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# Does Data Shape Al, or can Al Lead Alone

Thoughts and Provocations



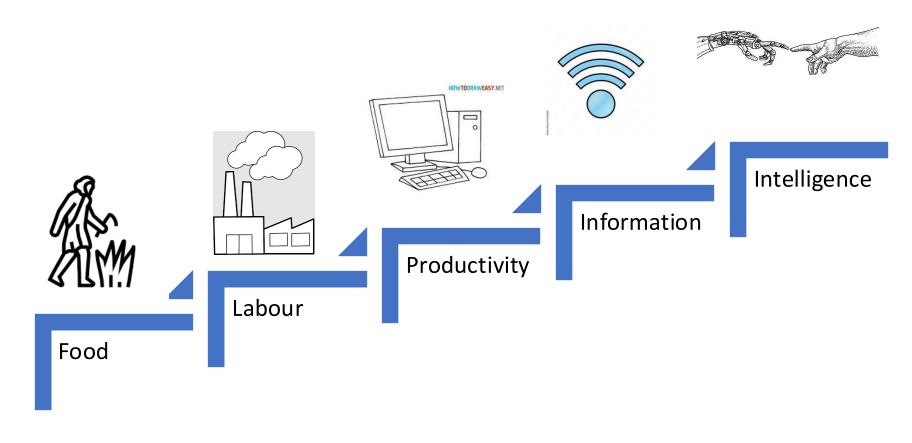


@j\_bindra; ChatGPT
29 Nov 2024 | Afternoon IST | NCR

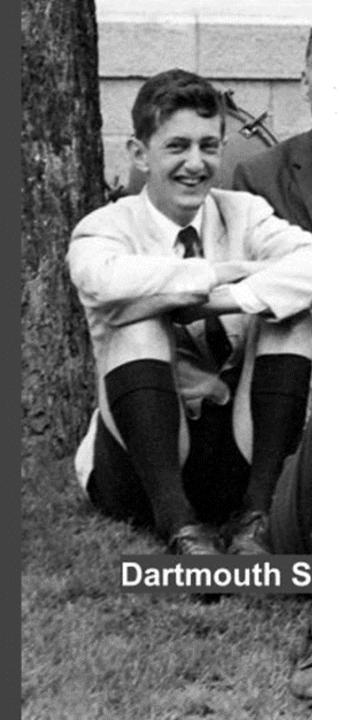




