# Article information:

A Wharton professor gave A.I. tools 30 minutes to work on a business project. The results were ‘superhuman’  | Fortune  
<https://fortune.com/2023/03/26/wharton-professor-ai-tools-openai-chatgpt-30-minutes-business-project-superhuman-results/>

# Article summary:

1. A Wharton professor tested generative AI tools to see how much they could accomplish in 30 minutes and found the results to be "superhuman."

2. The AI tools were able to conduct market research, create a positioning document, write an email campaign, create a website, design a logo and graphic, make a social media campaign for multiple platforms, and script and create a video.

3. The professor notes that he would have needed a team and days of work to accomplish what the AI tools did in just half an hour.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article reports on a project conducted by a Wharton professor who used generative AI tools to complete a marketing campaign for an educational game in just 30 minutes. The article highlights the impressive capabilities of these AI tools, which were able to conduct market research, create a positioning document, write an email campaign, design a website and logo, create social media content, and script and produce a video. However, the article does not provide any critical analysis of the potential risks or limitations of relying solely on AI tools for such tasks.

One potential bias in the article is its focus on the positive aspects of AI tools without exploring any potential negative consequences. For example, there is no discussion of how relying solely on AI tools could lead to job loss or how these tools may perpetuate biases present in their training data. Additionally, the article does not explore any counterarguments to the idea that AI tools can replace human workers in certain tasks.

The article also includes promotional content for Microsoft and OpenAI without providing any critical analysis of their involvement in this project or their overall impact on the development of AI technology. This lack of critical analysis may be due to the fact that Microsoft is one of Fortune's top 500 companies and OpenAI has received significant funding from major tech companies.

Overall, while the article provides an interesting case study on the capabilities of generative AI tools, it lacks critical analysis and fails to consider potential risks or limitations associated with relying solely on these tools for business tasks.

# Topics for further research:

* Risks of relying solely on AI tools for business tasks
* Potential negative consequences of AI tools on job loss
* Biases perpetuated by AI tools due to training data
* Counterarguments to the idea of AI tools replacing human workers
* Microsoft's impact on the development of AI technology
* OpenAI's funding and involvement in AI projects

# Report location:

<https://www.fullpicture.app/item/1d378d47c5668e9e3585baa6a6cfc7a4>