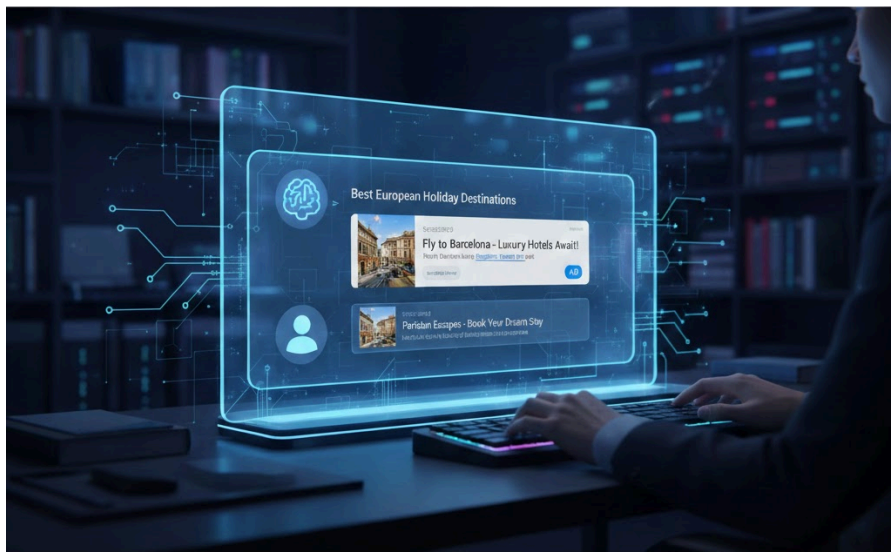


ChatGPT Starts Showing User Ads

VOCABULARY WORDS

1. **communicate** Verb /kə'mjuː.nɪ.keɪt/ to share information or ideas with others
Example: With the new software, it is much easier to communicate with team members abroad.
2. **sponsored** Adjective /'spɒn.səd/ paid for by a company to advertise their products
Example: Many popular YouTube videos include a sponsored segment about a specific brand.
3. **influence** Verb /'ɪn.flu.əns/ to affect or change how someone behaves or thinks
Example: Advertisements are specifically designed to influence which products people choose to buy.
4. **vast** Adjective /vɑːst/ extremely big or a very large amount
Example: The company spends vast sums of money on research and development every year.
5. **accessible** Adjective /ək'ses.ə.bəl/ easy to find, use, or reach
Example: The new website design makes the information more accessible to elderly users.
6. **boom** Noun /buːm/ a period of sudden and rapid growth or success
Example: There has been a significant boom in the electric car industry over the last decade.



Sam Altman, the CEO of OpenAI, has famously stated that he dislikes seeing digital advertisements while browsing. Despite his personal feelings, his company is now moving toward a future that includes marketing within its platform. Soon, individuals who **communicate** with the AI chatbot will begin seeing various advertisements during their sessions. OpenAI has confirmed that they are currently testing this new feature with users in the United States. This marks a major shift in how the world's most popular AI service generates its revenue.

The new ad system will apply to users of the free version and those on the \$8 monthly "Go" plan. However, subscribers who choose more expensive tiers will continue to enjoy an entirely ad-free experience. These marketing messages will be placed strategically either above or below the text responses provided by the chatbot. By keeping the ads separate from the main text, the company hopes to maintain a clean user interface. This change ensures that even lower-paying users contribute to the high costs of running the service.

OpenAI plans to show **sponsored** content to adult users based on the specific topics they are discussing. For instance, if you ask for travel tips about Europe, the AI might show you relevant hotel or flight options. This targeted approach means the ads are meant to be helpful rather than random or distracting. A user interested in a holiday in Paris might see links to luxury accommodation or cheap flights to Rome. The goal is to provide value by connecting users with products that fit their current needs.

To protect user safety, the company has promised that ads will not appear during discussions about health or politics. Furthermore, OpenAI insists that advertisers will never be allowed to **influence** the actual answers the chatbot provides. They also stated that personal user data will not be sold to third-party companies for marketing purposes. This policy is designed to maintain a high level of trust between the AI and its global user base. It ensures that the chatbot's advice remains objective and independent from any commercial interests.

OpenAI currently earns over \$13 billion every year, yet it still faces **vast** expenses to maintain its hardware. Running massive data centers requires an incredible amount of electricity and expensive computer chips. Altman has projected that the company will need to spend an additional \$1.4 trillion over the next eight years to stay competitive. Because of these extreme costs, the company sees advertising as a necessary way to support its growth. Without new sources of income, it would be difficult to fund the future of artificial intelligence.

The company believes that these ads will help make high-level intelligence more **accessible** to everyone around the world. By using ad revenue, they can offer powerful AI tools for a lower price or even for free. However, the current AI **boom** has led to massive investments that some financial experts find worrying. There are concerns that the industry is growing too fast and that a sudden economic crash could happen. Only time will tell if these huge investments will lead to long-term success or a financial bubble.

DISCUSSION

1. How do you usually feel when you see ads appearing in an app you use daily?
2. Do you think it is fair to show ads to users who are already paying for a "Go" plan?
3. If ChatGPT shows you an ad for a hotel, would you trust that recommendation as much as a search engine result?
4. Would you be willing to pay more for a subscription just to avoid seeing ads?
5. OpenAI says ads won't influence answers. Do you think it is possible for AI to remain completely unbiased while selling ad space?
6. In your opinion, is the current "AI boom" a sustainable trend or a bubble that might crash?
7. If an AI tool becomes "free" because of ads, does that make the technology more or less valuable to society?