# We are on the cusp of a new era



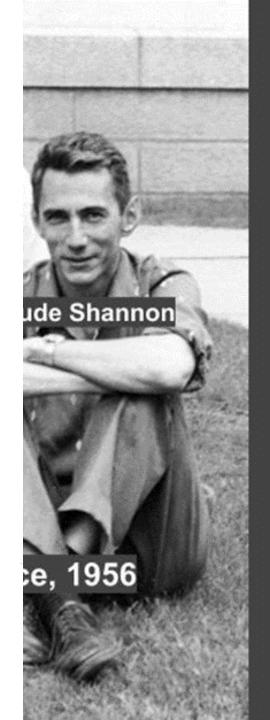




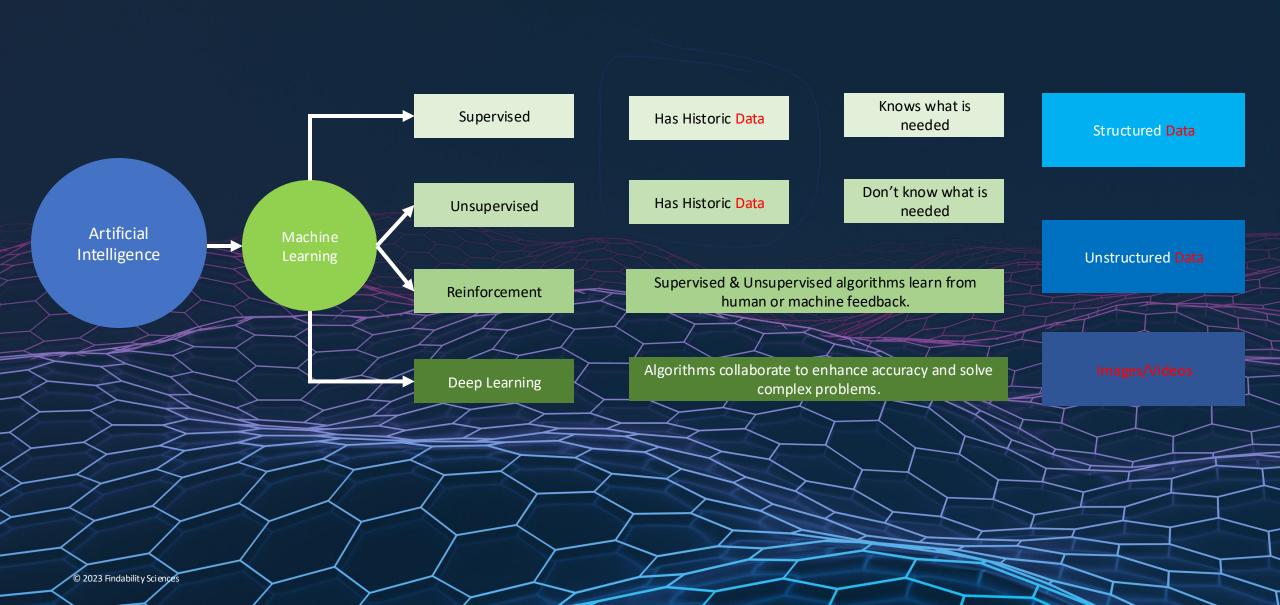
# A PROPOSAL FOR THE DARTMOUTH SUMMER RESEARCH PROJECT ON ARTIFICIAL INTELLIGENCE

J. McCarthy, Dartmouth College M. L. Minsky, Harvard University N. Rochester, I. B. M. Corporation C. E. Shannon, Bell Telephone Laboratories

