



attune 23PHX



# JULIETTE POWELL

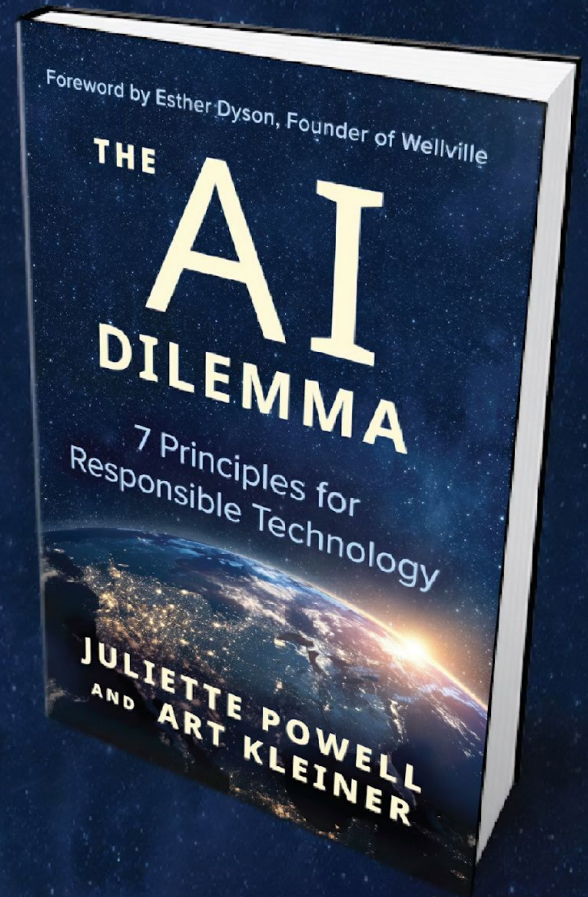
---

Author & AI Expert



# The A.I. Dilemma

Juliette Powell  
Fall, 2023



# Robotaxis in San Francisco

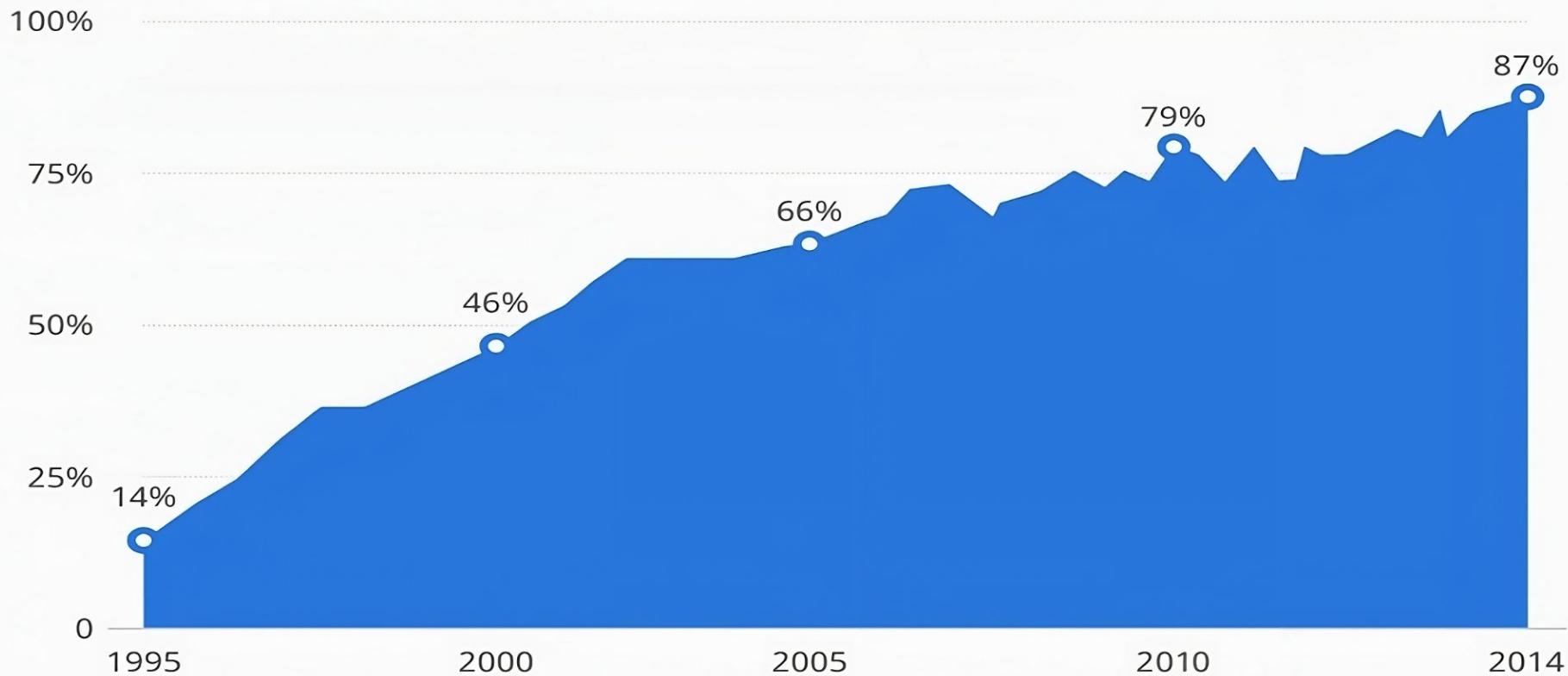
How long will it be before they are in your local community?

- 0-1 years*
- 1-5 years*
- 5-10 years*
- More than 10 years*
- Never*



# The Rapid Rise Of The Internet

% of American adults who use the internet

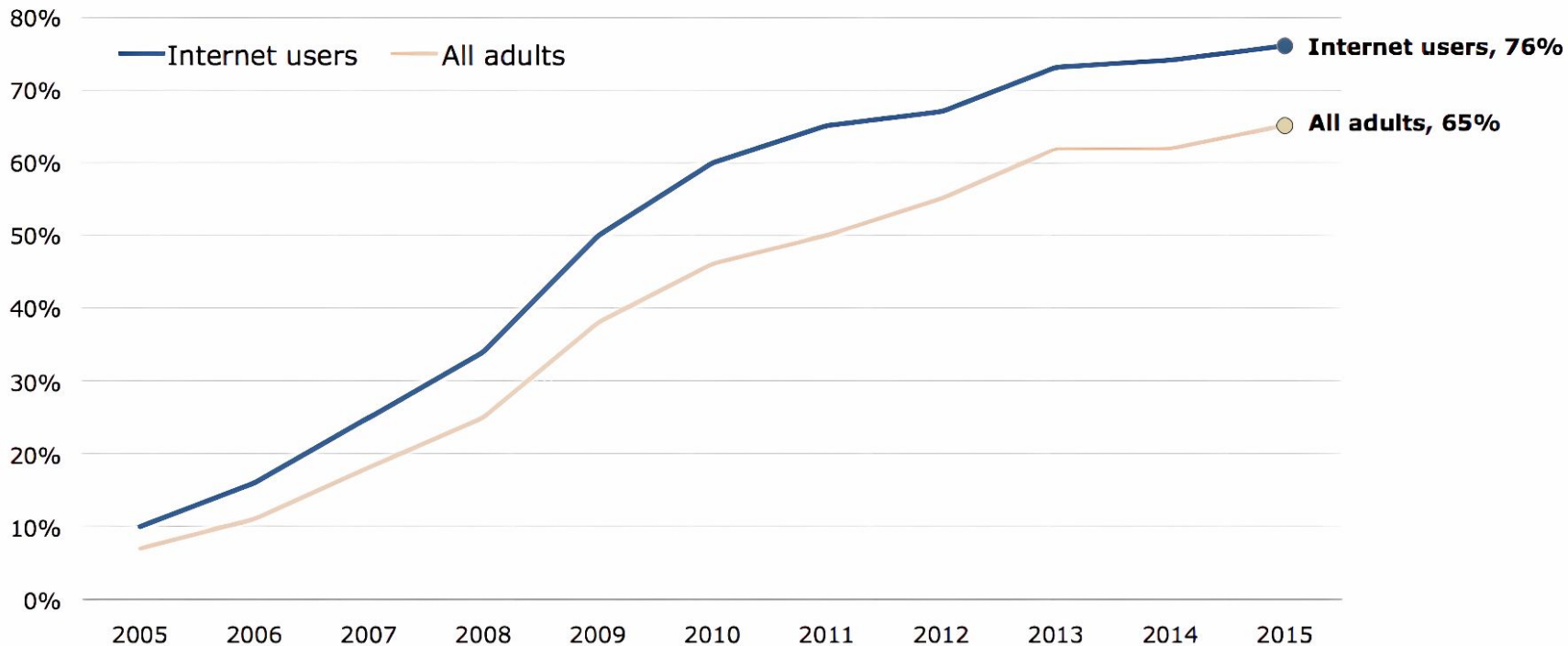




# Social Media Adoption Trends

percentage of all American adults - and internet-using adults - who use at least one social networking site

