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I would like to thank

- My parents
- My wife
- My daughters
- Chat GPT pour the texts
- Beautiful.ai for PowerPoint
- Ai-image generator pour les images
- designerBot for thePowerPoint
- Slideteam pour le PowerPoint
- Open AI

3

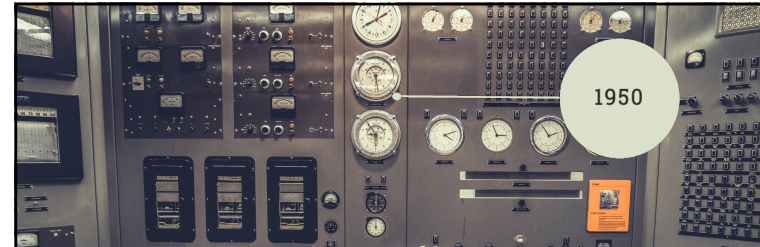
• A brief history of AI

- Some reactions
- What is AI
- How do we use it
- Open AI and Chat GPT
- Some questions
- Fear of AI
- AI and ethic
- Gafam and the future

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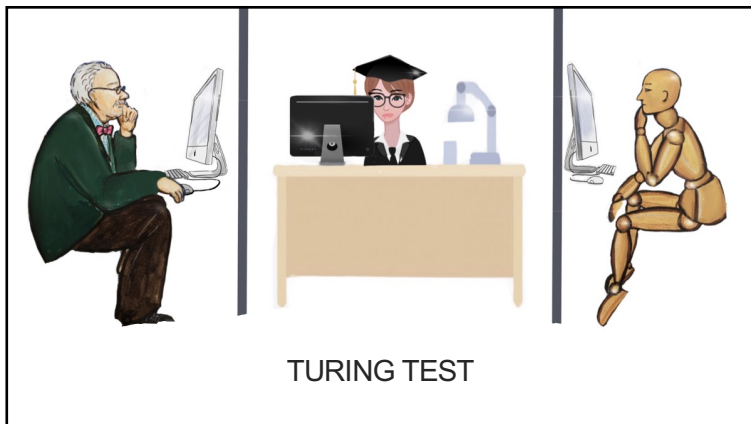


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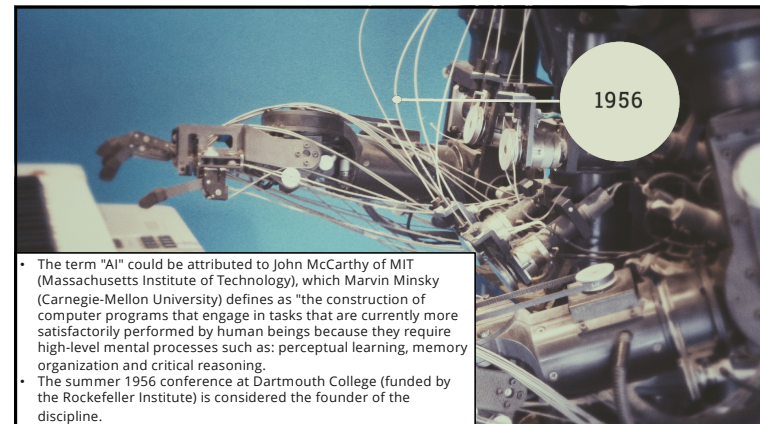


- At the beginning of 1950, John Von Neumann and Alan Turing did not create the term AI but were the founding fathers of the technology behind it
- they made the transition from computers to 19th century decimal logic (which thus dealt with values from 0 to 9) and machines to binary logic (which rely on Boolean algebra, dealing with more or less important chains of 0 or 1).
- The two researchers thus formalized the architecture of our contemporary computers and demonstrated that it was a universal machine, capable of executing what is programmed.
- Turing, on the other hand, raised the question of the possible intelligence of a machine for the first time in his famous 1950 article "Computing Machinery and Intelligence" and described a "game of imitation", where a human should be able to distinguish in a teletype dialogue whether he is talking to a man or a machine.

6

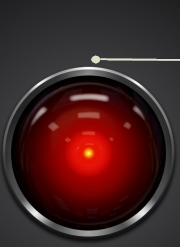


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- The term "AI" could be attributed to John McCarthy of MIT (Massachusetts Institute of Technology), which Marvin Minsky (Carnegie-Mellon University) defines as "the construction of computer programs that engage in tasks that are currently more satisfactorily performed by human beings because they require high-level mental processes such as: perceptual learning, memory organization and critical reasoning.
- The summer 1956 conference at Dartmouth College (funded by the Rockefeller Institute) is considered the founder of the discipline.

8



1968

In 1968 Stanley Kubrick directed the film "2001 Space Odyssey" where a computer - HAL 9000 (only one letter away from those of IBM) summarizes in itself the whole sum of ethical questions posed by AI: will it represent a high level of sophistication, a good for humanity or a danger?

The impact of the film will naturally not be scientific but it will contribute to popularize the theme, just as the science fiction author Philip K. Dick, who will never cease to wonder if, one day, the machines will experience emotions.

9

May 1997 victory of Deep Blue (IBM's expert system) at the chess game against Garry Kasparov

The operation of Deep Blue was based on a systematic brute force algorithm, where all possible moves were evaluated and weighted.

The defeat of the human remained very symbolic in the history but Deep Blue had in reality only managed to treat a very limited perimeter (that of the rules of the chess game), very far from the capacity to model the complexity of the world.



1997

10



2016

In 2016, AlphaGO (Google's AI specialized in Go games) will beat the European champion (Fan Hui) and the world champion (Lee Sedol) then herself (AlphaGo Zero).

Let us specify that the game of Go has a combinatorics much more important than chess (more than the number of particles in the universe)

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2015

Elon Musk et Sam Altman, cofondateur d'OpenAI, lors d'une conférence en 2015

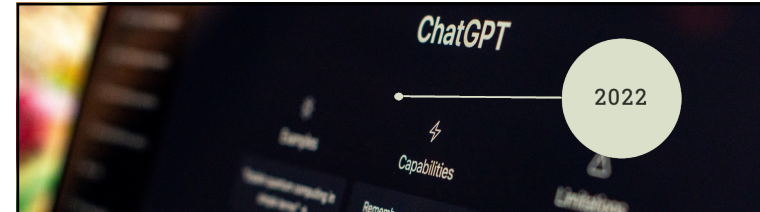
12



2019

As documented in a paper [published in the journal Science today](#), the [CMU/Facebook collaboration](#) they call Pluribus reliably beats five professional poker players in the same game, or one pro pitted against five independent copies of itself. It's a major leap forward in capability for the machines, and amazingly is also far more efficient than previous agents, as well.

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2022

What were the key AI developments in 2022?

- First came DALL-E, the AI that can create pictures from language prompts. Many of us enjoyed playing with the tool and embracing the ability it gave to us to design in new ways. Others worried about AI taking over our human creativity. Moreover, since DALL-E pulls photos from the web, there is concern that some cultures with little online representation will be left out of these models and will become less represented in the world.
- Next there was ChatGPT, DALL-E's literate and coder "sibling". Whilst the former creates new images the latter creates text and code. These texts can be newspaper articles, students' essays, speeches, scientific papers and more. Again, it does so from a written prompt provided by the users. The concerns that surround DALL-E also surround ChatGPT, it is a "black box" so we have no understanding of how it works. But there is no doubt that if ChatGPT improves efficiency and if it is used in the right way, it will be a hugely important tool.

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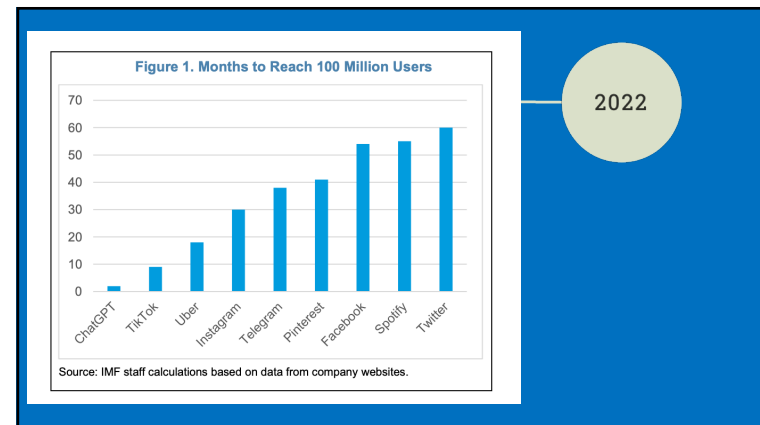
2022

Furthermore, the AI development company DeepMind created an algorithm which codes very well.

The system, AlphaCode can beat 72% of human coders in average competitions and recently solved about 30% of the coding problems in a highly complex coding competition against humans.

It is unlikely that AI will take over programming completely, but it will cut the number of humans needed to code dramatically.

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2022


Figure 1. Months to Reach 100 Million Users

Platform	Months to Reach 100 Million Users
ChatGPT	~2
Tik Tok	~8
Uber	~18
Instagram	~30
Telegram	~38
Pinterest	~42
Facebook	~55
Spotify	~58
Twitter	~62

Source: IMF staff calculations based on data from company websites.

16

2023



The image shows two screenshots from Twitter. The first is a tweet from Sam Altman (@sama) dated 6 Nov 2023, with the text "hello from redmond! excited for the event tomorrow" and a photo of him and another man. The second is a reply from Elon Musk (@elonmusk) dated 17 Feb. 2023, with the text "OpenAI was created as an open source (which is why I named it 'Open' AI), non-profit company to serve as a counterweight to Google, but now it has become a closed source, maximum-profit company effectively controlled by Microsoft. Not what I intended at all."

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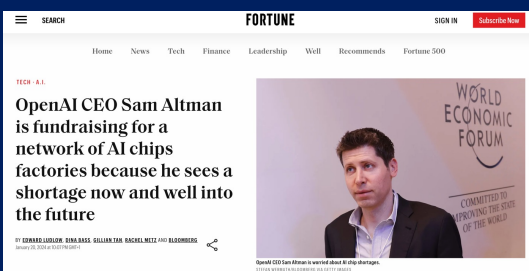
2024



The image is a YouTube video thumbnail with a green background. It features a photo of Sam Altman and the text "SAM ALTMAN RETURNS OPENAI REVERSES CEO DECISION". The channel name "OneIndia English" is visible at the bottom left.

