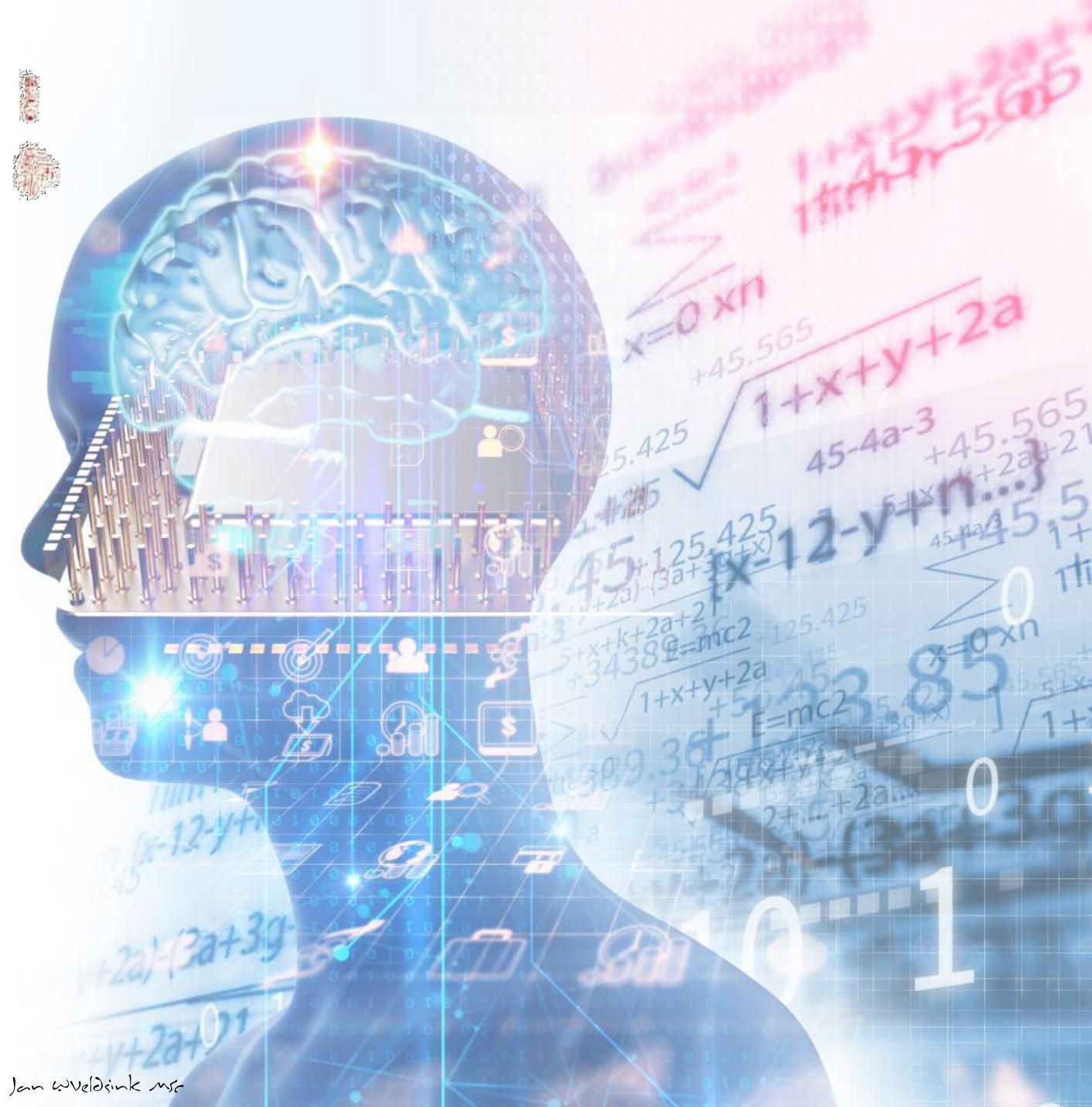


THE ARTOF THE ARTIFICIAL

BALANCING DATA, TECHNOLOGY, AND HUMANITY

JAN W VELDSINK MSC

(MSC IN ARTIFICIAL INTELLIGENCE SINCE 2000)

