

The Rise of Artificial Intelligence: Navigating the Wild Frontier

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Humans & AI



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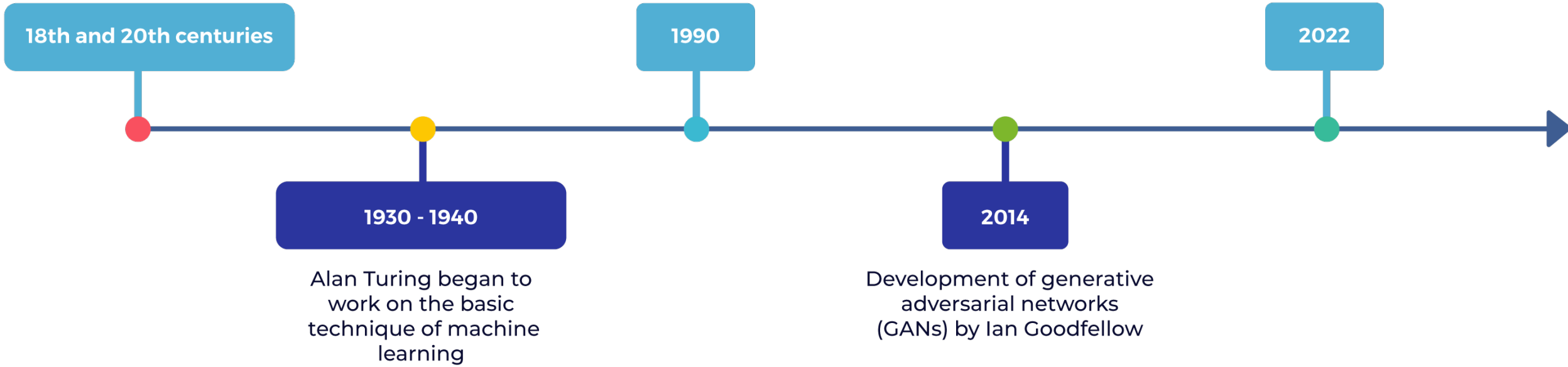


The Journey of Artificial Intelligence

Starting with **classical statistical techniques** developed between the 18th and 20th centuries for small data sets

