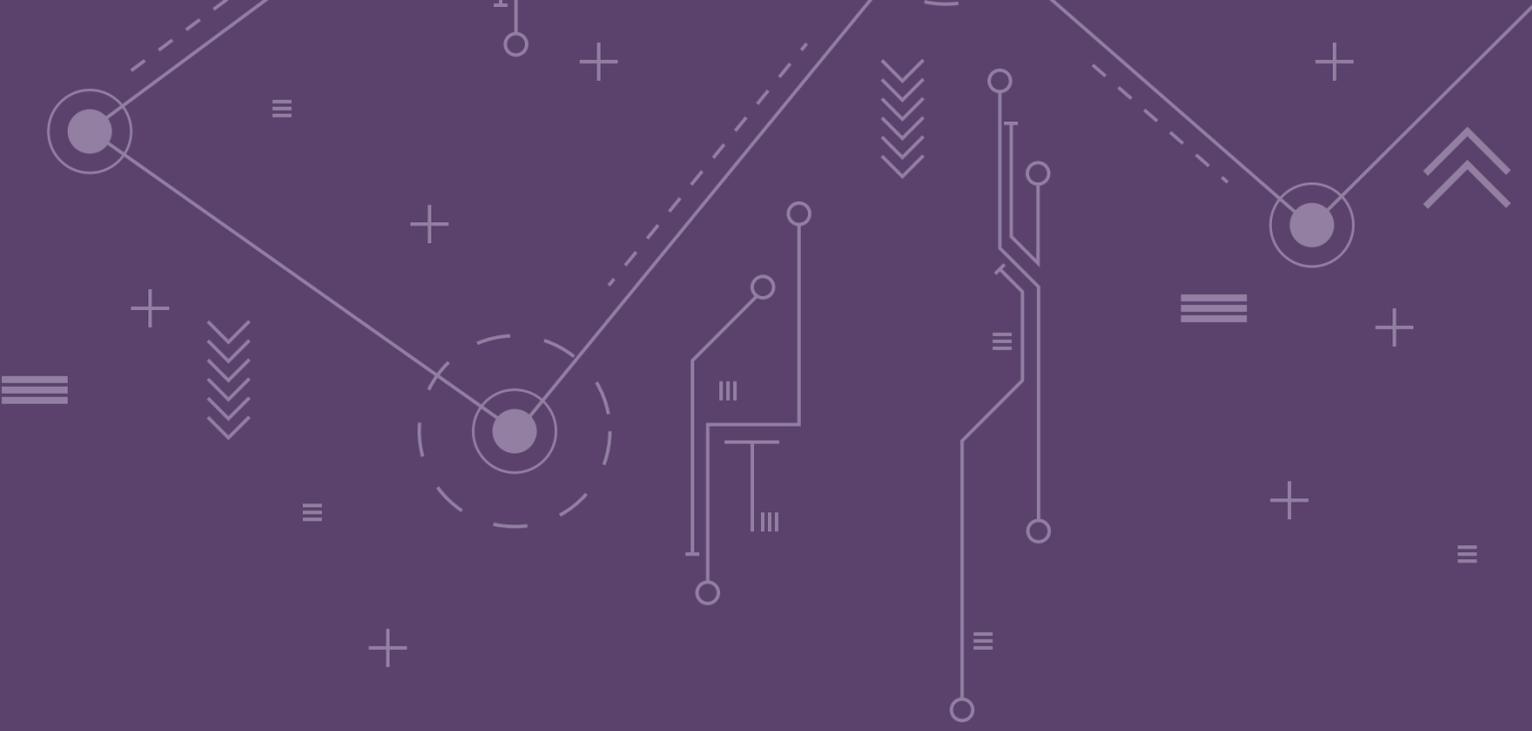# Me

Co-Founder Cortex Technologies
15+ years business solutions / consultancy

Tech support to Guernsey Counselling Service
Guernsey Chest & Heart / 4th Guernsey Air Scouts

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Matt Thornton

Not a new thing

The Imitation Game (aka the Turing Test) was in the 1950s...

> "... a test of a machine's ability to <u>exhibit intelligent behaviour</u> equivalent to, or indistinguishable from, that of a human. "

Golden Age (60s/ 70s)

> ... from three to eight years we will have a machine with the **general** intelligence of an average human being

~~50+~~ 51+ years later...

Scientists still can't agree what *intelligence* even is

Hence the emergence of *AGI* or Artificial *"General"* Intelligence

→ **"GenAI"**

MACHINE LEARNING

Machine Learning enables systems to learn from data and improve over time without explicit programming, enhancing decision-making through pattern recognition.