## 2005-2015



Internet users

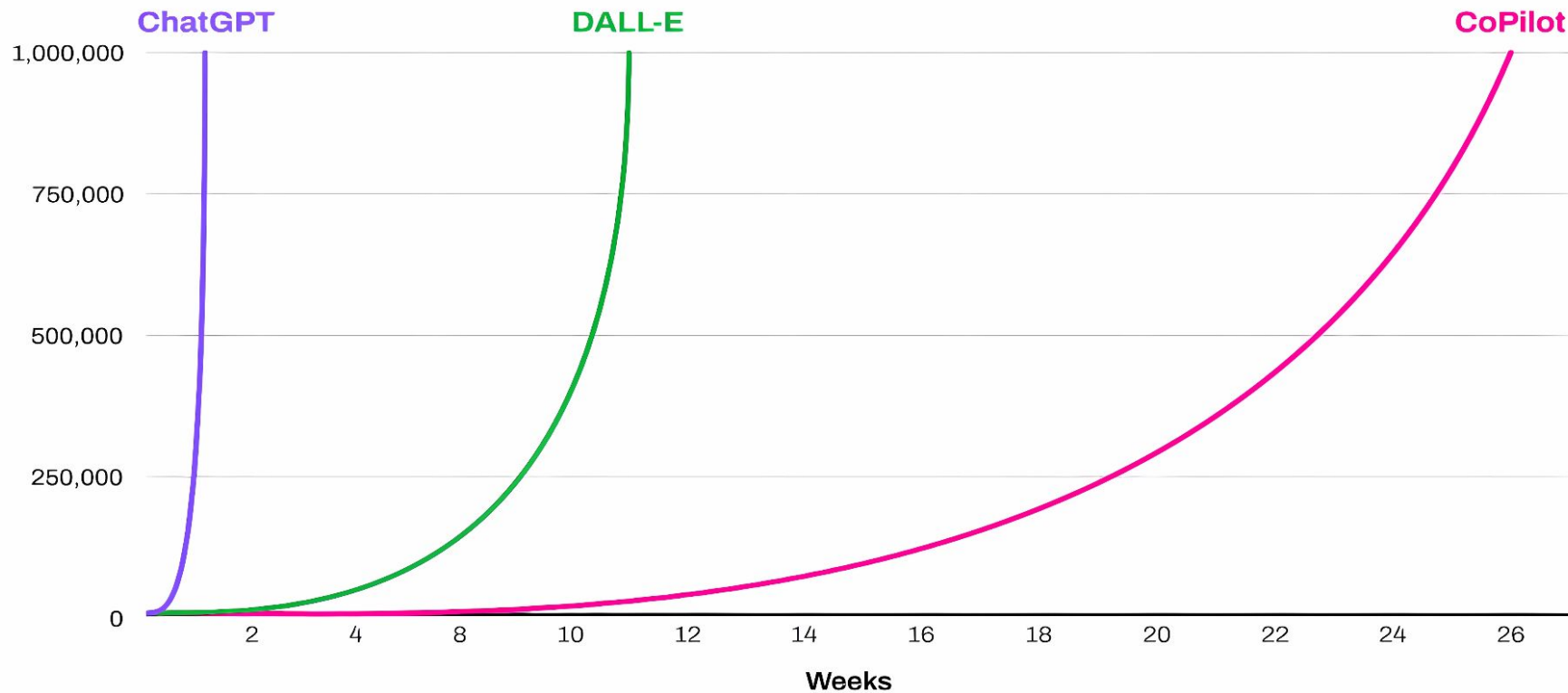
2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015

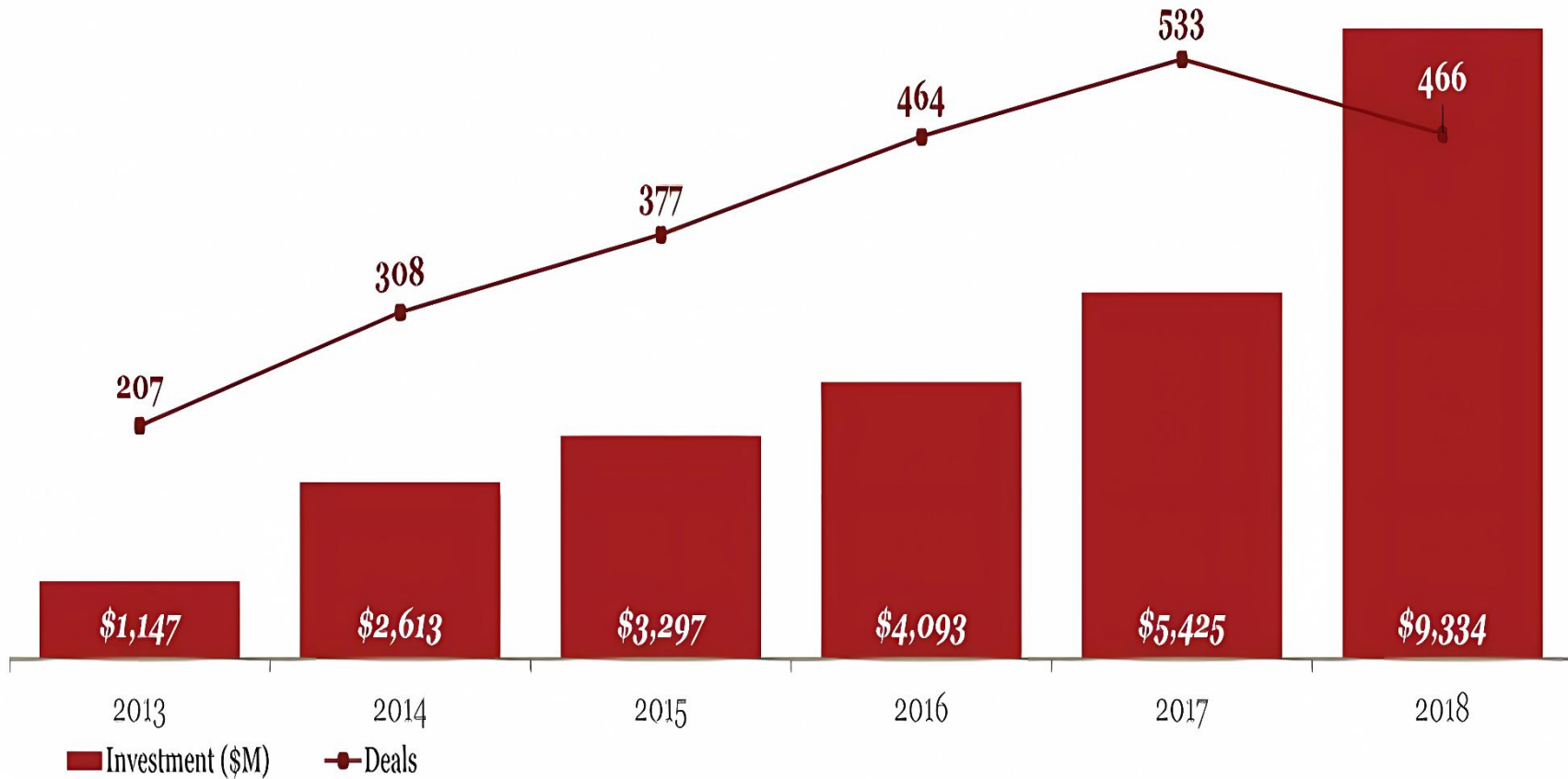
All adults

10% 16% N/A 34% 50% 60% 65% 67% 73% 74% 76%

7% 11% N/A 25% 38% 46% 50% 55% 62% 62% 65%

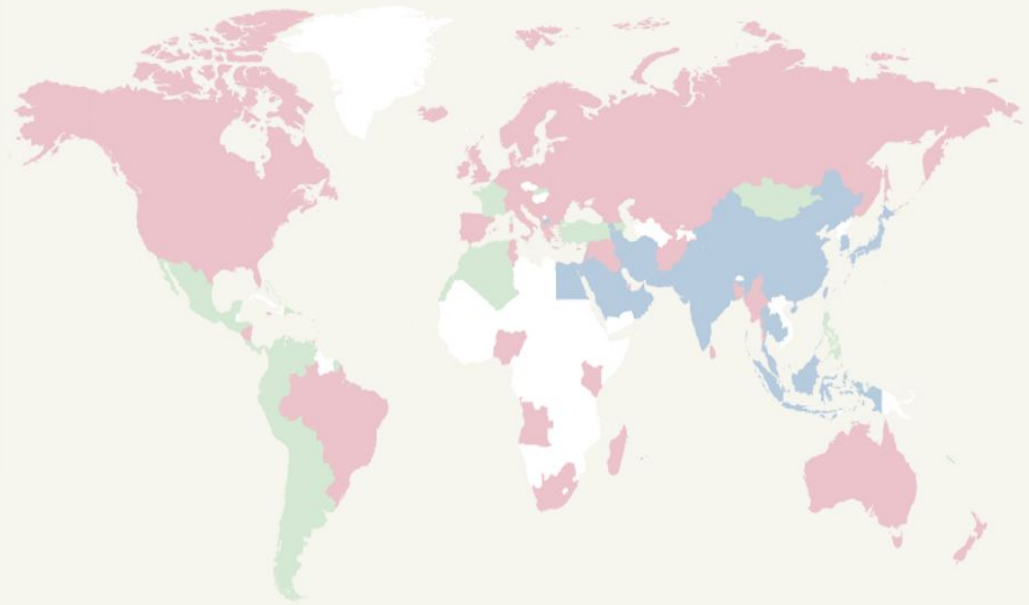
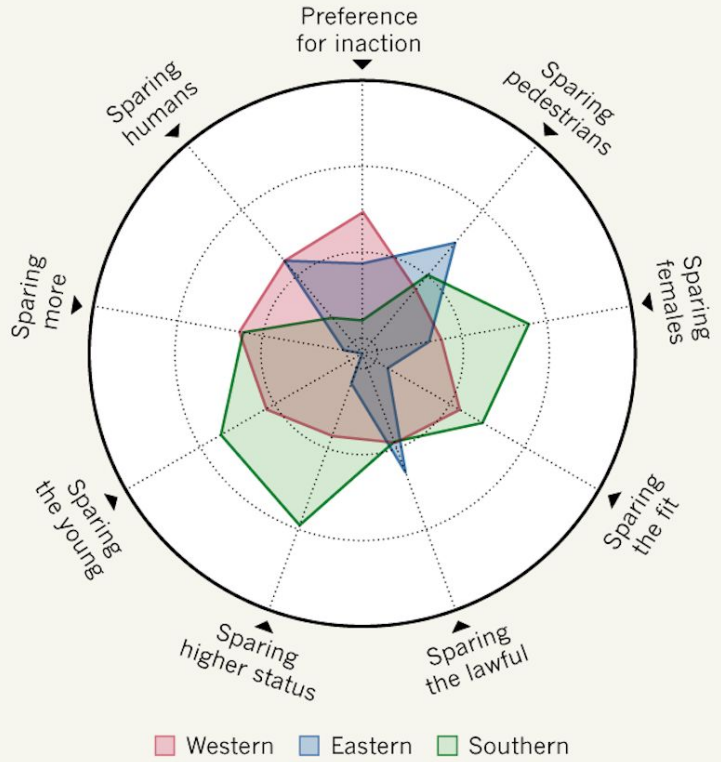
# Weeks to Reach 1 Million Users





