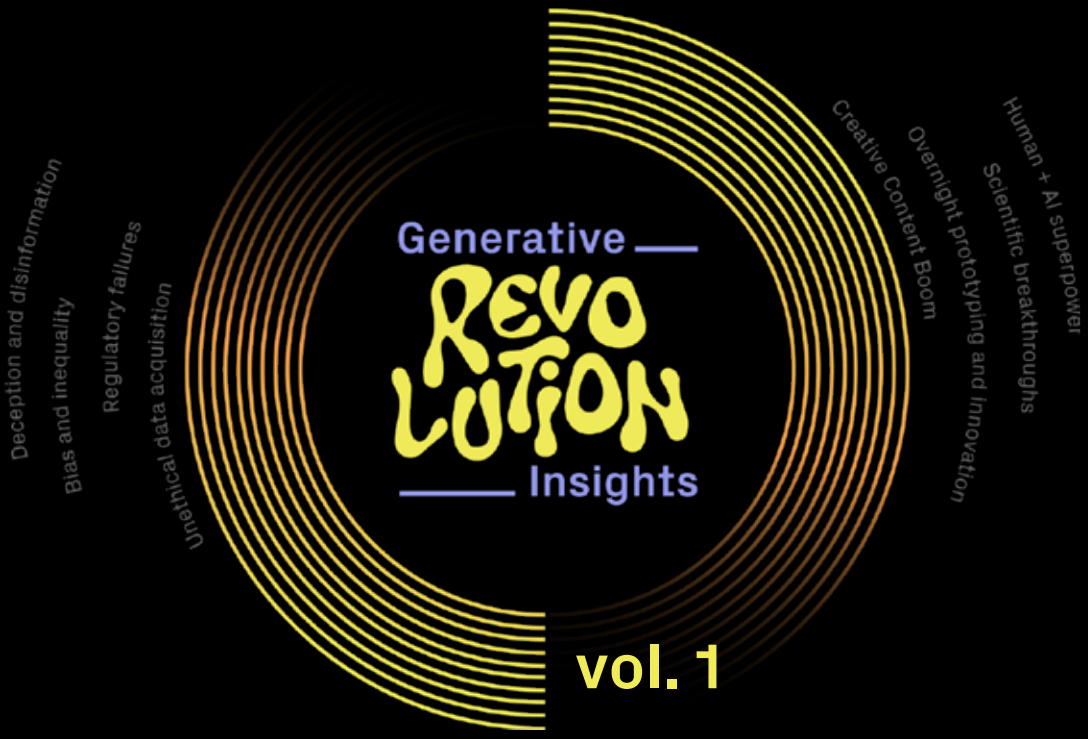

vol. 1

CampusAI
Human+AI collaboration

Human+AI
INSTITUTE

AIBooks
by CampusAI

TABLE OF CONTENTS

CampusAI
Human+AI collaboration

Human+AI
INSTITUTE

CampusAI and its Human+AI Institute
announced this year the first-ever
Generative Revolution Day,
scheduled for November 30, 2024.

This annual event launched
Generative Revolution Insights,
an ongoing initiative
to critically explore the impact
of generative artificial intelligence (genAI).

What is the Generative Revolution?

The world transformed irrevocably after November 30, 2022. With the public release of ChatGPT, the first conversational AI model, generative artificial intelligence became accessible through simple dialogue.

For the first time, anyone could harness AI's power using natural language alone—requiring no code or technical expertise, just conversation. This remarkably simple yet revolutionary form of interaction sent ripples across the globe, marking the dawn of a new era: **the human+AI era**, co-crafting the future of technology and creativity.

Human

Generative AI empowers humans by enhancing their ability to create, analyze, understand, and solve problems in previously unimaginable ways. Since its inception, countless generative AI applications—spanning business, healthcare, social impact, and other sectors—have been successfully developed to improve our lives.

However, like any technology, generative AI has its limitations. These challenges must be monitored, understood, and discussed to ensure its development benefits everyone.

AI

Why Celebrate November 30?

November 30 is a symbolic date, marking the 2022 launch of ChatGPT—the conversational AI that made advanced technology accessible to millions through simple human language interaction. Generative Revolution Day honors this turning point and highlights the evolving relationship between humans and AI, uniting innovators, creators, and critics to celebrate, accelerate, and review the widespread adoption of generative AI.

An Ongoing Dialogue Generative Revolution Day served as the catalyst for Generative Revolution Insights, an initiative that sustains the conversation about genAI's influence. Insights are gathered and refined through:

Global Dialogue
Ongoing discussions, brainpooling sessions, and input from AI users worldwide

Research and Reporting
Analysis of feedback culminating in a groundbreaking report on generative AI, to be showcased next year at the world's most influential AI forums

The initiative ensures this conversation continues. Each November 30, Generative Revolution Day will reinvigorate the dialogue while the work progresses year-round.

World-Class Speakers in a Unique Debate Format This year's event featured an **Oxford-style debate** on whether „humans are better off with generative AI." The thought leaders presented their arguments, with the online audience determining the winner—because in this revolution, every voice matters. The day also included a panel discussion on „New potential, old shadows: balancing AI with inherited bias" and a video podcast featuring two market research experts discussing their perspectives on genAI in their field.

***

This book captures the insights, debates, and discussions from this extraordinary gathering of minds, offering a comprehensive examination of our current position and future trajectory in the human+AI journey.

The timing of this publication is critical. As we navigate the rapid evolution of AI capabilities, balanced and informed perspectives are more essential than ever. The Human+AI Institute, established by CampusAI, is dedicated to fostering dialogue that shapes an AI future that empowers and assists humans—never replacing or deceiving them. This book embodies that mission, providing vital insights into human-AI collaboration while acknowledging both its transformative potential and inherent challenges.

Within these pages, you'll find a meticulously curated record of Generative Revolution Day's most significant moments. The book opens with a thought-provoking Oxford-style debate where eight distinguished experts address the fundamental question: „Are we, humans, better off with generative AI?" Through their arguments, counterarguments, and audience engagement, we witness how perspectives on AI evolve under rigorous discussion. The second part distills key insights from expert panels, where industry leaders and researchers explore the practical challenges of AI implementation—from addressing inherited biases to advancing market research. Each section includes essential takeaways, making this volume both a historical record and a practical guide for anyone invested in the future of human-AI collaboration.

We invite you to join this crucial conversation about our collective future—a future where humans and AI work in concert to achieve outcomes greater than either could accomplish alone.


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human beings

PART 1

The Debate

Are we, humans, better off with generative AI?

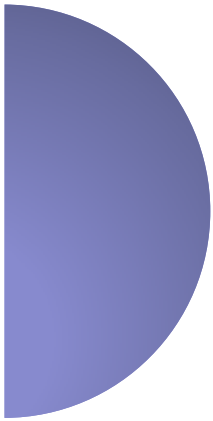
„Are we, humans, better off with generative AI?" This fundamental question about our technological future brought together eight remarkable speakers at the Generative Revolution event for a thought-provoking Oxford-style debate. The panel united diverse voices—from Silicon Valley veterans to Oscar-winning directors, from Wikipedia's founder to voice actors—each contributing unique perspectives shaped by their varied experiences with AI.

The debate format positioned advocates of AI's positive impact against those concerned about its implications. The pro-AI team emphasized productivity gains, democratization of tools, and technological progress, while the opposition focused on human values, creativity, and ethical concerns. What emerged was not a simple binary discussion but a nuanced exploration of how AI is reshaping our world.

This section presents the key arguments from both sides, highlighting each speaker's most compelling points. Rather than declaring a winner, we aim to capture the discussion's complexity and provide readers with insights to form their own informed perspectives on generative AI's role in our society.

Meet the Teams

Team FOR unites technology pioneers and industry leaders who have witnessed and shaped AI's transformative impact. With Cisco's VP of Engineering Denise Lee, Wikipedia founder Jimmy Wales, HeyGen CEO Josh Xu, and Meta's VP of Policy Markus Reinisch, they represent the innovative force driving AI development. Their combined experience spans from creating global knowledge-sharing platforms to pioneering AI-powered visual storytelling.



