

Podcast - Episode 3: The meteoric rise of artificial intelligence

0:00-0:02

The HCL tech trends and insights podcast.

0:02 - Nick

Hello, everyone, and thank you for tuning in to the HCL tech trends and insights weekly podcast, where we'll be discussing the latest key technology stories that are impacting and disrupting business and society. I'm Nick Ismail, the Head of Brand journalism at HCLTech. And today I'm joined by David Jungwirth, Senior Director, Digital Transformation at HCLTech. Hi, David, how are you?

0:32 - David

Hi Nick. Thanks for having me. I'm very much looking forward to discussing with you today.

0:38 - Nick

That's great. And thank you so much for joining us. So today, we're going to be discussing the meteoric rise of artificial intelligence, along with the risks and opportunities that have emerged. If this topic wasn't timely enough, it was recently reported that Geoffrey Hinton, known as the godfather of AI has quit Google warning about the growing dangers from developments in the AI field. And also emphasizing that AI chatbots may soon become more intelligent than us. We'll discuss the risks later. But let's get straight into it. So David, AI has been around in some form for many years. Why has it exploded recently? What's changed? And why is everyone so excited?

1:26 - David

Everybody can use it today, though, of course, we know AI in some forms already since many years. So I remember in 1998, or something like this, Microsoft XP launched their first text to speech feature in Microsoft Excel. And I was very impressed they could read out loud sentences which I have written. And yeah, since then, plenty of things have happened with me. So Apple theory, Google's assistant, Amazon,

Alexa assistant, all of them emerged more and more and allowed us to interact in the new way with our devices. So this has been a long, but what is different with ChatGPT and other AI today. Yeah, I think they are also available to everybody. And they are pretty intelligent, by the assistant or they help us to interact with the device. So ChatGPT can understand if it can provide answers to our questions. It can invent things, it can have a discussion with us. So that's pretty amazing for most of the people.

2:35 - Nick

And so that democratization on AI, the fact that it's being used and has been used by people for ages now. And the fact that the applications are growing wider and more varied. You'd think that it's no longer a case of hype, right? We're dealing with the real deal when it comes to AI?

2:58 - David

No, definitely I'm sure AI have come to say, we have not seen such a tremendous growth of customer facing applications. For many years, not even just the emergence of blockchain. Just today, I looked at a site which is collecting. It's called Futurepedia. And they are collecting new emerging tools, AI tools which are shooting out every day. So today 28 new tools appeared on the market. And you're talking about 2200 AI tools across more than 50 categories being in the market. And most of them it just started appearing by beginning of this year. So an incredible amount of new innovation, new availability of new services being launched in the market. I don't think it is a it is a hype, it come to stay.

3:49 - Nick

And just to go into the topic in a bit more detail, looking at specific industries, what industries are currently being disrupted by AI and what do you think which industries do you think will be disrupted, moving down the line in particular by embracing and adopting AI technologies?

4:11 - David

AI goes hand in hand with digitalization, it's nothing which is a standalone thing, but usually it comes together with digitalization and I think we are we can agree on it that every industry is impacted by digitalization. So, also as I said, they are going hand in hand every industry is impacted by artificial intelligence. Some of them are more impacted than others. So for example, the services industries or some production manufacturing industries, they are more impacted, of course, but also others like creative industries are impacted highlight

4:48 - Nick

And in terms of the impact what type of changes are we seeing in the services industry or the creative industry?

4:57 - David

Um, yeah, I think especially the creative industry, there might be a shift in perspective, today the value as specific artwork itself. But as soon as you start doing something with AI, creating some automated images that prompt engineering and all those kinds of things, it is difficult to differentiate or appreciate, I think the final piece of art is this really art. And I think we might see a change that people actually appreciate the way of the art creation process, more than the actual artwork itself. This might be in the creative industry. As you also asked for different other industries, I think everything is standardized format, like a corporate data sheet can be and will be more or less automatically created. So people need to do different things they need to ask the AI the right questions, define the format, how the data should look like, and also the rough contents, but to actual creation of that data sheet draft, I think maybe it will happen automatically.