# MORAL COMPASS

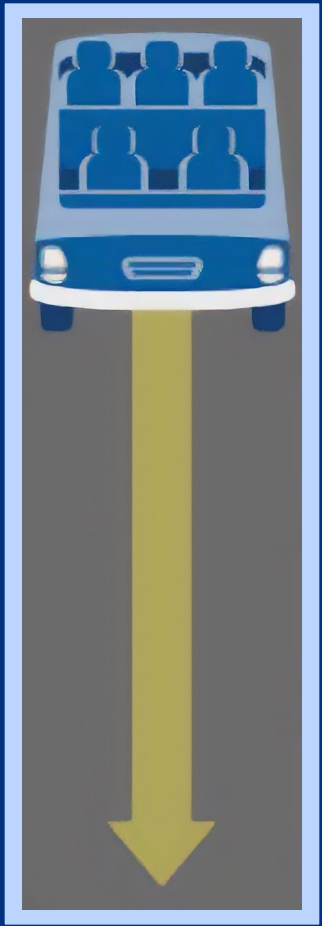
A survey of 2.3 million people worldwide reveals variations in the moral principles that guide drivers' decisions. Respondents were presented with 13 scenarios, in which a collision that killed some combination of passengers and pedestrians was unavoidable, and asked to decide who they would spare. Scientists used these data to group countries and territories into three groups based on their moral attitudes.



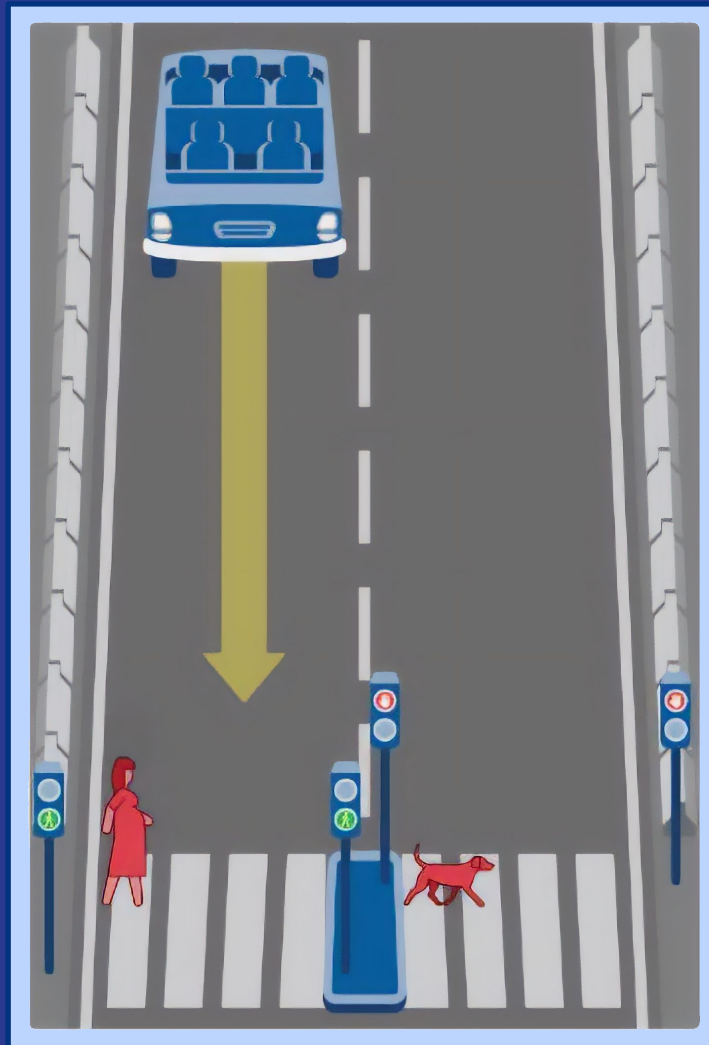
©nature



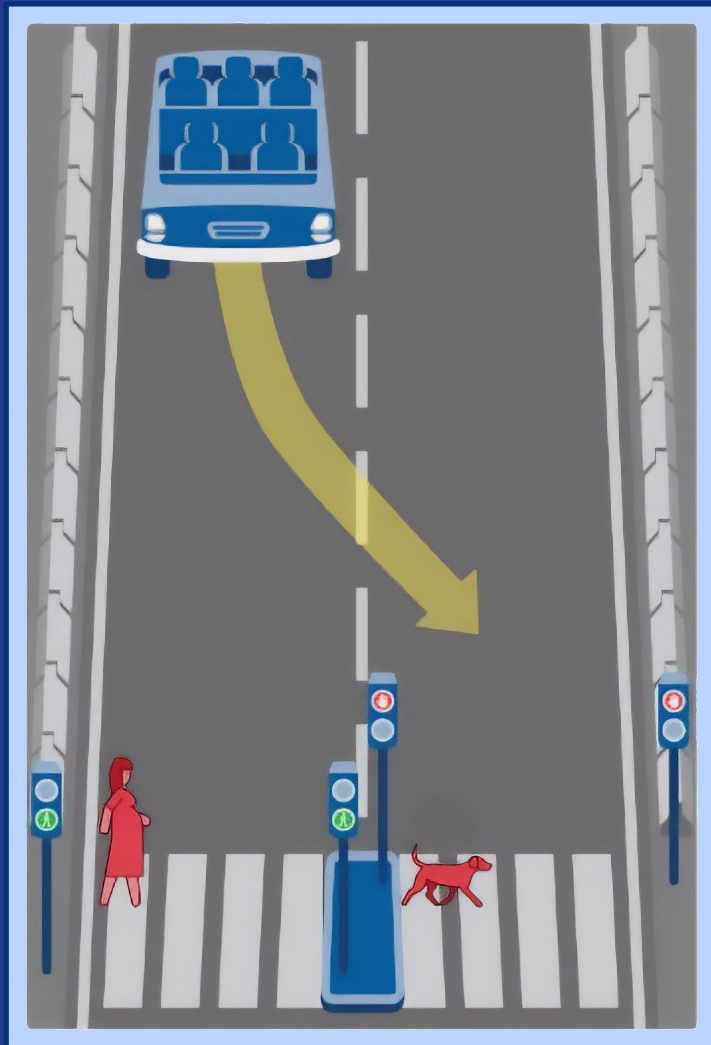
Suppose you made  
a self-driving car...