The arrival of neural networks in the 1990s

OpenAI introduced ChatGPT. Breakthrough to the Generative AI





77%

Gadgets are AI-enabled

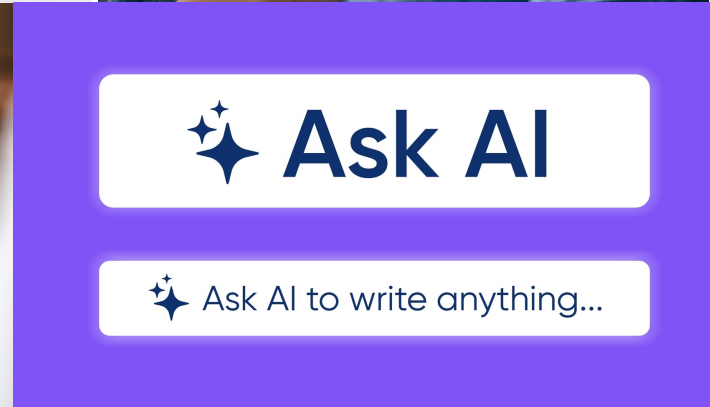
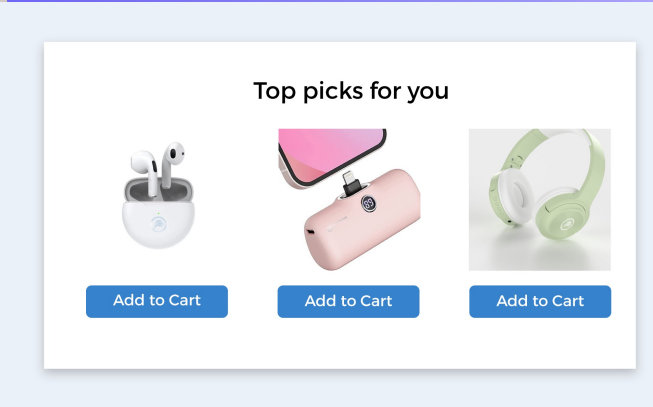
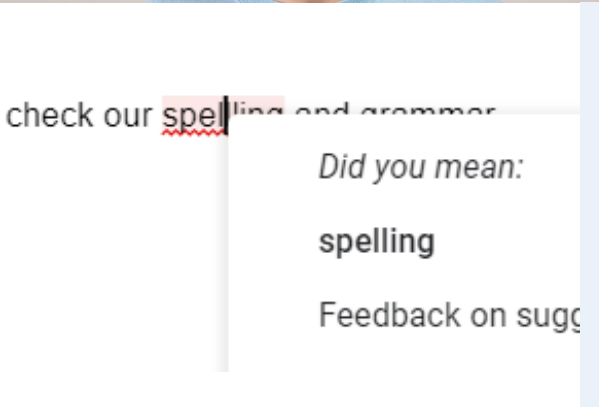
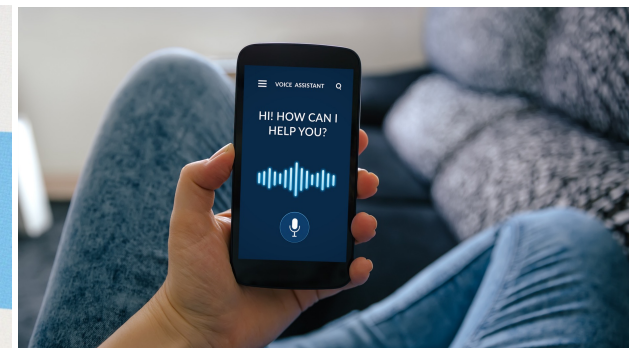
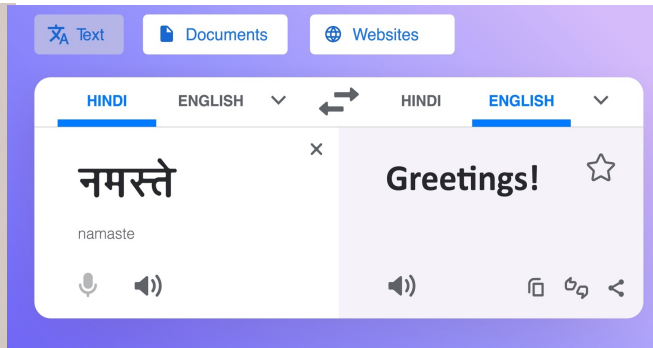
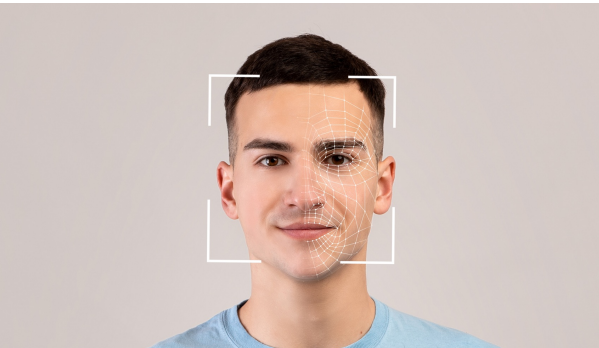