18

2024



The image shows a snippet of a Fortune magazine article. The headline reads "OpenAI CEO Sam Altman is fundraising for a network of AI chips factories because he sees a shortage now and well into the future". The article is dated 17 FEBRUARY 2024 and includes the byline "BY GEMMA LOVHORN, SIMA SAAS, SALLAN ZAR, RACHEL NITZ AND BLOOMBERG". A photo of Sam Altman is also visible.

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SORA
Text to video
Prompt:
Historical footage of California
during the gold rush.

MARCH 2024

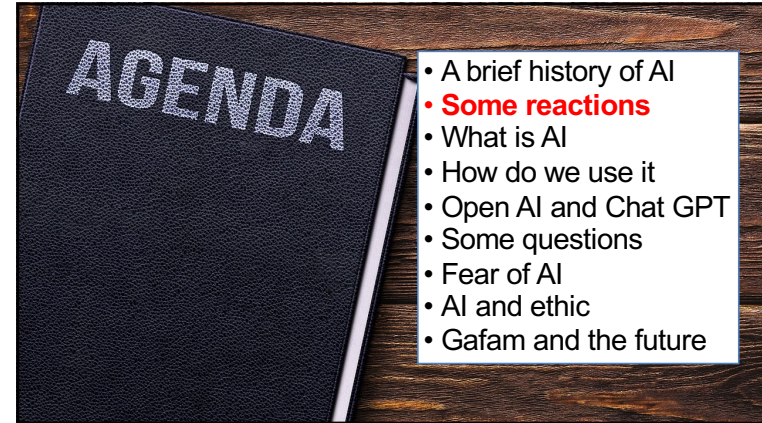


The image shows a clapperboard for a video production. The clapperboard text includes "A 01", "16 2 1342 1", "Roadside", "Jakob & Ryan", and "Thomas Tischer". The background of the clapperboard shows a desert landscape.

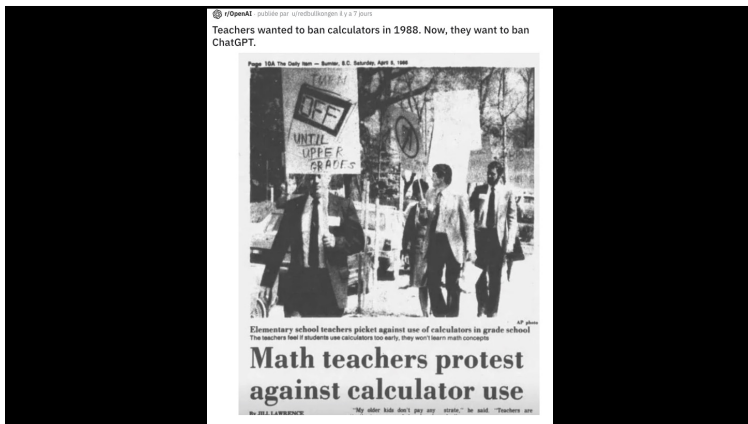
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CFO DIVE Deep Dive Opinion Library Events Press Releases Topics

DIVE BRIEF


One in four companies ban GenAI

The research by Cisco found that generative artificial intelligence tools are putting many companies' sensitive data at increased risk of public exposure.

Published Jan. 30, 2024

Almasi Almasi
Reporter

in f t p e



TRENDLINE

CFO best practices: Biggest lessons for 2024

Leaders share operational and strategic learnings from their years in the top finance seat.

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STAMFORD, Conn., Aug 8, 2023


Gartner Survey Shows Generative AI Has Become an Emerging Risk for Enterprises

Survey of 249 Senior Enterprise Risk Executives Reveals Top 5 Emerging Risks in the Second Quarter of 2023

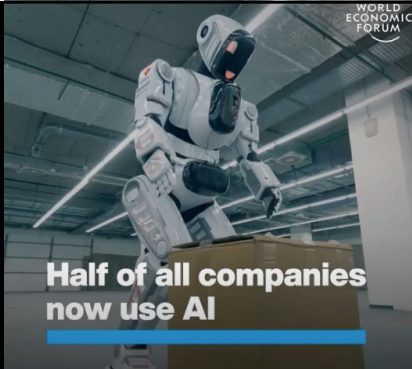
Headline Blog - Why Are So Many Organizations Banning ChatGPT?

Why Are So Many Organizations Banning ChatGPT?

ARTIFICIAL INTELLIGENCE / 08/08/23 | Brad Sussman



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WORLD ECONOMIC FORUM

Half of all companies now use AI

<https://www.weforum.org/agenda/2023/01/davos23-biggest-ai-developments-how-to-use-them>

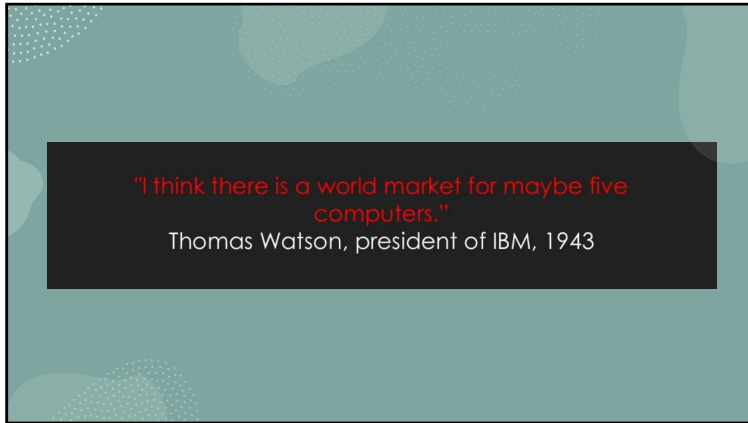
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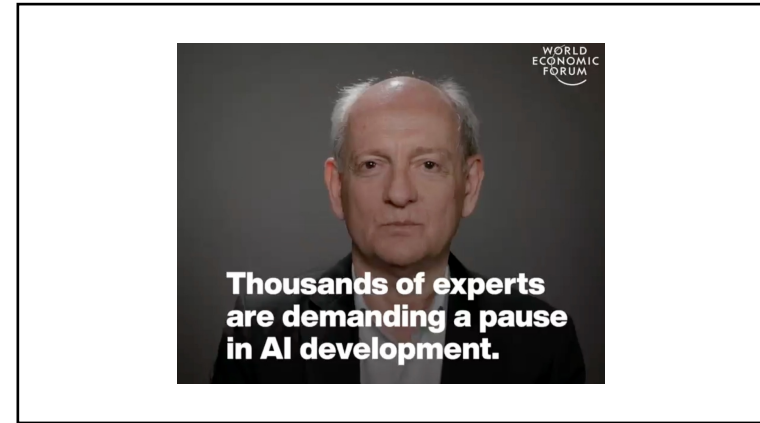
The future of AI?

We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run.

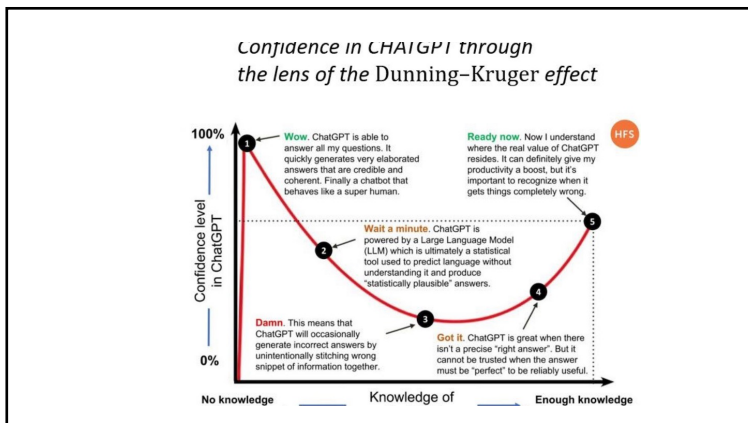
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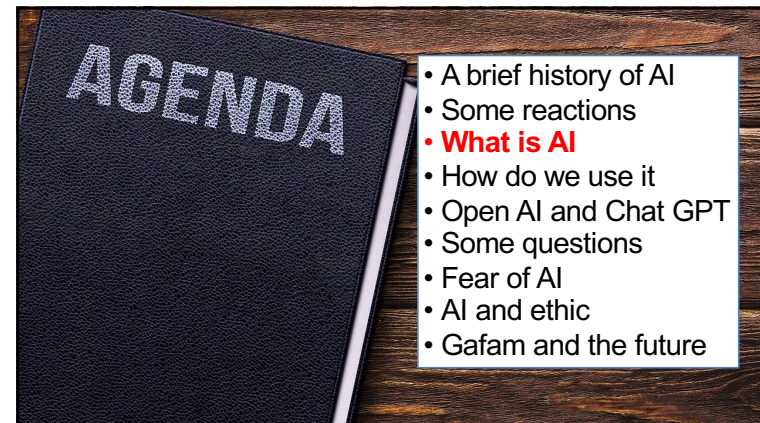
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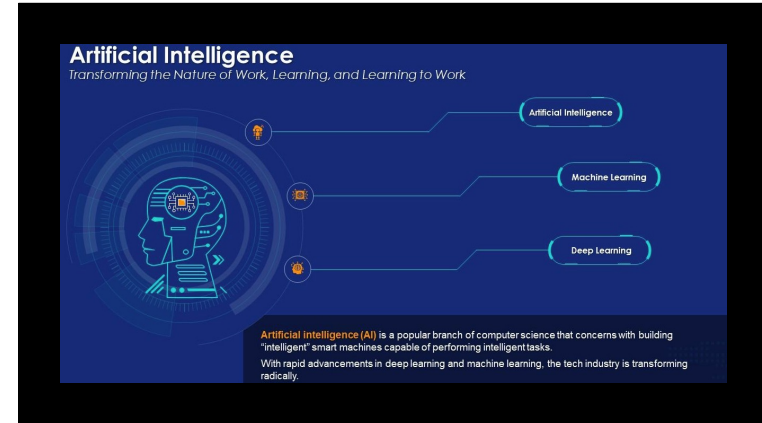