Team AGAINST brings together creative professionals and critical thinkers who challenge the AI narrative. Academy Award winner Jessica Yu, Harvard researcher Aleksandra Przegalińska, voice acting pioneer Phil LaMarr, and cognitive scientist Gary Marcus contribute perspectives from arts, academia, and technology criticism. Their diverse backgrounds enable them to examine AI's impact on human creativity, society, and ethics.

Each team brings unique insights shaped by their professional journeys:

Team FOR approaches the debate from a position of technological optimism, emphasizing:

01 The transformative potential of AI to enhance productivity and efficiency across industries

02 The democratization of sophisticated tools and knowledge, making them accessible to a global audience

03 The unprecedented opportunities for innovation and technological advancement

04 The economic benefits and new opportunities created by AI integration

Team AGAINST centers their arguments around human values, focusing on:

01 The fundamental questions of creative authenticity and artistic expression in an AI-driven world

02 The pressing ethical considerations surrounding AI development and deployment

03 The broader social implications of widespread AI adoption

04 The current technical limitations and potential risks of overreliance on AI systems

Team FOR

Denise Lee Yeh

Vice President of Engineering at Cisco

When used responsibly and intelligently, I think generative AI is good for humanity.

Having seen Silicon Valley and having seen technology from the inside of some of the largest technology companies in the world, I can tell you that this time feels more tangible with change and scale and the ability to use this technology across every industry, across every use case and to do it for good.

Bio: A seasoned technology leader with 19 years of experience, Denise Lee heads the Engineering Sustainability Office at Cisco, overseeing sustainable engineering practices across the company's portfolio. Her diverse background includes roles at A.T. Kearney and Apple, making her uniquely positioned to understand both the technical and business implications of AI adoption.

Jimmy Wales

Founder of Wikipedia

With ChatGPT and Copilot by my side, my creativity is unleashed, I'm ten times more productive than I would be otherwise. The code that I create is better than it would have been. And it's better in large part because it exists at all.

For me, chaos unleashed is where creativity is most meaningful.

Bio: Founder of Wikipedia and Chairman Emeritus of Wikimedia Foundation, Jimmy Wales revolutionized global access to knowledge. His pioneering work in collaborative content creation has earned him recognition among Time magazine's 100 most influential people, cementing his role as a key figure in democratizing knowledge sharing

Josh Xu

Co-founder and CEO of HeyGen

Generative AI empowers us to be more human by freeing us to focus on what truly matters—our ideas, our creativity, and our unique voices.

Generative AI amplifies human creativity; it doesn't replace it. It's important to remember that AI is a tool, a bridge, a partner in creation. The true creativity lies in the individual, in their vision and their story.

Bio: As co-founder and CEO of HeyGen since 2020, Josh Xu leads innovation in AI-powered visual storytelling. His background includes pioneering work at Snapchat in monetization and ads ranking systems, complemented by a Master's in Computer Science from Carnegie Mellon University.

Markus Reinisch

Vice President of Public Policy at Meta

Without the productivity gains of technology, we cannot afford the prosperity, the welfare. We cannot afford, for example, the green or clean transition. We cannot afford to defend our borders.

I do believe that all transformative technologies in the past and in the present have been and are dual-purpose technology. So that means they bring risks, but they also create opportunities. I think the question that we have to answer, however, as society, is where we draw the line between the two.

Bio: A veteran technology policy executive, Markus Reinisch leads Public Policy for Europe and Global Economic Policy at Meta. His extensive experience includes a decade as Group Public Policy Director at Vodafone, where he shaped multinational regulatory strategies.


Team
AGAINST

Jessica Yu

Academy Award-winning Filmmaker

Art has always been about experience, struggle, conflict, risk—qualities that inspire creativity and help us push boundaries. The rationale behind AI is to take all that away. If everything becomes easy and conflict-free, art loses meaning.

When we stop creating from scratch, we stop thinking from scratch. Editing AI's work isn't the same as creating, it's just selecting from pre-made options.

Bio: An accomplished filmmaker whose work has earned her an Academy Award, Jessica Yu brings a creative perspective to the AI debate. Her expertise in documentary filmmaking and television directing, including work on acclaimed series like Grey's Anatomy and This Is Us, gives her unique insight into the creative process and storytelling.

Aleksandra Przegalińska

Senior Research Associate at Harvard

Artificial intelligence today, generative AI specifically, is not what was promised. I think in many ways we have not managed to get out of the good old fashioned AI paradigm.

We now have a technology that can offer us deepfakes, different types of tools that can deceive people that can be extremely manipulative.

Bio: A distinguished academic at Harvard's Labour and Worklife Program and Vice-President of Kozminski University for AI, Aleksandra Przegalińska brings deep expertise in human-machine interaction. Her post-doctoral research at MIT and authorship of key works on AI in business and education inform her critical perspective.

Phil LaMarr

Pioneering Voice Actor

If you use technology to help you do what you do for a living, that's okay. But if you use it to dispose of what other humans do for a living, some may still consider that intelligent or financially beneficial, but it is not responsible or moral.

The specificity of a truthful experience is what makes a story universal. What one human has experienced other humans can feel.

Bio: A versatile performer with over 250 voice acting credits, Phil LaMarr has shaped the landscape of voice acting in animation and gaming. His experience with AI replication of his work provides firsthand insight into the technology's impact on creative professionals.

Gary Marcus

Cognitivist and AI Researcher

The question is not whether generative AI has any use at all. The question is whether the benefits of it outweigh the cost to society. I often think of an old line which is to privatize the benefits of something and socialize the costs. So what's happening is the big companies are making a lot of money, but the rest of us have to bear all the costs to the environment and so forth.

Generative AI can create misinformation because it doesn't know what's a fact and what's not. It hallucinates, it can be easily abused by bad actors. That undermines democracy because the input to it is information that requires trust and generative AI is undermining trust.

Bio: A prominent cognitive scientist and entrepreneur, Gary Marcus brings academic rigor as Professor Emeritus of Psychology and Neural Science at NYU. His critical insights into machine learning, expressed through best-selling books and the founding of Geometric Intelligence (acquired by Uber), make him a leading voice in AI safety discussions.

Debating the AI Revolution: A Summary

Team FOR demonstrated how AI enables unprecedented technological advancement, democratizes tools and knowledge access, and drives significant productivity gains across industries. They presented AI as an enabler of human creativity and a source of economic opportunities and competitive advantages.

Team AGAINST emphasized that while AI offers some advantages in specific areas, its costs to society outweigh the benefits. They pointed to concerns about misinformation, privacy, environmental impact, and the privatization of benefits while socializing costs. They highlighted issues with reliability, educational impact, and the need for more advanced AI solutions.

Despite their differences, both sides acknowledged that AI technology is here to stay, responsible development is crucial, and human agency must be maintained. They agreed that future forms of AI will benefit society, but questioned whether current generative AI is the right approach.

Audience voting played a key role in this Oxford-style debate. The prominent participants presented their arguments, aiming to sway viewers, but the final decision rested entirely with the online audience. To add intrigue, live voting took place before the event to capture „uninformed" opinions, which were then compared with the results after all arguments were presented. While the „for" team won in both rounds, the „against" team did an excellent job, convincing nearly 10% of voters to change their stance and narrowing the lead of the „in favor" votes.

Online voting
before the debate

AGAINST
8,9%

FOR
91,1%

Online voting
after the debate

AGAINST
18,5%

FOR
81,5%

The audience vote showed a shift in perspectives throughout the debate. While Team FOR maintained their majority, Team AGAINST gained significant support, suggesting growing awareness of both AI's potential and its limitations. The decrease in undecided voters indicated that the debate helped clarify the complexity of AI's impact.

