

All Eyes on AI

Ashutosh Upadhyay

AI Automation Consultant & Marketer
ashutosh@thealgohype.com

ChatGPT's meteoric rise has sparked many predictions of an AI-powered utopia. But didn't we hear similar promises of a tech-fueled societal transformation before. Cryptocurrency and blockchain come to mind. Unlike Crypto's fizzled frenzy, AI systems like ChatGPT already demonstrate staggering capabilities at an unbelievable scale. We are no longer passive observers of AI's emergence. We are active shapers of its reality. A tectonic shift in the nature of work and productivity is underway. Will AI worsen humanity's flaws or help us transcend them? The stakes could not be higher.

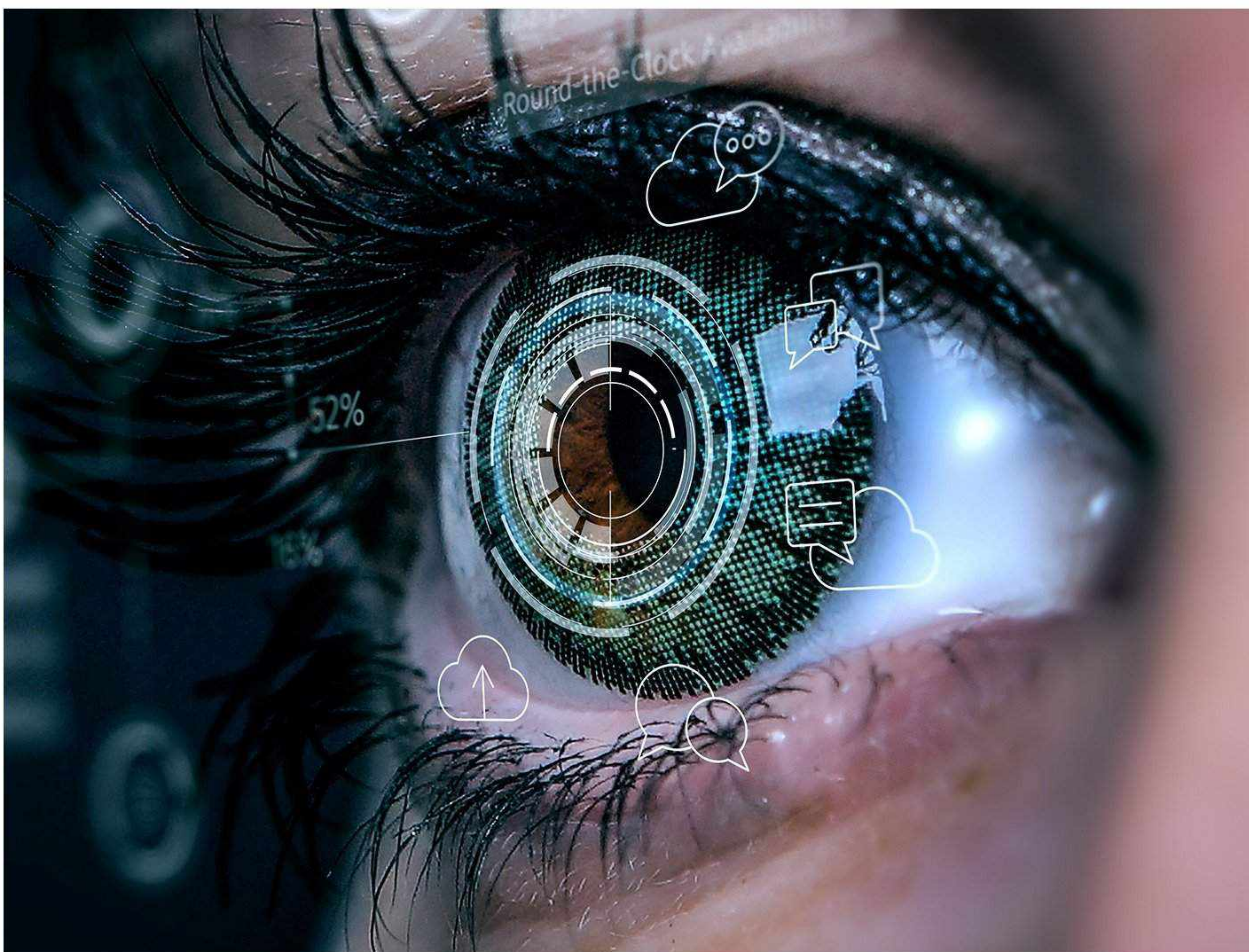
ChatGPT was released free to the public on November 30, 2022. Within a minor span of 60 days, it reached around 100 million users — faster than any product in human history. Little did the users know that beneath the unassuming facade of a simple chatbot was one of the most significant technological breakthroughs in computer science history: Large Language Models (LLMs).

