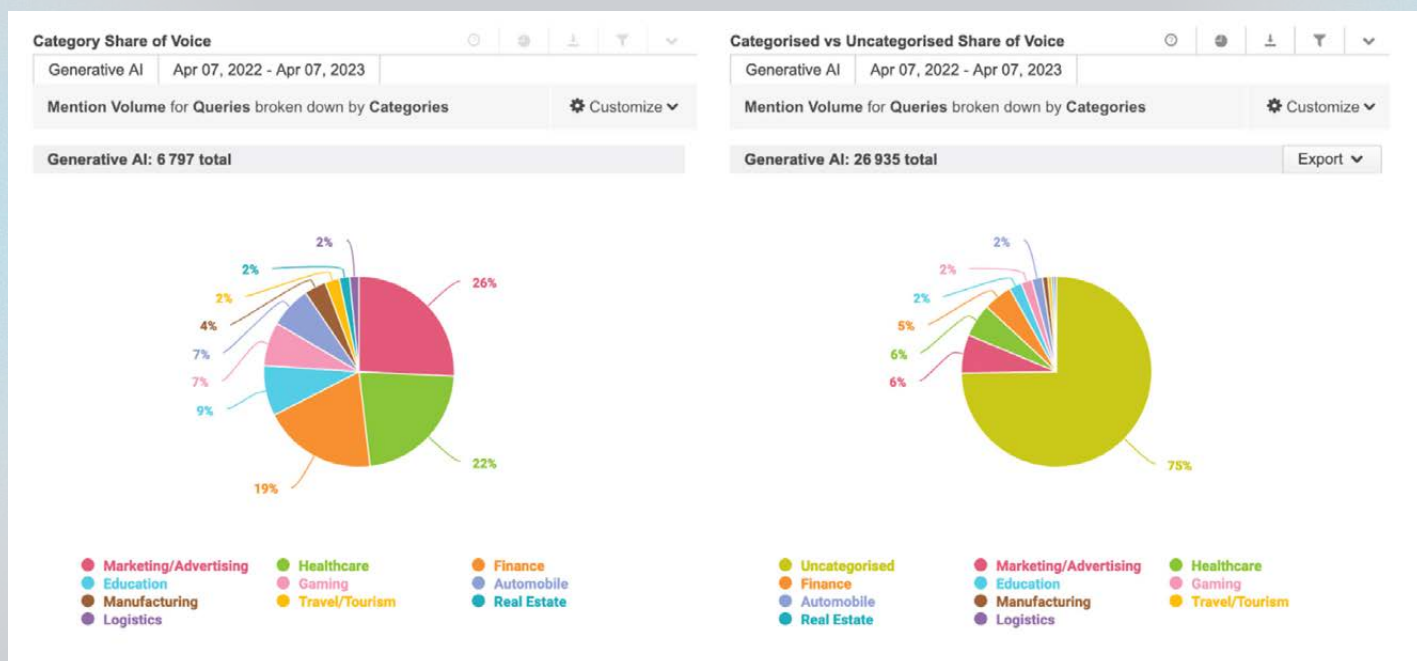
02

How real is the hype?



Goldman Sachs came out with a groundbreaking report that two-thirds of American and European Jobs will fall victim to AI and automation. While fledgling ideas and applications are

being hatched almost every day,
ideas on how real-world applications for Generative AI are few and far between.



Industry Share of Voice in Generative AI

Creative disciplines seem to be the ones affected with immediate effect. ChatGPT and a few other tools have demonstrated capabilities to write essays, briefing notes, PR campaign strategies, Ad film scripts, and Press Releases. Adobe, Runway, Stable Diffusion and MidJourney are also at the forefront of all generative visual content. These extend from the visual design of posters, concept art, mood boards, hyper-realistic photography and even generating videos from scripts and applying stylizations to raw footage shot on mobile phones.


A key critique of generative content is of course the central tenet that these are derivatives of the underlying training data. This, in turn, begets the question:

Is the generated artwork stolen, if the training data is a feed of existing licensed art?

Some organizations like Adobe have managed to avoid this through their own database of images, training their engines on Stock photo databases.





Regardless, as an industry, Marketing and Advertising leads the share of voice on Generative AI.

	CONTENT	TWITTER			REACH
TITLE	FOUND	RETWEETS	REPLIES	LIKES	TOTAL
<div></div> <div>beastoftraal (Karthik) @beastoftraal 26th Mar</div> <div>Aren't these Google search-style autocomplete prompts supposedly out of fashion now? 🤔 Isn't ChatGPT-style generative AI with detailed questions ('prompts') and answers in vogue now? 🤔 Generative AI would have truly 'arrived' when it's used in print advertising in India. https://t.co/7XW1RaZuRg</div> <div></div>	2023-03-26	2	0	8	18374
<div></div> <div>businessline (businessline) @businessline 8th Mar</div> <div>Salesforce has launched Einstein GPT, a generative AI Customer relationship management(CRM) technology, which delivers AI-created content across every sales, service, marketing, commerce, and IT interaction, at hyper-scale. https://t.co/Sbd2PVOP7L</div>	2023-03-08	1	0	0	17353
<div></div> <div>banglani (Ritesh Banglani) @banglani 10th Feb</div> <div>Some examples of real-life usage of generative AI by a portfolio founder: -ChatGPT generates the first draft of all marketing copy. I asked him if it's useful, and he said, "You saw our hoarding in HSR? It's ChatGPT" 1/2</div>	2023-02-10	7	9	87	26379