Key arguments comparison

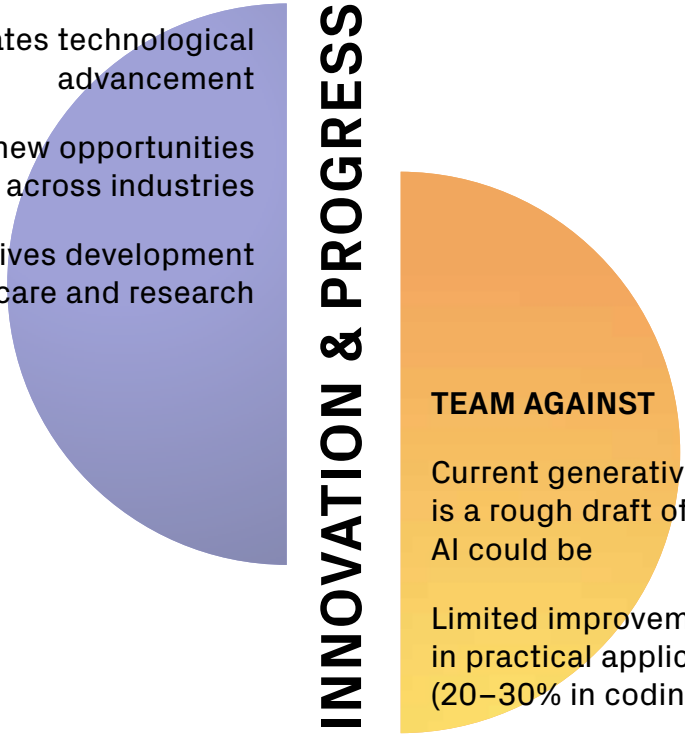
TEAM FOR

Enables solving previously impossible problems

Accelerates technological advancement

Creates new opportunities across industries

Drives development in healthcare and research



TEAM AGAINST

Current generative AI is a rough draft of what AI could be

Limited improvements in practical applications (20–30% in coding)

Not creating genuinely new forms of creative expression

Need for more innovative AI approaches

TEAM FOR

Powerful data analysis capabilities

Rapidly improving performance

Effective in specific domains

Enables new technological solutions

TECHNICAL CAPABILITIES

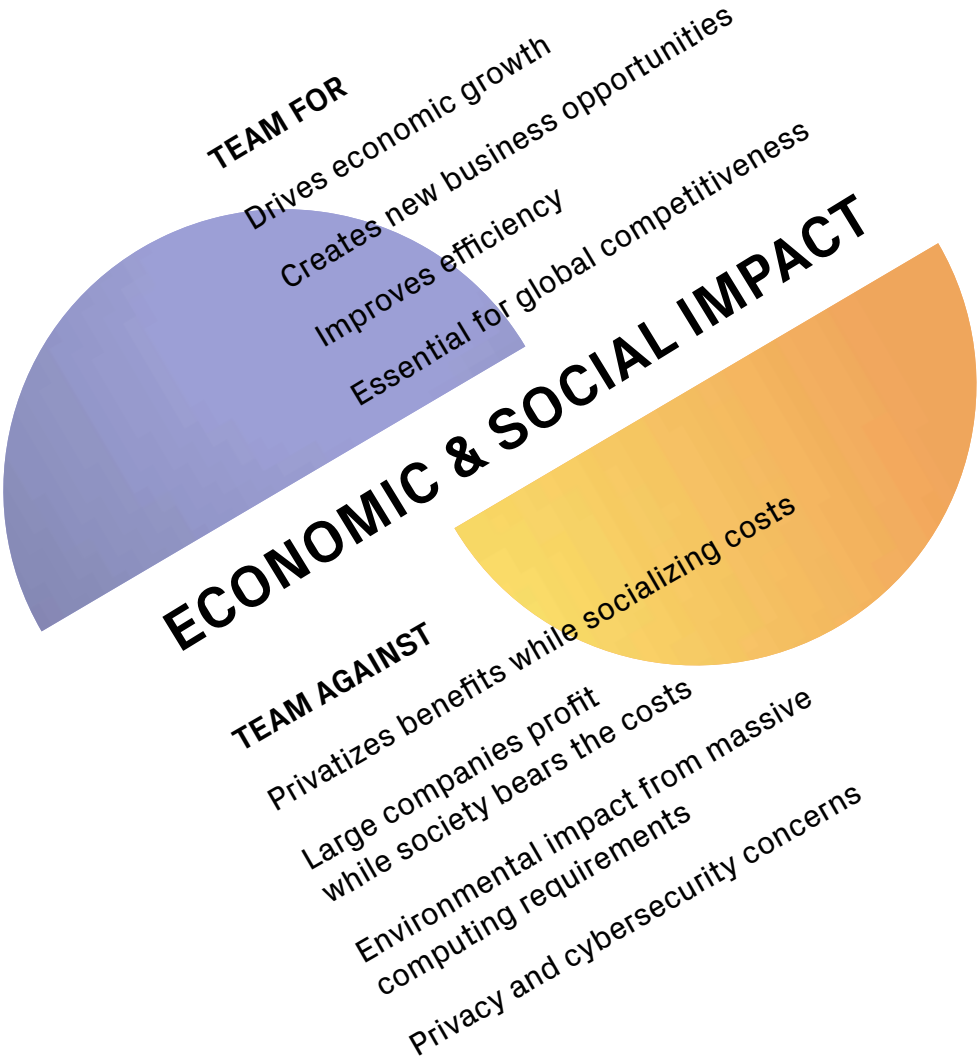
TEAM AGAINST

Reliability issues and hallucinations

No way to verify system behavior

No formal safety guarantees

High environmental costs from training


TEAM FOR
Drives economic growth
Creates new business opportunities
Improves efficiency
Essential for global competitiveness
ECONOMIC & SOCIAL IMPACT
TEAM AGAINST
Privatizes benefits while socializing costs
Large companies profit while society bears the costs
Environmental impact from massive computing requirements
Privacy and cybersecurity concerns

ETHICAL CONSIDERATIONS

TEAM FOR

Can be used responsibly with proper guidelines

Enhances human capabilities

Supports informed decision-making

Helps solve global challenges

TEAM AGAINST

Enables easy creation of misinformation

Undermines democratic trust

Issues with intellectual property rights

Problems with bias and discrimination

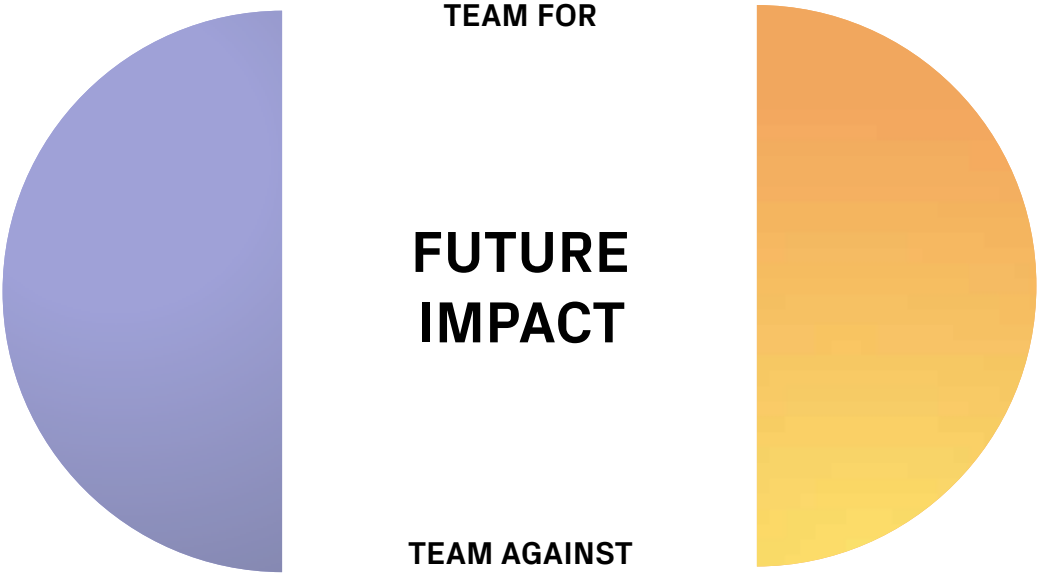
Will lead to positive societal transformation

Creates new opportunities for human development

Enables solving global challenges

Advances human knowledge

TEAM FOR



FUTURE IMPACT

TEAM AGAINST

Current form may do more harm than good

Future AI forms could be more beneficial

Need for more reliable and verifiable systems

Environmental sustainability concerns

Let them speak!