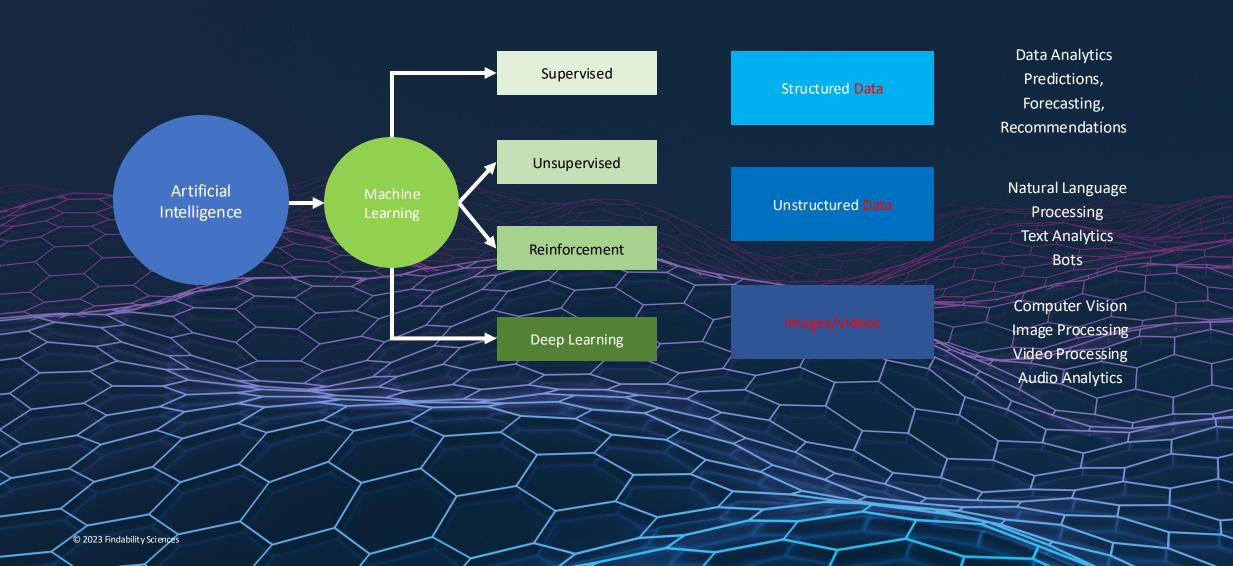
August 31, 1955



## AI -Recap



## AI -Recap



## Attention is all that you need

#### Attention Is All You Need

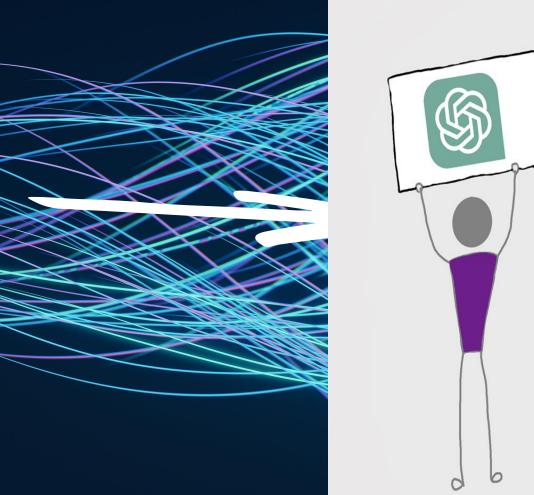
Lukasz Kaiser\* Google Brain

The dominant sequence transduction models are based on complex recurrent or convolutional noticed herein the fields as moveder and a decoder. These performing models also connect the crecitor and decoder through an attendor mechanism. We repose a new simple network architecture, the Transformer, based solely on attention mechanisms, dispensing with recurrence and convolution currently. Experiments on two machine translation tasks show these models or nettery. Experiments on two machine translation tasks show these models are se superior in quality while being more parallelizable and requiring significantly less time to train. Our model achieves 28.4 BLEU on the WMT 2014 English

ctures [31, 21, 13].

Conference on Neural Information Processing Systems (NIPS 2017), Long Beach, CA, USA.

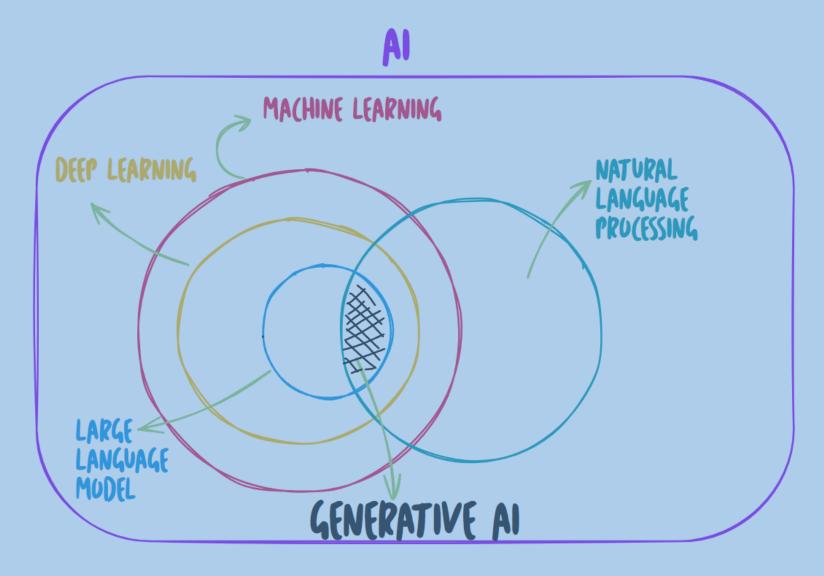
Query, Key, Value Score Softmax Multiply by Value Sum(Output)



CHATGPT brought Al from behind the scenes where it was lurking from 70 years, into our hands.