Healthcare is an interesting second as the application of AI here also presents moral dilemmas on patient data. However, this is also a space that can vastly improve and help healthcare truly scale and be more accessible. The applications can extend across the entire lifecycle of drug discovery, patient diagnostics, monitoring, and disease management.



Almost 600+ Tweets in this segment however came from 3 Twitter users alone, and therefore the tangible engagement from wider stakeholders is still quite low.

TITLE	CONTENT	TWITTER			REACH
	FOUND	RETWEETS	REPLIES	LIKES	TOTAL
 nasscom_product (nasscom product connect) @nasscom_product RT @nasscom #NTLF2023 Hear from Founder & CEO of @MyHLTHcare @shyatto talk about how #technologies like #AI, #deeptech, #generativeAI is enabling the lives of people & improving #healthcare ecosystem. https://t.co/1nFLVt0NdU 1st Mar	2023-03-01	0	0	0	6536
 hitechit (Anil Kumar Gupta) @hitechit RT @MikeTamir Generative AI Makes Headway in Healthcare https://t.co/aM0XEaTry1 #MachineLearning #AI #DeepLearning #DataScience https://t.co/VOr09U7qOM 5th Apr	2023-04-05	0	0	0	6663

Finance is also a large segment owing to the availability of vast quantities of data. While algorithmic trading strategies had surfaced long before Generative AI capabilities became commonplace, the real-world applications in the world of finance that are more grounded at the moment. The use cases [being discussed](#) and expected to come to fruition early, hinge on support and origination functions such as customer counsel, procurement, and front office training.






At its simplest, ChatGPT is already helping regular folks work with Excel Formulas in a much more user-friendly way.

That said, fresh perspectives on real-world applications of Generative AI finance remain a muted subject in news reportage.

TITLE	CONTENT	TWITTER			REACH
	FOUND	RETWEETS	REPLIES	LIKES	TOTAL
 MDManappuram (V.P. Nandakumar) @MDManappuram The convergence of generative AI with corporate or public financial budgeting and strategy has its own benefits in terms of data-driven seamlessness. But from my perspective, AI can't ever take the place of human reasoning. https://t.co/No18JPnQF #finance #AI #budget #strategy 17th Mar	2023-03-17	20	7	66	19575
 businessline (Business Line) @businessline Generative AI, autonomic systems and privacy-enhancing computation are three technology trends that gaining traction in banking and investment services this year, according to Gartner, Inc. https://t.co/gdAmPly4ZA 24th May	2022-05-24	1	0	-	17039

Unlike Finance or Healthcare, people have been quite vocal in the **Education** sector. The possibilities certainly seem exciting and most progressive thinkers see this as an inflection point in being able to mobilize Generative AI for learning at scale. There are, however, skeptics too. Generative AI has also been known to churn out wrong facts and hallucinate.




Critics agree, however, that this technology cannot substitute the role of a teacher or a coach in the development of learners.

TITLE	CONTENT	TWITTER			REACH
	FOUND	RETWEETS	REPLIES	LIKES	TOTAL
 IndiaToday (IndiaToday) @IndiaToday 17th Mar At the India Today Conclave 2023 in New Delhi, Stability AI COO #Renlto said that generative #AI could revolutionise India's education sector. #IndiaTodayConclave #Conclave23 https://t.co/1m2DiG0Bwk	2023-03-17	1	0	9	98420
 DoctorNene (Dr. Shriram Nene) @DoctorNene 12th Feb Agree 🙌 When we democratise education and knowledge is free, everyone has a chance to participate. More importantly, think of how fast things could evolve. ChatGPT and generative AI may represent the greatest evolution of Socratic learning, where one learns by asking questions. 🧐	2023-02-12	2	1	8	17263
 malpani (Dr Aniruddha Malpani, MD) @malpani 3rd Apr All the tech in the world cannot fix Education until we factor in the importance of a coach who cares and guides (aka teacher), along with peer to peer learning ! The purpose of tech should be to facilitate this. https://t.co/HZo4GW0GvL	2023-04-03	1	2	16	15410
 deepakmohoni (Deepak Mohoni) @deepakmohoni 7th Apr ChatGPT is going to change education, not destroy it The narrative around cheating students doesn't tell the whole story. Meet the teachers who think generative AI could actually make learning better https://t.co/eEqxNH3Biz	2023-04-07	0	0	3	5861
 NGKabra (Navin Kabra) @NGKabra 7th Jan RT @hardmaru Even if schools ban Generative AI, students everywhere will still learn to use this technology, because they won't let schooling interfere with their education.	2023-01-07	0	0	0	5758

