

All industries in the AI crosshairs

February 9, 2023 @ 12:02am



This refers to “machine learning” (ML), a branch of artificial intelligence (AI) and computer science focusing on the use of data and algorithms to imitate the way humans learn, gradually improving its accuracy. - File pic

LETTERS: For decades, futurists have predicted an economy where many physical jobs would be replaced by technology, pushing millions of workers to undergo skills retraining into more creative and cognitive jobs.

This refers to "machine learning" (ML), a branch of artificial intelligence (AI) and computer science focusing on the use of data and algorithms to imitate the way humans learn, gradually improving its accuracy.

The theory was that as machines took over manual labour, people would be left with artistic and creative pursuits, leading to an explosion of diversity in the arts, music and film industries.

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The assumption was that machines would never be able to match human creativity, making it the last bastion for employment and jobs.

How safe is the creative industry from this impending change?

When great artworks or films are praised, we assume that the creator, writer or actor accessed some form of soulful zen, producing a work that allows others to connect and empathise.

But what if ML technology was able to decipher the algorithm that humans define as great art and reproduce it, including hit songs? Perhaps it's not just musicians who should be on alert.

Imagine a Samsung smart TV equipped with a camera. It recognises our level of engagement with the screen based on our increased attention to certain types of actors or scenes.

With the help of our smartwatch, which records changes in your heart rate during certain moments, the TV can predict our preferences. This allows it to instantly connect with a cutting-edge AI system like ChatGPT, write a script tailored to your tastes on the spot, create visually stunning scenes using deep-fake technology, and even provide automated voices to bring the story to life.

All this happens in a matter of minutes. As a result, what we thought was the safest sector from ML tech may actually be its first victim.

The creative industry might be the first to face the ML challenge because of the risks involved if it were incorporated elsewhere.

But it doesn't matter which industry goes first. Eventually, all jobs — whether you are a lawyer, accountant, coder, banker or driver — will be impacted (and perhaps made irrelevant) by ML technology.

We were all in trouble the minute ML taught itself how to play the best chess the world has ever seen in under four hours. Intuition in humans is simply a form of pattern recognition. Experienced accountants, bankers, and lawyers don't possess an obscure sense of traffic, investments or the Constitution.

Instead, they identify recurring patterns in things such as interactions with clients, writings in contracts and data that help them in their profession.

ML technology equipped and fed with this data could perform these jobs too.

So what will happen to our local film industry if everything is produced in Samsung or Hollywood?

If the cost of producing a hit film can be centralised to the owners of the customer data, what will happen to our creative industry that won't have such insight or simply can't compete?

Now imagine the impact of ML technology, but multiplied in every single industry.

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