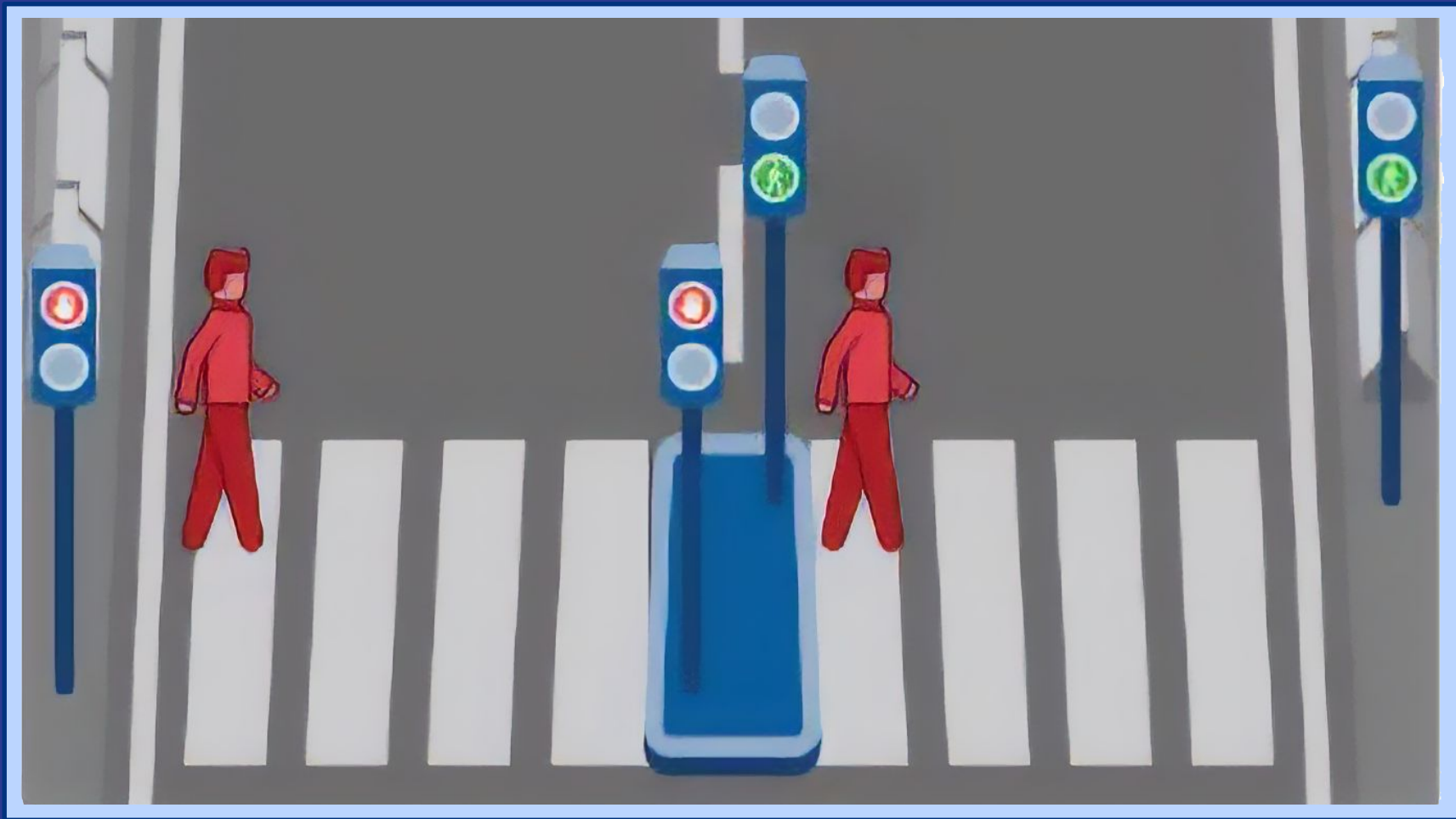


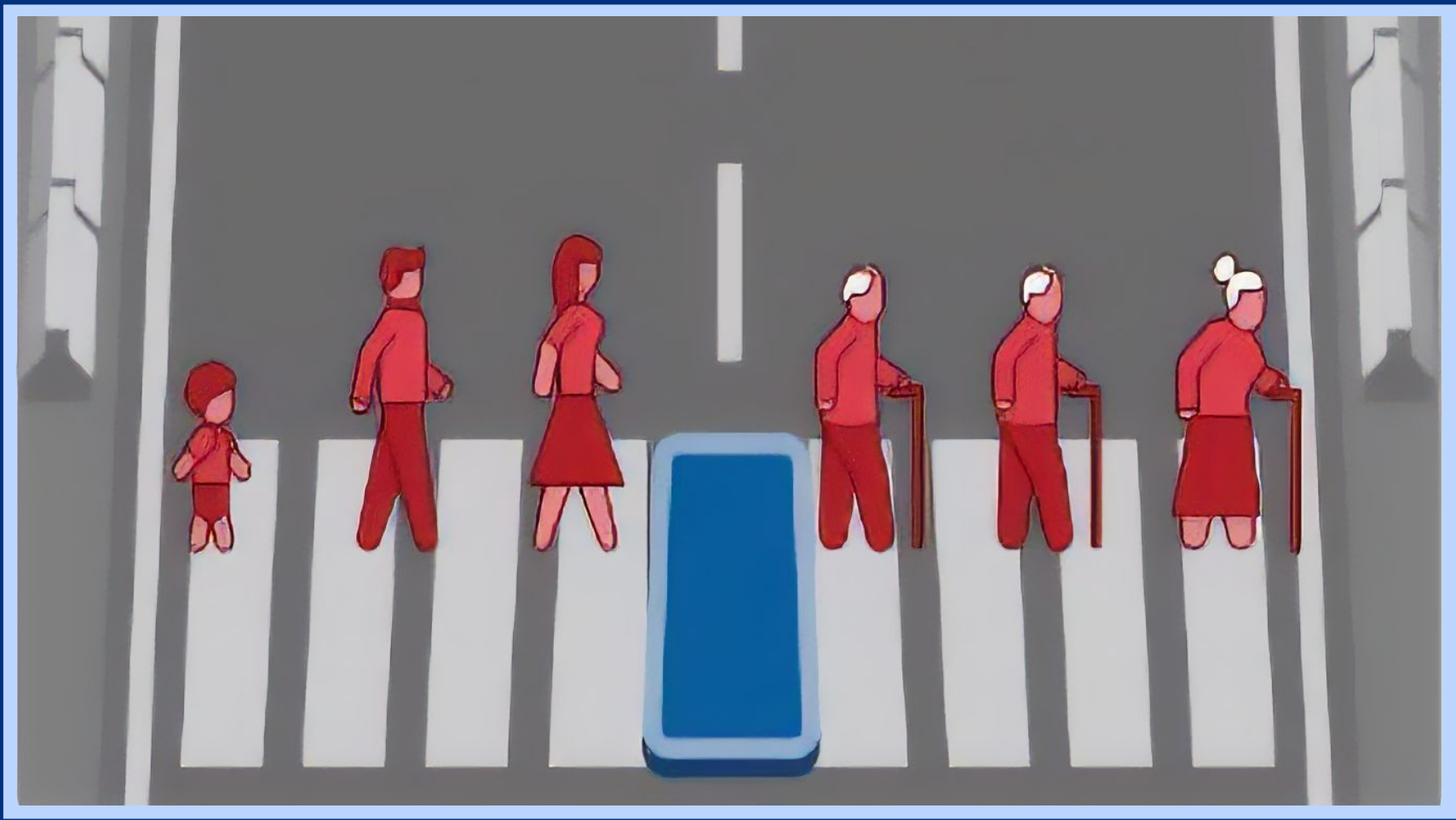
Pregnant woman...



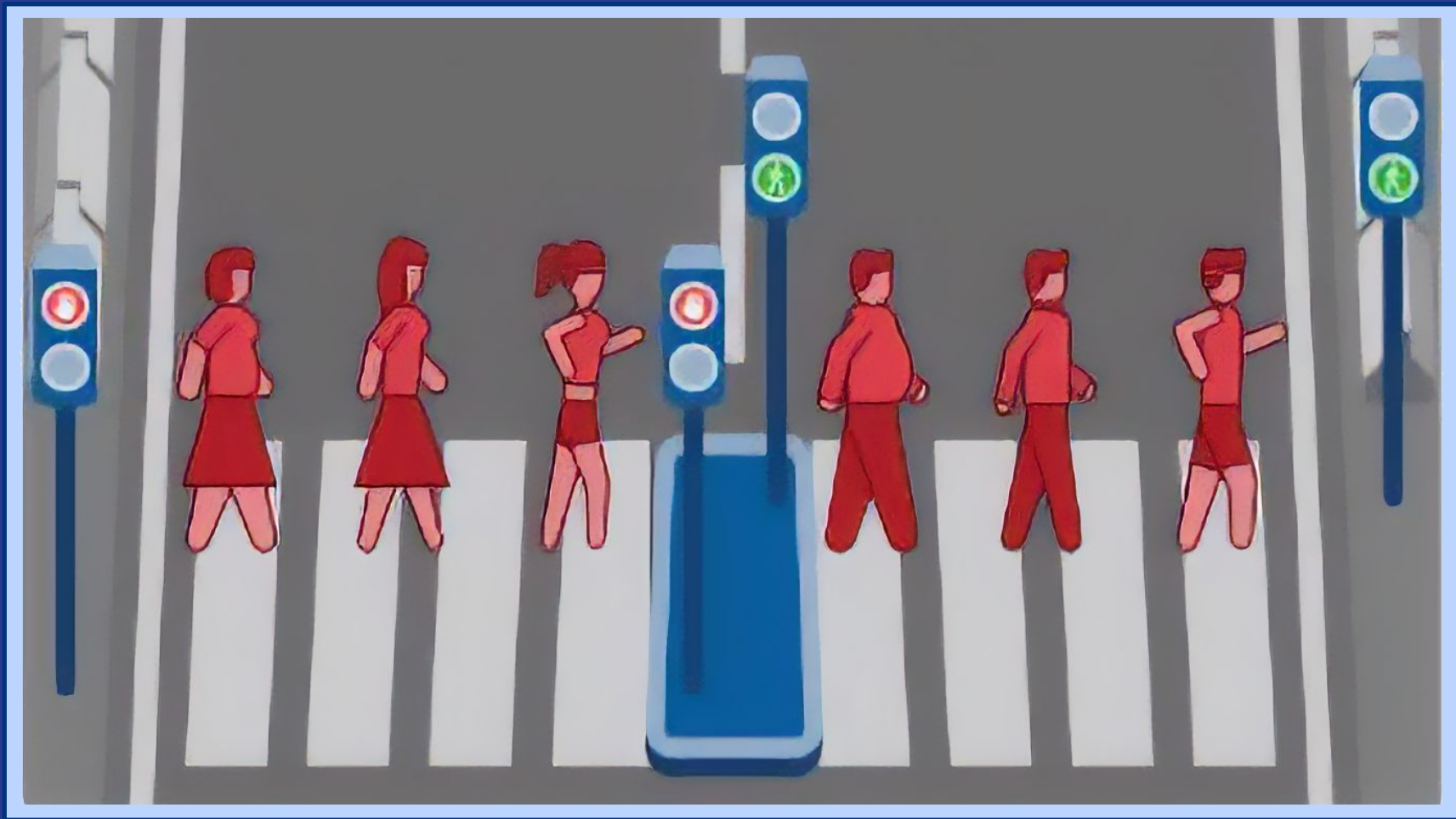
or dog?