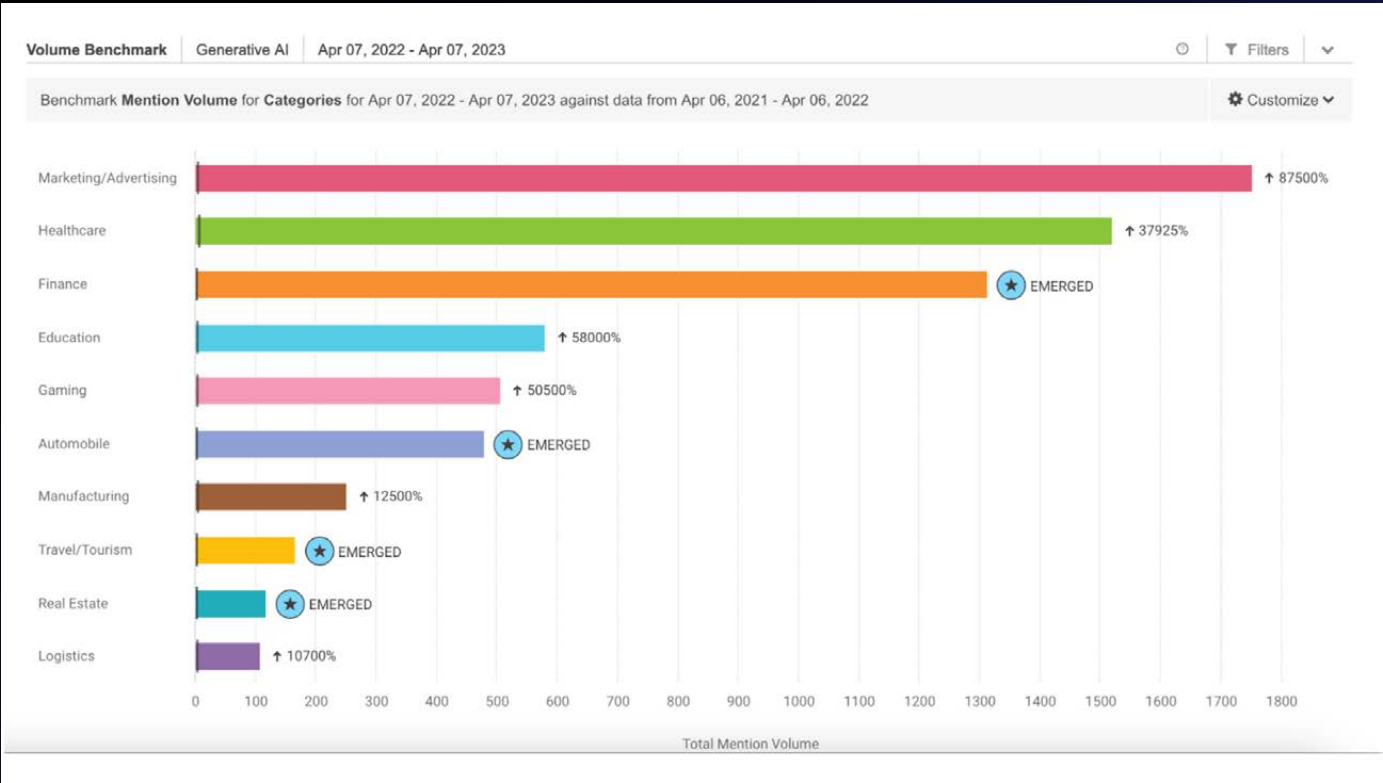
The last of the segments driving a significant volume of mentions is **Gaming**. Applications in this space are only being uncovered slowly although AI has already always been an integral part of gaming for a long time. The real excitement around

Generative AI is in **being able to deploy code, environments, and characters with greater accuracy and speed.**

The remaining segments have little original conversations on use cases, at least in India.

TITLE	CONTENT	TWITTER			REACH
	FOUND	RETWEETS	REPLIES	LIKES	TOTAL
 Analyticsindia (Analytics India Magazine) @Analyticsindia 9th Jan After journalists, marketers, graphic designers, and students, indie game developers are trying to use generative AI to speed up some parts of their game design process. #gaming #gamer #developer #generativeai #BigData #Analytics #DataScience #AI @KirkDBorne https://t.co/BWwqFYC0ge 	2023-01-09	1	1	2	9490
 OfficialINDIAai (INDIAai) @OfficialINDIAai 3rd Apr Though the use of GenAI in the gaming industry is in the initial stage, it is competent enough to change how a game is developed from scratch. Our excitement levels are off the charts to see what next is awaiting us in this field. Tap to read in detail: https://t.co/UA1srfvZF https://t.co/INLp7KOUiW	2023-04-03	0	1	3	7902

From the below chart we can see quite a few sectors only emerged in conversations since last April (Finance, Automotive, Tourism, Real Estate).