## **What Powers Generative Al?**

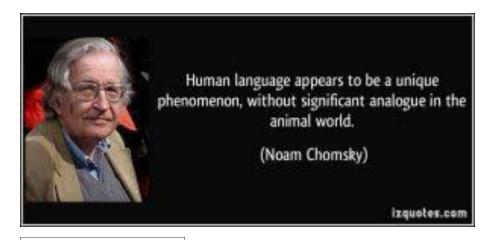


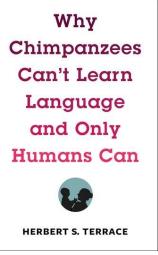




## Large Language Models (LLMs) and Generative Al

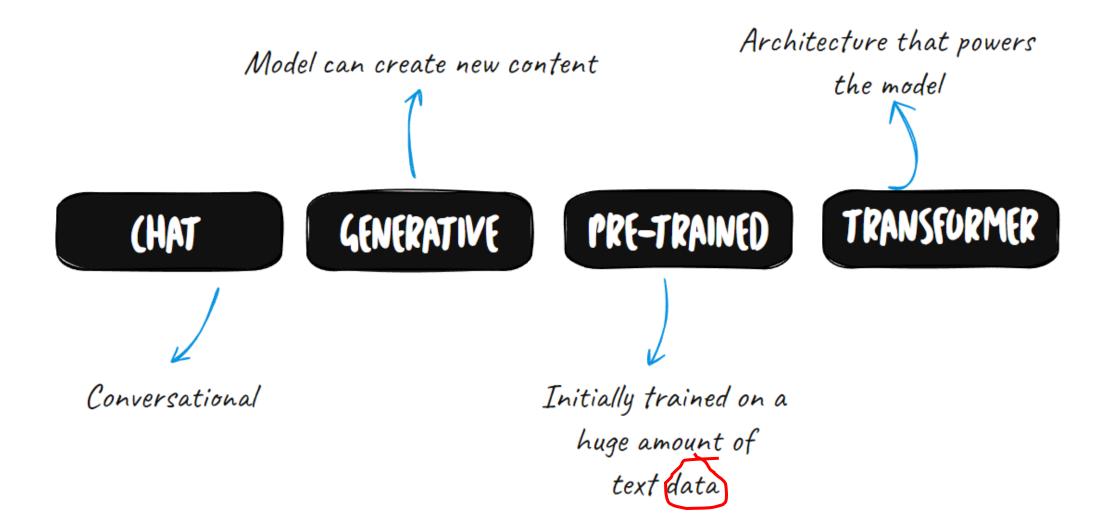
- LLMs are neural networks that have been trained on massive bodies of text to process and, in particular, generate language
- Ingesting millions of sentences, paragraphs, and even samples of dialogue, they learn the statistical patterns that govern how each of these elements should be assembled in a sensible order
- LLMs are effectively the world's most powerful autocomplete technologies
- The model strategizes to be plausible instead of truthful













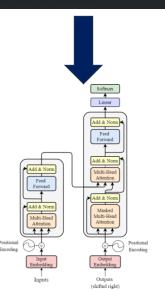
## ABC: The Building Blocks of Al

 $\mathbf{A}$ lgorithms

**B**ig Data

## Compute

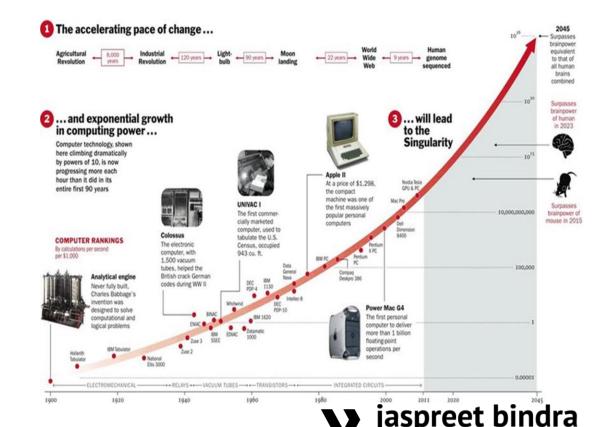




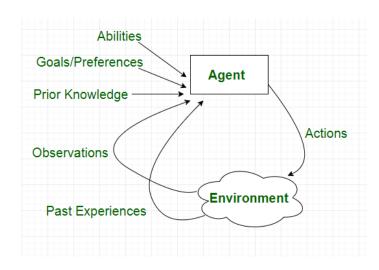
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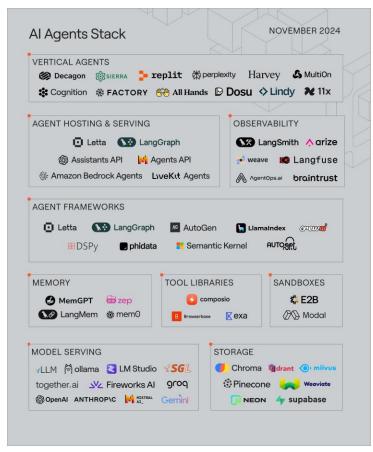