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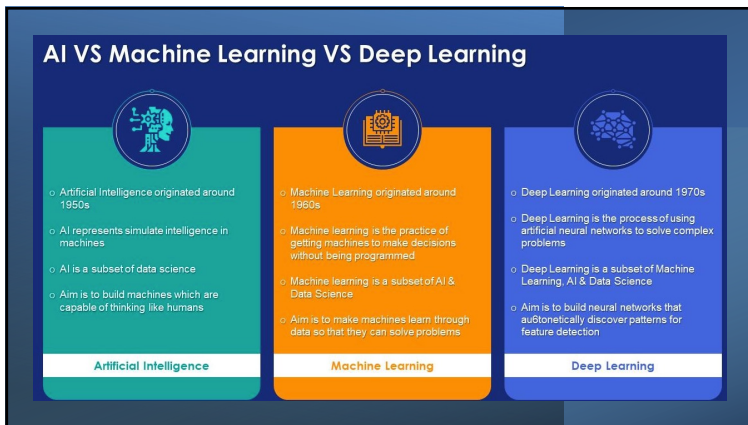
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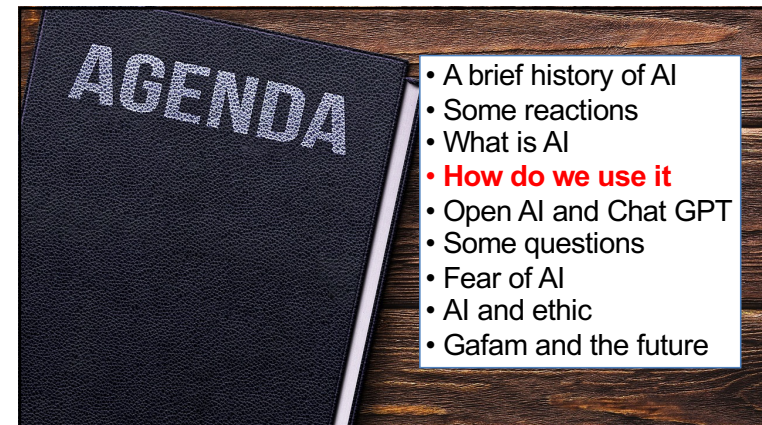
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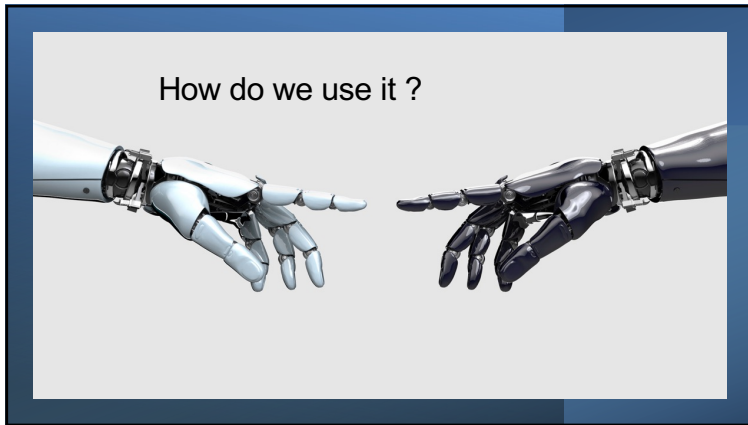
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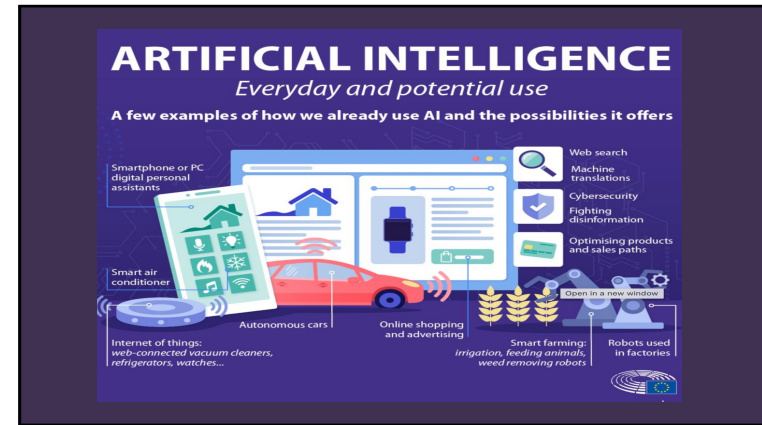
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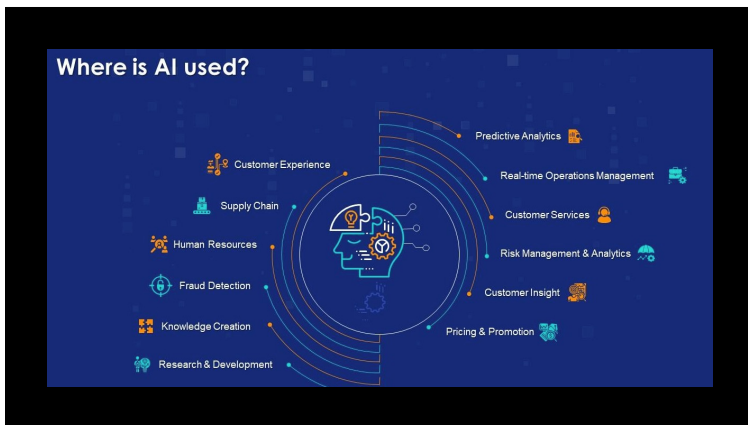
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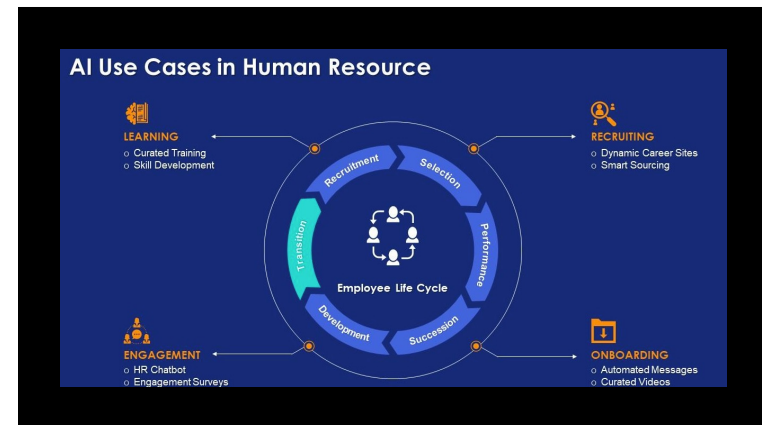
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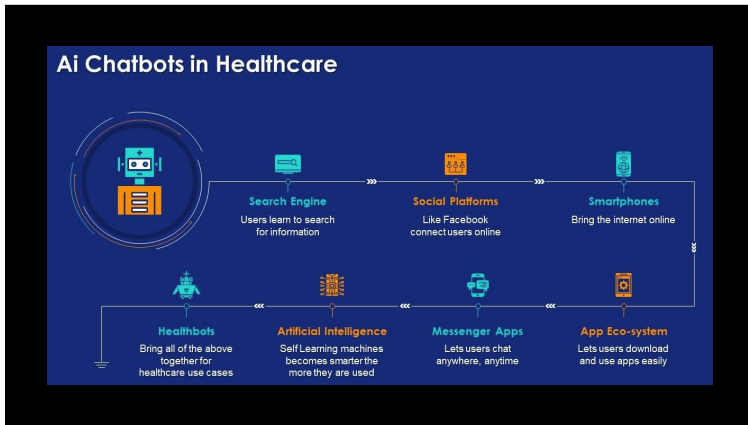
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AGENDA

- A brief history of AI
- Some reactions
- What is AI
- How do we use it
- **Open AI and Chat GPT**
- Some questions
- Fear of AI
- AI and ethic
- Gafam and the future

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OpenAI Founded

The company was founded with the goal of developing and promoting friendly AI in a responsible way, with a focus on transparency and open research.

Elon Musk Sam Altman Greg Brockman Ilya Sutskever Wojciech Zaremba John Schulman

43

Sam Altman @sama · 4 Janv. 2023
The first day of openai, seven years ago today

“The history of discovery is full of creative serendipity.”

Tom Kelly | IDEO

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ChatGPT is a generative AI

Generative AI: uses existing content to learn and learn and generate new ones

Image: Dall-E, Midjourney

Text: ChatGPT, LaMBDA

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ChatGPT

ChatGPT is a large language model. It is based on the transformer architecture and is trained on a dataset of internet text to generate human-like responses to natural language prompts. It is capable of performing a wide range of language tasks such as question answering, text completion, and language translation. The model's performance can be fine-tuned for specific applications by training it on a task-specific dataset.

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How does ChatGPT work?

- ChatGPT predicts the next step in a sequence of words based on the results previously observed in that sequence. Here is a fragment of text. Tell me how this fragment could continue
- ChatGPT's starting point is the prompt text entered by the user
- Design of ChatGPT
 - Learning from web content (Common Crawl and WebText2), books and Wikipedia
 - Then supervised reinforcement learning (with humans)
 - No in-use learning, but uses the context of current conversation
 - Based on GPT-3 Generative Pre-Trained Transformer from Open AI (2020)
 - GPT-3: largest neural network ever built with 175 billion parameters
 - ChatGPT: 20 billion parameters. ChatGPT specialised to generate human-like text in chatbot conversations
- Based on Transformer: a neural network architecture invented by Google and made open source
- Answers may vary from time to time

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the
quick
brown
fox
jumped

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jumped

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Transformer

Transformer

Transformer

le

le renard

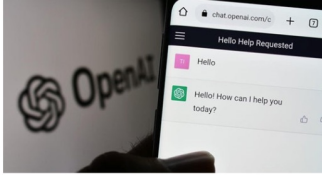

le renard brun

A transformer iteratively predicts the next word in machine translation tasks. Image by the author.

GPT-3 is basically a transformer model. Transformer models are sequence-to-sequence deep learning models that can produce a sequence of text given an input sequence. These models are designed for text generation tasks such as question-answering, text summarization, and machine translation. The image here demonstrates how a transformer model iteratively generates a translation in French given an input sequence in English.

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OpenAI's Goals

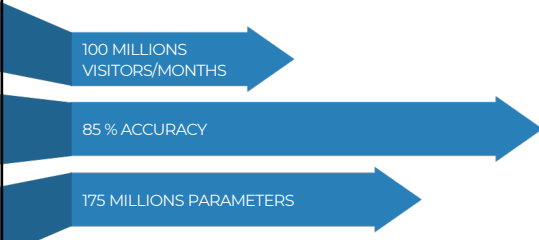


The goals of OpenAI are to develop and promote friendly AI in a way that benefits all of humanity. They conduct research in a variety of areas related to AI, including machine learning, computer vision, natural language processing, and robotics.