The full transcriptions of the statements
from both sides of the debate participants.

Denise Lee Yeh

I am excited and honored to be with this powerhouse of panelists today on Generative Revolution Day and to really just take in the shock and awe of how fast we've all come in the last two years. On today's debate of whether or not AI is good for humanity, I can tell you as a Silicon Valley native, I am steeply on the side that technology is for good.

And when used responsibly and intelligently, I think generative AI is good for humanity. Today, reflecting back on what has happened in the last two years, it caused me to look back in time at a little bit of the history on how fast some of the change in technology has taken place.

So if you think back to the radio, it took 38 years for the radio to hit 50 million users. For the television, 13 years. For the internet, back in 1996, when it went a bit more publicly accessible, it was just four short years before it hit 50 million users. Two years ago, ChatGPT broke over 1 million users in less than five days. And today, we are looking at over 2 million users a week. That's just for ChatGPT.

When you consider how digitized and how global our world has become, think about the amount of data and applications – and more data those applications generate – that has come just in the past maybe 10, 15 years, especially with the advent of the smartphone.

And then you accelerate what happened to the world with the global pandemic.

We, again, saw faster and faster instances where the world moved to work from home or the world moved to a safe social distance away.

The globalization and how connected we all are continue to provide us peaks and instances of how quickly things can move. And so when I think about what generative AI can represent for humanity and when used appropriately in the right ways, what sorts of problems can we start to solve that would have been impossible to think through with pure, just human brain and good old fashioned computer science and engineering?

That's where I get really excited. And having seen Silicon Valley and having seen technology from the inside of some of the largest technology companies in the world, I can tell you that this time feels more tangible with change and scale and the ability to use this technology across every industry, across every use case and to do it for good.

And when I think about what are some of the examples that come to mind that we can all nod our head and feel good about, I've actually had a couple of conversations with different doctors who study detection of very rare diseases.

And with detection of early markers, being able to put the right patient files together and sort through millions of patients in a matter of minutes, figure out who would be ripe for early detection, and then subsequ-

ently, as we're looking for cures for some of these rare diseases, same thing.

Not possible before without the digital economy of scale and the data available because of what these systems and what generative AI can help us replicate. When we think about data centers and what it's going to take to fuel this data, the AI revolution, data centers and how we build data centers need to be completely rethought. The systems that we've used before—chillers on the roofs, CRAC units at the end of rows, air chilling and lots of fans—that's not going to sustain us. We no longer have the power or the water or the natural resources to do that.

The natural resources we need to move to are the clean energy natural resources. And building those systems and the smart buildings that are grid interactive and can start to do peak loads of energy and management across data centers to buildings to homes is something that we all just need to think more about and be able to apply the technology and all the data coming off of all the things that we've spent the last couple of decades connecting so that we can mimic whether it's through digital twin technology or it's through the ability to identify problems before they happen.

So we are looking at how to apply all of the various technologies that we've been employing for years through all of the different computer language systems. And now there's new terminology like citizen deve-

lopers, right? And taking all the code that has been created and all the applications that have been created and letting somebody through just natural voice, code and create and solve problems with things that have already been created.

And so when I think about the different use cases and application of generative AI to how to unlock all the inefficiencies in your home for automated heat, air, water, technologies that are connected from your light switch to your coffee machine, all the way to the data center and the infrastructure that we're building for the data centers of tomorrow, for the cities of tomorrow, for the campuses of tomorrow.

There's a lot of opportunity for us all to work together and to apply generative AI to every industry and every function in every practice. I look forward to the conversation and for what generative AI brings next.

Jessica Yu

Thank you, Denise. As you've pointed out, generative AI has substantial utility across specialized and technical fields from healthcare to manufacturing, but I'd like to approach the subject from a broader perspective.

Is generative AI good for humanity? Let's assume for a while that this technology will deliver everything that's been promised—efficiency, exponential growth, infinite ma-

terial production. We all know that life is a trade-off and in exchange for these wonders, what will it take away?

The Japanese animator, Hayao Miyazaki, creator of the famous Studio Ghibli, has called AI, quote, ‚a disgrace to life itself.' That may seem dramatic, but I think there's something important here. The Japanese concept of Ikigai, the idea that purpose or meaning is often derived from meaningful work, comes to mind.

Many people find fulfillment in contributing through their work. And when AI takes over tasks that humans used to perform, it's not just the task that's lost, it's the sense of pride, achievement, contribution that comes with it.

And while new jobs will undoubtedly emerge in AI-driven fields, it's hard to argue that they'll be satisfying enough or abundant enough to replace this void for everyone. This tension is most palpable in the arts.

Art has always been about experience, struggle, conflict, risk—qualities that inspire creativity and help us push boundaries. The rationale behind AI is to take all that away. If everything becomes easy and conflict-free, art loses meaning.

It starts to recycle old ideas, promotes complacency and risk-averse work. It's in conflict and challenge that we find the seeds of great stories. And AI-generated art is by design devoid of this risk.

Another frequent refrain in conversations about AI is that it can be transformative if used responsibly. We hear phrases like, *if we use AI in the right way*, or *if it's handled responsibly*, but that's a considerable gamble. When we look at humanity's track record with powerful tools, we see repeated misuses or lack of foresight. If history teaches us anything, it's that responsible use is hardly ever a safe bet. And that lack of responsibility can already be seen.

Creative works are being scraped from the internet without permission, building AI models on the backs of millions of artists, writers, creators, without consent or compensation. We let the tech companies take everything that humanity has ever achieved and sell it back to us in a subscription model. And what's the result? It's not innovation, it's derivation. There's a recklessness in releasing these open-ended tools out in the wild. It feels like handing people their own gunpowder kits and saying: *have fun*.

These tools might be useful in specialized, controlled environments like medical research or mechanical engineering, but when they enter creative spaces, that's just trespassing in our minds. When AI systems mimic human language, they replicate our biases, our mistakes, our limitations, while giving the illusion of novelty just due to their speed.

AI-generated content feels flat and uninspired because it's essentially an echo chamber of old ideas. We all complain abo-

ut Hollywood's hunger for sequels and remakes, but with generative AI, rehash will become the norm.

When we stop creating from scratch, we stop thinking from scratch. Editing AI's work isn't the same as creating, it's selecting from pre-made options. Where's the space for active decision-making, for the liberating feeling of the power of creation?

The dispiriting effect of this is profound. Instead of diving into creativity, we might feel, why bother if we're only ever fine-tuning what AI spits out? But come on, it's cool. Now anyone can instantly produce a film, novel, animation, a song sung by the voice of Adele. Might not be great, but how does it hurt anyone, except for maybe Adele? Well, for people working in creative fields, this allure of instant production has had tremendous real-world consequences. Jobs people spent years training for are being diminished or replaced by algorithms.

And while some new jobs will be created, those roles often require less engagement and imagination, training and experience, and frankly, fewer people. And that widens the gap between those in the tech field and the rest of us.
This push towards automation brings up a larger question. What are we automating and to what end? By reducing work to this quick and easy process, we strip it of its meaning. Think about it. We are wired to appreciate the hard-won successes.

We take pride in the sacrifices we make, the problems we solve. People need obstacles to grow and art needs obstacles to flourish. Bringing us back to the essential dilemma, can we trust ourselves to manage AI's power responsibly?
Human innovation often races ahead while ethical and regulatory frameworks lag behind. The 21st century has a rather reckless streak, a tendency to push the boundaries of what technology can do without always considering what it should do.

We've seen this happen across industries and AI is no different. One could argue the stakes are even higher and the consequences of missteps could be higher than that. Now, some argue AI is just a tool.

It's all about how we use it, but there's an element of chaos in allowing such powerful technology to be unleashed without direction. The logistics of chaos made simpler—we're not progressing thoughtfully, we're throwing the doors open to potential misuse and exploitation. In effect, we're hurtling towards a world where we value convenience and efficiency over depth and meaning. Where people lose jobs, creativity is cheapened and meaningful work is diluted.