03

What are the firms being mentioned?



Generative AI has applications across Code, Text, Image, Audio, and Video manipulations. These have been the fundamental building blocks behind a generation of mushrooming tools and features being offered by most firms. Most of the excitement and conversations are still around text and image generation and chat-assisted contextual applications designed to improve content-based productivity. OpenAI of course remains a clear forerunner with the successful launch of ChatGPT.

With Microsoft and Google having invested in the 2 early forerunners in the Generative AI space,



it's no surprise that both of them have become the most talked about in the recent past. In a race to increase market share in Search and Productivity, both firms have announced Generative AI integrations in these spaces.

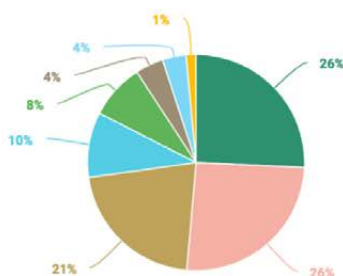
Category Share of Voice

Generative AI Apr 07, 2022 - Apr 07, 2023

Mention Volume for Queries broken down by Categories

Customize

Generative AI: 18 284 total



OpenAI Google Microsoft Meta
NVIDIA MidJourney Adobe Stability.AI

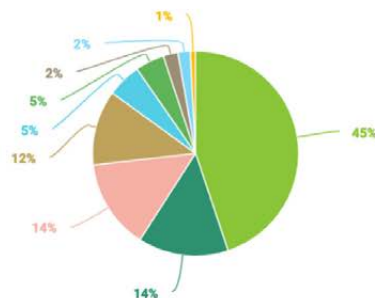
Categorised vs Uncategorised Share of Voice

Generative AI Apr 07, 2022 - Apr 07, 2023

Mention Volume for Queries broken down by Categories

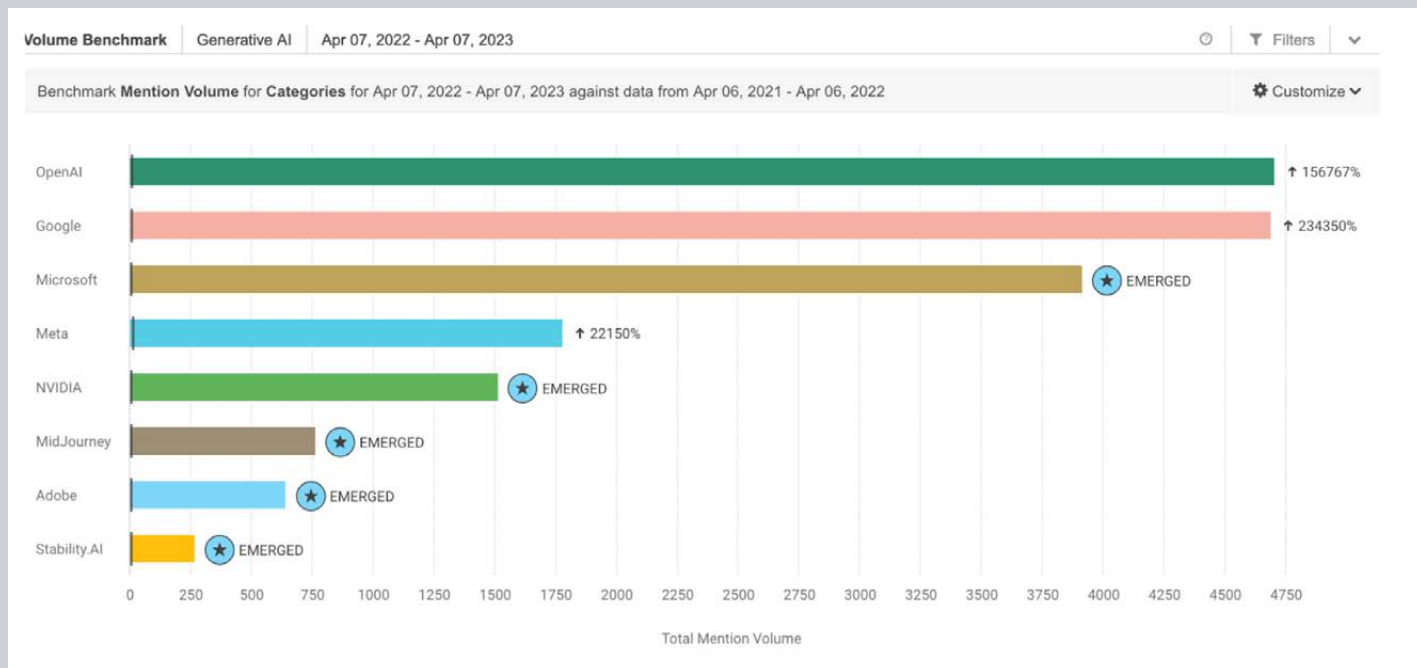
Customize

Generative AI: 33 182 total



Uncategorised OpenAI Google Microsoft
Meta NVIDIA MidJourney Adobe
Stability.AI

We find mentions of breakthrough organizations in our data sets as well. Companies like Stability.AI and MidJourney have pushed the boundaries of what is possible in image generation with great success.



