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# ***ChatGPT: The New Business Librarian?***

Midwest Business Librarian Summit

Lightning Talk

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# What is ChatGPT?

- Generative AI
  - Natural Language Model
- Trained on data set representing surface internet up to 2021

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# Assessing ChatGPT with library data

- Sample of 500 questions asked at the Mahaffey Business Library
- Questions anonymized and fed through ChatGPT
  - Additionally fed through competitor, Perplexity AI for comparison
- AI responses copied to spreadsheet for further analysis
- Developing basic rating criteria to evaluate responses by the following dimensions
  - Accessibility, Library Referral, Quality, Serendipity





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# Conclusions so Far

- Generative AI favors the factual voice over the instructional voice
  - Authority vs. Empowerment
- Generative AI is often no more informative than if you did a general Google search and read the results of the first 3 pages
- Generative AI does little to break down financial information accessibility barriers
  - “everything is on the internet” mentality
  - censorship

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# Is AI useful to librarians?

- Yes and No
- Getting started
  - Good for if you're intimidated by the terminology of a question
- Double Checking Work
  - Can act as a second set of eyes on a question
- Idea generation/writer's block