

AI & RESPONSIBLE INNOVATION: WHAT'S NEXT?



How the C-suite can navigate the AI landscape to unlock the benefits and minimise the risk of harm

Over the past few months, the hype around AI has ramped up considerably. Following the launch of ChatGPT at the end of last year, [Microsoft has announced a new deal with its creator, OpenAI](#), while Google quickly followed with the launch of its [new conversational AI tool, Bard](#).

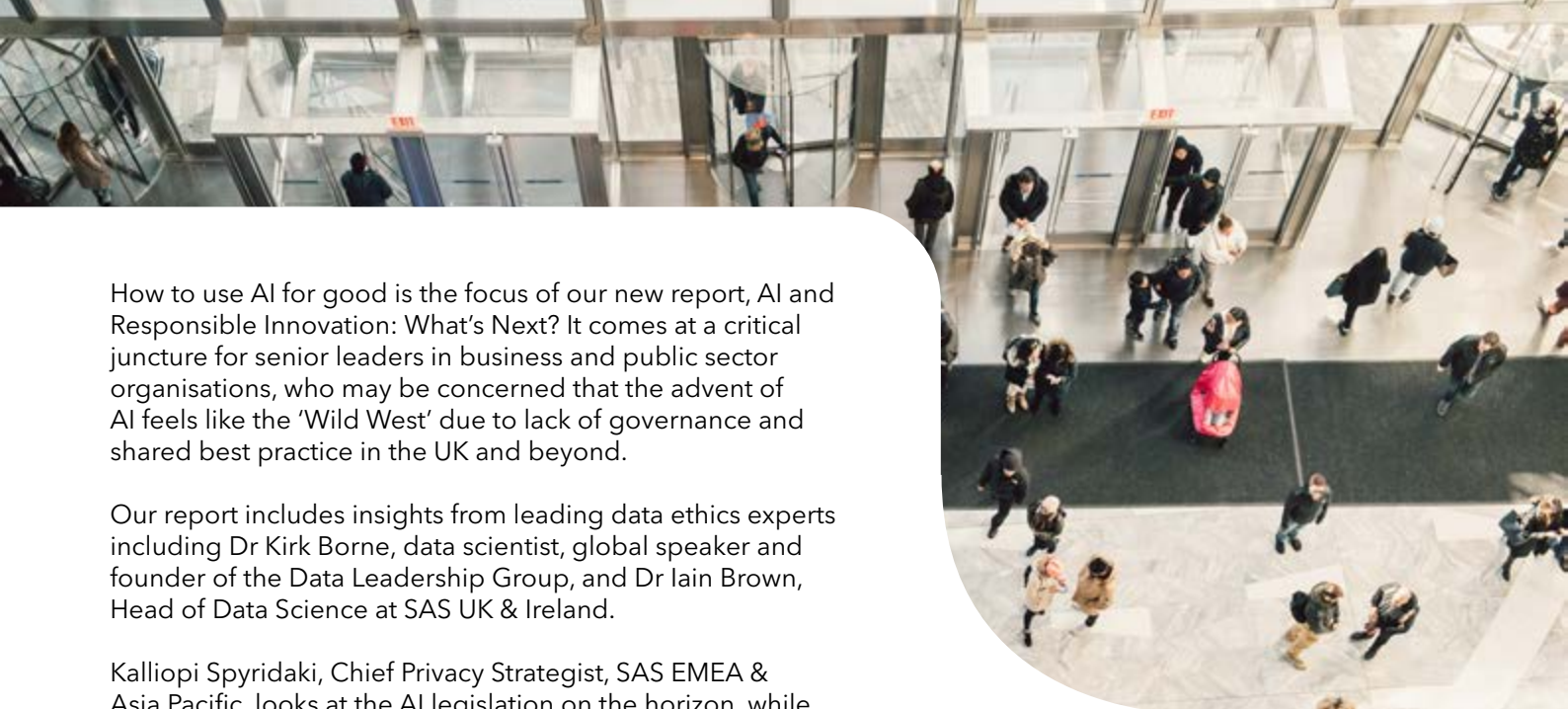
The sophistication and accessibility of ChatGPT in particular has been met with excitement and nervousness in equal measure.

As one of my SAS colleagues recently pointed out, 'ease of use means ease of misuse' - anyone and everyone is using this new tool, raising concerns about it being used to spread misinformation, create malware and cheat in academic essays. And, even if it's not being used illicitly, could it lead to unintended biases that penalise certain groups, or replace professionals like programmers, lawyers and journalists?

In the wrong hands, AI could do all this and more. Yet deployed in the right way, it can drastically improve productivity and efficiency, and drive innovation - plugging persistent skills shortages and eliminating the most labour-intensive and least valuable tasks from people's day. It is also showing enormous promise in medical research, and has the potential to save and improve the lives of millions of people.

The advances in Natural Language Processing (NLP) which have made ChatGPT possible could transform how organisations communicate with their customers, delivering better-informed and even more empathetic responses.





How to use AI for good is the focus of our new report, *AI and Responsible Innovation: What's Next?* It comes at a critical juncture for senior leaders in business and public sector organisations, who may be concerned that the advent of AI feels like the 'Wild West' due to lack of governance and shared best practice in the UK and beyond.

Our report includes insights from leading data ethics experts including Dr Kirk Borne, data scientist, global speaker and founder of the Data Leadership Group, and Dr Iain Brown, Head of Data Science at SAS UK & Ireland.

Kalliopi Spyridaki, Chief Privacy Strategist, SAS EMEA & Asia Pacific, looks at the AI legislation on the horizon, while Prathiba Krishna, a data scientist at SAS UK & Ireland, argues that ethics and fairness must be the starting point for every data science project. She says that experimentation and the opportunity to fail fast should be encouraged – as long as there's a strict framework in place to promote 'privacy, respect, transparency and consent'.

It's sometimes difficult to shake off the dystopian imagery associated with AI but as it becomes a staple of the real world, we need to consider its practical and beneficial uses.

In the report, Niall Larkin, Data Scientist at SAS UK & Ireland, outlines the everyday uses AI could have in graphic design or marketing, where professionals need to brainstorm ideas or generate imagery quickly. It shouldn't, he suggests, replace human creativity but enhance it. This is an important point, given the worry that it could render many jobs obsolete. We still need human expertise and oversight to get the best from the models, otherwise it's a case of 'garbage in, garbage out'.

I hope that you find the report both interesting and informative. We know that many organisations are only at the start of their digital transformation journeys – and the advances in AI are happening quicker than you'd perhaps planned for. As the technology continues to evolve, you'll need to consider both the benefits and implications in data projects and company policies.

Working with an analytics partner like SAS can help you do this. We've created a framework of six core principles that governs the development and deployment of AI:



Inclusivity: Ensuring accessibility and including diverse perspectives and experiences



Transparency: explaining and instructing on usage openly



Accountability: proactively identifying and mitigating adverse impacts



Robustness: operating reliably and safely



Privacy and security: respecting the privacy of all data subjects.

We know that AI legislation is coming – and this framework should help you to prepare for it, and win the trust of all your stakeholders.

Download your copy of our report:
[***AI and Responsible Innovation: What's Next?***](#)

Roderick Crawford
Senior Vice President, SAS Northern Europe

