

How artificial intelligence can help researchers in the promotion of their articles?

Dear Editor,

Researchers promote their work to disseminate their findings to a wider audience, increase visibility, and establish their expertise in their field. Sharing research findings can lead to further collaborations, funding opportunities, and increased impact in the field. Additionally, promotion can also help researchers establish their reputation and improve their chances for academic advancement.^[1] There are several avenues where researchers can promote their research publication^[2]:

1. Conferences and academic events relevant to their field
2. Social media platforms such as Twitter, LinkedIn, and ResearchGate

3. Online communities and forums, such as academic groups and discussion boards
4. Professional networks, such as associations and organizations in their field
5. Personal websites and blogs
6. Collaborating with news outlets to share their findings with a wider audience.

Many a time, the researchers may not get adequate time for making content for a social media post, a blog post, a plain language summary for a newspaper, or a catchy title for a social messenger post. In these cases, artificial intelligence like ChatGPT can help researchers to create content. The following are the potential use of ChatGPT-like applications for research promotion^[3]:

1. Generate a plain language summary of a complex scientific topic
2. Make a social media post from the abstract or body text
3. Make a blog post or news media post with an expansion of



Instruction	
	Write a catchy social media post in 280 characters from the following text: Vitreoretinal surgeries either in the form of external compression by buckles or by increasing the intraocular volume by tamponades can cause a significant rise in intraocular pressure (IOP), causing glaucoma to be one of the most common consequences of vitreoretinal surgeries despite improved surgical techniques. Identifying the mechanism that causes the raised IOP is crucial as the management of glaucoma can differ accordingly. Intravitreal (IVT) injections in the form of IVT steroids or anti-vascular endothelial growth factor (anti-VEGF)
Reply	
	"Did you know that vitreoretinal surgeries can cause a rise in intraocular pressure and lead to secondary glaucoma? Our latest review delves into the mechanisms causing IOP increases and the challenges in diagnosing and managing post-surgical glaucoma. Learn about the impact of anti-VEGF injections and newer surgical options to manage refractory glaucoma. #VitreoretinalSurgery #Glaucoma #EyeCare"

Figure 1: An example of generating a social media post (output) from the abstract (input; truncated) of a published article

the topic or summarizing the topic

4. Generate a headline for the social messenger status or post or a news headline.

We recently had a conversation with ChatGPT to generate text with desired length from a recently published article in the Indian Journal of Ophthalmology and successfully generated content that is scientifically sound and had text similarity (i.e., text plagiarism) ranging from 5% to 14%. An example is shown in Fig. 1 where we asked ChatGPT to make a social media post in 280 characters from the abstract of the review article written by Kolipaka and Rao.^[4] It generated the text in 23 s time with an inaccurate number of characters. Hence, although language models like ChatGPT can help the authors generate content for article promotion, these artificial intelligence models have some limitations as follows^[5]:

1. Programs are trained on vast amounts of data, but they cannot generate truly original and creative content
2. It may misunderstand the context in which content is generated, leading to inconsistencies and inaccuracies in the output
3. It can generate content automatically, but it can be difficult to control the quality and tone of the output
4. As the program uses training data to generate content, sometimes text similarity may be high enough to call the content is plagiarized
5. It can generate technically inaccurate content.

Hence, the authors should always check the quality of the content and edit according to necessity before posting it to the public domain or social media. The artificial intelligence is evolving for accuracy. We need to take the help of machines, not rely on machines!

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Conflicts of interest

There are no conflicts of interest.

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