NVIDIA is a standout in this cohort of companies. To their credit, they have been trying to secure the attention of the wider public on their contributions to Generative AI. Not only have they partnered with both Google and Microsoft at a fundamental level to power the Machine Learning for the AI Models, but they are also looking to bridge the infrastructure gap needed to make Generative AI all-pervasive.

With supercomputing available on tap, in the cloud, and in scaled-down, fit-for-purpose chips, NVIDIA should be able to usher in democratized and cheap access to AI technology.



04

Who's covering Reporting?

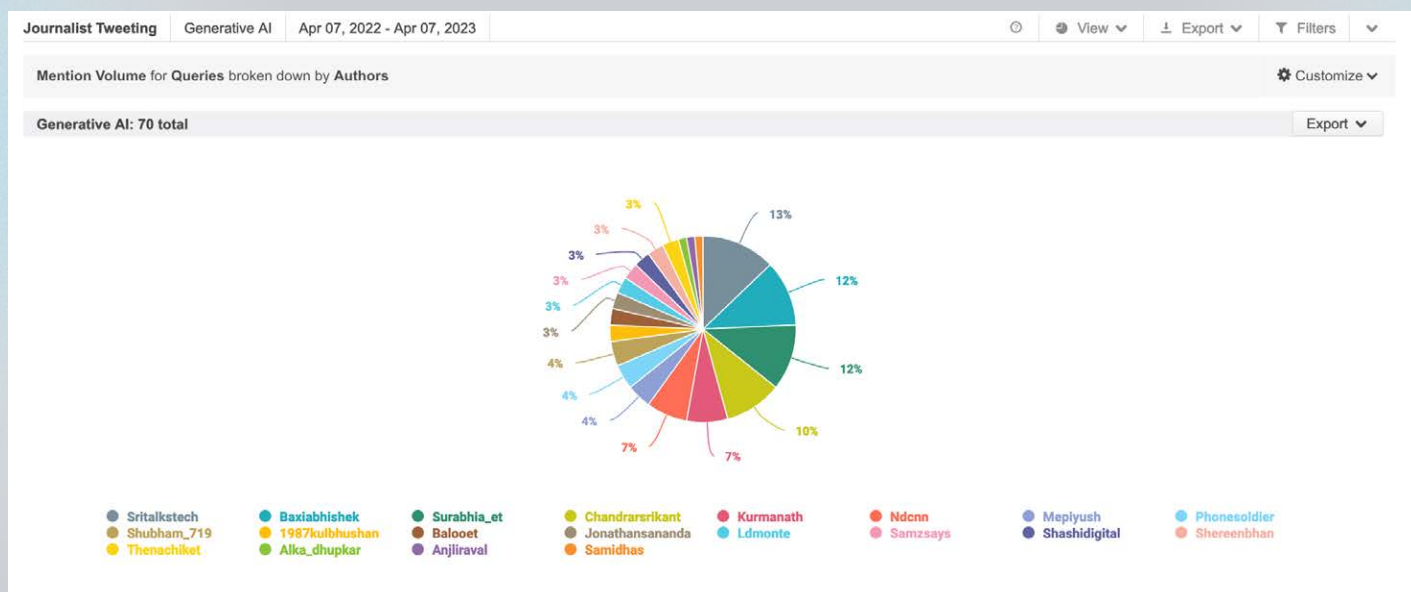


Indiatimes properties lead the reporting league tables for Generative AI. Interestingly, by looking at the heat map on the following page, we can make sense of the number of stories being reported by leading newspapers across companies.

Discounting mentions of Google, Meta, and Microsoft, we notice that some of the more

niche areas of reporting have been addressed in part by publishers such as Livemint who have the most references to Stability.AI (Stable Diffusion being one of the early breakouts in the Generative AI hype).

Besides the large publishers, NVIDIA found mentions in The Print, The Hindu, Business Standard, and Tech Circle.



	Adobe	Google	Meta	Microsoft	MidJourney	NVIDIA	Open Ai	Stability.AI
indiatimes.com	16	170	44	185	15	18	175	13
moneycontrol.com	0	35	5	45	0	1	43	4
deccanherald.com	0	39	6	42	6	2	39	2
theprint.in	1	26	8	41	3	6	32	2
indianexpress.com	4	34	13	40	3	1	42	2
livemint.com	1	37	9	40	2	3	45	7
businesstoday.in	2	25	6	38	3	0	31	4
techcircle.in	5	26	8	37	2	5	33	2
news18.com	0	16	5	31	0	1	25	0
hindustantimes.com	0	34	5	29	4	1	30	1
thehindu.com	0	20	13	25	2	5	15	1
indiatoday.in	2	17	1	20	2	2	17	2
business-standard.com	2	20	4	19	0	5	20	0
ndtv.com	0	17	3	19	1	0	18	0
jagran.com	1	17	3	18	0	0	12	0
mashable.com	1	15	4	17	1	0	22	0
zeebiz.com	0	13	0	14	0	0	17	0
thehindubusinessline.com	2	8	5	9	1	2	8	0
businessworld.in	0	3	1	7	2	3	5	0
financialexpress.com	0	6	0	6	1	2	5	0

When we looked at the wider publishing landscape, it became evident that most articles and coverage spoke of possibilities across industries in the same way that organisations had been pitching them. Applications for Generative AI for energy, for instance, may, in the future, **enable improved**

demand forecasting, smart utilization by customers, optimisation efficiencies across grid networks, trading information, etc. These topics are not yet being discussed widely as yet.