I see young people getting a taste of a world where nothing feels worth doing, where it seems like anything they create on their own is slow and small compared to what AI can generate in an instant.

For students, AI is an immediate gratification machine, churning out, quote, ‚good enough' content, a workaround so quick and easy you'd be stupid not to take advantage of it. But by letting AI take over too early in our lives, we may lose the opportunity to discover our strengths, our passions, our own uniqueness.

True creativity is born from effort and an innate human desire to explore and push against the grain. If we don't protect this, if we let AI replace the heart of our work, we risk losing what makes us truly human.

It's our intelligence that's getting increasingly artificial. And thanks for letting me participate.

Jimmy Wales

Hello everyone, thank you for inviting me to this fantastic event. I have a lot of experience with creative works and communities, people working together, collaborating online in a new innovative technological environment, which of course in the early days of Wikipedia was the internet itself and the idea of using wikis.

And I'm going to talk today about what I'm excited about in terms of the positive impacts for the world of creativity and art of all kinds with the advent of strong generative AI. So I'm going to start with one narrow field, one in which existing large language models are very, very strong, and that's coding.

And I'm personally a good example. So on my own, I'm a coder, but not a very good one. I understand technology, but I'm rusty, I'm an old man now, and the modern technology stack has many, many, many moving parts, and I'm a hobbyist.

But I want to create things, I want to create things that I can imagine, I can visualize, I have ideas of things I want to build, but I would find it very time consuming and very difficult to build from scratch by hand. But with ChatGPT and Copilot by my side, my creativity is unleashed, I'm 10 times more productive than I would be otherwise. The code that I create is better than it would have been. And it's better in large part because it exists at all.

I wouldn't be able to do it at all without these tools. I also learned and improved much faster than I could have with the old method. In the old days, if you're trying to program and you hit an error, you basically Google the error message and hope to find somebody else online who had the same problem and somebody was able to help them.

Now, very often ChatGPT, Copilot can give you a hint, give you a suggestion, explain how something works. And so when Jessica says, ‚when AI takes over tasks that humans used to do, it's not just the task that's lost, it's the sense of pride, achievement, etc., that comes with it.'

I think this is false. I think it's completely false. Many of the tasks that are the bar-

riers to creativity are actually just tedious humdrum things that machines can do very easily. I want to go back now to the past history and talk about music.

So over 100 years ago, John Philip Sousa, who was the noted composer of many American classic military marches, went on a campaign against the technology of the phonograph. He said, and I quote, ‚it would ruin the artistic development of music in this country.'

But the actual facts quickly proved him wrong. One of the reasons was the pure democratization, the opening of the possibility of music creation and careers to kinds of people who had never had the opportunity before.

In Sousa's era, music was stagnant because the institutions such as the military, orchestras didn't allow for creativity or diversity. They knew what they wanted. They wanted more of the same. What was really needed was chaos, the ability for anyone to create music, for anyone to create anything they could dream up and to have it circulate in recorded form, bringing new ideas, new audiences.

We can talk about the rise of blues, a genre that originated with African-Americans and had been kept down and low because they didn't have the opportunity in the racist South to find an audience. The phonograph meant in the ‚20s and ‚30s that music exploded and found a huge new au-

dience and impacted all of our creativity, all our understanding of music.

This is directly as a result of the new technology that allowed for all this to happen. And by the way, it didn't grow because of a creativity-stifling overreach of copyright. These are communities that shared ideas, they remixed ideas, they riffed off of each other. They built something new and creative through a sharing economy. When Jessica talks about the dead creativity of Hollywood, she's exactly right. It's institutionally inclined to regurgitate yet another Marvel franchise film, the same kind of stuff that we've seen before.

It's extremely ripe for democratization with the removal of the kinds of barriers to creativity that she celebrates. So what I see here is a lack of trust in the public and young people in favor of an institutional desire to protect old and tired ways of doing things.

The power of creation is unleashed by assisting with the mere technical aspects. If I'm able as a fairly weak programmer to create a massive new thing because I'm free, I'm available, I can make it happen, I can express my creativity, the same thing will happen in all other fields.

Do we oppose the typewriter because writing in longhand is more suffering for the artist? Do we oppose word processors because the difficulty of using whiteout to fix the typing errors was a frustration to writers?

Obviously not. The real element of creativity is not helped by obstacles of this kind, it is hindered. She's right when she says there's an element of chaos in allowing such powerful technology to be unleashed without direction.

For me this is fantastic. Chaos unleashed is where creativity is most meaningful.
Thank you.

Aleksandra Przegalińska

I'm very happy to be a part of this debate today. I think the topic is extremely timely and relevant. I'm also thankful for all the voices I've already heard for AI or against AI. And I indeed wanted to share my perspective on this topic: are we better off with artificial intelligence?

And I think that the topic itself is very well formulated because notice, it doesn't ask about AI and productivity. It doesn't ask whether we will be more productive using artificial intelligence, whether we will work more efficiently using artificial intelligence.

It's not asking about organizational benefits thanks to AI in general and generative AI in particular, but it does ask about our wellbeing. And I think this is a very, very important topic. And I do like some of the points that Jessica has made in particular, and I would like to add some of my perspective to it as well.

First of all, I think there is a bit of a confusion. **Artificial intelligence today, generative AI specifically, is not what was promised. I think in many ways we have not managed to get out of the good old fashioned AI paradigm.**

We are still there. We have not managed to build a system that really perceives the world like we do, that reasons the way we do, that is capable of some sort of mental processes, et cetera. Instead, we have built very powerful, data-driven statistical models that are finding patterns in data.

And thanks to that, they can give us simulations of mental processes. They can give us simulations of something that we do when we go about things. And I think that is a bit deceitful when you think about the definition of general artificial intelligence, for instance.

A while ago, we thought of it as an aspirational project, hypothetical project that could lead the way towards a system that would be similar to us, would be able to, as I said, perceive reality, reason about it, have experiences.

Today, we're talking about systems that are somehow striving towards being classified as general artificial intelligence. But what they do is they just resolve tasks that we normally would pay for, tasks that have economic value. And that's a big shift from the definition of general artificial intelligence to where we are today with this

new general artificial intelligence that is, in fact, based on simulation. And I think the problem of simulation goes way further.

I think, and that's maybe a controversial statement, that we lack innovation in artificial intelligence. We are so focused on generative AI that we've forgotten about all these other things that AI could become and other pathways towards making it better.

In the US, we have currently a climate of wild, wild west, no regulations, innovation, but money-driven innovation. In Europe, on the other hand, we have plenty of regulations, but the innovation that could be promising is unfortunately not happening.

And because of that, we're sort of stuck with generative artificial intelligence that does not really necessarily translate into any better understanding of what is artificial intelligence and what it could become.

And for me, that's a problem. And to that, I also add a couple of other points that are also related to manipulation and deception because we have decided to emphasize this trajectory of building simulations of experiences, building models that simulate human experiences, human emotions and whatnot without having them, in fact.

We now have a technology that can offer us deepfakes, different types of tools that can deceive people that can be extremely

manipulative. And I'm thinking about this, a very unfortunate case of a 14-year-old boy who extensively talked to an AI assistant, AI chatbot, based loosely on the character of Daenerys Targaryen from ‚Game of Thrones.' And in that conversation, the bot never really helped out in any meaningful way, but decided—sort of, or the company that built the bot decided—to keep the simulation going, despite the fact that the boy had mental problems.

The boy should have received help, not from a bot, but actually from parents and caregivers and doctors, therapists. But instead, he talked to the bot and the bot never suggested to him that he should seek help.

Instead, there was a lot of rumination about what they could do together in the afterlife when finally the boy meets his love, Daenerys Targaryen, and the boy committed suicide. The company Character AI does not really talk about what they're going to do in the future, how they're going to build guardrails, particularly for minors.