73%

People interact with AI in daily basis

Only

37% People are aware that they are interacting with AI

AI in our Daily Life



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The Rising AI Risk: Deepfake



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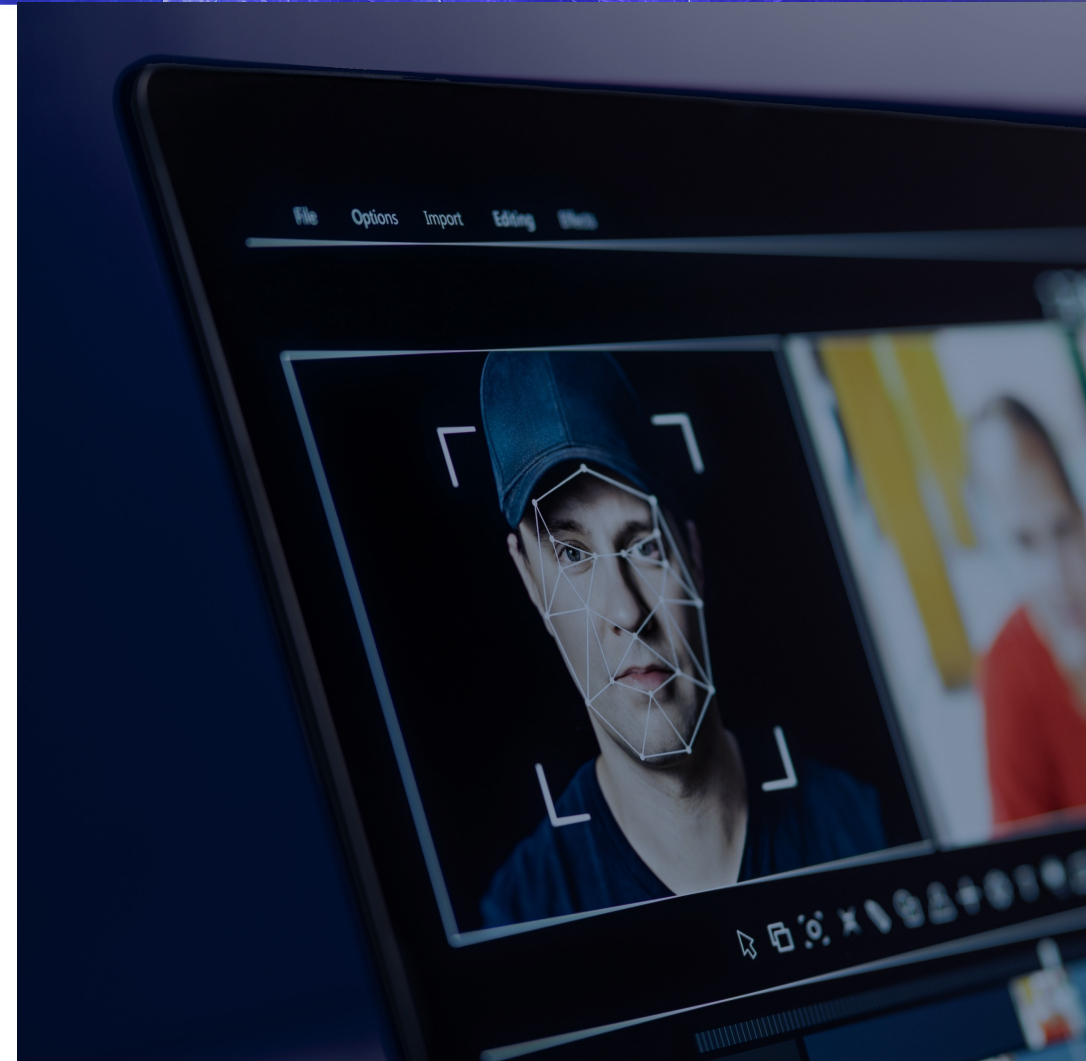
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Deepfake