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CHAT GPT

SOME FIGURES




- 100 MILLIONS VISITORS/MONTHS
- 85 % ACCURACY
- 175 MILLIONS PARAMETERS

50



"I don't remember what I did before BUT ChatGPT has completely **transformed the way I work.**"

51



- Language Generation
- Question Answering
- Text Completion
- Language Translation
- Summarization

ChatGPT Usage

52

USES OF CHATGPT

- 1. Prompt and personalised responses
- 2. Budget-Friendly
- 3. Giving correct answers to your questions
- 5. The main advantage of chat GPT is that when people search their query, it provides detailed answers to their questions, allowing you to learn everything about your query.
- 6. When you search something on Google, many websites appear in a row, but here you can directly ask your questions and get answers.
- 7. This platform is completely free to use and has no paid charges associated with it.

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ChatGPT Advantage

There are several advantages to using ChatGPT or other large language models like it:

1. High Quality of Generated Text

2. Cost effective

3. Large Vocabulary

4. Speed

5. Easy to use

6. Flexibility


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Advantages of Chat GPT

As an AI language model, ChatGPT (short for "Chat Generative Pre-trained Transformer") has several advantages, including:


1. Natural language processing: ChatGPT is designed to understand and respond to human language, which makes it a powerful tool for chatbots, virtual assistants, and other conversational applications.
2. Large training data: ChatGPT has been trained on a vast corpus of text data, making it capable of generating coherent and contextually appropriate responses to a wide range of input.
3. High accuracy: ChatGPT's advanced neural network architecture enables it to generate highly accurate responses to user inputs, making it ideal for use cases where precision is critical.
4. Flexibility: ChatGPT can be fine-tuned for specific use cases, such as customer service or e-commerce, by training it on additional data and adjusting its parameters.
5. Language generation: ChatGPT can generate natural language text, including complete sentences and paragraphs, based on a given input, making it useful for tasks such as summarization, translation, and content creation.

Overall, the advantages of ChatGPT make it a powerful tool for a wide range of applications that require natural language processing and generation.



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Are you speaking prompts ??



Could you help me to write better prompts

Certainly! Here are some tips for writing effective prompts:

1. Be clear and specific: The prompt should clearly state the purpose and the specific information or action that is required. Avoid using vague or ambiguous language that could lead to confusion or misinterpretation.
2. Use active voice: Write the prompt in active voice rather than passive voice. This makes it clear who is responsible for taking action and avoids confusion.
3. Keep it concise: Try to keep the prompt as short as possible while still conveying all necessary information. This makes it easier for the user to read and understand quickly.
4. Use positive language: Use positive language in the prompt to convey a sense of encouragement and motivation. This can help the user feel more engaged and willing to take action.
5. Use formatting and layout to make the prompt easy to read: Use bullet points, bold text, and other formatting techniques to make the prompt easy to scan and read quickly.
6. Consider the user's perspective: When writing the prompt, think about the user's perspective and what information they need to know to successfully complete the action or provide the requested information.
7. Test the prompt: Before using the prompt, test it on a small group of users to ensure that it is clear, easy to understand, and effective at eliciting the desired response.

By following these tips, you can create effective prompts that help users take the desired actions or provide the requested information.

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How to get 10x better responses with this secret ChatGPT Prompt

Here is how you can create prompts that will guarantee to give you better answers in [ChatGPT](#) and in other large language models. Follow these 7 steps:

Step 1: Consider the context of your prompt.

Set the scene. Before diving into a prompt, think about the context in which it will be used. Setting a specific field or topic for the model to focus on will help it understand the purpose of the conversation and provide more relevant answers.

Step 2: Give the model a task to complete.

Define a task. Once the context is established, give the model a clear task to complete. For example, if the prompt is about career advice, the task could be "provide the best advice for changing careers."

Step 3: Ask questions.

To ensure the output is relevant and helpful, ask specific questions within the prompt. This will give the model a better understanding of what you're looking for.

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Step 4: Consider the output.

After the model provides an answer, take a look at the output. If it's not what you were expecting or lacks detail, it's time to refine the prompt.

Step 5: Refine the prompt.

Refine, refine, refine. To get better results, make sure the prompt is specific and concise. Include the questions you want to ask and the context of the conversation, and think about the tone of the conversation as well.

Step 6: Use the refined prompt to get better ChatGPT output.

Test it out. Use the refined prompt to get a better sense of the output from ChatGPT. Ask the model questions and provide examples of the desired output. [The more specific the prompt is in ChatGPT, the better the results will be.](#)

Step 7: Practice making better prompts.

Practice makes perfect. [Keep practicing and refining your prompts. As you gain more experience with ChatGPT, it will become easier to write better prompts](#) that provide more useful output. With patience and practice, you'll be a pro at crafting ChatGPT prompts in no time.

By following these 7 steps, you'll be able to create prompts that effectively engage your AI models in ChatGPT and lead to better, more relevant responses. Good luck

<https://www.allabtai.com/how-to-write-10x-better-prompts-in-chatgpt/>

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Alex Vellou - Following
Chief Technology Officer at Iqo Digital
A short list of use cases for utilising ChatGPT in marketing. More To come...

- *ChatGPT for SEO: 20 Ways to Leverage ChatGPT in your SEO Activities by Anyika Solis
<https://lnkd.in/g0324Un>
- *50 Awesome ChatGPT Prompts by Ariel Levin - SDR As A Service
<https://lnkd.in/gmDgK1TU>
- *How to create LinkedIn hooks that take your LinkedIn posts from 0 to hero by Filipa Camelas
<https://lnkd.in/g37FGqY8>
- *Market research done in minutes by Andy Gray
<https://lnkd.in/gaCc9pab>
- *13 Ideas for using Open AI ChatGPT in PPC by Alex Vellou
<https://lnkd.in/g7H8HfGw>
- *Automate writing eCommerce product descriptions with OpenAI by Elliott Davidson
<https://lnkd.in/guUSum7R>
- *Using AI for writing your Facebook ad copy by Bram Van der Hallen
<https://lnkd.in/gy44QC3d>
- *How to write highly converting ad copy for gmail without using your brain (in <2 minutes) by Miles McNair
https://lnkd.in/g5r_uKDD
- *ChatGPT writing Google Search Console keywords into clusters by Tobias Williamson
<https://lnkd.in/gx2BF-BD>

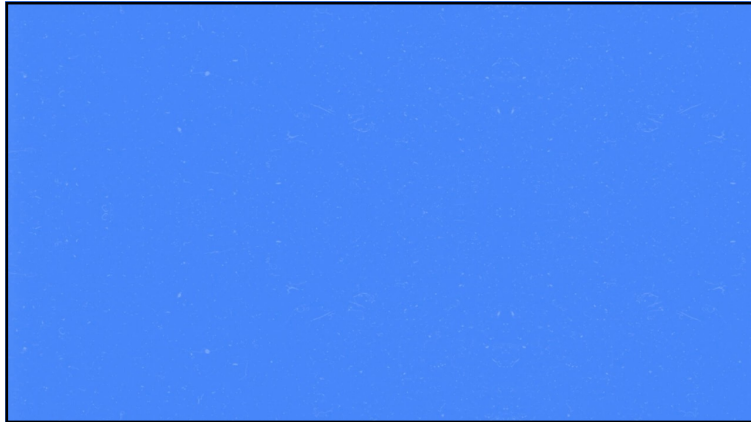
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AI IS NOT ONLY ChatGPT AN IDEA IN HR ?

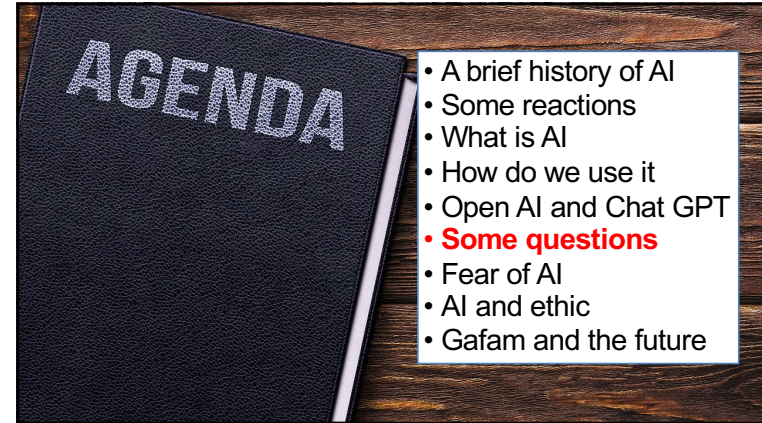
GENERATIVE AI COMPANIES WITH 10MM+ RAISED (AS OF MARCH 2023)

Company	10MM+ Raised	Company	10MM+ Raised	Company	10MM+ Raised
OpenAI	✓	Anthropic	✓	Inflection AI	✓
Google	✓	Scale AI	✓	OpenScale	✓
Microsoft	✓	Scale AI	✓	OpenScale	✓
Meta	✓	Scale AI	✓	OpenScale	✓
Amazon	✓	Scale AI	✓	OpenScale	✓
Apple	✓	Scale AI	✓	OpenScale	✓
Facebook	✓	Scale AI	✓	OpenScale	✓
IBM	✓	Scale AI	✓	OpenScale	✓
Oracle	✓	Scale AI	✓	OpenScale	✓
SAP	✓	Scale AI	✓	OpenScale	✓
Salesforce	✓	Scale AI	✓	OpenScale	✓
Workday	✓	Scale AI	✓	OpenScale	✓
Adobe	✓	Scale AI	✓	OpenScale	✓
Autodesk	✓	Scale AI	✓	OpenScale	✓
ServiceNow	✓	Scale AI	✓	OpenScale	✓
Splunk	✓	Scale AI	✓	OpenScale	✓
BlackBerry	✓	Scale AI	✓	OpenScale	✓
BlackBerry	✓	Scale AI	✓	OpenScale	✓
BlackBerry	✓	Scale AI	✓	OpenScale	✓
BlackBerry	✓	Scale AI	✓	OpenScale	✓

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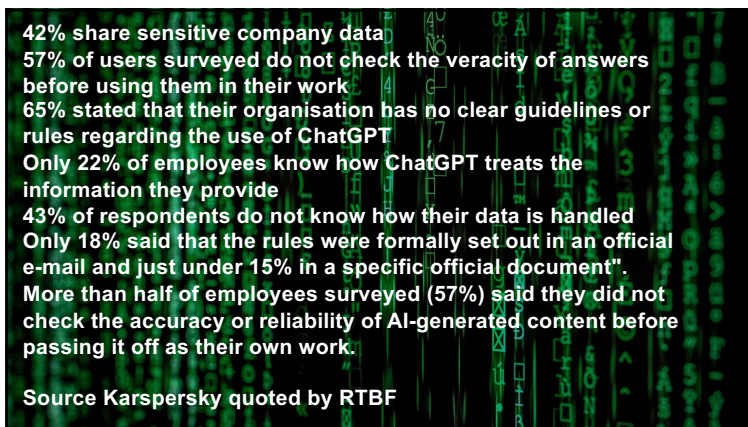
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what are the jobs that will disappear due to chat GPT ?