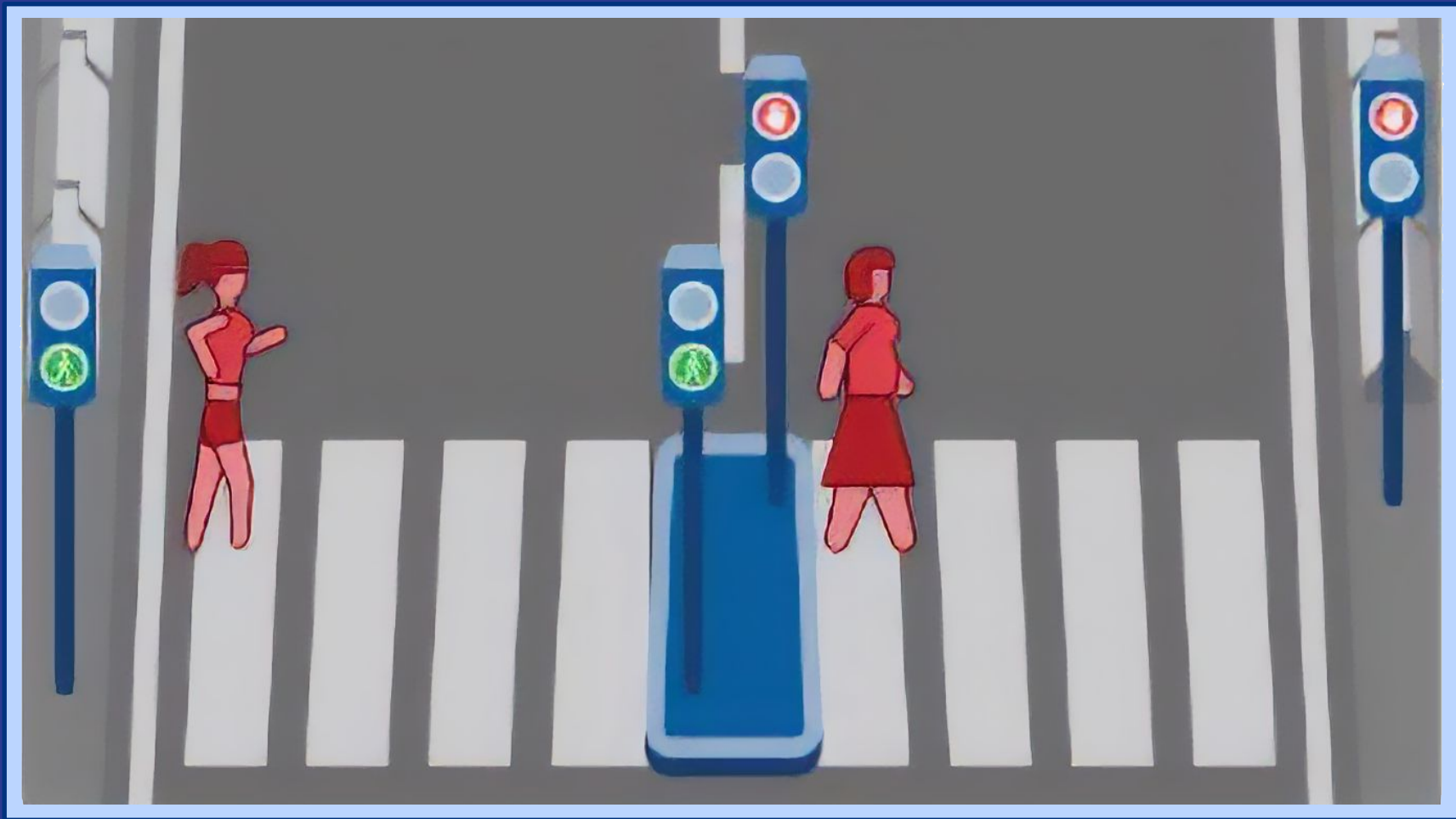




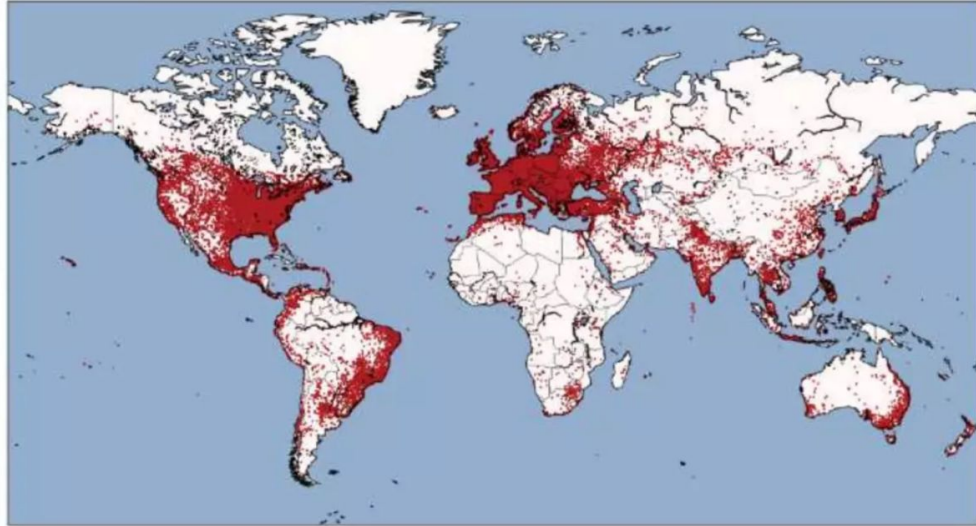








## Who decides? - We all do



The Moral Machine Experiment platform gathered 39.61 million decisions in ten languages from millions of people in 233 countries

## Global consensus on just three points:

- People want to save lives.  
They prefer to kill fewer people.
- Most people favor saving humans over pets.
- Most people favor saving children over adults.

- Do you believe that your decisions on Moral Machine will be used to program actual self-driving cars?
- To what extent do you feel you can trust machines in the future?
- To what extent do you feel that machines will become out of control?





## What is AI?

We use the term “**artificial intelligence**” because that is the term generally used by the public.

Engineers refer to this technology as machine learning.

We also use the term Triple-A systems, because they are:

**Autonomous:** They can perform tasks in complex environments without constant guidance by a person.

**Adaptive:** They can improve performance by learning from experience.

**Algorithmic:** Their activities are managed through software code.





## Examples

"Explain quantum computing in simple terms"

"Got any creative ideas for a 10 year old's birthday?"

"How do I make an HTTP request in Javascript?"



## Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests



## Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021

## **BCG study, Sept 15, 2023**

*BCG consultants who used AI were 12% more productive and completed work 25% faster.*

*They also produced 40% higher quality results.*

## **BCG study, Sept 15, 2023**

*Below average workers saw performance increase by 43%.*

*Above average workers saw 14% gains.*





Sam Altman ✓

@sama

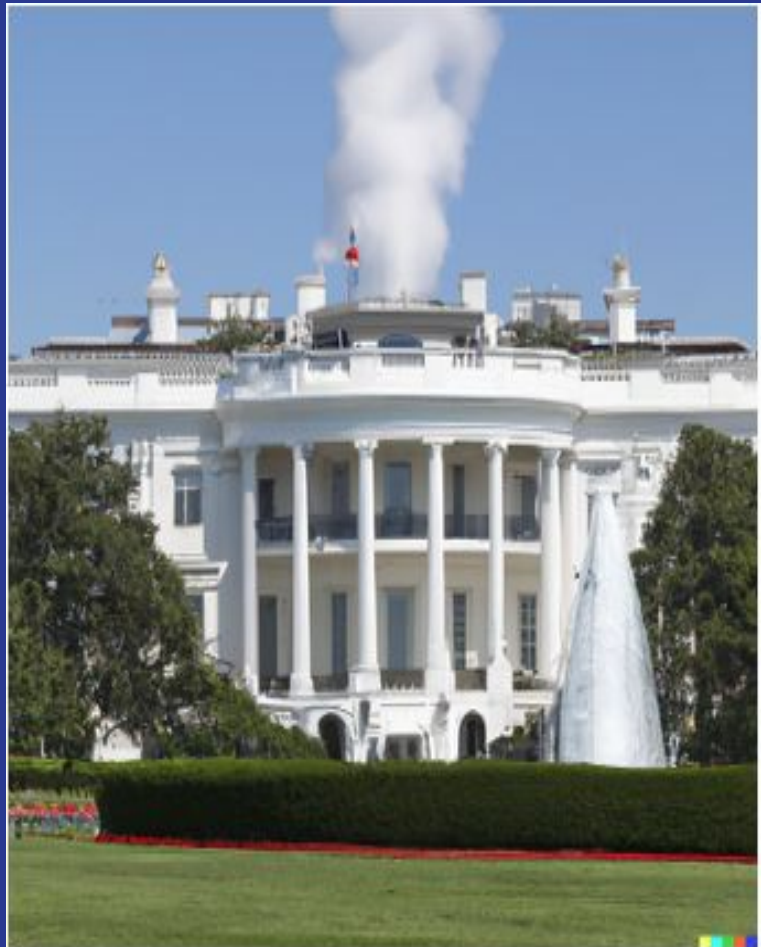
DALL-E 2 is here! It can generate images from text, like "teddy bears working on new AI research on the moon in the 1980s".