6:04 - Nick

Okay, and it so it seems it could potentially change these industries at their very core and change what it means to be an employee or even working or working in that industry. Just looking above and beyond business, what are the implications for a society that adopts and enables AI? How will it transform society for the better?

6:35 - David

There are different areas and also as organizations, there is huge impact on the society as a whole. On this professor Daniella Haluta from the Medical University of Vienna, I published four peer reviewed AI articles earlier this year already on, for example, those aspects as well. So we were researching how AI impacts the Sustainable Development Goals defined by the United Nations. And without going into much detail, plenty. So there is nearly on all of the SDG Sustainable Development Goals is an impact through KPI through AI, and it's upon us to make it in a positive way. So there are always positive and negative aspects that can impact such things like the sustainable development goals. And you need to ensure that they I leveraged in the best of mankind, the best interest of nature.

7:34 - Nick

And yeah, and just to just to go on that last point, and I'm talking about the news that came out recently. The AI Godfather, Geoffrey Hinton has warned of dangers as he quits Google. Geoffrey Hinton, who is widely been seen as one of the godfathers of artificial intelligence, said in the statement that he has regretted his work at Google in terms of the development of AI and has specifically warned about its dangers, and that it's quite scary in quotation marks. And right now they're more intelligent than us as far as I can tell. Or they will soon become more intelligent than us. So with something like that was somebody who has dedicated his life to artificial intelligence, he's now warning of the risks, what are the risks? You mentioned how you know, regulation and things can help mitigate them, but presumably more needs to be done as the technology becomes even more pervasive in society and business?

8:40 - David

Yet, you're right there. There's also a big discussion going on at the moment, how these risks should be handled. So 1000s of leaders actually asked to pause model trainings, the AI model trainings until we have some societal guardrails or guidelines to handle exactly those risks. But what are those risks? I think you can get people rise in a few varieties. The first one which comes into mind immediately when you talk about risks is that there are a lot of associated with it. This is some kind of automation that I mentioned the datasheet, marketing collaterals and things like that. And of course people are losing their jobs. I think that is not 100%. The case is also with the best industrialization and digitalization the Industrial Revolution and the digitalization revolution. All those create more jobs than they actually destroyed. And it's very important that people rescale and accept that some that they interact with these technologies in a different manner or they do different jobs than they didn't do today. So I think the first one was job losses is not really at relevant on it's just the fear What's really revelant irrelevant is discrimination. So, AI, accelerates any kind of biases an organization has, or any kind of discrimination and organization are formed against minority throughout the part of the society. And the AI accelerates that and makes them even larger. I think that's even more important. A third area is that also generate if AI is a small portion of our overall AI, but you're talking today about that part of this is the most widespread water use case. This, the AI simply makes up things. So it's analyzes the past analyzes the inputs the user generated, and to create a desired every planter. But this might not be the truth. Even if you asked the I give me proof points. If this is really accurate, what you say? Yes, they I will give you proof points, and will tell you how accurate the output is it created. But still it is simply wrong or invented. So we also did some research around that. It's quite fascinating how convincing the AI can be that it is true what the AI is actually delivering. So these are definitely some of the largest issues which we have at the moment. No societal guardrails are there yet on how we can contain them, and how we can ensure that the AI is actually used in mankind, that interest

11:36 - Nick

Thanks and its AI is only as good as the data that it's trained on. So it's really up to the organizations developing the technology to make sure that they're providing an inclusive data set so that issues like the risk of bias or well being will be overcome.

11:54 - David

Absolutely and of yet plenty of black box model was out there there are on marketplaces where you can rent or own or download and trained models. And you don't know exactly how the models work, if you don't know which kind of biases are modeled into these models. So you have some black box. Right now at the moment, we have plenty of plain text boxes, that we don't know how they make decisions, how they come up with sentences, and how they shape our future. It's pretty pretty chair, pinching as a society, how to overcome this probably one thing you might be to indicate and there are also some discussions already going on that, for example, the European Union, they are discussing at the moment that it is necessary to every AI generated image to indicate this was AI generated. The all of us remember most probably the first AI generated images with the Pope having a special jacket on which he never actually or Arnold Schwarzenegger thing with the beachy some songs in a video, it seems to be completely real, but in fact it was fully AI generated. And the think such declaration do this are at least one of the first steps to be more clear and not use it to ensure that it is not used in the wrong manner.