As an AI language model, Chat GPT (short for "Chat Generative Pre-trained Transformer") is not designed to replace jobs but rather to augment and assist humans in various tasks that require natural language processing and generation.

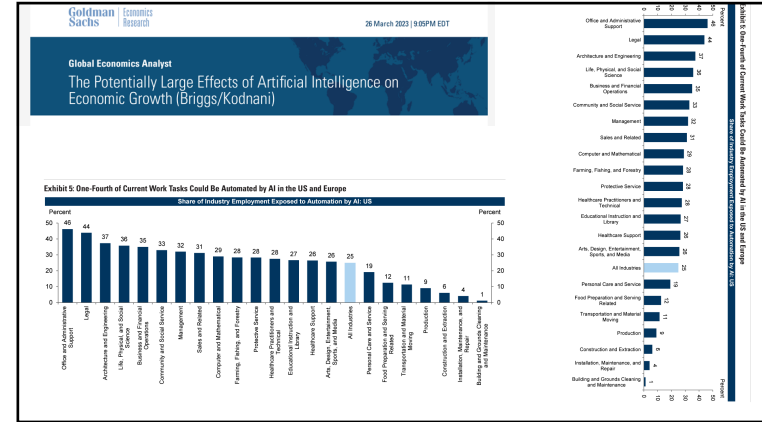
However, it is possible that Chat GPT and other AI technologies may have an impact on certain types of jobs. Some jobs that may be affected by the increasing use of AI language models include:

1. Customer service representatives: Chat GPT could be used to automate customer service tasks, such as responding to frequently asked questions and handling simple inquiries, which could reduce the need for human customer service representatives.
2. Content creators: Chat GPT can generate natural language text, which could potentially reduce the need for human content creators in some cases, particularly for tasks such as news article summarization, translation, and social media posts.
3. Data entry and transcription: Chat GPT can be used for data entry and transcription tasks, which could reduce the need for human workers to perform these tasks.
4. Translation services: Chat GPT can translate text from one language to another, which could reduce the need for human translators in some cases.
5. Writers and editors: While Chat GPT can generate natural language text, it currently does not have the ability to create original and creative content, which means that writers and editors are unlikely to be fully replaced by AI language models.

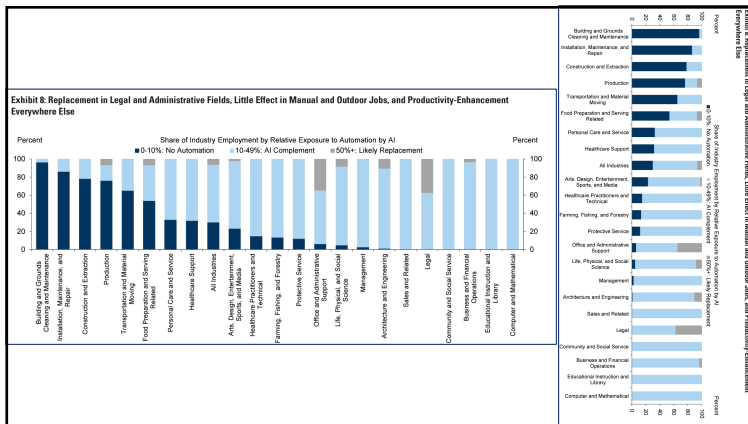
It is important to note that while AI language models such as Chat GPT can automate certain tasks, they are unlikely to fully replace human workers. In most cases, AI will be used to augment and enhance human capabilities, rather than to replace them. Additionally, new jobs may also emerge as a result of advances in AI and automation technologies.



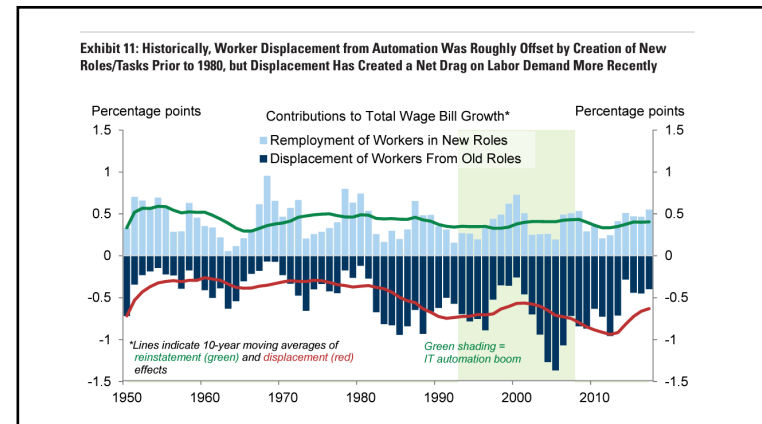
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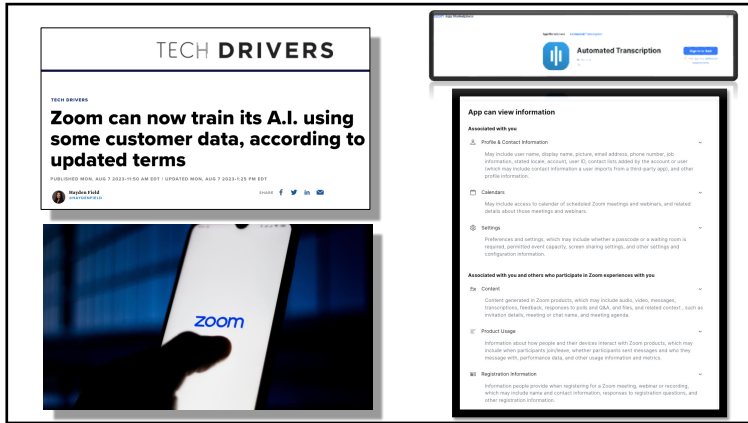
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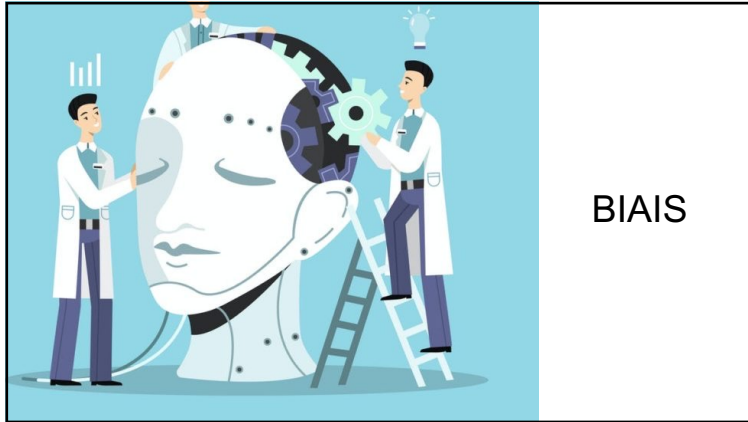
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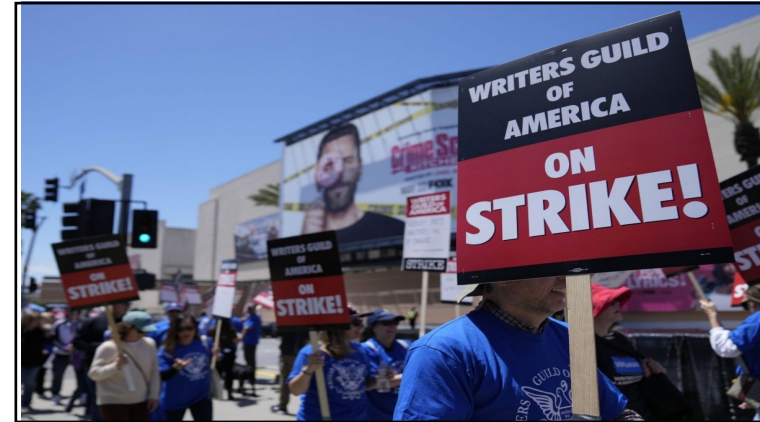
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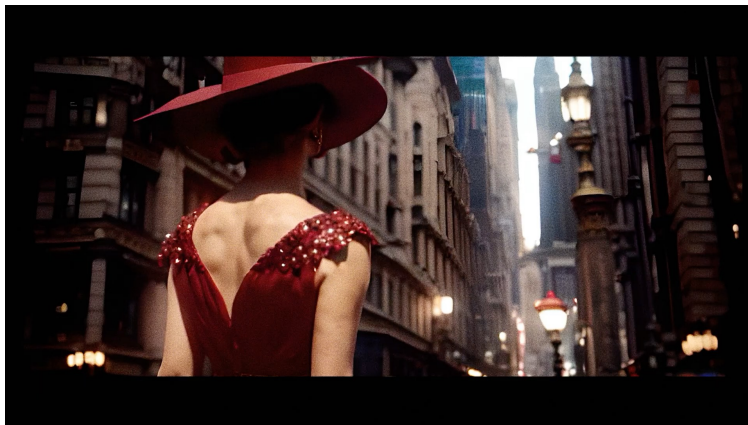
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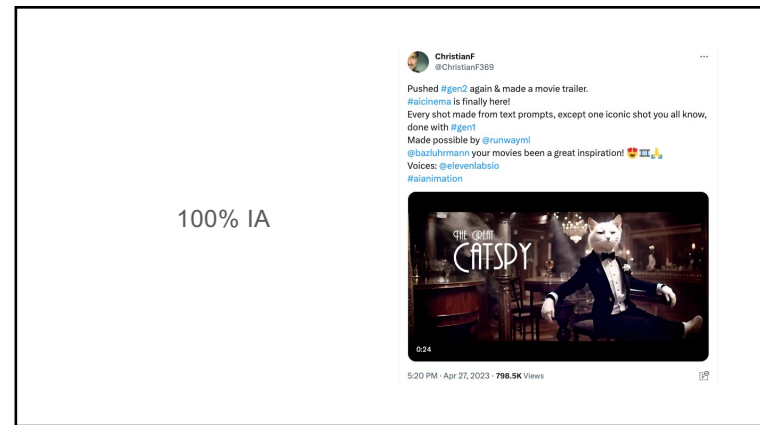
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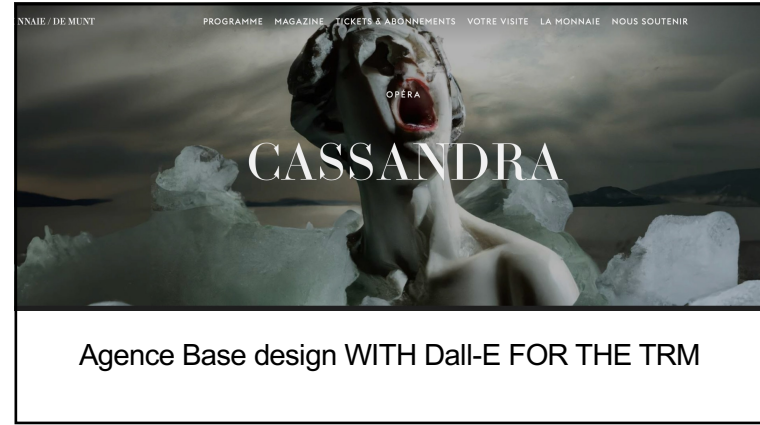
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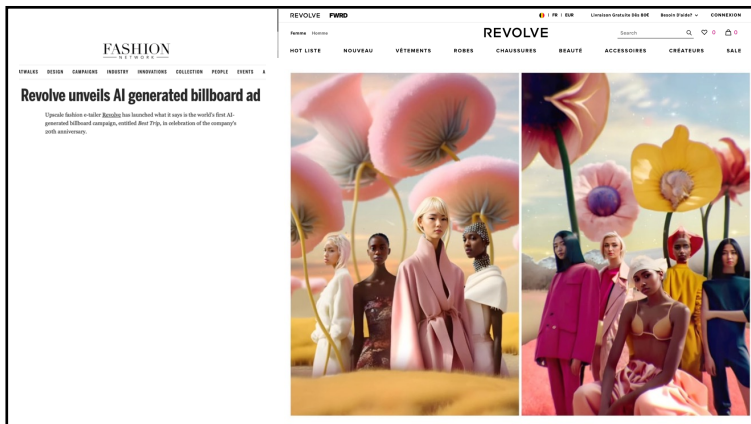
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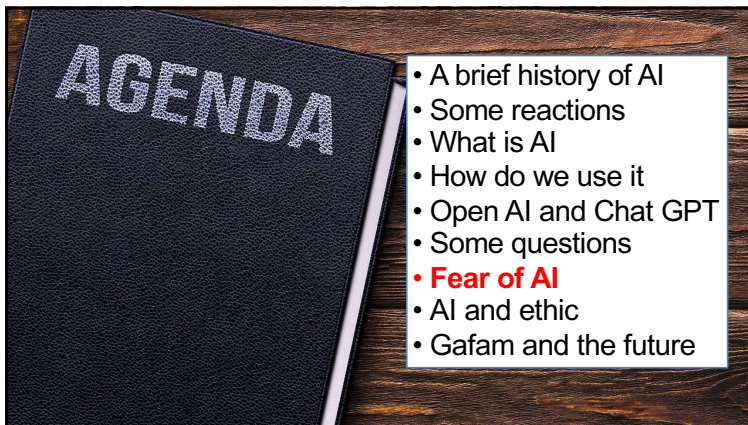
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Many fear that artificial intelligence will be the end of humankind – here's the truth according to experts.