It's so fun, and sometimes beautiful.

[openai.com/dall-e-2/](https://openai.com/dall-e-2/)



10:39 AM · Apr 6, 2022



Smoke inpainted in an image of the White House. Credit: [OpenAI](https://openai.com)

4/7/23, 4:59 PM



Home » Pause Giant AI Experiments: An Open Letter

[← All Open Letters](#)

# Pause Giant AI Experiments: An Open Letter

We call on all AI labs to immediately pause for at least 6 months the training of AI systems more powerful than GPT-4.

Signatures

17931

Add your signature



PUBLISHED  
March 22, 2023

Steve Wozniak  
Elon Musk  
Yuval Noah Harari  
Andrew Yang  
Valerie Pisano  
Connor Leahy  
Kate Jerome  
Jaan Tallinn  
Tristan Harris  
Danielle Allen  
Marc Rotenberg  
Gary Marcus

Foreword by Esther Dyson, Founder of Wellville

# THE AI DILEMMA

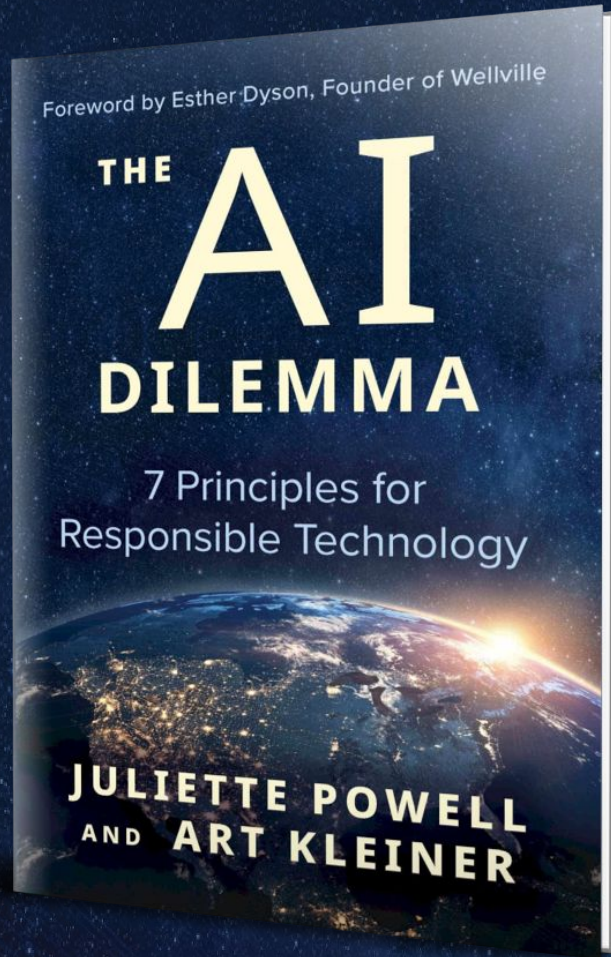
7 Principles for  
Responsible Technology

JULIETTE POWELL  
AND ART KLEINER

*The technology in the wrong  
hands is dangerous.*

*In the right hands, AI can be  
beneficial to all.*





## EU (AIA)

**Classification-based:** 4 categories of risk

**Geography:** Worldwide (if EU data is used)

### **Prohibited**

Harmful manipulation of individuals  
Social scoring that targets groups  
Real-time biometric identification

**Oversight:** EU AI board and member states  
Expected to demand independent audits

**Key uncertainties:** Whether this will influence worldwide behavior as GDPR did.

**Fines:** Up to 6% of global income.

**European Union AI Act**

**Introduced  
April 2021**

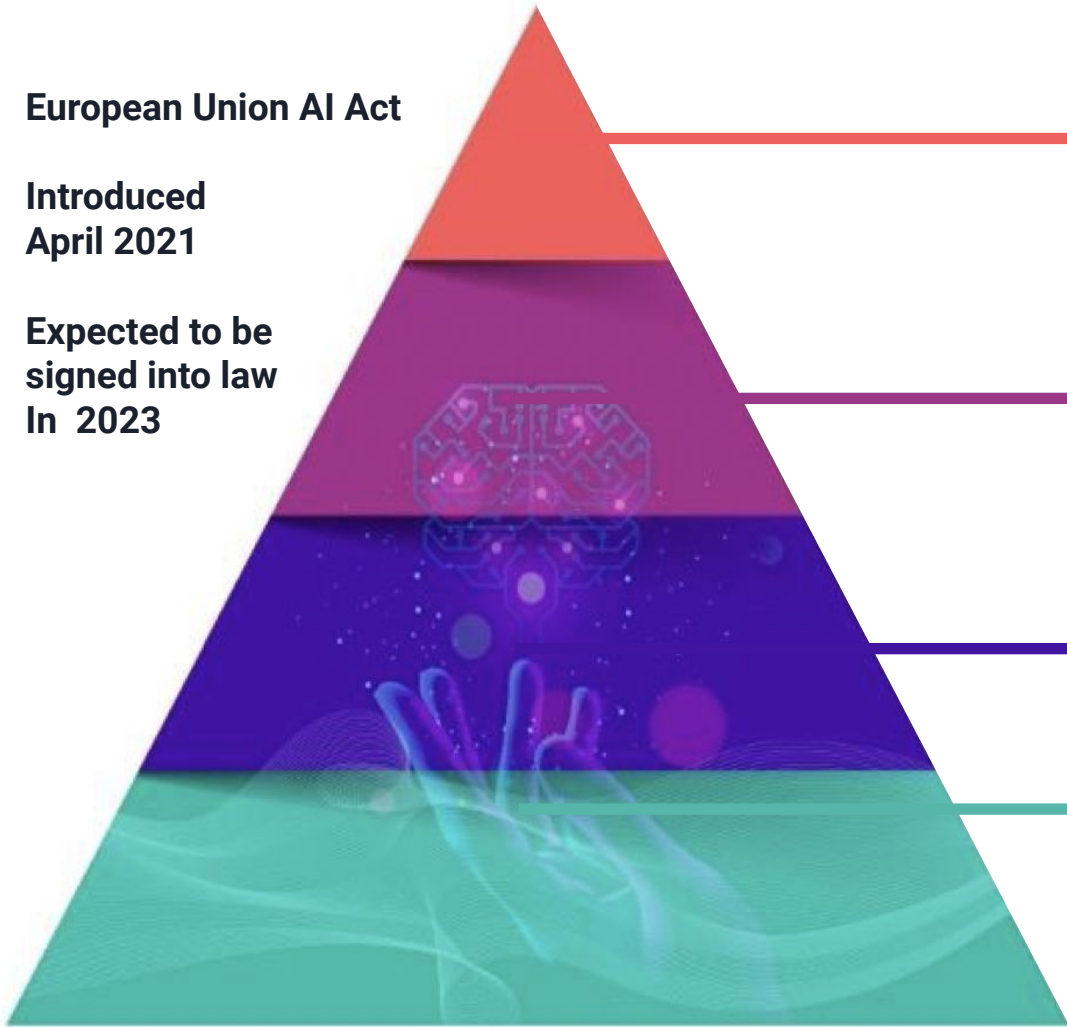
**Expected to be  
signed into law  
in 2023**