13:25 - Nick

Yeah, absolutely. So transparencies also key. Just going before we go on to the next kind of subject or question, just going back to the question of all the risk of job loss, which you said a fear. I guess the only thing I think for now is, you know, absolutely at each industrial revolution, with a change in how businesses operate, more jobs or new jobs have been created. But with this industrial revolution with this fourth industrial revolution, I think it would be hard to retrain people like, you know, with with manual labor jobs, or with people who drive trucks, like how can they be brought on the journey and trained to use technology systems and which is quite complicated. Would they have to go back to school? Would they be trained at work? How, how would that work? How would reskilling an entire generational generation in the workforce happen is it seems like quite challenging task and it seems like a task that a lot of people could get left behind.

14:39 - David

It should be seen twofold. On the one hand, I think the newer and younger generation, they are used to all the digitalization efforts they are more or less growing up with the digital efforts and so on. And there are also lessons at schools already on how to interact with those kinds of new things. Also the app. That's one point also, it's called ethical, ethical lessons not just needs to be done for the society at all. But really people need to gain some digital literacy literacy, which is also applicable for artificial intelligence, use it so that for the younger generation up for people who are, as you mentioned, already working for many years, with the machines or being on the ground, of course, going to school is probably not the right approach. And rescaling needs to happen on the job. And as I said, if somebody knows, know, if somebody already knows the machine for many years, and probably right now, new concepts like predictive maintenance, or Internet of Things, and such topics get introduced, the keys are not to be made of solid and made redundant. They do different things. But they need to learn how to interact with the new systems and how to basically ensure that all these IoT things actually work. And that machines are running smoothly. For sure, it is not a solution for everybody. And when we say it generates more jobs than it destroys jobs, this doesn't mean that there aren't jobs destroyed. And definitely we as a society need to be aware of that. And we need to think of how we can rescale those people and re engage them in the prostitution, probably different jobs.

16:34 - Nick

So looking ahead, how will AI change the paradigm of work and societal interactions?

16:45 - David

It did kind of thing, similar with digitalization, you need different skill sets and how you interact with your peers to this machine, these organizations with customers. So all this is changing, and this is rapidly changing. And people need to have a more agile mindset in adapting to that. The pace is getting faster and faster as the digitalization also there is artificial intelligence, and people need to be able to adapt to new situations much more faster than they have in the past. This is also the case not just for individuals, but also for organizations. Organizations need to sense marketing needs much faster than they would have needed, let's say 20 years ago. Today, it is not the discussion about years, but it is rather a discussion about months, weeks and days, to sense things, and also to react on things. So they need to be much more agile in sensing, and much more agile in responding. So we need more agile organization with more agile mindset in there. And of course, also more agile people are working in this organization.

17:57 - Nick

David, thank you very much. And for our listeners, if you'd like to read any of David's insights, we're going to put a link to his blog page in the description below. So David, thank you very much for your time.

18:13 - David

That Nick for having me what a pleasure to be here. Thank you very much.

18:17

Excellent. And just before we go, I'd like to do our regular event round up as we close this week's podcast to highlight some of the events that HCLTech has attended and will be attending in the near future. First up, we recently attended RSA Conference in San Francisco, where we heard from leaders about the latest trends in security, vendor consolidation, identity, access management, managed detection and response and much more. All the content from this event is accessible on our trends and Insights page, you can find a link to this in the description below. And, in addition, we will also be attending St. Gallen symposium in Switzerland, where we'll be hearing from global CEOs and other international leaders on how to foster the next generation of talent, how industries are being transformed through technology, and how the future of work will continue to evolve. We'll also be attending VECS23 in Gothenburg, Sweden, to find out about all the latest innovations coming out of the automotive industry. Again, all the content from these events, including interviews with some of our leading HCLTech executives, will be available on our trends and Insights page, and you can find the links to this in the description below. David, once again, thank you very much for all your fantastic insights on the topic of AI. And thank you to watch audience for tuning in. Goodbye