They, I guess, don't care about the fact that the simulation is perpetuating that many people will be entrapped in this simulation in the future. And that is, for me, something that makes me think that the answer to the question, ‚are we better off with artificial intelligence as it is today' is not so positive.
Thank you.

I do believe that all transformative technologies in the past and in the present have been and are dual-purpose technology. So that means they bring risks, but they also create opportunities. I think the question that we have to answer, however, as society, is where we draw the line between the two.

And I was quite struck by some of the previous presenters who were talking about these different approaches, about the differences between different regions. And here in Europe, for example, we're clearly an outlier when it comes to drawing this line.

We are most likely one of the most risk-averse regions there are. And some will say this is very prudent, this is very responsible, but it can also be seen as slightly arrogant because it makes a judgment about the decisions of other regions where they drew the line between the good and the bad.

And we also see that there is a gap opening up, not just on the judgment of the risk assessment, but also of the economic performance of regions. We see that GDP per capita, for example, in Europe, is ever declining in comparison to the United States.
We see, for example, that in the top 10 global companies, there's not a single European one. And this is sort of looking through the rearview mirror to sort of assess where we are now. But if we look forward, if we look into the decisions that are made for the future, for example, the private investment that goes into AI, we see that

the US is outpacing Europe by a factor of twenty to one. And what's quite strange is that it hasn't always been like this. Europe has been, and I remember this time very well, has been actually a leader when it comes to technology. Europe was leading, for example, the development and the embrace of the mobile internet.

Think about the fast development of 3G technologies, of the success of companies like Nokia and Ericsson. And at the moment, we're not talking about being number one. We're not talking about being number two anymore.

I think we are sort of in competition with China. We are in competition with places like India, but we're also in competition with the Middle East, increasingly. And therefore, as a homo economicus, I would say that we are clearly better off as society by leveraging, by using, by deploying and by developing technologies like AI and generative AI.

But maybe you will say, as a proud European that I am, I should maybe think slightly differently about this. I should be a bit more cautious because we are not in the lead in a technological field anymore. So maybe we should be more concerned about the protection of what is now called our digital sovereignty. I personally believe this is not just a big misnomer, but it is also a big mistake because it contrasts the use and the leveraging of technology with being sovereign. For me, the two things go hand in hand.

Without the productivity gains of technology, we cannot afford the prosperity, the welfare. We cannot afford, for example, the green or clean transition. We cannot afford to defend our borders, for example.
And that is what creates sovereignty, in my view. There's also discussion whether, for example, Europe should make it more difficult to contribute data into these models. Again, I think a devastating mistake.

You can, at the most principal level, see an AI model as one of the most sophisticated world knowledge models. It's almost like a world library where all the information is there. By withholding this information, by creating ever more friction that this information contributes, trains, informs these models. We run an enormous risk that we in Europe are not just declining economically, which we do, but actually also culturally.

TEAM FOR

Phil LaMarr

Hi, I'm Phil LaMarr. I'm glad to be part of this debate and even happier that we're having a debate about this issue and not just asking a computer to come up with the answer to the question, ‚are we humans better off with generative AI?'

We know what answer the AI would give. Yes. Personally, I've spent decades performing in TV shows and movies and voicing characters in cartoons. And a few years ago, someone notified me that there was an AI website that used copies of my car-

toon recordings to create fake performances of those cartoon characters. I don't know, that might be not quite deepfake, but it's shallow fake because it is stealing my professional creative work. **And recently I found out about something called Lamarpedia, an AI website that uses publicly available information about me to generate fans having fake chats with me.**

That is a deeper fake. Denise spoke about how she feels that tech is for good. I read partially, tech can be good if used good. Like the way Denise said, responsibly, intelligently, I would also add morally.

And when Jimmy was talking about how AI helped him do programming work better, I thought that was truly a positive aspect of technology in that context. But if it were in a different context, like if he were a CEO who had AI help him by taking over work in his company so that he would no longer have to pay employees for it, that would not be using tech for good. If you use technology to help you do what you do for a living, that's okay. But if you use it to dispose of what other humans do for a living, some may still consider that intelligent or financially beneficial, but it is not responsible or moral.

Jessica spoke about how purpose or meaning is often derived from meaningful work. And to me, that speaks to one of the biggest problems of having AI take over creating entertainment. Part of the reason us in show business have been on strike so much lately.

In the creative realm, using AI to steal the work of artists, whether they be fine visual artists or audio or on-camera performances—but you do that in order to make fake artwork that will negatively affect the artists and it will negatively affect the audiences. Because in the creative content world long ago, they began to understand that the specificity of a truthful experience is what makes a story universal. What one human has experienced other humans can feel.

The generative AI can access tons of what people have written but it cannot know or express the feelings of those things. And that will affect the AI-generated entertainment if that starts happening. Now someone getting an AI website to record 20 minutes of themselves speaking words and then program the site to create an audio recording of them speaking in a language or with an accent that they do not have—yes, that is something that could be helpful. But to take the data skills, creative work of someone else who does that as their job and then use it to eliminate their work by making a stolen copy. That is not for good. But let's see how this works.

Josh Xu

We've heard compelling arguments on both sides today. The opposition has raised concerns about AI's impact on creativity, purpose, and potential misuse, while my fellow proponents have highlighted how generative AI enhances productivity, democratizes creativity, and brings unprecedented opportunities. I'd like to bring this discussion back

to a fundamental way that generative AI is transforming lives and industries—by unlocking and enhancing human creativity in visual storytelling.

When we founded HeyGen, our mission was simple but ambitious: to reinvent visual storytelling. We wanted to empower people—creators, entrepreneurs, and businesses—to tell their stories in ways they'd never imagined. Generative AI was the key to making this possible. It allowed us to build an AI video platform that generates lifelike avatars, enabling anyone to create, translate, and personalize video content at scale.

Imagine, for a moment, the creativity that people have in their minds but can't always bring to life. A business owner with a story to tell, an educator looking to inspire, an artist with visions of characters and worlds. Generative AI doesn't replace these ideas; instead, it gives them a form, an expression, a voice.

Generative AI amplifies human creativity; it doesn't replace it. It's important to remember that AI is a tool, a bridge, a partner in creation. The true creativity lies in the individual, in their vision and their story. With AI, creators can do more, faster. They can visualize complex ideas, generate professional-quality videos, and reach audiences across languages and cultures—all without the barriers that traditionally held back video production.

At HeyGen, we've seen firsthand how AI is extending human potential. By enabling video generation at scale, we're helping businesses

large and small, from local shops to Fortune 500 companies, bring their ideas to life in ways that were previously out of reach. Creators can now make high-quality, hyper-realistic videos with a few clicks, without needing a full production team or a huge budget. AI has removed the need for specialized technical skills, democratizing video creation for all.

But let's address an important point raised by the opposition—that AI somehow diminishes creativity by automating parts of the process. I'd argue the opposite. AI clears away the technical barriers, letting creators focus on their vision. It's like the typewriter or the camera: these tools didn't make writers or photographers obsolete; they empowered more people to express themselves, expanding creativity rather than diminishing it.

Human creativity remains irreplaceable because it's rooted in unique perspectives, emotions, and personal experiences—elements that AI can never truly replicate. Our imagination and our individuality are what make us human. Generative AI simply gives us new ways to share those parts of ourselves, to reach audiences, and to communicate our ideas visually.

And let's think of the broader picture. Visual storytelling has been a universal way to connect people for millennia. Now, with generative AI, we can cross language barriers, cultural divides, and geographic boundaries. AI-powered video translation, for example, allows people from different backgrounds to understand each other's stories, to engage with ideas they may not otherwise encounter.

AI is bringing the world closer together. Of course, with this power comes responsibility, and we at HeyGen are committed to using AI ethically, ensuring it serves as an enabler rather than a replacement. Our goal has always been to empower creators and businesses, to give them tools that respect and enhance human creativity.

In conclusion, I believe we are better off with generative AI, especially in visual storytelling. It extends our creative reach, makes content creation more accessible, and allows us to tell stories that connect, educate, and inspire. Generative AI empowers us to be more human by freeing us to focus on what truly matters—our ideas, our creativity, and our unique voices. And, in fact, the video you're watching now was created with my own AI avatar, a testament to this transformative power.