NATURAL LANGUAGE PROCESSING

NLP allows AI to understand and respond to human language, powering chatbots, translation, and sentiment analysis.

DEEP LEARNING

Deep learning, a subset of ML, uses neural networks with multiple layers to process complex data, enhancing tasks like image and speech recognition.

AI

COMPUTER VISION

Computer vision allows AI to interpret visual data, commonly used for surveillance, autonomous vehicles, and medical imaging.

ROBOTICS

Robotics integrates AI for autonomous or semi-autonomous task performance in areas like manufacturing, healthcare, and exploration.

EXPERT SYSTEMS

Expert systems use a knowledge base and set rules to mimic human expertise, offering solutions in fields like medical diagnosis and financial planning.
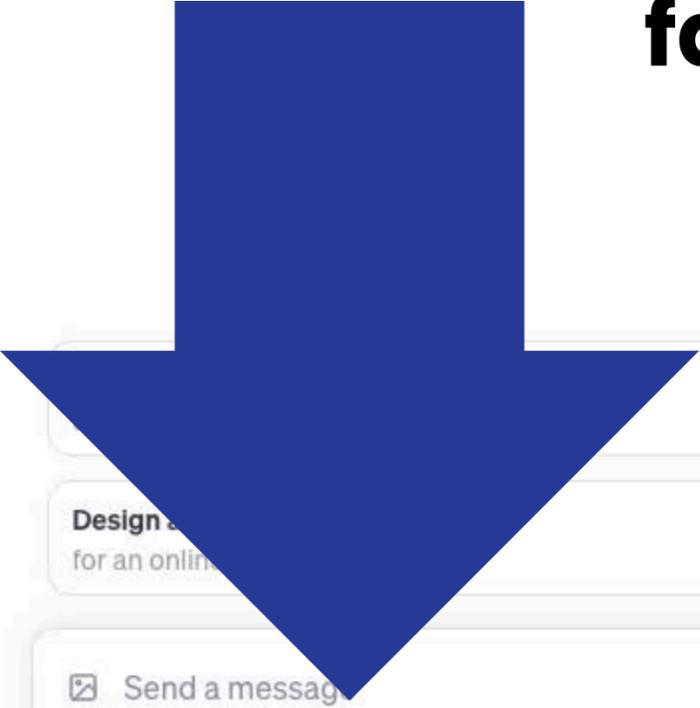
tips & practical applications

commentary in snack-sized mouthfuls

"I want AI to do my laundry and dishes so that I can do art and writing, not for AI to do my art and writing so that I can do my laundry and dishes."

Author and videogame enthusiast **Joanna Maciejewska** nails it (although bathroom cleaning goes ahead of laundry and dishes)

"I'm sure I deserve a lot of critici...

this is why we don't let AI go camping

Confidence level in ChatGPT (y-axis: 0% to 100%)

Knowledge of ChatGPT (x-axis)

No knowledge (believe the hype) → Enough knowledge (understand the reality)

1 — **Wow**. ChatGPT is able to answer all my questions. It quickly generates very elaborated answers that are credible and coherent. Finally a chatbot that behaves like a super human.

2 — **Wait a minute**. ChatGPT is powered by a Large Language Model (LLM) which is ultimately a statistical tool used to predict language without understanding it and produce "statistically plausible" answers.

3 — **Damn**. This means that ChatGPT will occasionally generate incorrect answers by unintentionally stitching wrong snippet of information together.

4 — **Got it**. ChatGPT is great when there isn't a precise "right answer". But it cannot be trusted when the answer must be "perfect" to be reliably useful.

5 — **Ready now**. Now I understand where the real value of ChatGPT resides. It can definitely give my productivity a boost, but it's important to recognize when it gets things completely wrong.

