

URL: <https://stvp.stanford.edu/clips/an-intentional-approach-to-ai>

Rahul Roy-Chowdhury, Grammarly's CEO, argues against stopping AI development because of the risks or moving full steam ahead without considering the potential harms. Instead, he advocates for an intentional path forward. He explains Grammarly's approach to bringing AI to people at scale, which is based on believing that it is about augmenting human potential.



## Transcript

- So the question is, what do we do? 00:00:06,750 There's real benefit.. This is a very powerful technology, but there's real harm.. And so what I see is people pick a couple of lanes, one lane people pick is they say, "Oh my goodness, stop.. Let's stop.. It's too dangerous, too difficult.. We can't move forward." That's not great because the benefits are very real and we should get those benefits.. I've seen another lane people pick where they say, "Let's just go full steam ahead.. Innovation at all costs.. We'll hope for the best." And that's not great either because the harms are real and hope is not a strategy.. So we don't wanna stop, we don't wanna just heedlessly charge ahead..

What should we do? Well, I think we should pick an intentional path forward.. And the thing I really want to get across to all of you is we decide, all of us in this room, folks on livestream, we get to decide how this technology gets developed and deployed.. Don't let the technology be done to us.. Let us decide how this technology is deployed and how it affects us in our daily lives.. We have the power.. Don't cede that power.. And that's a really important thing for you all to remember now, as you go into the job market, as you embark on your careers, just remember that we have the power and the control to decide how this technology is shaped and what shape it takes in our lives.. And that's the conversation that really today is about.. So at Grammarly, we are working on frameworks and technologies and tools to try and bring AI to people at scale.. And we have the basic belief that AI is about augmenting human potential..

We call it augmented intelligence.. And you can think of augmented intelligence as the belief that AI is successful when it augments us, when it makes us better, when it enhances our capabilities.. And that should be the goal of these systems.. In fact, I really wish we could have a do-over and rename AI to stand for augmented intelligence, instead of artificial intelligence because I actually think that that is really what we want out of these systems.. We want them to help us.. Artificial intelligence leads you down these conversations about is it conscious, is it sentient? Really, we want these systems to be utilitarian and help us.. And so we wanna build systems and we want to deploy systems to our users that remain true to this vision of augmented intelligence.. To do that, we use something we call the true framework.. The T is trust, which is a commitment to world, best in class privacy and security.. The R is responsibility, which is a focus on fairness and user safety..

The U is user control, which is really putting users in control and making sure users have agency through the entire experience.. And the E is empathy, which is making sure that we are actually solving, we understand first of all what our

users need and we are solving a real user problem...