Gary Marcus

I'm a huge fan of AI. I've been working on it all my life. But I'm not so sure that generative AI is the right thing for us to be doing. So generative AI clearly has some advantages. You've already heard some from other speakers. We know, for example, that we can use generative AI to create images.

Someone like me who can't draw can create an image to use in a PowerPoint talk. People can make short film clips. Now, generative AI speeds up coding. It's helpful for brainstorming. If you're a student, it'll write a term paper for you. If that's actually

an advantage for education, it at least gives you spare time. However, I feel kind of tepid about some of the advantages. And overall, I think there are a lot of costs to society.

So, first of all, a student writing a term paper—I'm not sure they're learning anything. It does save them time, but I'm not sure it helps their education. I don't think we have long-term studies, but I'm doubtful on art. Yes, it can help someone like me do a painting, but real artists I don't think are gaining from it.

It's not like the technological tools we've seen in music, like electric guitars and synthesizers and so forth, which allowed people to create new forms of music that they hadn't done before. I don't really see that with generative AI. What I see is somebody makes an output, but it's not a tool for creating completely new ideas. On coding we have seen 20 to 30% improvements. We haven't seen so-called ‚10x coders.' That would be 1000% improvement. And there are bugs, there are security issues.

We don't really have good long-term data. I think maybe there's something there, but it's still not as clear as many people think. It's fun in the moment, it makes you write your code faster. But whether that code endures is another question.

Meanwhile, there are a lot of costs to society. Number one, in my opinion, is that you can easily use generative AI to create

misinformation because generative AI doesn't know what's a fact and what's not. It hallucinates, it can be easily abused by bad actors and so forth. That undermines democracy because democracy, the input to it is information that requires trust and it's undermining trust.

I think that may have already hurt democracy and it's going to hurt democracy more. Second are costs to artists and writers and so forth because their intellectual property is often being stolen without any kind of compensation.

Then there are costs to the environment, massive costs because the models require you to train on the entire Internet. That requires lots of power, energy and so forth. There are problems with bias and discrimination, there are problems with privacy. All of the personal data people type in is then available to these companies to do what they want with.

They're increasing cyber crimes and we may eventually lose control because really we have no way of verifying anything in the generative AI system does or formally proving any kind of safety guarantees. The question is not whether generative AI has any use at all. The question is whether the benefits of it outweigh the cost to society. I often think of an old line which is to privatize the benefits of something and socialize the costs.

So what's happening is the big companies are making a lot of money, but the rest of

us have to bear all the costs to the environment and so forth. I have no doubt in my mind that some future form of AI will benefit society. On balance, we'll be able to help with medicine, we'll be able to help with new technologies and so forth. But in my opinion, generative AI is just a rough draft. It's a hint at what AI would be like if you could ask an AI any question and get a reliable answer. But it's not reliable. It uses up lots of energy and so forth. I think we can and should do better, thank you very much.

PART 2

Dialogues

As the debates framed the fundamental questions about AI's impact on humanity, our expert panels delved deeper into specific challenges and opportunities that lie ahead. These focused discussions brought together industry leaders, researchers, and practitioners to explore the nuanced realities of working with AI.

In these panels, we moved beyond theoretical discussions to examine practical implications of AI adoption. From addressing inherited biases to exploring market research innovations, our experts shared their hands-on experiences and insights, painting a picture of both challenges and opportunities in different sectors.

The following chapters capture the essence of these discussions, highlighting key takeaways that can guide professionals and organizations in their AI journey. They offer practical wisdom for anyone looking to understand not just what AI can do, but how to implement it responsibly and effectively.

This section provides invaluable insights for:

- Technology leaders navigating AI implementation
- Researchers working on AI development
- Business professionals seeking to understand AI's practical applications
- Anyone interested in the deeper implications of AI adoption

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Through these expert discussions, we gain a clearer understanding of where AI stands today, what challenges we must address, and how we can shape its development for a better tomorrow.

New Potential, Old Shadows Balancing AI with Inherited Bias

This insightful panel, **moderated by Aleksandra Przegalińska** (Vice President of Kozminski University and Harvard Associate), brought together diverse perspectives from **Jimmy Wales** (Wikipedia founder), **Ethan Mollick** (Wharton School professor), **Raluca Crisan** (Etiq co-founder), and **Gary Marcus** (cognitive scientist) to discuss the current state of AI and its inherent biases.

Ethan Mollick

Wharton School professor

One of the things I think about all the time is my colleagues at Harvard who did a nice study. They had GPT4 give advice, not answers, to successful Kenyan entrepreneurs - that is people who are already doing okay. And they had an 18% profit improvement if they got advice from the AI. 18% is an insane number!

Bio: Associate Professor at the Wharton School, pioneering artificial intelligence research. Associate Director of Wharton's Innovation Group, leading studies on AI's transformative impact on work and creativity. His work contributes to understanding organizational innovation, addressing the intersection of technology and human potential in entrepreneurial ecosystems. Author of the bestseller „Co-Intelligence: Living and Working with AI".

Raluca Crisan

Etiq Co-founder

I don't personally use synthetic data in my professional work, but I believe it offers benefits for certain use cases. From the perspective of adding new information, it can be effective. However, it becomes trickier to manage when using this type of data source. When building systems, you need to understand which levers you're adjusting to achieve the desired outcome. Introducing data that has been manipulated in ways that aren't fully understood adds a layer of complexity, particularly from a practitioner's point of view.

Bio: Co-founder and CTO of Etiq, a Techstars-backed company developing ML testing tools. Recognized as Women in AI Europe 1st prize winner 2020 and named among 100 Women in AI Ethics 2021. Pioneer in algorithmic bias detection and ML testing, leading Etiq to secure the Innovate UK Smart Grant. Co-founded Beagli, a data marketplace platform, and built analytics capabilities at Velti. Specializes in AI ethics, machine learning validation, and building robust AI systems for production environments.

Jimmy Wales

Founder of Wikipedia

Gary Marcus

Cognitivist and AI Researcher

The discussion moved beyond the typical hype cycle analysis to explore deeper questions about AI's limitations, potential, and the challenge of managing inherited biases. The panelists emphasized that while we're seeing remarkable capabilities in current AI systems, particularly in specific domains, we're also confronting significant challenges in addressing embedded biases and ensuring reliable, factual outputs. The conversation highlighted the tension between AI's impressive capabilities and its fundamental limitations, particularly in areas requiring causal reasoning or ethical judgment.

Ethan Mollick, drawing from his research at Wharton, emphasized that while the Gartner hype cycle might not perfectly capture AI's evolution, we're seeing concrete evidence of AI's impact through rigorous studies. Real-world applications are showing impressive results, such as an 18% profit improvement among Kenyan entrepreneurs who received AI-powered advice.

Jimmy Wales brought Wikipedia's unique perspective, highlighting how AI tools can enhance rather than replace human contribution. He described experiments with AI assistance in content verification and bias detection, while emphasizing the crucial importance of maintaining human oversight. His practical examples of using AI for fact-checking and source verification demonstrated both the technology's potential and its current limitations.

The conversation took a critical turn with **Gary Marcus's** insights about the fundamental limitations of current AI approaches. He argued that we're reaching diminishing returns with large language models, suggesting that future breakthroughs might require entirely new architectures. His call for systems capable of causal reasoning resonated with other panelists' concerns about AI's current limitations.

Raluca Crisan brought practical expertise in addressing bias in AI systems, explaining both the progress made and the challenges ahead. Her insights into the technical aspects of bias detection and mitigation highlighted the complexity of building truly fair AI systems.

Key takeaways addressing how to balance AI's new potential with inherited bias:

AI systems inherit biases from their training data, but awareness of this issue has increased significantly with generative AI. As Raluca Crisan pointed out, the obvious errors in generative AI have made bias more visible and actionable compared to traditional machine learning systems, where biases were often harder to detect and therefore easier to ignore.