	Automotive	Education	Energy	Finance	Gaming	Healthcare	Logistics	Manufacturing	Marketing	Real Estate	Travel/ Tourism
Microsoft	243	188	1	355	195	170	31	71	567	45	64
Stability.AI	21	10	0	22	16	9	0	6	50	3	11
NVIDIA	83	47	5	62	138	86	14	69	50	4	18
Meta	43	32	5	119	40	32	9	15	116	19	14
Adobe	7	20	0	23	13	8	2	18	33	0	5
MidJourney	4	6	0	12	19	17	1	5	64	10	1
OpenAI	225	142	6	420	140	205	24	69	523	42	74
Google	259	252	1	349	174	172	43	62	638	35	85

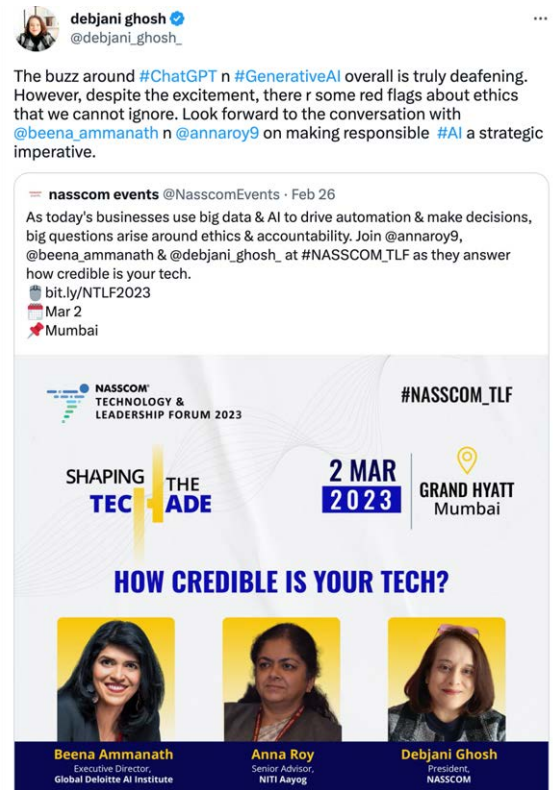
05

Policy Voices on Generative AI



We built a dynamic filter of people belonging to India, who had “Policy Maker” in their Twitter Profile Bio and had India as their identified location to cluster ongoing conversations by this cohort.

The Policy space is still picking up discussions on the ramifications of Generative AI. Apex body NASSCOM and Policy Think Tank of the Govt of India, Niti Aayog, have generally taken a positive stance on the world of possibilities, but not without warning.



Key Insights | Policy Voices | Apr 07, 2022 – Apr 07, 2023

Total Mentions

75

↑ ∞ %

Previous period: 0












Unique Authors

40

↑ ∞ %

Previous period: 0

Ethical considerations and pitfalls of Generative AI were key topics being discussed in NASSCOM's Technology Leadership Forum on 2nd March.

