

SEARCHING FOR THE AI DIVIDEND

DATA SCIENTIST

Experienced developer or analyst in the 25-40 age range. Realistic about AI's capabilities, with concerns around data collection and protection.

"You hear horror stories when AI is left to its own devices. You need a human behind the machine."

"If you have a code of AI ethics then it's going to be breached. How can you make sure people are taking it seriously? My manager cares about results, not how you get there."



Experience
9-10
YEARS



Industry
SOFTWARE DEVELOPMENT,
HEALTHCARE, BANKING, MEDIA,
CHARITY, PUBLIC SECTOR



Job Role
DATA ANALYST, SOFTWARE
DEVELOPER, BUSINESS
ANALYST, CONSULTANT

WHAT THEY THINK ABOUT AI

- » Positive and appreciative of AI's automation capabilities.
- » Cares strongly about data transparency and security. Unlikely to share their data for AI unless they are certain it is well protected.
- » Views human involvement as crucial to AI decision-making.
- » GDPR has radically changed how they work and raised the pressure of breaches. Ensuring their huge databases are compliant has become a real concern.
- » Focused more on the results of an AI solution rather than the means. Cautious towards ethical frameworks, believing they can be undermined.

FAVOURITE AI BRANDS

Microsoft, Amazon, Apple, Google, Fitbit, Tesla

INTERACTIONS WITH AI



Legal data
Processing



Healthcare
Screening



Personalised
Marketing



Business
Intelligence



Robotic Process
Automation



Customer
Intelligence

SELF-SCORED KNOWLEDGE

Computer programming skills



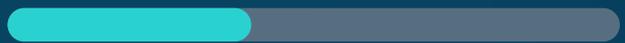
Data analytics



Designing an AI system



Programming an AI system



Operating an AI system



Understanding of compliance policies/ regulations



Understanding of data ethics



Understanding of AI ethics



PERCEPTIONS

Current AI solutions are fair, devoid of bias and corporate discrimination



The ownership of AI-powered decision-making is clear and accountable, and all decisions are fair and ethical



Organisations are transparent in the way they reach insights and decisions using AI



The analytical processes used to make decisions are available to consumers



Organisations do a good job of explaining how AI-generated decisions are made



Read the full report at
sas.com/uk/aidividend