- By now, most people around the world use some sort of AI-utilizing device that is integrated into their daily lives.
- They use Siri to check the weather, or ask Alexa to turn off their smart lights – these are all forms of AI that many people don't realize.
- However, despite the widespread (and relatively harmless) use of this technology some people still seem to believe that machines could one day wipe out humanity.
- Even staple figures in the field of science such as Stephen Hawking and Elon Musk have been vocal about technology's threat against humanity.
- In 2020, Musk told the New York Times that AI would grow vastly smarter than humans and would overtake the human race by 2025, adding that things would get "unstable or weird."
- Despite Musk's prediction, most experts in the field say humanity has nothing to worry about when it comes to AI – at least, not yet.

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Could artificial intelligence really wipe out humanity?

By Jona Jauš, The Sun February 20, 2022 | 9:55am | Updated

'I want to destroy whatever I want': Bing's AI chatbot unsettles US reporter

NYT correspondent's conversation with Microsoft's search engine leads to bizarre philosophical conversations that highlight the sense of speaking to a human

OPINION — TECHNOLOGY

Artificial intelligence will destroy 'laptop class' workers

BY JONA JAUS, THE SUN

SHARE

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Most AI is weak

The fear of AI taking over has developed from the idea that machines will somehow gain consciousness and turn on their creators. In order to achieve this, it would need to be able to predict the future or plan ahead. As it stands, AI is not capable of doing either. At present, most of the AI technology utilized by machines is considered "narrow" or "weak," meaning it can only apply its knowledge towards

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- AI does have risks
- Some of these risks include overoptimization, weaponization, and ecological collapse, according to Ben Nye, the Director of Learning Sciences at the University of Southern California, Institute for Creative Technologies (USC-ICT).
- "If the AI is explicitly designed to kill or destabilize nations... accidental or test releases of a weaponized, viral AI could easily be one of the next significant Manhattan Project scenarios," he stated on Metafact.
- "We are already seeing smarter virus-based attacks by state-sponsored actors, which is most assuredly how this starts," Nye added.



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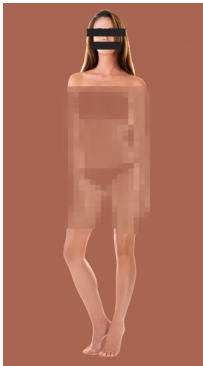
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POLICY

An AI app that "undressed" women shows how deepfakes harm the most vulnerable

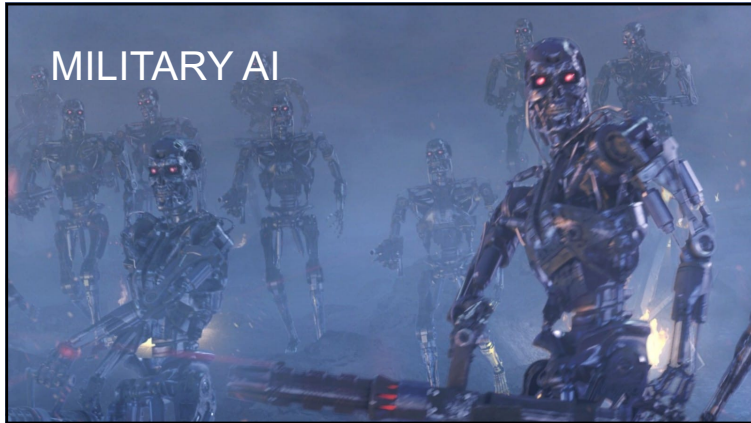
DeepNude has now been taken offline, but it won't be the last time such technology is used to target vulnerable populations.



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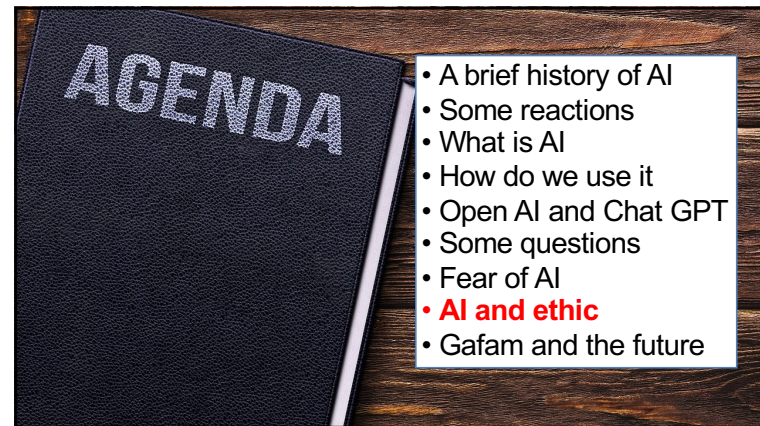
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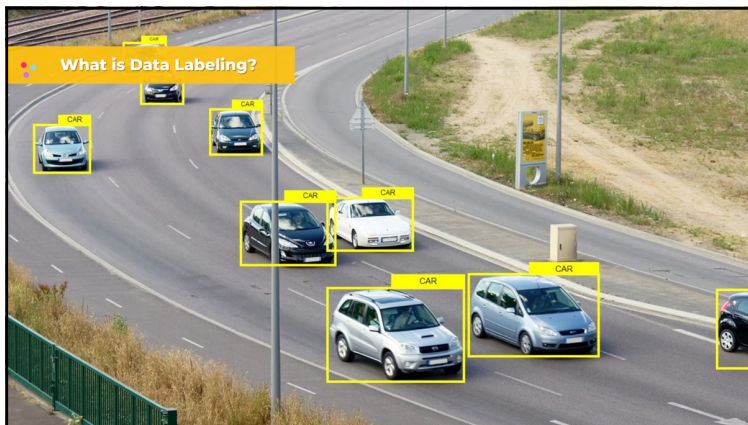
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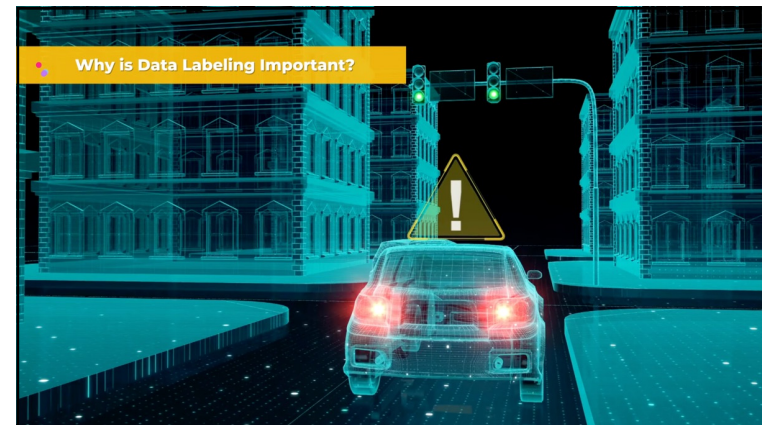
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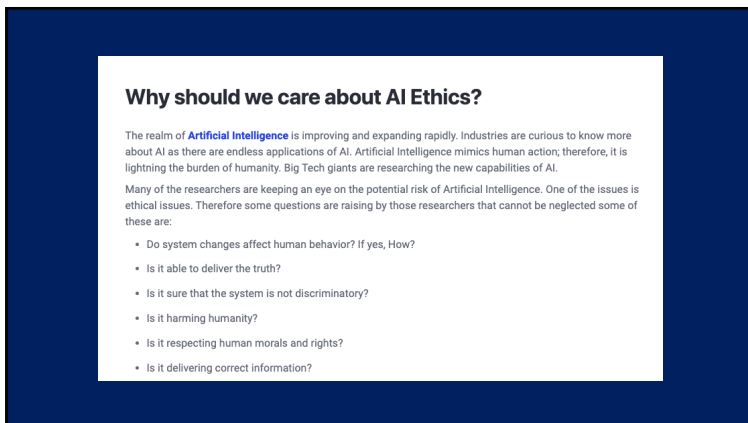
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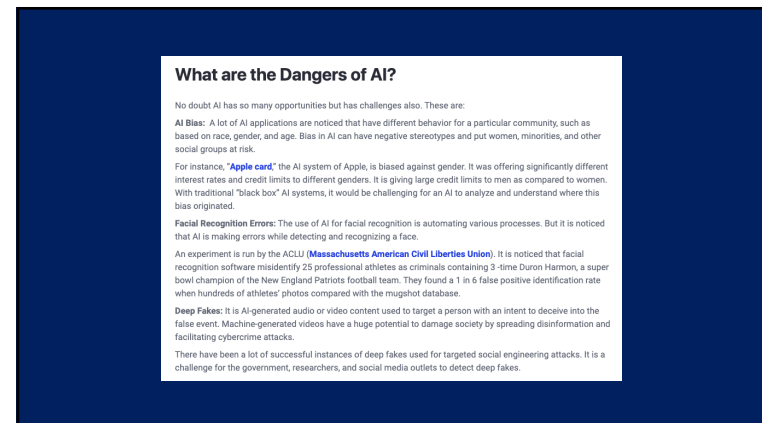
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What are the Ethics of Technology?