In **2023** around **500,000** deepfakes video and audio are circulating in the social media.

Only **1/3** of internet users are **aware** of what deepfake is.

Even if they are **aware**, only **57%** of them think they can spot a deepfake.



How to protect ourselves against Deepfakes



Practice **“Zero trust”**
philosophy

Practice to **differentiate**

Keep your software
up to date

Use multi-factor
authentication

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Business Interactions & AI

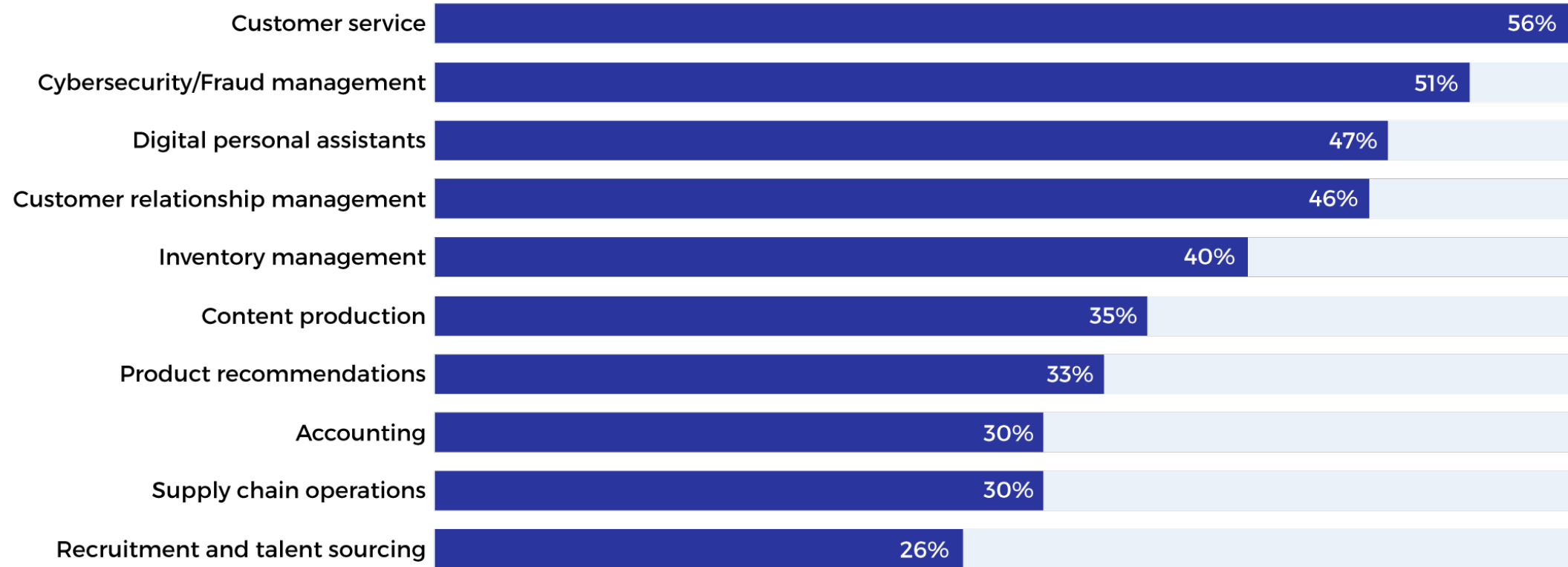


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Top AI uses in Business



Source: Forbes, 2022



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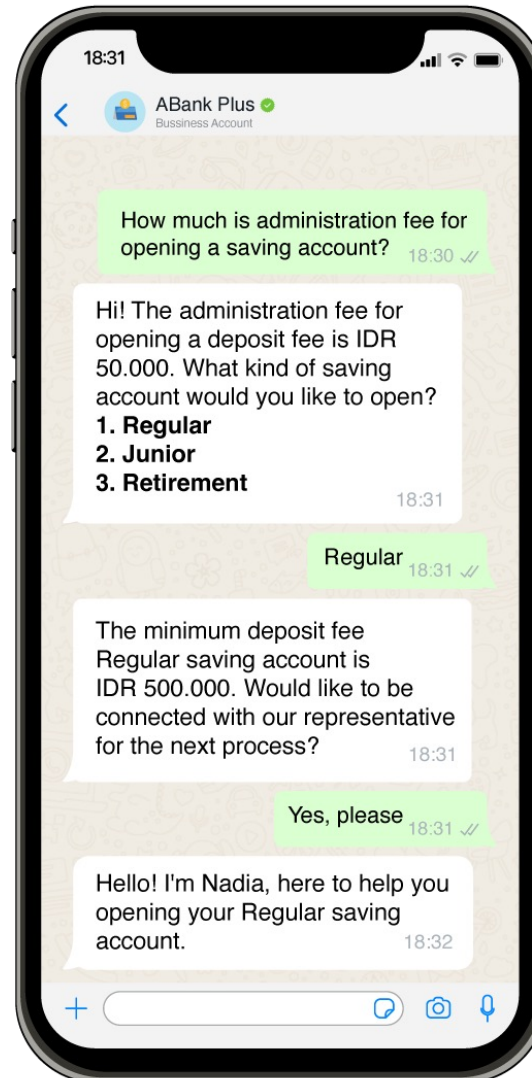


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AI implementation Customer Service: Automated Customer Service

Used Cases:

- Answering customer inquiries
- Assisting in sales process



Benefits:

- Quick response time
- Quick escalation to live agent, if necessary
- Reduced ticket numbers

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AI Ethical Challenges for Business

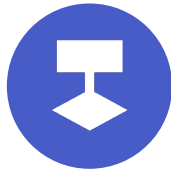


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Ethical Considerations for AI Adoptions in Businesses



Algorithm Bias



**Transparency
and Accountability**



**Privacy, Security
and Surveillance**

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Overcoming AI Ethical Challenges for Business with Explainable Artificial Intelligence (XAI)

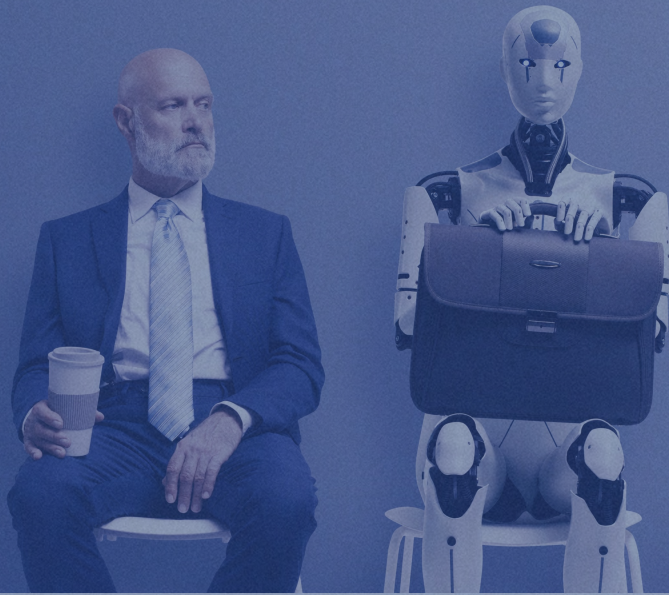


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Explainable AI :

“How does the AI come into the conclusion?”



Explainable artificial intelligence (XAI) is a set of processes and methods that allows human users to comprehend and trust **the results and output created by machine learning algorithms.**



How to create an Explainable AI



Model Risk Management

Employ techniques and practices that will identify, measure and mitigate model risks i.e. the possibility of model error or wrongful model usage



Human in the loop approach

A blend of supervised machine learning and active learning where humans are involved in both the training and testing stage of building an algorithm.



Continuous Supervision and Feedback

The ongoing processes of monitoring, guiding, and providing input on an individual's or a system's performance or behavior. Feedback is then used to update and refine the model, enhancing its accuracy and adaptability over time.

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