HFS

HYPE
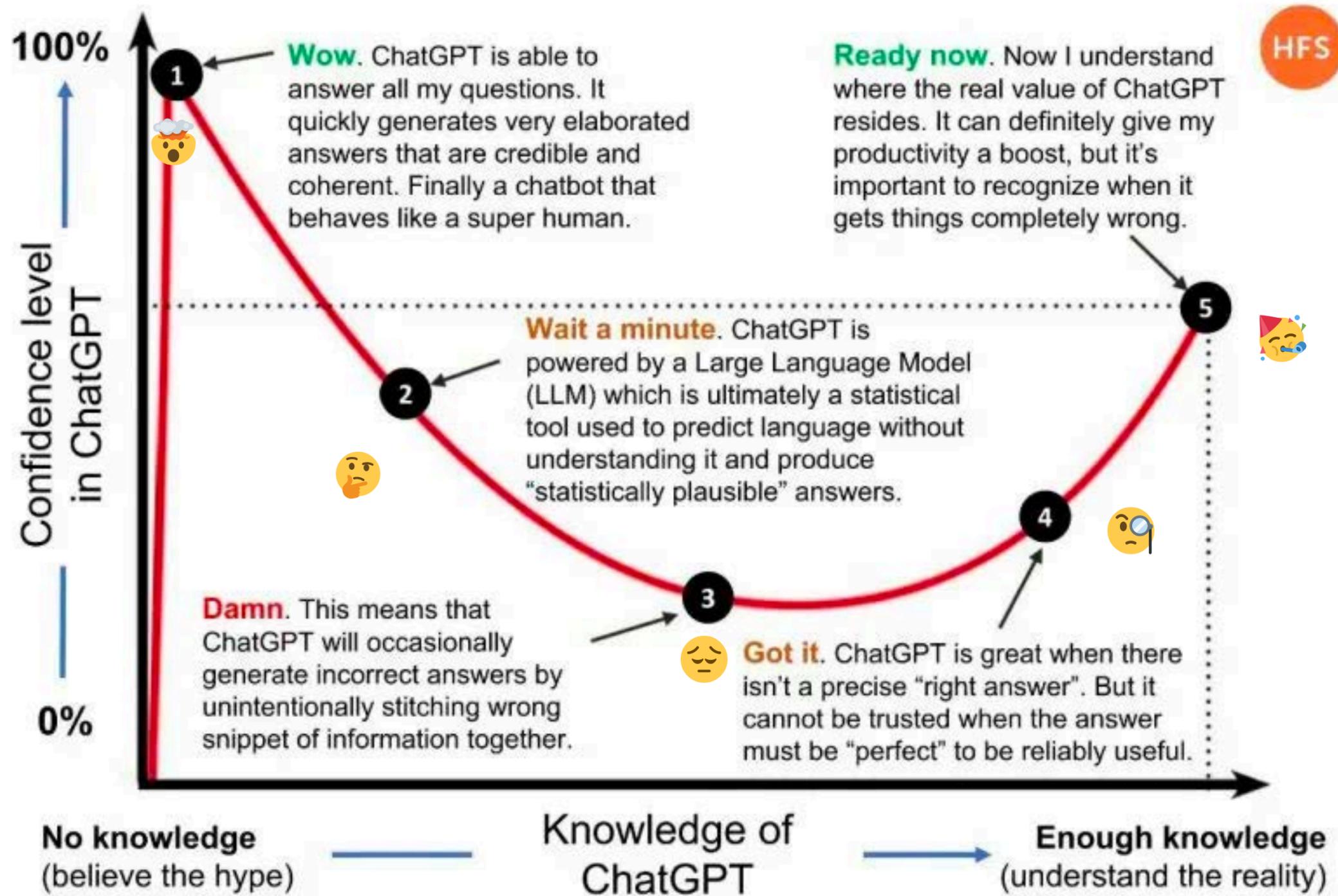
AI stole my job and my work, and the boss didn't know – or care

Everyone knows automation will happen, which is why everyone needs proof of human involvement

Mark Pesce   Thu 15 Aug 2024 // 07:26 UTC

COLUMN Earlier this year I got fired and replaced by a robot. And the managers who made the decision didn't tell me – or anyone else affected by the change – that it was happening.

"...audiences want to read words **written by a person**. While suitable for a summary, the bland, "mid" content generated by an AI lacks a human touch. **It'll do** in a pinch, but **leaves no one particularly satisfied**."

Are there copyright considerations I need to think about when using genAI tools?

Yes. The legal status of AI tools is unsettled in Canada at this point in time. This is an evolving area and our understanding will develop as new policies, regulations, and case law becomes settled.

- **Input:** The legality of the content used to train AI models is unknown in some cases. There are a number of lawsuits originating from the US that allege genAI tools infringe copyright and it remains unclear if and how the fair use doctrine can be applied. Canada remains in a similar uncertain state; it is unclear the extent to which existing exceptions in the copyright framework, such as fair dealing, apply to this activity.