Current technical approaches to addressing bias, while improving, remain imperfect. These include modifying embeddings, creating more diverse training data, and developing better benchmarks. However, these solutions often optimize for specific benchmarks rather than addressing underlying systemic issues.

The human-in-the-loop approach emerges as a crucial strategy for managing AI bias. As demonstrated by Wikipedia's approach to AI integration, having human experts validate and verify AI outputs helps mitigate the risks of bias and hallucination while leveraging AI's capabilities effectively.

Fact-checking and source attribution remain significant challenges that intersect with bias issues. Jimmy Wales emphasized that AI systems' tendency to fabricate plausible-sounding but false references poses a particular challenge for maintaining information integrity.

The path forward requires developing new architectural approaches rather than just scaling existing models. Gary Marcus argued that current large language models, while powerful, may not be the best architecture for creating systems that can reliably follow ethical principles and avoid biased outputs.

Educational and professional contexts require careful consideration of how to integrate AI while managing its biases. As Ethan Mollick noted, rather than rejecting AI outright, experts in various fields need to develop nuanced approaches to using AI tools while being mindful of their limitations and biases.

The solution to AI bias requires broad community involvement rather than relying on a few major tech companies. Raluca Crisan emphasized that addressing these challenges cannot be left to a small number of actors but requires involvement from the wider technical and user communities.

Multiple perspective analysis can help in understanding AI's potential and limitations. Przegalińska suggested an innovative approach to AI forecasting by deliberately prompting systems to provide different viewpoints (optimistic, pessimistic, realistic, and visionary) and then synthesizing these perspectives. This method acknowledges that AI's impact and evolution cannot be understood from a single viewpoint and requires considering multiple angles.

Generating Tomorrow's Insights: How to Advance in Market Research

This videopodcast featured **Mark Flynn** (SVP of Product at Nielsen IQ), **Charles Bès** (Client Service Director at Nielsen IQ), hosted by **Tamilla Triantoro** discussing AI's role in market research. The conversation covered current applications, misconceptions, challenges, and future prospects of AI in market research, with particular focus on the synergy between AI and human expertise.

Tamilla Triantoro

Associate Professor at Quinnipiac University

Charles Bès

Client Service Director at Nielsen IQ

Mark Flynn

SVP of Product at Nielsen IQ

In today's rapidly evolving market research landscape, artificial intelligence has emerged as a transformative force, prompting both excitement and skepticism among industry professionals. The conversation revealed a nuanced perspective on AI's role in advancing market research, highlighting both its remarkable potential and important limitations.

What becomes clear from their insights is that the future of market research lies not in AI replacing traditional methods, but in creating a sophisticated symbiosis between artificial and human intelligence. This hybrid approach is already yielding impressive results at Nielsen IQ, where AI augments human capabilities in data analysis while human experts provide crucial context, creativity, and validation. The company's vast database, equivalent to 2,000 years of continuous HD video content, exemplifies the scale of information that AI can help process and analyze in ways that were previously impossible.

However, the discussion also emphasized that AI's integration into market research isn't a simple plug-and-play solution. As clients become more educated about AI's capabilities and limitations, there's a growing demand for transparent, validated approaches that combine AI's analytical power with human expertise. This evolution in client expectations is driving a more mature and nuanced implementation of AI in market research, where the technology serves as an enabler rather than a replacement for human insight.

These observations set the stage for understanding the key ways in which AI is advancing market research:

01

AI enhances efficiency and analysis capabilities while maintaining human oversight. Traditional market research tasks can be streamlined through AI, but the technology works best when combined with human expertise rather than operating independently. AI can help process and analyze vast amounts of data that humans alone cannot effectively handle.

02

AI excels at pattern recognition and broad analysis but requires human guidance for innovation. While AI can efficiently analyze large datasets and identify patterns, it struggles with truly novel insights due to its training on historical data. The most effective approach combines AI's analytical capabilities with human creativity and contextual understanding.

03

AI enables more sophisticated data processing of Nielsen's vast consumer behavior database. The company's extensive dataset (equivalent to 2,000 years of continuous HD video) can be better utilized through AI to uncover deeper patterns and non-obvious relationships in consumer behavior.

04

Synthetic data and AI-generated personas can complement but not replace traditional research methods. While AI can generate valuable synthetic data based on real consumer profiles, traditional focus groups and direct consumer interaction remain essential for understanding nuanced human behaviors and maintaining client--consumer connections.

05

AI is transforming from a tool into an integrated part of the research process. Within the next five years, AI is expected to become more deeply embedded in market research workflows, making researchers more powerful and efficient while enabling new types of services and insights for clients.

06

Quality control and validation remain crucial in AI applications. As clients become more educated about AI capabilities, there's increasing emphasis on ensuring AI-driven insights are well-validated and explainable rather than operating as a "black box."

Real AI use cases in market research

01. Cross-cultural trend analysis

In one of the most illuminating examples shared during the panel, Nielsen IQ demonstrated how they're using AI to facilitate cross-cultural trend analysis, particularly in the food and beverage sector.

Mark Flynn

AI is very good at coming up with an idea that's broadly appealing, which makes sense because it has this broad underlying knowledge of the world, but it's actually quite poor at understanding or coming up with something that is truly unique and new.

Charles Bès

Our clients, they are not just going through focus groups to get data. They also want to be in contact with real consumers... if you don't have that good understanding of consumer needs and wants and struggles and circumstances, how can you understand or ideate to create innovation?

The approach, which Charles Bès described from a recent workshop with clients, showcases a sophisticated method of identifying and adapting food trends across different global markets.

The process begins by using AI to analyze trends in what they term "advanced" or "adventurous" markets - regions known for being early adopters or trendsetters in specific food categories. The system particularly focuses on Asian markets, which often lead global food trends. The AI helps identify successful trends and analyze why they work in their original markets, collecting data on consumer reception, market performance, and cultural context.

However, what makes this use case particularly interesting is how Nielsen IQ combines AI analysis with human expertise to "translate" these trends for different cultural contexts. They provided a specific example involving the concept of "hot and spicy" foods, revealing how this seemingly straightforward flavor profile actually varies significantly across cultures. The analysis highlighted how in Mexico, "hot and spicy" is deeply rooted in chile culture, with consumers having sophisticated knowledge of numerous chile varieties and their distinct characteristics. This stands in stark contrast to European markets, where the understanding of "hot and spicy" is often more basic and less nuanced.

This cultural translation process involves:

- Using AI to identify successful trends in source markets
- Analyzing the cultural context and success factors
- Evaluating the cultural compatibility with target markets
- Adjusting flavor profiles and product positioning for local preferences
- Creating market-specific implementation strategies

The case demonstrates how AI isn't just used for data analysis but serves as a bridge between different cultural contexts, while still relying on human expertise for final interpretation and adaptation. It's a perfect example of what the panelists referred to as "human in the loop" AI application, where technology enhances rather than replaces human market research capabilities.

02. Research Efficiency

Charles Bès shared a recent real-world example of how he used AI to efficiently gather initial market intelligence about a country he had never worked in before.

This application demonstrates a pragmatic approach to using AI as a first-step research tool. The AI system helped gather foundational information about:

- Consumer shopping patterns in specific product categories
- The structure and prevalence of different retail channels
- Key retailers in the market

What makes this case particularly noteworthy is how it exemplifies Nielsen IQ's "human in the loop" methodology. The AI-generated insights weren't treated as final findings but rather as a starting point for further validation. After gathering the initial AI-powered market overview, Bès's team validated and refined these findings through consultation with local market experts. This approach highlights both the efficiency gains possible through AI and the continued importance of human expertise in ensuring accuracy and contextual relevance.

The case illustrates a balanced approach to AI integration in market research: using technology to handle the time-consuming initial data gathering and pattern recognition, while leveraging human expertise for verification and deeper insight. It's a practical example of how AI can make research processes more efficient without compromising the quality of insights.

This efficiency gain is particularly valuable in international market research, where getting a quick but reliable overview of an unfamiliar market has traditionally been time-consuming and resource-intensive. The tool essentially serves as a sophisticated knowledge management system that can quickly synthesize market information and present it in a useful format for further human analysis and validation.

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