A year later, there has been a Cambrian explosion of Artificial Intelligence products and research. Most of these products are either inspired by, competing with, or using the technology developed

by OpenAI— the San Francisco-based AI company that had Elon Musk as one of its founders. The breakthrough success of OpenAI's chatbot, ChatGPT — along with a plethora of generative AI tools — is transforming how people think about productivity, creativity, and the nature of work.

The Risky Potential of AI

The biggest arena in which AI can show real value is the potential boost in human productivity. The general nature of LLMs enables them to be good at a plethora of tasks, from coding to creative



writing, from summarisation to translation. Managers and people in leadership roles will have to grapple with the crucial question of how they utilise AI in their teams: experts are projecting that hybrid teams will be utilised with a mixture of AI agents doing the repetitive tasks and human workers guiding them and utilising their output. The issue is that there are inherent risks: less human judgment, privacy concerns, and job disruption. To thrive amid AI, workers must cultivate distinctly human strengths like creativity. Preparing now will let us as a society collectively utilise AI's upside while avoiding the pitfalls.

Automating Tasks and Decisions

As an AI consultant, I see a growing demand for the automation of complex workflows, indicating a shift in the job market dynamics. Within this quarter, our team recently developed an AI workflow for an Insurance firm that extracted data from 50,000 insurance documents, massively boosting their claims processing. We also created a real estate bot that generated 500+ listings from brief prompts, saving hours of

manual work. AI is already automating parts of most major white-collar jobs: helping writers rapidly prototype content, coding and code review, customer support, automating routine paperwork, etc. Though this promises consistency and less bias, it lacks the human touch and may end up missing some social norms and nuances. For instance, McKinsey's recent report on AI shows that by 2030, activities that account for up to 30 percent of hours currently worked across the US economy could be automated. Therefore, adapting to more creative, strategic responsibilities will be crucial.

Potential AI Applications in Internal Auditing:

AI tools can analyse massive datasets far more faster than humans, identifying anomalies and risks. Pattern recognition abilities can flag potential fraud earlier. Bots can handle routine reporting and documentation, accurately auditing 100% of transactions. As a result, auditors can concentrate their expertise on judgment-intensive areas like assessing complex transactions.

VR/AR + AI = Work.2.0

Virtual reality and augmented reality are also entering the workplace, changing how people collaborate and learn. Remote workers can already use VR headsets to "meet" as lifelike avatars in simulated conference rooms. Augmented reality overlays data onto real-world environments, which can help train employees. As these technologies improve and become more mainstream, they will reduce the need for physical co-location. According to Emergen Research, the global VR/AR market is projected to reach \$814 billion by 2028, indicating massive growth ahead. Workers should get comfortable interacting through technology to stay relevant.

Guiding AI's Impact

Some believe that properly implemented AI could enable more leisure and creative pursuits. But this requires structuring society and economics accordingly. Interestingly enough, the founders of OpenAI have repeatedly brought up the concept of Universal Basic Income whenever confronted with the question of how society should adapt to the addition of a non-biological workforce.



The real threat may not be technology itself but systems concentrating power and wealth. We must expand measures of economic success beyond GDP to include health, leisure and equity.