- **Output:** Authorship and ownership of works created by AI is unclear. Traditionally, Canadian law has indicated that an author must be a natural person (human) who exercises skill and judgement in the creation of a work. As there are likely to be varying degrees of human input in content generated, it is unclear in Canada how it will be determined who the appropriate author and owner of works are. More recently, the US Copyright Office published the following guide addressing these issues:Copyright Registration Guidance for Works Containing AI-Generated Materials

https://onesearch.library.utoronto.ca/copyright/generative-ai-tools-and-copyright-considerations

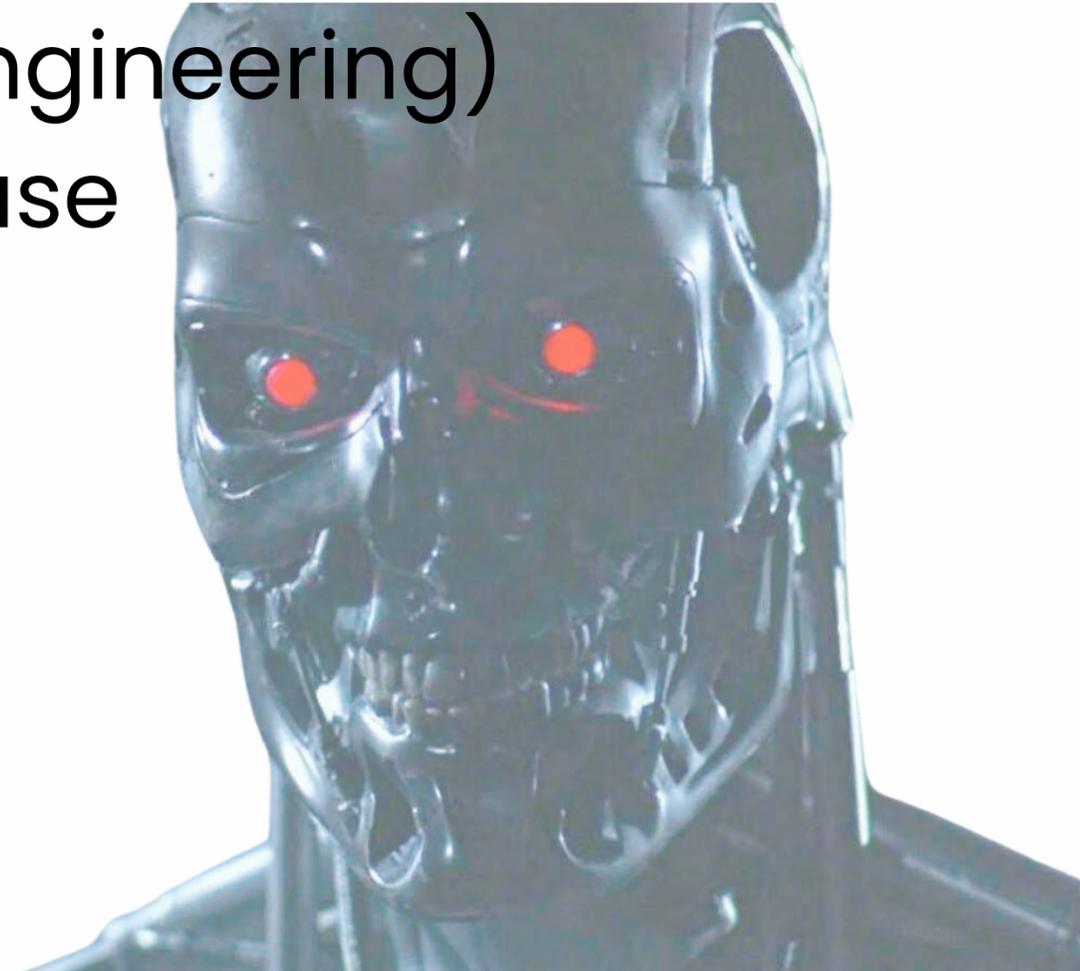**As your new search engine**

   a. Refining your 'AI fu'

      i. (prompt engineering)

   b. Try again, please

      i. (politely!)

As your new search engine

   a. Refining your 'AI fu'
        i. (prompt engineering)
   b. Try again, please
        i. (politely!)

For summarising info

https://www.eventbrite.co.uk/e/voluntary-sector-conference-2024-tickets-877215253437

nick got his O1 @spreen_co · 12h

for anyone who's wondered what an apple intelligence summary of a breakup text looks like

MB ↳ No longer in a relationship; wants belongings from the apartment.