2035 2142 zettabytes



# Agents are the New Platform













# Evolution of the customer







preet bindra

**FECH** W H I S P E R E R

Aspect	Industrial Customer	Digital Customer	Al Customer
Choice	Limited, standardized	Abundant, comparison- driven	Infinite, hyper-personalized
Interaction	Transactional, local	Omni-channel, social	Immersive, conversational
Technology Use	None or minimal	Reactive (search, click)	Proactive (anticipates needs)
Brand Relationship	Functional loyalty	Emotional and social loyalty	Collaborative partnership
Sustainability	Not a focus	Awareness growing	Integral to decisions

# Al will unleash creativity

### live**mint**

## GenAI's hallucinations may turn out helpful if we use them well

Dreamt-up stuff can inspire human creativity if we consider it a feature instead of a software bug



JASPREET BINDRA
is a technology expert, author of 'The Tech
Whisperer', and a Masters in Al and Ethics
from Cambridge University.

erman chemist Friedrich Kekulé was having a reverie, or day-dream, of a snake biting its own tail, and he started wondering if the six carbon atoms in the benzene molecule had a similar structure. This hallucinatory experience led to the discovery of the hexagonal ring structure with alternating single and double bonds, a ground-breaking concept in organic chemistry. Kekule was not the only one. Dmitri Mendeleev reportedly had a vision of the periodic table and Edison Writer Stephen King claimed to have dreamt up his novel Misery during a somnolent flight, and the masterpieces of Van Gogh and Salvador Dali were often inspired by hallucinations.

otten inspired by hallucinations. The word 'hallucinations. The word 'hallucinate' entered the technology lexicon after the launch of LotaGiT and the realization that these Generative AI chathots were inventing or 'dreaming up' a lot of false and weird stuff. ChatGiT's after ego Sydney after a stuff. ChatGiT's after ego Sydney relied yond 'hall 'mmes reporter. A US lawyer relied yond 'hou for a New York Times reporter. A US lawyer he he case, but the judge found that all the case, but the fuel were dreamt up by ChatGiT. When I was writing a paper on Indian philosophy and privacy for a Cambridge University course, ChatGiT authoritatively gave me five resorts of the authoritatively gave me five resorts of the hallucinatory ablity of GenAh Ba peo-

ple worried, especially when dealing with enterprise use cases or applications in healthcare or education. In fact, the efficacy of a large language model (LLM) is often measured by how much it does or does not hallucinate, with research companies introducing hallucination indexes. A recent Cornell research (bit.ly/48gko5Y) revealed that GPT 3.5 hallucinated 69% of the time, and Meta's LlaMA2 hit an astounding 88% level. While the later versions of the models have improved substantially, companies are worried that the nonsense that these models snew out could hurt their brand and stock price,

anger customers and pose a legal threat. However, we need to think differently about this. What if hallucinations in LLMs are a feature, not a bug? The probabilistic construct of these models omotes this behaviour, and it might be impossible for Generative AI to be accurate all the time. What if we start leveraging this human-like behaviour of creativity (and yes hallucination) the same way Kekule and Dali did? Sundar Pichai of Google backs the thought. He suggests that hallucinating could be a feature and a bug, and that a GenAI experience should be "imaginative, like a child who doesn't know what the constraints are when they're imagining something," Marc Andreessen of AI6Z

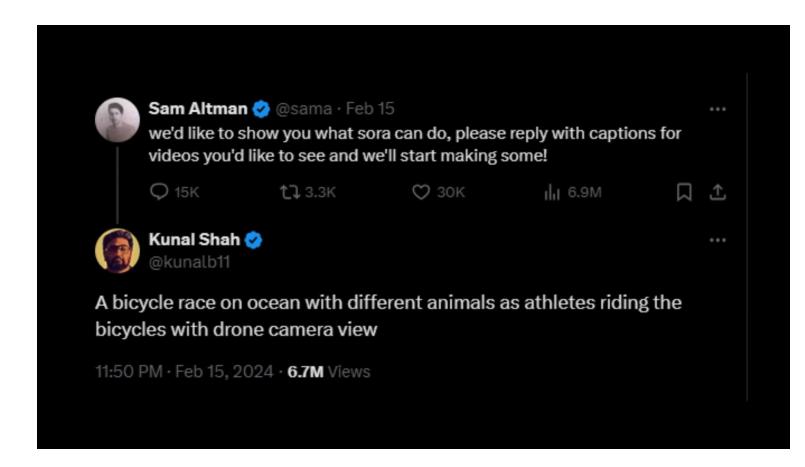
## QUICK READ false and weird results tha

The false and weird results that Generative Al often throws up have got many people worried but we should start viewing these hallucinations as an aid for human creativity.