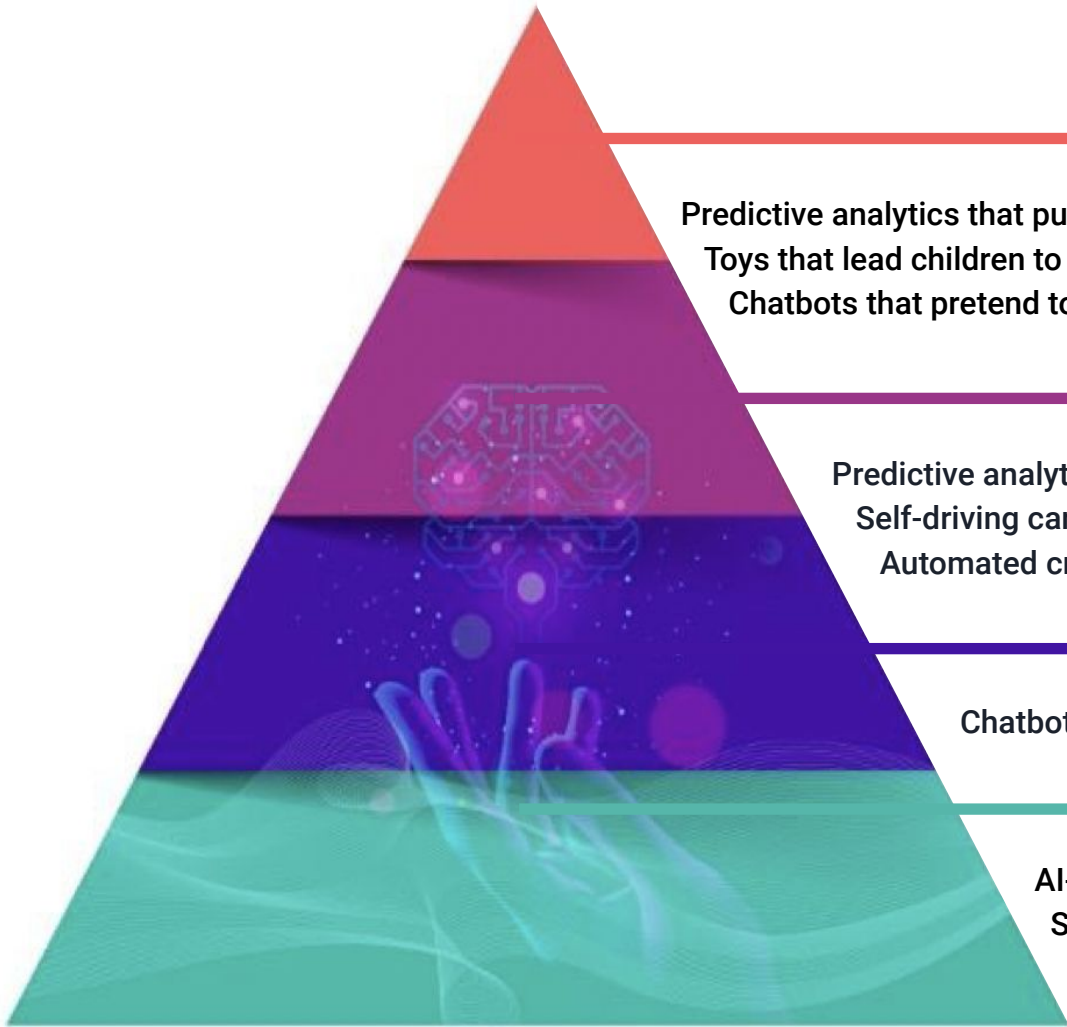
**UNACCEPTABLE RISK**

**HIGH RISK**

**LIMITED RISK**

**MINIMAL RISK**





**UNACCEPTABLE RISK**

Predictive analytics that punish people  
Toys that lead children to dangerous behavior  
Chatbots that pretend to be human

**HIGH RISK**

Predictive analytics that detect child abuse  
Self-driving cars  
Automated credit check systems

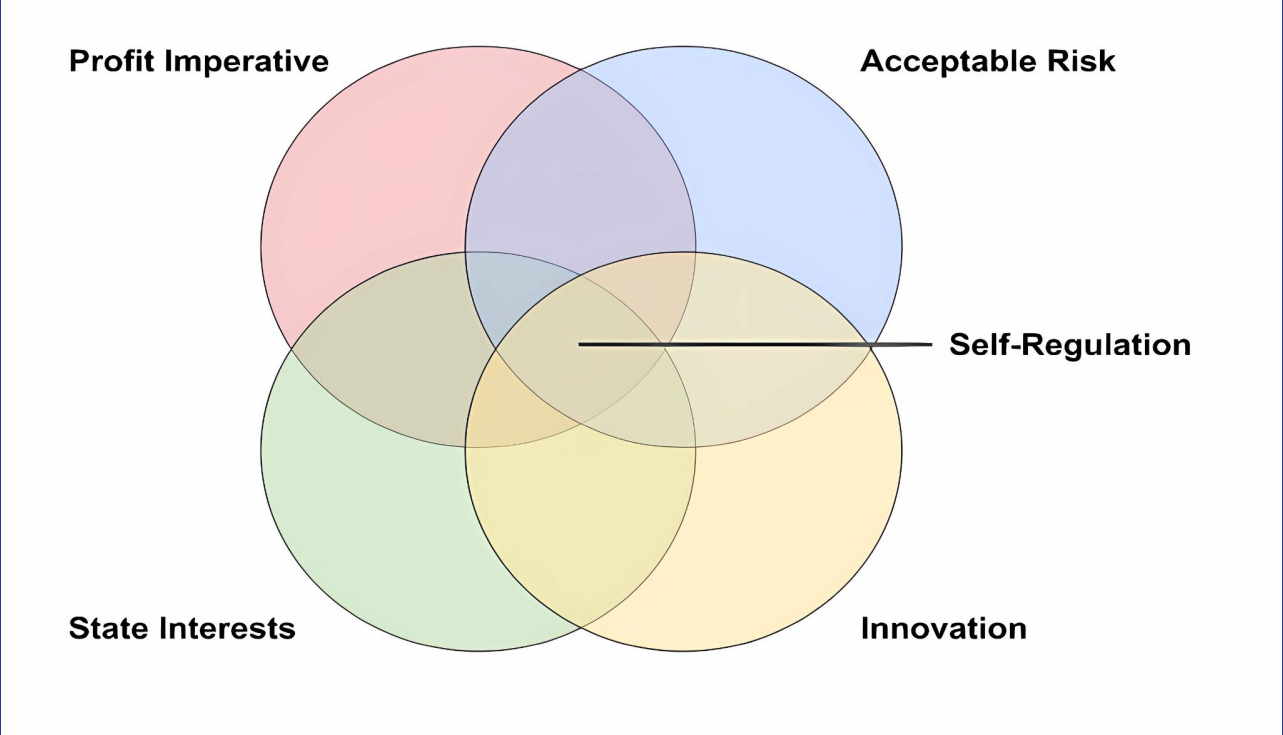
**LIMITED RISK**

Chatbots that reveal they're machines




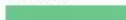

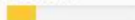

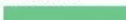










**MINIMAL RISK**

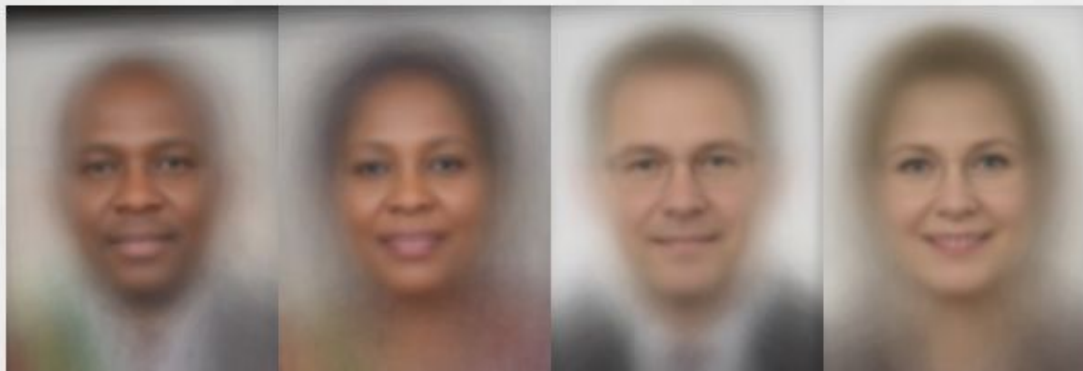
AI-enabled video enhancement systems  
Spam filters  
Inventory management systems

# The Apex Benchmark: A Model of Self-Regulation



# Confront and Question Bias: AI Mirrors Human Biases

Gender Classifier	Darker Male	Darker Female	Lighter Male	Lighter Female	Largest Gap
 Microsoft	94.0% 	79.2% 	100% 	98.3% 	20.8% 
 FACE++	99.3% 	65.5% 	99.2% 	94.0% 	33.8% 
 IBM	88.0% 	65.3% 	99.7% 	92.9% 	34.4% 





# Hold Stakeholders Accountable



The government of the Netherlands was not fully held accountable for their anti-fraud system's false positives.

Foreword by Esther Dyson, Founder of Wellville

# THE AI DILEMMA

7 Principles for  
Responsible Technology

**JULIETTE POWELL  
AND ART KLEINER**

10TH  
EDITION

FULLY REVISED *and*  
EXPANDED *with* NEW MATERIAL

## DR. SPOCK'S BABY AND CHILD CARE

Dr. Benjamin Spock, M.D.

UPDATED *and* REVISED *by*  
ROBERT NEEDLMAN, M.D.



