**All-Party Parliamentary Group on Artificial Intelligence**

Evidence Meeting 7 – Next Steps

Monday, 5 November 2018 | 5:30-7:00 PM - Committee Room 4A, House of Lords

**Adrian Joseph, Partner: AI and Advanced Analytics, EY**

Adrian is currently a partner at Ernst and Young in the UK Financial Services team, leading the Data and Analytics group. Previously, Adrian was the head of Client Services, Google Analytics, EMEA. Prior to this he was head of Search Advertising for Northern and Central Europe and Managing Director of Google Enterprise EMEA. He joined Google over 10 years ago with 15 years of sales, marketing and general management experience gained within industry and management consultancy. Prior to Google, he spent 6 years at Ford Motor Company in sales and brand management roles in Europe, was a principal consultant at AT Kearney and was on the main board of Trafficmaster Plc.

In January 2012, Adrian was appointed chair of Race for Opportunity, the race campaign of Business in the Community, a Prince of Wales charity, which stands for responsible business and strives to ensure that all ethnic groups are appropriately reflected in the UK workforce. In 2014 he was appointed to the board of Business in the Community, whose president is the Prince of Wales.

## SUMMARY OF EVIDENCE

### AI Fact vs. Fiction

Myth 1: General AI – Machines will be capable of experiencing consciousness and become self-aware

> Fact: Use Case Driven AI – Narrow AI is the reality when it comes to AI in most business contexts.

Myth 2: AI will take all the jobs – Humans will be fully replaced by robots in the workplace. As robots will do all of the work, unemployment will increase rapidly.

> Fact: The workforce will be impacted in some way – Some jobs will go; some will be partially automated; some will be barely affected.

Myth 3: AI will only be for the technological elite – AI will only be accessible by elite companies such as Google, Amazon, and Facebook, and will have no impact in other industries or companies.

Fact: AI can be accessible and utilised by many people and many types of companies – AI will only be developed by a (relatively) small number of tech firms, even though it can be widely accessed by individual consumers and businesses.

**Predictions for the Future**

Prediction 1: AI will be collar-blind

- AI will have an impact on many different levels, it's not limited to blue-collar work.

Prediction 2: Person + machine > person or machine

- AI will have the most impact when it used by people, rather than when it replaces them.

Prediction 3: There will be uneven adoption of AI

- AI will not be utilised by all industries or countries at the same time or speed.

Prediction 4: Voice assistants may be one of the greatest AI disruptions

- The greatest disruption (opportunity and challenge) is going to occur through mass adoption of relatively 'simple' virtual assistant technologies.

Prediction 5: Convergence of technologies

- Future developments in AI will increasingly hang off the platforms/applications that have already been or are likely to be very widely adopted

**Challenges**

Challenge 1: Data

- Generally, the state of data in business is that much of the data currently in use is lives in legacy systems, and the data quality can often be unreliable.

Challenge 2: Trust

- It is important to create a culture of trust around AI. People must be able to trust both the data and the algorithms.

Challenge 3: Skills

- Need for workers with higher cognitive skills, social and emotional skills, advanced IT and programming skills.

**Recommendations**

Recommendation 1: Trusted AI framework

- There are five key attributes necessary to sustain trust in AI: Performance, Bias, Resiliency, Explainability and Transparency.

Recommendation 2: Governance model

- Need to build universal but culturally adaptive ethical guidelines, codes of conduct and codes of practice.

Recommendation 3: Education & Skills Development

- Adjust the curriculum to embed STEM and creative skills at an early age to start creating the foundations for the jobs of the future.
- Additionally, there needs to be programs to re-educate and reskill the workforce