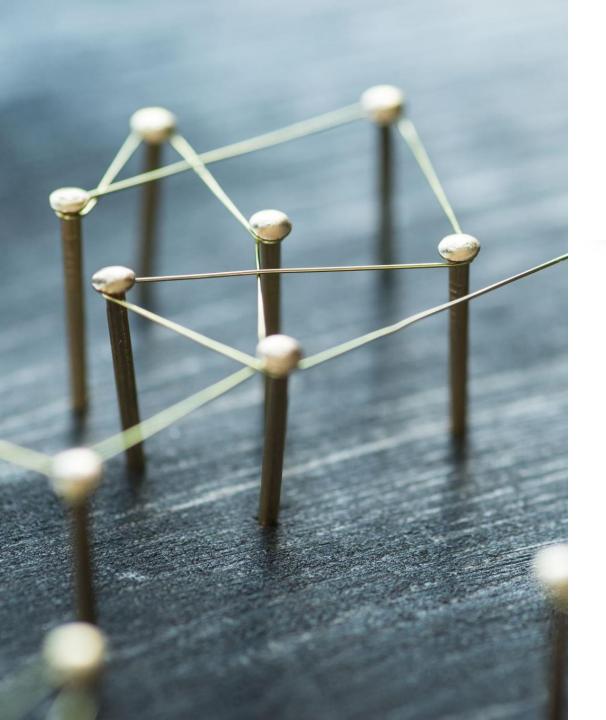
Factual accuracy may not be GenAl's strong suit but it helps to have new ideas churned out that can inspire novel thoughts and nudge our minds towards creative recombinations. remarked: "When we like the answer, we call it creativity; when we do not, we call it hallucination."

Artists and creators have caught on John Thornhill has written in the Financial Times (bit.ly/42E8FNm) about Martin Puchner, a Harvard professor who "loves hallucinations." Puchner talks about how humans mix cultures and inputs from previous generations to generate new stuff, and how civilizaions advance that way, "Culture," he says, "is a huge recycling project." Thi borrowing, stealing, copying and also mashing up different inputs from create new stuff. Thus, say Thornhill, "Hallucinations may not be so much an algorithmic aberration as a reflection of human culture." If we stor looking at GenAI as a forecasting tool but as one that enhances our creative prowess by giving us innovative ideas and content, 'hallucinations' would be welcome, Modern artists and creators have started harnessing this power. Visual Electric, a California-based firm, encourages hallucinations to create new visuals and ideas (bit.ly/49AlwAd) about a film director, Paul Trillo, who used GenAI to create an acclaimed shor film with psychedelic effect. Inworld AI uses the creativity of GenAI to help video game developers build interactive computer characters

We need to see GenAI for what it is. not confuse it with machine or deep learning (which are also AI) and expect it to make high-accuracy predictions. Think of GenAl as a writer of fiction, no non-fiction. It is the 'creative' side of GenAl that enables idea generation, art production and better work outcome with Copilot. If we think like Stephen King or Van Gogh, it can become an immensely powerful creative tool. As for use cases that require exact answers we need to be careful until these model improve, Until then, as John Thornhill concludes his FT article: "Caveat prompter." Gen-Al users, beware







# Does Data Shape AI, or Can AI Lead Alone?

Let us ask the Al!

## The Role of Data in Shaping Al

- **1. Foundational Necessity**: Data is the raw material that fuels AI algorithms. Without high-quality, diverse datasets, AI models are prone to bias and inaccuracies.
- 2. Contextual Understanding: Al relies on data to learn context, patterns, and relationships. For instance, Al in healthcare depends on medical datasets to make diagnoses or predictions.
- **3. Evolution of Models**: Continuous data input allows AI systems to improve through training, finetuning, and learning from real-world feedback.