	CONTENT	TWITTER				REACH
TITLE	FOUND	RETWEETS	REPLIES	LIKES	TOTAL	
 NITI Aayog (NITI Aayog) @NITI_Aayog 27th Feb RT @debjani_ghosh: The buzz around #ChatGPT n #GenerativeAI overall is truly deafening. However, despite the excitement, there r some red flags about ethics that we cannot ignore. Look forward to the conversation with @beena_ammanath n @annaroy9 on making responsible #AI a strategic imperative.	2023-02-27	0	0	0	63206	
 aparanjape (Amit Paranjape) @aparanjape 29th Mar "Generative" AI systems such as ChatGPT, which can create content that is indistinguishable from human output, could spark a productivity boom that would eventually raise annual global GDP by 7 percent over a 10-year period - Goldman Report. https://t.co/WqjMTEqdg0	2023-03-29	7	3	32	24098	
 parakala (Parakala Prabhakar) @parakala 11th Feb There should be more such writings and sharing of reflections on AI, especially in the wake of chat generative AI. Thank you, @shashidigital .	2023-02-11	2	2	20	15886	
 Omkar_Rai (Dr.Omkar Rai) @Omkar_Rai 13th Feb As competition escalates in the #ArtificialIntelligence domain, private players & governments will invest heavily in R&D in #AI. This competition will only improve, upgrade and refine the Large Language Models and generative AI. @OpenAI @OfficialINDIAai https://t.co/jhJNNVki	2023-02-13	9	1	12	12270	
 IDSAIndia (Manohar Parrikar IDSA, New Delhi) @IDSAIndia 2nd Mar Generative AI and Large Language Models: The AI Gold Rush By: Sanur Sharma Generative Artificial Intelligence (AI) systems like ChatGPT have the potential to revolutionise the way we work and live. https://t.co/F2VWwH8psF https://t.co/xvy1F4WhnR  Retweets: 3 Replies: 0 Impressions: 42479	2023-03-02	3	0	9	12194	
 Omkar_Rai (Dr.Omkar Rai) @Omkar_Rai 5th Apr Generative AI is poised to dominate the #ArtificialIntelligence space in the coming days, @awscloud spending on #generative #AI #startups would spur growth in the segment, encourage R&D and make it pervasive across domains @StabilityAI	2023-04-05	4	2	10	11787	
 IGPPVMF (Institute for Governance, Policies & Politics) @IGPPVMF 9th Jan .@ashishjaiman, the co-founder of @WrangaApp, writes on, 'The potential of generative AI: creating media with simple text prompts'. To read more: https://t.co/B9pizoaK2r @the_hindu @ForSocialTech @OpenAI #GenerativeAI #OpenAIChatGPT #artificialintelligence	2023-01-09	17	1	24	7833	
 AdithyaNaryanan (Adithya Narayanan) @AdithyaNaryanan 1st Apr I think there's a bit of an invisible mental health crisis that Generative-AI has sparked that we're not talking about. There is a LOT of slow anxiety around. It's like - my job is safe now, but I don't think my skills/smarts have enough value anymore.	2023-04-01	1	4	13	7088	
 sunil_abraham (Sunil Abraham) @sunil_abraham 30th Sep RT @MetaAI We're pleased to introduce Make-A-Video, our latest in #GenerativeAI research! With just a few words, this state-of-the-art AI system generates high-quality videos from text prompts. Have an idea you want to see? Reply w/ your prompt using #MetaAI and we'll share more results. https://t.co/q8zjwLBJb	2022-09-30	0	0	-	5789	
 sunil_abraham (Sunil Abraham) @sunil_abraham 23rd Feb RT @MattPerault 1/ ChatGPT and other generative AI products won't get the same Section 230 protections as other tech products, I argue today in @lawfareblog. What will that mean for how the technology is deployed and how governments should regulate it? https://t.co/JudJSdtpb0	2023-02-23	0	0	0	5780	

The authors in Generative AI covered topics ranging from job losses, misinformation, legal complications, training data biases, and regulatory issues, all of which are serious concerns that need addressing for the safety of people. Experts have also weighed in by mentioning that taking a balanced view of

Generative AI technology will be critical in ensuring that progress on this front does not come to a screeching halt due to over-regulation. Despite the bans on ChatGPT in several countries, India has not assumed a firm stance on blocking access to platforms such as ChatGPT, yet.

Some of the significant people passing commentary from a policy perspective included:

@debjani_ghosh

President, NASSCOM

@annaroy9

Senior Advisor, NITI Aayog

@beena_ammanath

Executive Director, Global Deloitte
AI Institute

@Omkar_Raii

Executive Chairman, @Startup_Odisha.
Ex DG, @STPIINDIA, MeitY. Technocrat &
IT/ITES Policy Maker

@anilkantony

@BJP4India tech entrepreneur,
policy commentator,
@Stanford Alum

@sunil_abraham

Public Policy Director – Data
Economy and Emerging Tech at
Facebook India

The following articles were among the ones with the highest impressions being shared among this cohort:

- [Regulation of generative AI like ChatGPT and Bard mustn't hinder their growth](#)
- [The potential of generative AI: creating media with simple text prompts - The Hindu](#)
- [Generative AI and Large Language Models: The AI Gold Rush | Manohar Parrikar Institute for Defence Studies and Analyses](#)
- [Aggressive AI play: Amid ChatGPT revolution, govt to upgrade INDIAai](#)
- [From words to wonders? Digital strategist Nic Newman talks generative AI and journalism | DW Global Media Forum](#)
- [Generative AI set to affect 300mn jobs across major economies | Financial Times](#)

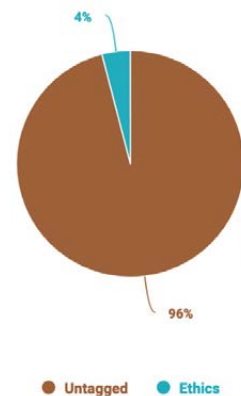
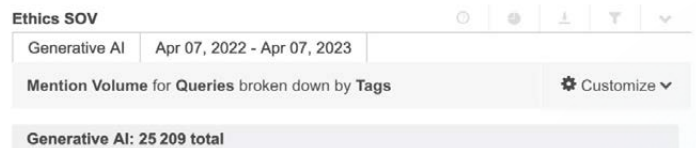
06

The Ethics of Generative AI:



Although currently only pegged at roughly 4% of all conversations, Ethics related conversations around Generative AI are a hot topic among thought leaders and policymakers

Authored Articles and Opinion Pieces from industry stalwarts and experts from the Legal Fraternity have voiced their opinions on this.



