❖ Our Unique Perspective on Artificial Intelligence Tools

As with any new technology, artificial intelligence (AI) is rapidly advancing from a mere dream to real everyday use. What made that happen? The easy availability and free accessibility of cutting-edge Generative AI tools like ChatGPT have undoubtedly played a pivotal role in ushering in this era of unprecedented expansion. The importance of using AI responsibly and safely should never be overlooked, as it safeguards us from potential risks and ensures its positive impact on society.

Like early efforts in search and social media before it, GAI is rapidly becoming mainstream and accessible to anyone online at no cost. This is a deliberate tactic by vendors to make these tools universal. So have you tried it yet? What did you think?? I must say, they are pretty amazing to experience the first few times. Easy and conversational access to information on practically any topic, anytime and anywhere. If you have not tried it, why not? Is the fearful media hype causing you some anxiety – perhaps stoking a belief that these new AI platforms have society-altering or might even provoke human extinction potentially? There are some diverse, divergent and even potentially dangerous ideas being espoused on AI today.

At cyberconIQ we do not share this dim view that GAI will end humanity, at least not in the short-term. If we did, we would still want to position the human to go down fighting! Because, just like all other significant previous technology advances, the speed of tech innovation initially outstrips our societal ability to keep up and adapt to the startling speed at which technology moves. That is a fact.

Of course, there is already an initial outcry for governments to regulate this new technology. That is an instinct born of fear. But, it is vitally important to realize that the privacy implications and legally disruptive nature of social media in its early stages caused this exact same reaction and demand for action. Yet, nothing of any note legislatively has occurred and we are still dealing with the implications of this technology nearly 20+ years later with very little meaningful or clear government regulation, especially in the US. So we would be foolish to imagine that government will step in and somehow save the day.

Our next in line cry for help will be to the technology vendors themselves. Shouldn't they be self-monitoring around the legal and ethical implications of these new technologies that they are developing and launching into the world? Well, as I have previously written about extensively, we can never rely on technology vendors – who are naturally capitalist and profit-seeking entities with billions of dollars of revenues and wealth at stake if they succeed in being first – to self-regulate. They are commercially committed to bringing these technologies to market without a concern for the privacy,

social, ethical or legal implications they could unleash. Because that might slow them down. Not going to happen I don't imagine...do you?

Well then...that leaves us. You and me. We have to figure this out together because we cannot rely on government or the complicit technology companies to do this for us. We must do it for ourselves. So what might a different collective response look like in the face of new AI technologies?

To begin with, the natural human instinct in the face of any new situation is often anxiety or fear. While not universally so – there are innovative and creative early adopters who genuinely thrive on change and embrace it as thrilling and exciting for sure – most humans prefer a more cautious wait and see approach. We already see this in the early research around AI adoption with a natural response from many organizations to ban or prohibit their use in the workplace for example (Gartner, 2023). That same study indicated that, if the tools were being used, there were already deep concerns about how to avoid the privacy, security and legal issues that arise and for which there are no easy, quick answers.

There is also a difference between personal and social applications of these technologies versus professional or corporate use of these same tools. We must start out discussion there. Each of these two over-arching use cases differ in their implications, potential benefits and definite risks. So, the structure of this essay will begin by isolating these two distinctly different use cases to explore their context: for simplicity, personal use and business use, if you like.

We will provide expert opinion – without drama or hype – defining the potential benefits but also the risks of this new technology offered in the context of a capable and educated user willing to think through the implications of use ahead of time so as to self-regulate that use. We know that is a big ask because it takes time and effort at the individual human level to become educated around AI instead of simply diving in and using these tools initially.

At cyberconIQ, we believe HUMAN INTELLIGENCE must prevail over ARTIFICIAL INTELLIGENCE every time for society to continue to thrive. Our goal is human mastery of AI in all its forms. In a dawning age of tech and intellect collaboration, we really need bytes and brains to work together instead of competing to maximize the human upside of this amazing technology. And we need to do so quickly because, proverbially speaking, the genie cannot be put back into the bottle.

GAI is here to stay and already in use globally, mostly without regard for its risks. It is tempting given everything it might offer us to be an early adopter of this technology. It can be empowering and all encompassing. But these are early days and some due caution in each of these two unique use cases is advised before proceeding rapidly into this still unknown future in our view.

Do these seem to be trite motherhood statements? Obvious statements to which no normal person would object. Yet, I am not persuaded that this is the case so far. Just as was initially the case with social media sites, we see rapid, free adoption of this new technology for perceived early adopter benefits, but with limited education around potential risks.

For example, if I was the start-up CEO of a company in the AI space, I might be tempted to exploit early interest so everyone embraces AI at lightning speed without regard to consequences because my brand awareness and revenues will increase more if I don't care about all that and slow down to figure it out instead. Similarly, if I was an incumbent technology giant like Microsoft or Google, I will definitely try to prevent new upstart technology companies from disrupting my existing business model if AI is a threat to my existing technology. Who wants to be the CEO whose company ends up on the junk heap of history because they failed to see the potential for AI to take over? So they will either buy or build competing technologies – as has already happened – and use their vast resources and customer base to position their own version of AI breakthroughs designed to protect their corporate future but not necessarily your best interests. Or, maybe you are the type of individual who always takes short cuts? If so, you will absolutely use AI before anyone else in the vain belief it will help you shine and get ahead without being detected, right?!? Spoiler alert: more on that basic human instinct, and proof of its potentially damaging consequences lie ahead.

To be continued...

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