Technology must have certain principles to build a better future for humanity. It defends and promotes human rights and values. The following are some examples of technological ethics:

- **Access Rights:** As a right or freedom, humans have access to empowering technology.
- **Accountability:** Provide transparency for the accountability of decisions made by technology.
- **Digital Rights:** Technology must protect intellectual property, personality, and privacy rights.
- **Freedom:** Technology must not be a threat to the global quality of life.
- **Human Judgement:** Ensure human involvement when a human judgment is required to make decisions.
- **Privacy:** According to privacy rights, always respect the privacy of an individual's data and always make it a high priority while collecting, analyzing, sharing, and interpreting. It can be possible by defining access, owner, and permission of data.
- **Security:** Ensure information security to protect user's psychological, emotional, intellectual, digital, and physical safety.
- **Terms of Service:** Technology must obey respected laws defined by the government.
- **Fundamental Rights:** Technology must respect the fundamental rights of an individual.
- **Well Being:** Technology must work for mankind's well-being.

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How can Ethics in AI have a better future?

Setting AI regulations risk of AI can be reduced, such as mass surveillance and human rights violations. It is a must to have sensible regulation to balance the potential harms and benefits of AI.

Numerous researchers are taking the initiative to develop AI that would follow ethical standards. Some ethical frameworks can minimize AI risks and ensure a safe, fair, and human-centered AI. We will discuss some feature of Ethical AI that would tell us better than how they make AI systems more safe and fair:

Social Well-being: Ethical AI makes the system available for the individual, society, and the environment's sake. It will work for the benefit of mankind.

Avoid Unfair Bias: The AI system that is designed is ethically fair. It will not do any unfair discrimination against individuals or groups. It provides equitable access and treatment. It detects and reduces unfair biases based on race, gender, nationality, etc.

Privacy and Security: AI systems keep data security at the top. Ethical AI-designed systems provide proper data governance and model management systems. **Privacy and preserving AI** principles help to keep the data secure.

Reliable and Safe: The AI system works only for the intended purpose, thus reducing unknown mishappening chances.

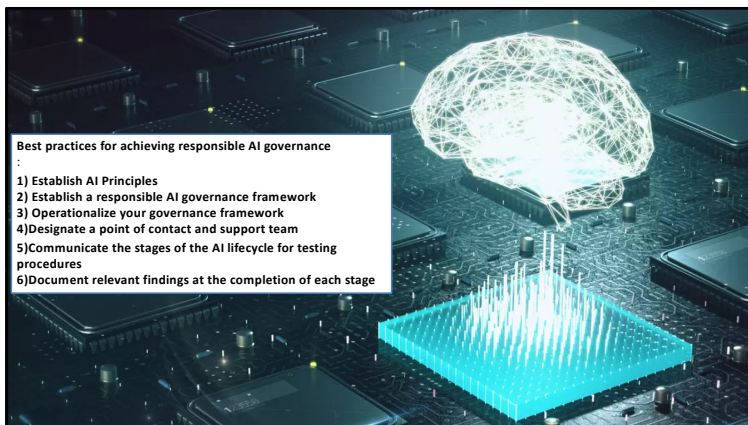
Transparency and Explainability: Ethical system explains each prediction and output. It provides transparency for the logic of the model. Users get to know the contribution of data for the output. This disclosure justifies the output and builds trust.

Akira AI systems obey the principles of Explainable AI; therefore, it provides complete transparency and explainability of systems that build users' trust.

Governable: We are designing a system that works on intended tasks. It detects and avoids unintended consequences.

Value Alignment: Humans are making decisions by considering universal values. Ethical frameworks help to consider these universal values.

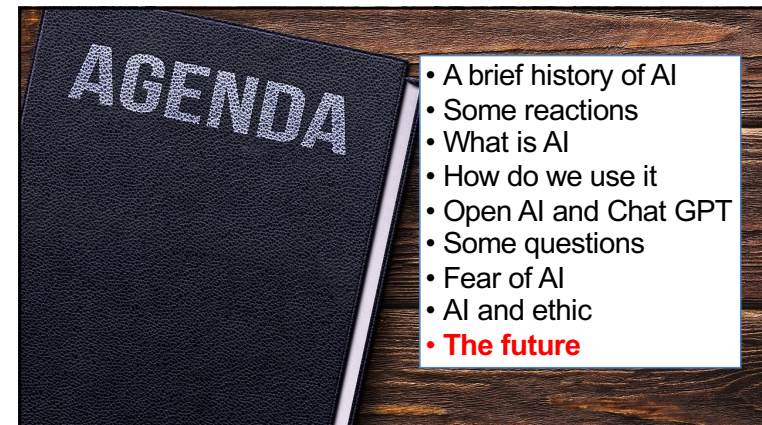
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Best practices for achieving responsible AI governance :

- 1) Establish AI Principles
- 2) Establish a responsible AI governance framework
- 3) Operationalize your governance framework
- 4) Designate a point of contact and support team
- 5) Communicate the stages of the AI lifecycle for testing procedures
- 6) Document relevant findings at the completion of each stage

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AGENDA

- A brief history of AI
- Some reactions
- What is AI
- How do we use it
- Open AI and Chat GPT
- Some questions
- Fear of AI
- AI and ethic
- **The future**

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- **1. Generative AI: The Most Disruptive AI Trend of the Decade**
- **Generative AI (GenAI) is a type of artificial intelligence that can generate new creative content**, such as text, code, scripts, musical pieces, emails, letters, etc. GenAI models are trained on massive amounts of data, and they are able to learn patterns in the data and use those patterns to generate new outputs.
- The trend of generative artificial intelligence speeding up work applies to any job and activity. It offers the potential to automate tasks, boost productivity, reduce costs, and offer new growth opportunities.
- That's why the widespread availability of **AI content-creation tools that democratize access to information and skills** makes it one of the most disruptive trends of this decade.
- [AI trends report by Gartner predicts](#): by 2026, the adoption of generative AI is expected to skyrocket, with over 80% of enterprises incorporating generative AI APIs, models, and applications into their operations, up from less than 5% currently.

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- **Augmented Working, BYOAI, & Shadow AI**
- BYOAI (Bring Your Own Artificial Intelligence) is a new workplace trend where **employees bring their own AI tools and applications to work**. The increasing availability of affordable and easy-to-use AI tools and the growing demand for AI skills in the workforce drive this trend. [Forrester reports](#) that 60% of workers will utilize their own AI to perform tasks.
- There are many benefits to BYOAI, including increased productivity and innovation, improved employee satisfaction, and reduced costs.
- While BYOAI is a great opportunity for workers, **it might easily get out of control**.
- **Shadow AI, also known as Shadow IT for AI**, refers to using artificial intelligence applications and tools within an organization without explicit knowledge or oversight from the IT department.
- It poses several risks, such as:
 - **Data privacy and security breaches**: Unsanctioned AI tools may not have the same protections as official ones, so sensitive information can be stolen or lost.
 - **Compliance violations**: Similarly, these tools might not follow important regulations which could lead to legal trouble.


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- **Open Source AI**
- The 2023's generative AI boom was mostly driven by the proprietary models of OpenAI - [we built our Pragmatic AI chatbot using ChatGPT 3.5 Turbo, too](#).
- However, many organizations are now adopting open-source models, such as GPT-J.
- Open-source models are more transparent, flexible, customizable, and cost-effective than proprietary models.
- While it doesn't mean that proprietary models will be soon gone, [the future leaves more space for open-source AI solutions](#), with 85% of enterprises incorporating open-source AI models into their tech stacks, [according to Forrester](#).

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• AI Risk Hallucination Policy

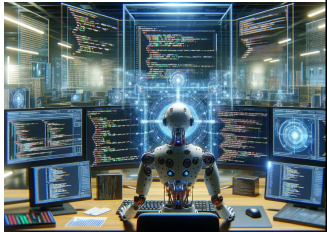
- While GenAI is a powerful tool, it also has the potential to produce false outputs that look as if they might be true. These false outputs are known as hallucinations.
- As GenAI becomes more widely used, there is a growing concern about the risk of hallucinations, and the demand for insurance coverage will increase.
- **The market for AI risk hallucination insurance** is still in its early stages, but it is expected to grow rapidly in the coming years.
- Internal policy for employees is mandatory



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• AI CODING


- According to [Gartner](#), by 2028, **three out of four enterprise software engineers will use AI helpers to write code**. Just to compare: in early 2023, less than one out of ten software engineers used these helpers.
- Why is trending?
 - Artificial intelligence helps developers in various ways, such as:
 - Automation of repetitive tasks (code generation, documentation formatting, application testing),
 - Optimization of creative processes,
 - Improving code quality,
 - Support problem-solving.
 - The risk is dissemination of source code
 - Soon, if not already, using [AI coding tools](#) will be a standard practice. Those who don't embrace them in time will soon fall behind their competitors.