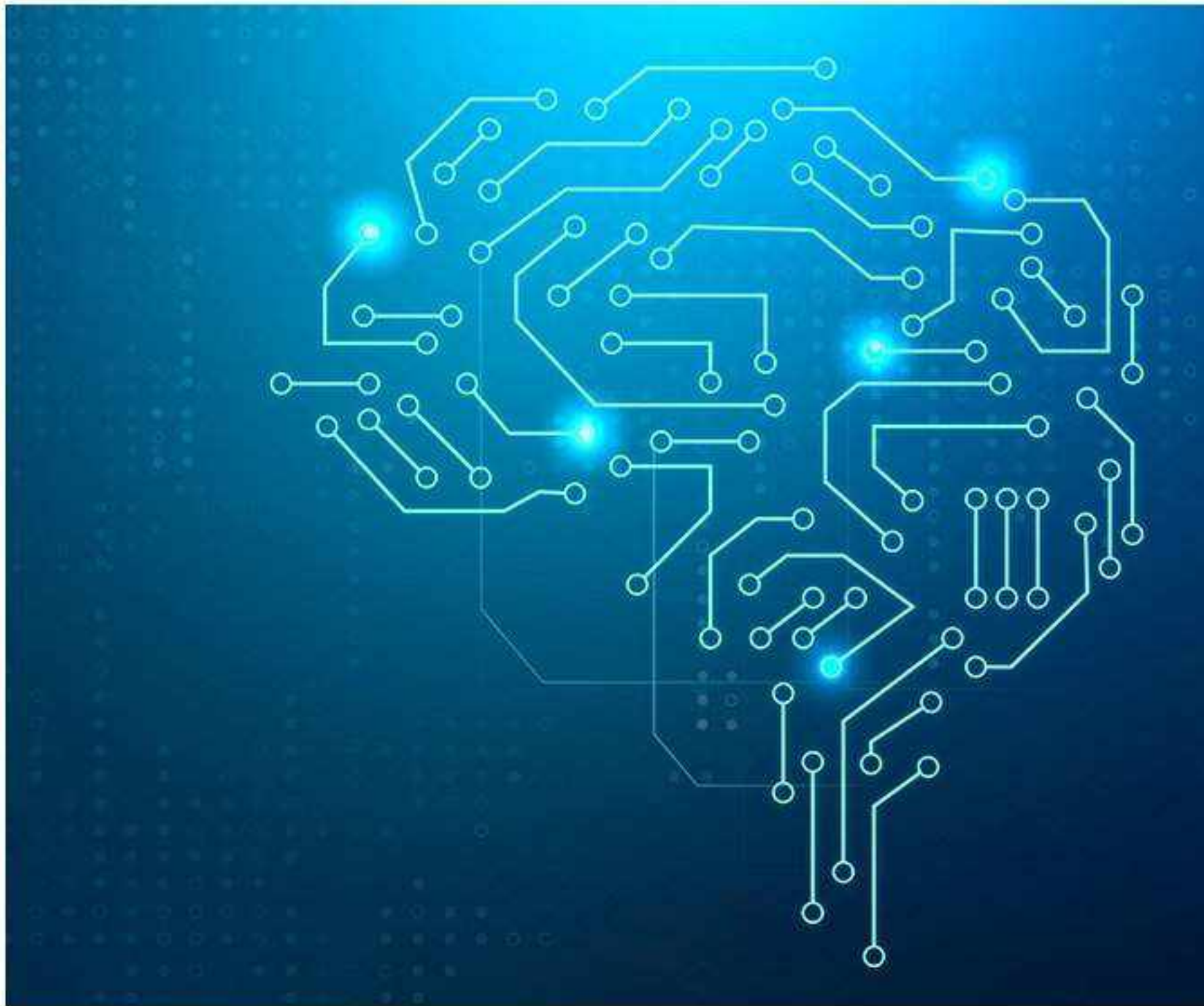
AI's promise depends on human values guiding its development.

The Road Ahead

When the history of human technological advancement is

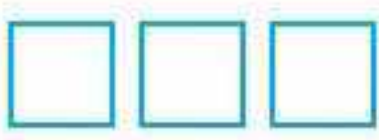
written, future generations will probably feel that the advent of AI and its complete overhaul of the human knowledge economy was obvious. I fear the scenario in which we don't take action on time and let this tsunami of progress pass us by. The nature of work is going to change with the advent of AI: the precise shape and form that such a change will take on us is crucial for global leaders and stakeholders to keep in mind and debate.

As we stand on the cusp of the AI age, it is crucial that we, as shapers of this technology, ensure that it serves to uplift humanity rather than diminish it, echoing our initial question: will AI exacerbate or transcend our flaws?



About the Author

The author is an AI Automations Consultant and a marketer based in Delhi-NCR. An Arizona State University graduate, he got entrenched into the world of AI in his pursuit for innovative solutions for his agency AloHype. His exposure to AI turned him from an agnostic to an evangelist. He has immersed himself in developing products that help people interact with AI systems for consistent and precise results.



LETS DIGITAL MARKETING

ONE STOP SOLUTION FOR
ALL YOUR MARKETING
NEEDS



ABOUT OUR COMPANY

Unique ideas, advanced tools, and a dedicated team is what we have at **LDM**, which ensures exceptional results.

- Magazine Design
- Flyer Design
- Search Engine Marketing
- Content Marketing
- Search Engine Optimisation
- Bulk Email Marketing
- Pay Per Click Advertising
- Social Media Marketing



Sandeep Singh
Founder & CEO

Delhi www.letsdigitalmarketing.com sandeep@letsdigitalmarketing.com +91 8826423398