1m ago
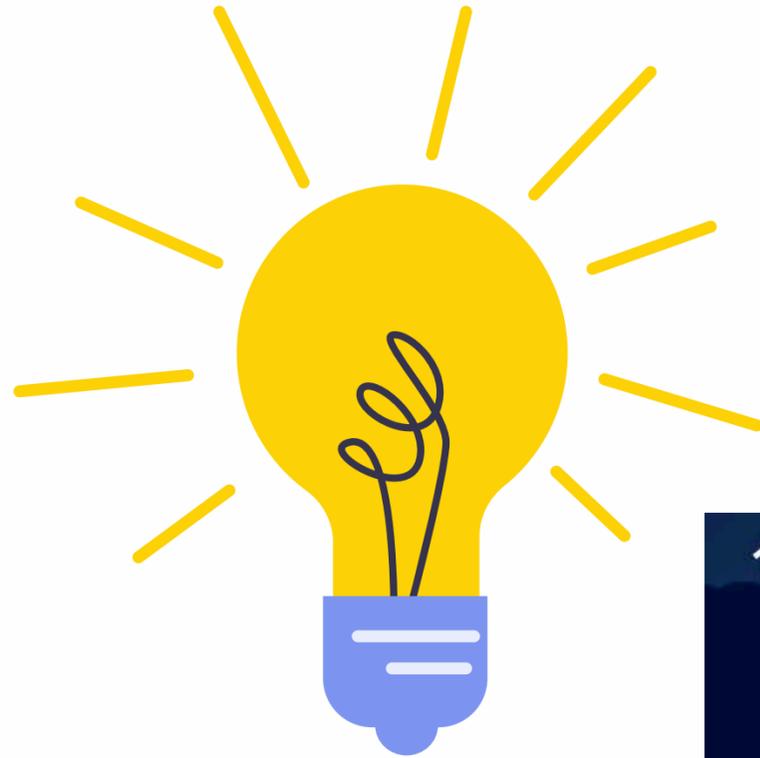
💬 112   🔁 2.1K   ♡ 58K   � 1.2M

nick got his O1 @spreen_co · 2h

yes this was real
yes it happened yesterday
yes it was my birthday

💬 14   🔁 24   ♡ 5.7K   � 87K

For summarising info

https://www.eventbrite.co.uk/e/voluntary-sector-conference-2024-tickets-877215253437

For getting started on content

1015 – 1100   Session 1: Workshops
◦ Charity Strategy - Joe Saxton
◦ How charities can harness AI - Matt Thornton – Co-Founder Cortex Technologies
◦ Maximising your message: #WithoutUs - Krista Osborne, Black Vanilla PR Agency
◦ Adding value to your charity with corporate fundraising Skipton Community Fund

For anything else you can think of!

- Strategy
- Press Releases
- Marketing Campaigns
- Disclaimers and legal docs
- Job descriptions
- Website code
- ...!

The charity sector is curious about artificial intelligence (AI) right now, with 78% of charities agreeing that AI is relevant to their charity and could transform it, according to **the Charity Digital Skills Report**. And, as costs have risen over the last few years, **service-driven organisations have** sought ways to become more efficient without compromising the experience of their service users.

In the commercial sector, this has included embracing AI in a range of ways. But how is the charity sector adopting the technology in its service delivery?

This article explores how U.K. charities have begun using AI in their service delivery and the key steps every charity should take before implementing AI in its services.

State of the sector: AI and service delivery

Although **27%** of charities say they are using AI in 2023, only **4 in 100** charities in the UK are developing services that use AI.

This could be due to a range of reasons, including perceived risk: **73%** of those polled said they did not feel prepared to respond to the opportunities and challenges the technology brings and 48% said they were worried about the consequences of AI.

Potential risks of the technology are indeed extensive, including **leaks of confidential data**, **unintended bias**, **data poisoning**, **misinformation**, **copyright infringement**, **environmental impacts**, and **structural inequality**.

Key steps before using AI in service delivery

Because of this, it's important to use AI mindfully. Formulating AI standards for your organisation is a key step in making sure your use of the technology is intentional and mitigates risk.

Related Content

Artificial intelligence: data protection and privacy

How A.I. can help charities confront the Cost-of-Living crisis

How to empower your service users

How to make AI serve marginalised people

Podcast: Will artificial intelligence revolutionise charity work?

The ultimate guide to artificial intelligence

https://charitydigital.org.uk/topics/how-are-charities-using-ai-in-service-delivery-11124

RESOURCES

ChatGPT	chat.openai.com
Anthropic /Claude	claude.ai
Gemini	gemini.google.com
Perplexity	perplexity.ai
CoPilot	copilot.microsoft.com
Charity Digital	charitydigital.org.uk