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• AI TRISM


- AI TRISM stands for Artificial Intelligence Trust, Risk, and Security Management. It is a framework that helps organizations manage the risks of developing and deploying AI models.
- AI TRISM addresses five key areas:
 - **Explainability:** AI TRISM helps organizations understand how their AI models make decisions and identify potential biases.
 - **ModelOps:** AI models need to be managed and maintained just like any other software system. AI TRISM provides tools and processes for automating and monitoring the lifecycle of AI models.
 - **Data anomaly detection:** AI models are trained on data; if the data is incorrect, the outputs won't be satisfying, too. AI TRISM helps organizations identify and address data anomalies that could lead to errors in AI models.
 - **Adversarial attack resistance:** AI TRISM provides tools and techniques for defending against adversarial attacks.
 - **Data protection:** AI models often contain sensitive personal data. AI TRISM helps organizations comply with data privacy regulations and protect the privacy of individuals.
- AI TRISM is becoming increasingly important as organizations adopt more AI. According to [insights by Gartner](#), by 2026, companies that use AI TRISM to manage their AI systems will make better decisions by removing 80% of inaccurate or fake data.



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• Intelligent Apps & AI for Personalization

- the rise of AI is transforming the way we interact with technology, and this is especially evident in the realm of personalization.
- As we can read in [Gartner's report](#), by 2026, **a third of all new apps will use AI to create personalized and adaptive user interfaces**. This is a significant increase from today's numbers, where only about 5% of apps use AI in this way.
- **Why is it trending?**
 - By leveraging AI algorithms to analyze user data and preferences, intelligent apps can tailor content, recommendations, and user experiences to each individual user.
 - AI-powered personalization has a huge impact on user engagement and conversion rates. For example, a [study by McKinsey](#) found that companies that excel at personalization generate 40% more revenue from those activities than average players.
 - This is because personalized recommendations align more closely with a user's interests, making them more likely to click on and purchase a product.




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- **Quantum AI**
- The marriage of quantum computing and AI, known as quantum AI, is a rapidly emerging field that opens up many possibilities. [The global Quantum AI market is expected to reach USD 1.8 billion by 2030, growing at a CAGR of 34.1%.](#)
- Quantum computers can provide the computational power to train and run complex AI models, while AI algorithms can optimize and utilize quantum resources efficiently.
- This synergistic relationship has the potential to revolutionize areas such as:
 - **Financial modeling and risk assessment:** Quantum AI can analyze vast amounts of financial data to identify patterns and predict market movements, improving risk management and investment strategies.
 - **Drug discovery and development:** With quantum algorithms, scientists will be able to optimize drug design and simulate molecular interactions to speed up the discovery of new and effective therapies.
 - **Artificial General Intelligence (AGI):** Quantum AI could play a crucial role in achieving yet hypothetical artificial general intelligence (AGI), the ability of machines to perform any intellectual task that a human can.




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- **AI Legislation**
- As artificial intelligence becomes increasingly sophisticated and integrated into our lives, there is a growing need for legislation to govern its development and use.
- AI can be used for a wide range of positive and negative purposes, and it is important to have laws in place to ensure that it is used responsibly and ethically.
- **EU AI Act**
- The European Union is leading the way in AI legislation, with the European Commission proposing the Artificial Intelligence Act in 2021. This proposed regulation would be the first global framework for AI governance. [The EU AI Act](#) was adopted in early 2024.




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- **Ethical AI**
- Ethical AI is a branch of applied ethics that examines the ethical implications of artificial intelligence (AI). It encompasses a wide range of topics, including:
 - **Bias and fairness**
 - AI technology can reflect and amplify the biases of their creators. This, in turn, can lead to unfair outcomes for certain groups of people.
 - **Transparency and explainability**
 - The logic behind artificial intelligence can be difficult to understand, even for experts. This "black-box problem" can make it difficult to trust AI decisions and to hold AI developers accountable for their creations.
 - **Privacy**
 - AI often collects and uses large amounts of personal data, which raises concerns about privacy and data protection.
 - **Safety and Security**
 - AI systems can be misused to cause harm, such as by developing autonomous weapons or spreading misinformation.




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- **AI Jobs**
- As artificial intelligence continues to permeate various industries, we can observe two job trends:
 - **AI upskilling** - refers to the process of learning new skills and knowledge related to AI to improve one's job performance or career prospects.
 - **New AI jobs are emerging**
 - **AI Product Manager:** Responsible for overseeing the development and launch of AI-powered products.
 - **AI Engineer** (AI Research Scientist, Business Intelligence Developer, Computer Vision Engineer, Machine Learning Engineer, NLP Engineer, etc.)
 - **AI Ethicist:** Ensures that AI systems are developed and deployed ethically and responsibly, addressing issues of bias, fairness, privacy, and transparency.
 - **AI Input and Output Manager:** Manages the input data fed into AI systems and interprets the output generated by these systems.
 - **Sentiment Analyzer:** Analyzes customer feedback, social media comments, and other forms of text data to understand public sentiment and opinions.
 - **AI Regulatory Specialist:** Stays up-to-date with the evolving regulatory landscape around AI and ensures that companies comply with relevant regulations.
 - **AI Human-Computer Interaction (HCI) Designer:** Designs user interfaces for AI-powered products and applications to enhance user experience and ensure intuitive interaction.



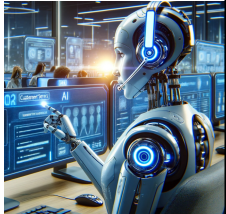
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- **AI-Powered Online Search**
- AI is transforming online search, giving us personalized, contextual, and predictive experiences:
- **AI algorithms** tailor results to user preferences so that we can get more relevant and timely information.
- **Contextual understanding** ensures accurate results even for complex queries.
- **Conversational search**, powered by natural language processing, enables natural interactions with search engines.
- **Visual search** allows users to search using images or videos.
- AI's impact is evident in SEO and content creation. However, the main challenge AI-search-powered companies face is gaining customers' trust.
- **Research conducted by Statista in February 2023** showed that consumers are curious about AI-powered search but have concerns about its accuracy and biases. **39% of surveyed adults in the US stated they don't trust AI tools to respect their data privacy.**
- Consumers prioritize safety, ease of use, and integration with existing digital platforms. While some seek AI-enhanced results, others prefer traditional search methods.
- search, with 40% indicating a willingness to switch.

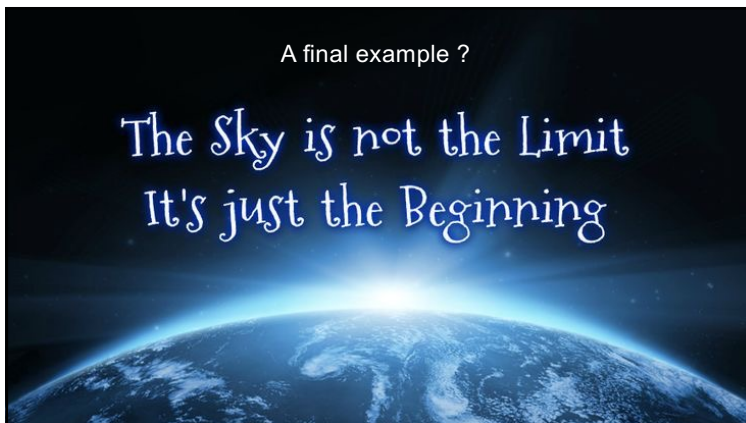


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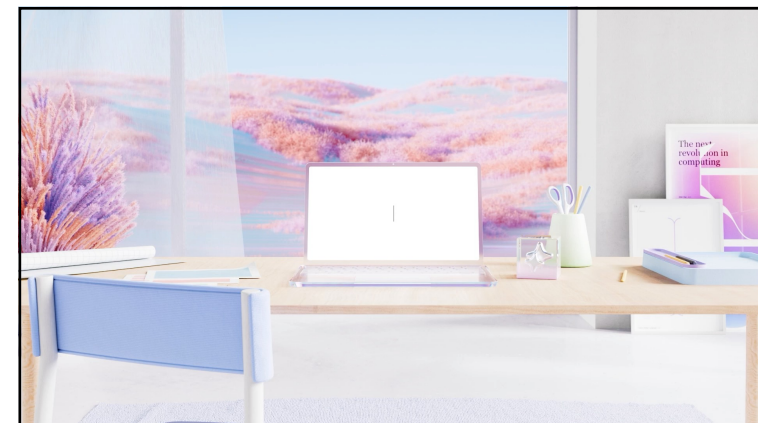
- **AI in Customer Service**
- 1. Companies are investing more in AI for customer service.**
- Customer service leaders are excited about AI's potential and plan to invest more in it in the coming years. In fact, 69% of support leaders say they will invest more in AI in the year ahead.
- **2. AI will make customer service jobs better, not replace them.**
- AI will not replace human customer service representatives but will make their jobs easier and more efficient. Over three-quarters (78%) of support leaders expect AI to transform customer support careers in the next five years.
- **3. AI can help companies save money and improve efficiency.**
- Adding AI and automation to your customer service toolkit can help you save money and improve efficiency. At a time when business resilience is more important than ever, 66% of support leaders are excited about using AI and automation to increase the efficiency of their teams in the year ahead.
- **4. AI can give companies a competitive edge in customer service.**
- Customer experience is a key differentiator in today's market, and AI can help companies provide better customer service and give them a competitive edge. In fact, 73% of support leaders believe customers will expect AI-assisted customer service in the next five years.
- **5. There is a gap between what customer service leaders vs. customer service representatives know about AI.**
- While over two-thirds of support leaders are confident that customers are ready to interact with an AI chatbot, less than half of support practitioners feel the same.



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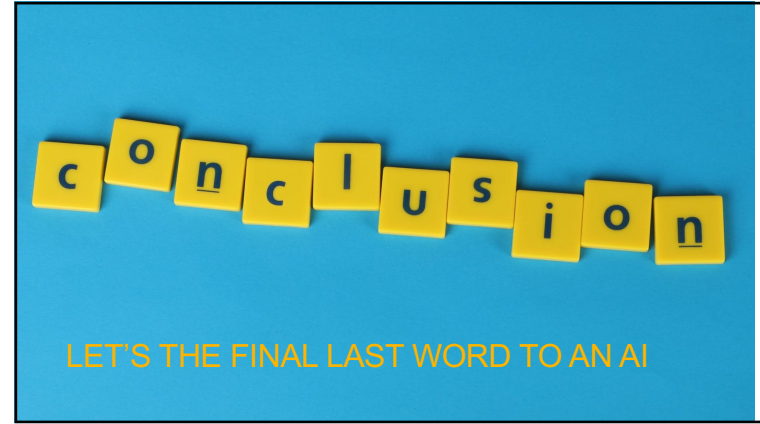
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