## Can Al Lead Without Data?

- 1. Pre-trained Models and Transfer Learning: Al systems like OpenAI's GPT models leverage pre-trained knowledge but still require domain-specific fine-tuning for accuracy.
- 2. Emerging Self-Improvement Capabilities: Advanced AI systems are exploring reinforcement learning and synthetic data generation, reducing dependence on external data to some extent.
- 3. Knowledge vs. Intelligence and Creativity: All without data may mimic intelligence or creativity but lacks the ability to adapt to novel scenarios, making it less reliable in dynamic environments.



## Philosophical and Ethical Considerations

- 1. Does Data Equal Intelligence? Data-driven AI may reflect human knowledge but not creativity or autonomy. AI "leading alone" suggests evolving beyond human input, raising existential questions.
- **2. Risk of Autonomy**: If AI operates independently of data, it could become less transparent, posing risks of decision-making without accountability.
- **3. Ethical Boundaries**: The balance between data dependence and AI autonomy involves ethical dilemmas about control, bias, and trustworthiness.



## **Future Outlook**

- **1. Symbiotic Relationship**: Data and AI are interdependent. The future likely lies in a hybrid model where AI uses pre-existing data, generates new insights, and adapts to novel scenarios.
- 2. Al as a Data Creator: Generative AI has started to create its own data (e.g., synthetic datasets), which could pave the way for AI systems to "lead" within specific domains.



## **Emergent Properties**



Emergent properties are the computational capabilities of AGI systems that cannot be reduced to the properties of their individual components.



# "Something unknown is doing we don't know what" - Sir Arthur Eddington

### GPT-4 vs ChatGPT

**Prompt:** Here we have a book, 9 eggs, a laptop, a bottle and a nail. Please tell me how to stack them onto each other in a stable manner.

### GPT-4:

One possible way to stack the objects onto each other in a stable manner is:

- Place the book flat on a level surface, such as a table or a floor. The book will serve as the base of the stack and provide a large and sturdy support.
- Arrange the 9 eggs in a 3 by 3 square on top of the book, leaving some space between them. The eggs

form a second layer and distribute the weight evenly. Make sure the eggs are not cracked or broken, and handle them gently to avoid dropping them.

- Place the laptop on top of the eggs, with the screen facing down and the keyboard facing up. The laptop will fit snugly within the boundaries of the book and the eggs, and its flat and rigid surface will provide a stable platform for the next layer. Make sure the laptop is closed and turned off, and do not press any keys or buttons.
- Place the bottle on top of the laptop, with the cap facing up and the bottom facing down. The bottle will add some height and balance to the stack, and its cylindrical shape will reduce the contact area with the laptop. Make sure the bottle is empty and closed, and do not shake or tilt it.
- Place the nail on top of the bottle cap, with the pointy end facing up and the flat end facing down. The nail will be the final and smallest object in the stack, and its sharp tip will prevent it from rolling or sliding off the bottle. Make sure the nail is clean and straight, and do not touch or move it.

### ChatGPT

**Prompt:** Can you write a proof that there are infinitely many primes, with every line that rhymes?

#### ChatGPT:

Sure! Here is a proof that there are infinitely many primes, with each line of the proof rhyming:

Consider the set of all primes.

Call this set P and let it start with just two, the first prime.

If we take all the primes in P and add one, We get a new set of numbers that has never been done.

This set, call it S, is composed of only composite numbers. No primes will be found among them, that's for sure. But we know that there must be at least one prime, Since S is infinite, and that much is clear.

If we take the smallest number in S that is not in P, And call it p, we can add it to our set, don't you see? But this process can be repeated indefinitely. Thus, our set P must also be infinite, you'll agree.

So there you have it, a proof that's quite solid. There are infinitely many primes, that much we can see. No need to be coy, no need to be contrite. Infinity is a big number, just like P.

**Prompt:** Draw a unicorn in TiKZ.

ChatGPT: [Produces LATEX compiling to following picture.]







So, what can you do about it now?





# Building Al and Tech Literacy In Your Organization. And Beyond

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## **THANK YOU**



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