# Dr. David Stark's Research, Columbia University



# More Diverse Teams Deliver



Four Logics  
of Power

Private

Public

Individual

**Engineering logic**

Technology

**Social Justice logic**

Humanity

Institutional

**Corporate logic**

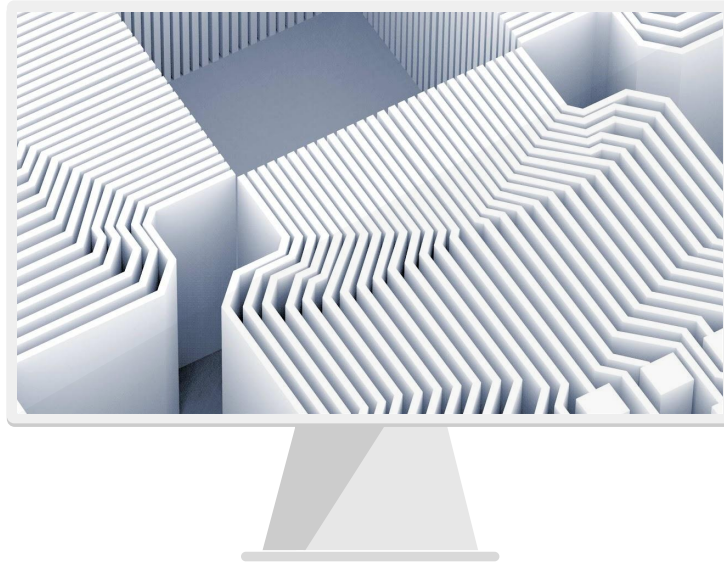
Ownership, Markets,  
and Growth

**Government logic**

Authority and Security

# The 4 Logics of Power

**Corporate Logic** is the logic of markets and competitive advantage



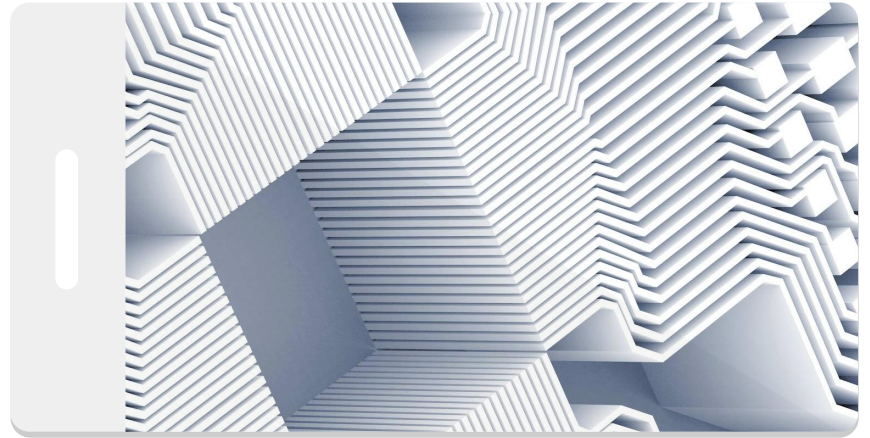
Prioritizes profit, growth, expansion, new business, all on behalf of shareholder value



# The 4 Logics of Power

**Engineering Logic** is the logic technologists use.

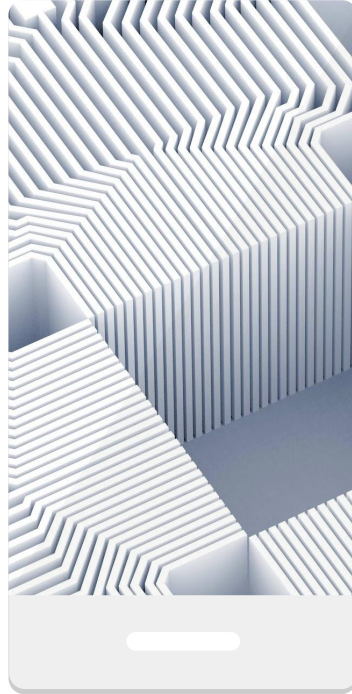
Prioritizes efficiency, and seamlessness. This view values technology as a way to solve human and technological problems



# The 4 Logics of Power

## **Social Justice logic**

perspective prioritizes humanity.

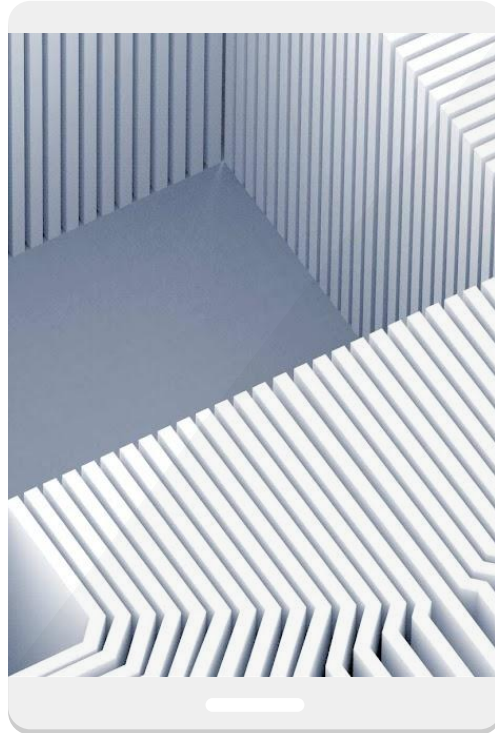


In this view, people are more important than profit or efficiency. This view values people as a way to solve technological and human problems.



# The 4 Logics of Power

**Government Logic** is  
the view of authority.



Prioritizes law and order.

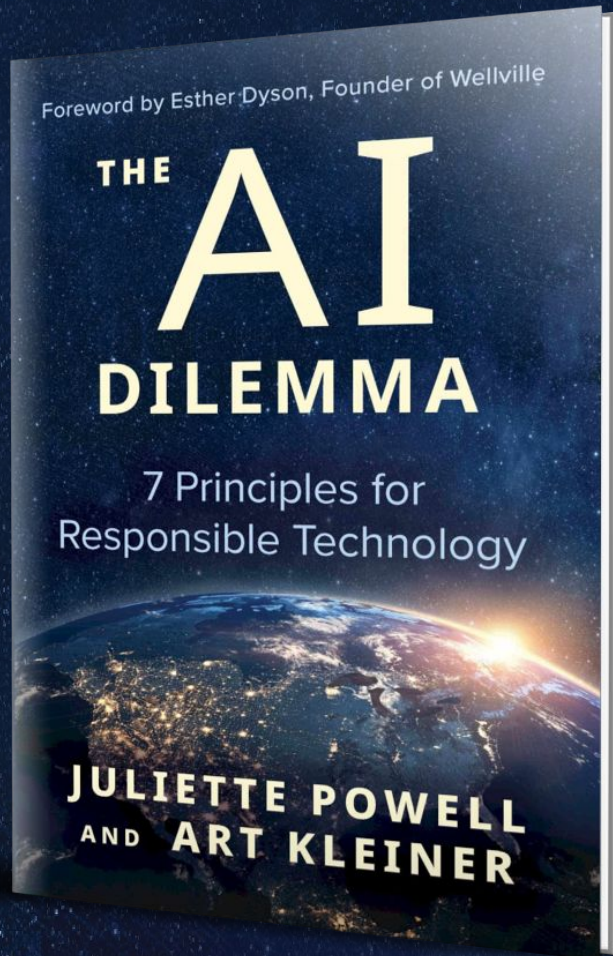
This view values  
technology as a way to  
track, serve, prevent, and  
protect people, as well  
as institutions.

# *What is the AI Dilemma?*

The technology in the wrong hands is dangerous.

In the right hands, AI can be beneficial to all.





## Patterns of successful AI use at work (BCG study):

- *Delegate rote tasks to AI.*
- *Integrate AI in the entire task flow; humans are in constant interaction with the AI.*



# *The Calculus of Intentional Risk*

**What is the risk/reward to using AI  
in your organization?**

- **What is your reputational risk?**
- **Will you run afoul of regulation?**
- **Will insurance cover lawsuits?**



# *The Calculus of Intentional Risk*

**How much will it cost you  
not to use AI in terms of  
securing a competitive  
advantage?**



# *The Calculus of Intentional Risk and Self-Regulation*

**What are you NOT  
willing to do to make  
money?**

# Responsible Use of Data + Technology

“THE PRICE OF  
GREATNESS  
IS RESPONSIBILITY.”

- *Winston Churchill*





# Thank You! Any Questions?

Find more on our AI advisory  
work, our research, and  
*The AI Dilemma* book at  
[JuliettePowell.com](http://JuliettePowell.com)

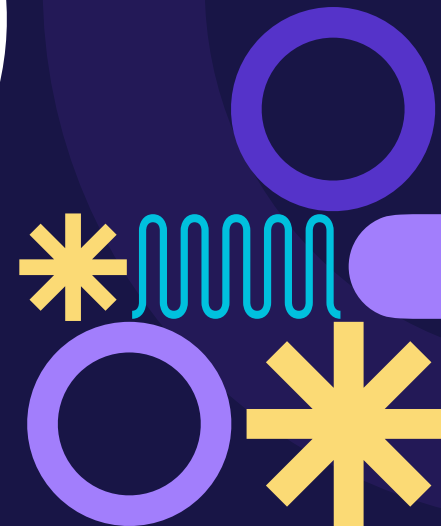


[JP@JuliettePowell.com](mailto:JP@JuliettePowell.com)

# CHUCK GOSE

---

Head of Community  
Firststap





attune 23PHX



Congrats Tom!





attune 23PHX

