TWIN GLOBAL 2018

SEPTEMBER 26TH, 2018

MUSEUM OF CONTEMPORARY ART

Making AI Work for Business— and Human Beings

OPENING REMARKS

TOM SOUTH

· Accelerate productivity by layering multiple expressions of AI; AI can allow for more human interaction time

· Enable customization at scale through natural language processing and generation (e.g. Narrative Science)

· Build off our existing values when creating new experiences

· Overcome bias

HUMAN BIAS AND AI

JESUS MANTAS

Most decisions are not about facts but about how information presented to you i.e. bias. For instance, determining which square is darker—A or B—depends on context.

Human biases transfer to AI systems. Do input data cover all relevant categories? (E.g., clinical trials are often biased toward Caucasian men.) Do the people training the AI system and telling it right from wrong, represent a diverse set of perspectives?

The biases revealed in building AI systems may help guide our conversations regarding AI, business and society in general.

Speaker Summary

PANEL 1: A NEAR-IN INDUSTRY PERSPECTIVE
TOBY REDSHAW, ELIZABETH SPENKO; DEAN DEBIASE, MODERATOR

At Northern Trust, we ask, "How can AI help our employees serve our clients?" Our clients don't want to talk to machines, but they do want humans to be enabled to answer questions correctly and quickly. In general, Emotional Intelligence can be taught, and AI can play a positive role in relationship-building by guiding people toward cognizance of subtleties in building trust by prototyping interactions. Data-centric leadership vs. gut feel will transform most professions and give us "super powers."

One of the key values in AI is asking the right questions. When Watson from IBM looks at your data, it can reveal connections and analysis often missed by human assumptions. For instance, when reviewing a decade of new car purchase data, an industry executive recognized that, "We are marketing to a demographic that does not exist. I'm doing product development for people that don't exist."

There are several dozen different AI-based capabilities emerging, thanks in part to underlying platforms becoming 3x cheaper and 1000x faster over the next few years. For instance, facial recognition in a car has reach such a level of sophistication that the software can detect if you're about to fall asleep or have taken eyes off road.

PANEL 2: A FARTHER OUT RESEARCH LENS
LARRY BIRMBAUM, MORAN CERF; DEAN DEBIASE, MODERATOR

Larry's mission around Narrative Science was to make sure all the world's data were available to people through stories. He also foresees automated data analytics helping people with personal life decisions, doing things that today require a highly-paid professional. We'll see more craft and individual attention/relationship jobs, due to machines creating wealth and in turn, slack and leisure. People will define themselves less by their work and even form different relationships with machines.

Humans have beat AI in the movies in the past using instinctual knowledge and insight. The script goes something like: Humans build machine, machines fight us. Through power of love and insight, we beat the machine. When AI starts making movies, they will indeed kill us....out of love and insight!

In actuality, AI is going to win, albeit gradually. Ultimately, humans will embed AI in their brains. In the early days, the "I'm feeling lucky" button in a Google search simply took you to the first result. AI driven search will look at ten thousand pages and find the ones that are truly most relevant for you. However, this will require some philosophical advancement. For instance, the ACLU is suing Google, due to the fact that search results for jobs shown to men were very different compared to those shown to similarly-qualified women. We're also facing various unintended consequences. Social networks at once connect us but also divide and devastate - usage is linked to increased suicide rates among teens. Lastly, we did not anticipate social media manipulation for propaganda purposes.