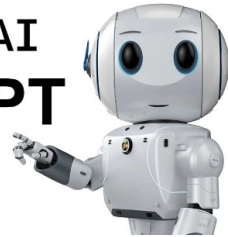# ChatGPT:

What is it and why should you care?

ChatGPT is a buzzword this year. It's an artificial intelligence program that is unlike any technology before it. It can write term papers, respond to texts like a real person and can operate more effectively than a search engine. In fact, Google's existence as the world's premier search engine might be in jeopardy because of ChatGPT.

But how does this affect you, as a business owner, right now? In a word: **Security**.

Spam is something we are all familiar with as being a daily annoyance. Someone in a far away country is telling me my computer has been hacked, they demand bitcoin and blah, blah, blah. We've seen all manner of things related to fake e-mails trying to grab our passwords and personal information. And we have spam filters which help weed out all this junk, which is great. But when something slips through to our inbox, we have to make a determination on whether the e-mail is legitimate. We have tools that we've all learned over the years. We look for broken English, or errors in punctuation. Basically, our "gut" tells us something is wrong and we need to delete the e-mail. We've taught you well! However, ChatGPT speaks nearly perfect English… or any other language for that matter.

ChatGPT has the capability to generate text that can imitate human language and behavior, making it possible to create spam messages that appear to be legitimate. Using advanced natural language processing techniques, ChatGPT can analyze patterns and styles of language used in spam messages and generate new messages that are convincing and persuasive.

Continued from first page

These messages can be tailored to specific individuals, making them more personal and effective. ChatGPT can also easily manipulate emotions and use urgency to create a sense of pressure, which can trick people into sending money or revealing sensitive information like passwords. Therefore, it is crucial to use caution and skepticism when receiving unsolicited messages and verify the authenticity of any requests for money or personal information.

If you still are not convinced this is a big deal, consider this. I didn't even write the paragraph above. ChatGPT did. All I did was ask it to "Write one paragraph on how ChatGPT could easily create spam messages that could trick people into sending money or revealing passwords."

So, here's the takeaway. We at Aeros want you, and all of your users to be aware that things have changed (again.) If someone asks you to change a bank account, **call them and verify**. If someone gives you a link to a website to change information and you aren't 100% sure its valid, **don't click the link. Go to the website directly.** Don't rely on the old methods of determining spam based on the English language, punctuation, etc. Now the spammers will be using ChatGPT and its competitors to easily and quickly develop normal conversational e-mails, designed to trick you and your people into clicking things they shouldn't!

If you have any questions or concerns. Please, reach out to us. We are here to help keep you informed and apprised of security threats and what you can do about them.

Building Relationships in West Michigan since 1976!

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