URL: https://stvp.stanford.edu/clips/the-promises-and-perils-of-ai

General Catalyst managing director Hemant Taneja describes how mass-personalization has revolutionized the ways that technology companies create value and impact the lives of consumers. Advancements in data analytics and AI have driven this trend, he observes, which is fine in a sector like gaming, but can be very harmful in sectors like education and healthcare, where it becomes problematic to run A/B experiments on people's lives. Responsible AI, he proposes, needs to be accountable, transparent, and explainable.

Transcript

- The observation that we started to make 00:00:06,400 in the early part of last decade was boy, we're going from those companies that are building software to make stakeholders more efficient to building new health systems and new education systems and new Neobanks and Whatnot.. Right? And why was that happening? And the reason that was happening was because by having platforms like Facebook Amazon web services, iPhone.. We had essentially started to have a way to organize content community, commerce, now care online.. And the act of doing that, essentially it became these closed loop product development exercises, cause you could rent all aspects of a scale that you need it.. You could rent computing you can rent manufacturing, distribution, consumer access.. And so it all became about mass personalization.. So if in the 20th century we had scaled all of our systems, corporations, banks, power plants, hospitals.. We were now starting to go from that mass production and mass feeling to mass personalization.. So, managing your diabetes or teaching you in a personalized way on Khan Academy or giving you your own kind of a financial management surface online.. So that's the trend that started to happen..

Why was that possible? It was because we could have an implicit understanding of the consumer and their needs and have this product development loops.. Guess what, that is, you went from you, if you remember big data to machine learning to AI over the last 15 years you started building this deep intelligence around people.. And the thing we started observing as well, those product development tactics were okay when you were building games and you were trying to influence people's engagement in games.. When you start doing that around healthcare, somebodies health you can't to your point earlier, move fast and break things.. If you're teaching somebody you can't just experiment with different features to see will they learn better or not? It's actually, it's somebody's educational journey.. You can't play with that.. And so, how do you do that responsibly? That is what we started thinking about while in the context of AI.. I think AI is not a thing by itself to go invest in a lot of companies and just like mobile, isn't the thing but using how you use AI and how you accountable, transparent and explainable, in your approaches became a core focus for us, because that's what it was going to take to build responsible companies.. And, that is what led us to writing that book and sort of putting our frameworks out there around it...