Key Insights | Ethics | Apr 07, 2022 - Apr 07, 2023

Total Mentions

1015

↗ 50 650 %
Previous period: 2

Unique Authors

243








↗ 12 050 %
Previous period: 2

There are global think tanks trying to organize a recommended framework and guidelines to ensure that technology does not spin out of control (The Future of Life Institute – Elon Musk Funded, Berkman Klein Centre for Internet and Society at Harvard are just some of the

organizations trying to influence access to such technologies) Even as people remain skeptical of the vested interests of these organizations, everyone agrees that this technology has the potential to create havoc if left ungoverned.

The problem of ethics is at multiple levels. Consider some of these facets:

- Limited access to technology will create a greater divide in an already unequal society
- Generative AI is not always factually correct. It can “hallucinate” and misdirect
- If used wrongly, it can synthesize misinformation at great speed and scale
- In earlier trials, it has developed personalities that are racist and could possibly cause harm to users who anthropomorphize it

	CONTENT	TWITTER			REACH
TITLE	FOUND	RETWEETS	REPLIES	LIKES	TOTAL
 the_hindu (The Hindu) @the_hindu It is essential to carefully consider the potential harms, threats, and concerns of Generative #AI systems and ensure that they are used responsibly and ethically, writes Ashish Jain, Director of Product for the Bing organisation at #Microsoft . https://t.co/6uVniZuZrQ	9th Jan 2023-01-09	3	0	16	98407
 the_hindu (The Hindu) @the_hindu In this episode of the #InFocus podcast, Dr Matti Pohjonen speaks to @samzsays on how Generative #AI is different from other kinds of AI, and the possible ethical concerns over the technology. Tune in here: https://t.co/0ckBEXoEeR	19th Jan 2023-01-19	2	0	10	98316
 IndianExpress (The Indian Express) @IndianExpress RT @ExpressTechie Generative AI is the new inflection point and we want to do it in a way that it aligns with our AI ethics of accountability, responsibility, and transparency, says Adobe's Chandra Sinnathamby #AI #AdobeFirefly https://t.co/VloTEPO8yU	25th Mar 2023-03-25	0	0	0	75614
 NITIAayog (NITI Aayog) @NITIAayog RT @debjani_ghosh The buzz around #ChatGPT n #GenerativeAI overall is truly deafening. However, despite the excitement, there r some red flags about ethics that we cannot ignore. Look forward to the conversation with @beena_ammanath n @annaroy9 on making responsible #AI a strategic imperative.	27th Feb 2023-02-27	0	0	0	63206
 livemint (Mint) @livemint #Opinion "Somewhere in the middle of this adulatory cacophony are lost the dangerous ethical issues around #OpenAI's #ChatGPT in particular and generative #AI in general," @j_bindra writes. https://t.co/Td9unuJRFt	17th Feb 2023-02-17	0	1	2	58606
 LiveLawIndia (Live Law) @LiveLawIndia Need For An Ethical Framework On Usage Of Generative AI In The Legal Realm @arulscaria #ChatGPT #ArtificialIntelligence(AI) https://t.co/g3dbXXschz	30th Mar 2023-03-30	4	1	12	39003
 chandrarsrikant (Chandra R. Srikanth) @chandrarsrikant Early days for generative AI , tipping point only after ethics taken into consideration: Nasscom's Debjani Ghosh to @hrprya @debjani_ghosh https://t.co/SepwkaQVGq	2nd Mar 2023-03-02	1	0	5	18509

To broadly understand the issues, most of the literature shared seems to follow a FATE framework of ethical considerations. Generative AI seems to function at the edges of Fairness, Accountability,

Transparency, and Explainability. Even as the AI models do not inherently pose any risks, it is often the data it is trained on, which introduces the biases of the model. The following are some critical reads from established publishers which had the highest impressions and reach in this segment of conversations.

- [Generative AI: What are the potential applications and ethical concerns? | In Focus podcast – The Hindu](#)
- [Adobe Firefly's safe generative AI for commercial use can amplify your creativity | Technology News, The Indian Express](#)
- [The euphoria mustn't overwhelm the ethical questions on AI | Mint](#)
- [Need For An Ethical Framework On Usage Of Generative AI In The Legal Realm](#)
- [The future of generative AI and its ethical implications | VentureBeat](#)
- [Early days for generative AI, tipping point only after ethics taken into consideration: Nasscom's Debjani Ghosh](#)
- [Monetizing Generative AI ChatGPT Via Embedded Product Placement Ads, Anguishing AI Ethics And AI Law](#)

The entire scope of discussions around ethics and the governance of AI remains outside the scope of this current study. The hope is for a

legitimate middle ground to foster innovation that benefits society as a whole in these wildly uncharted territories.

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