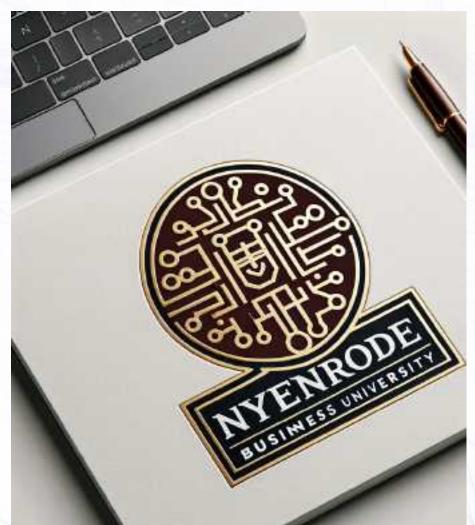




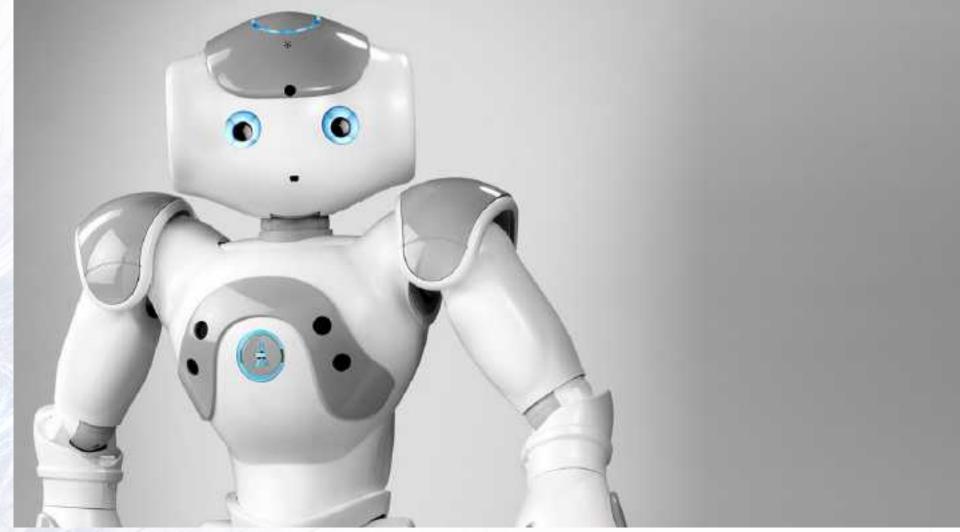


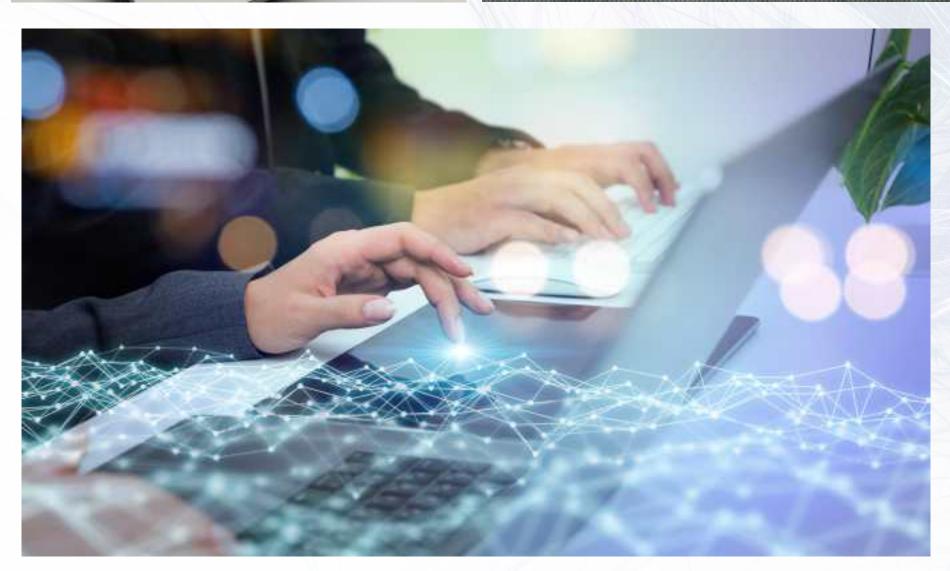


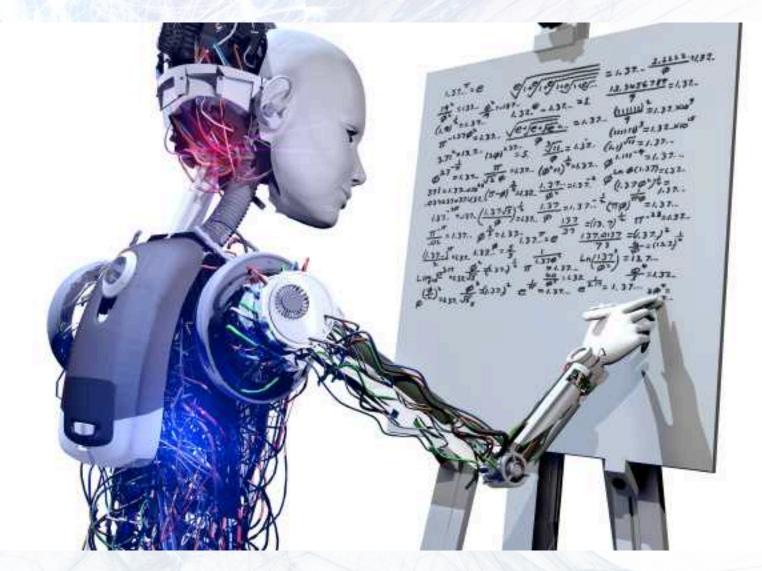
















Jan weldsink mse

What is your question for today?

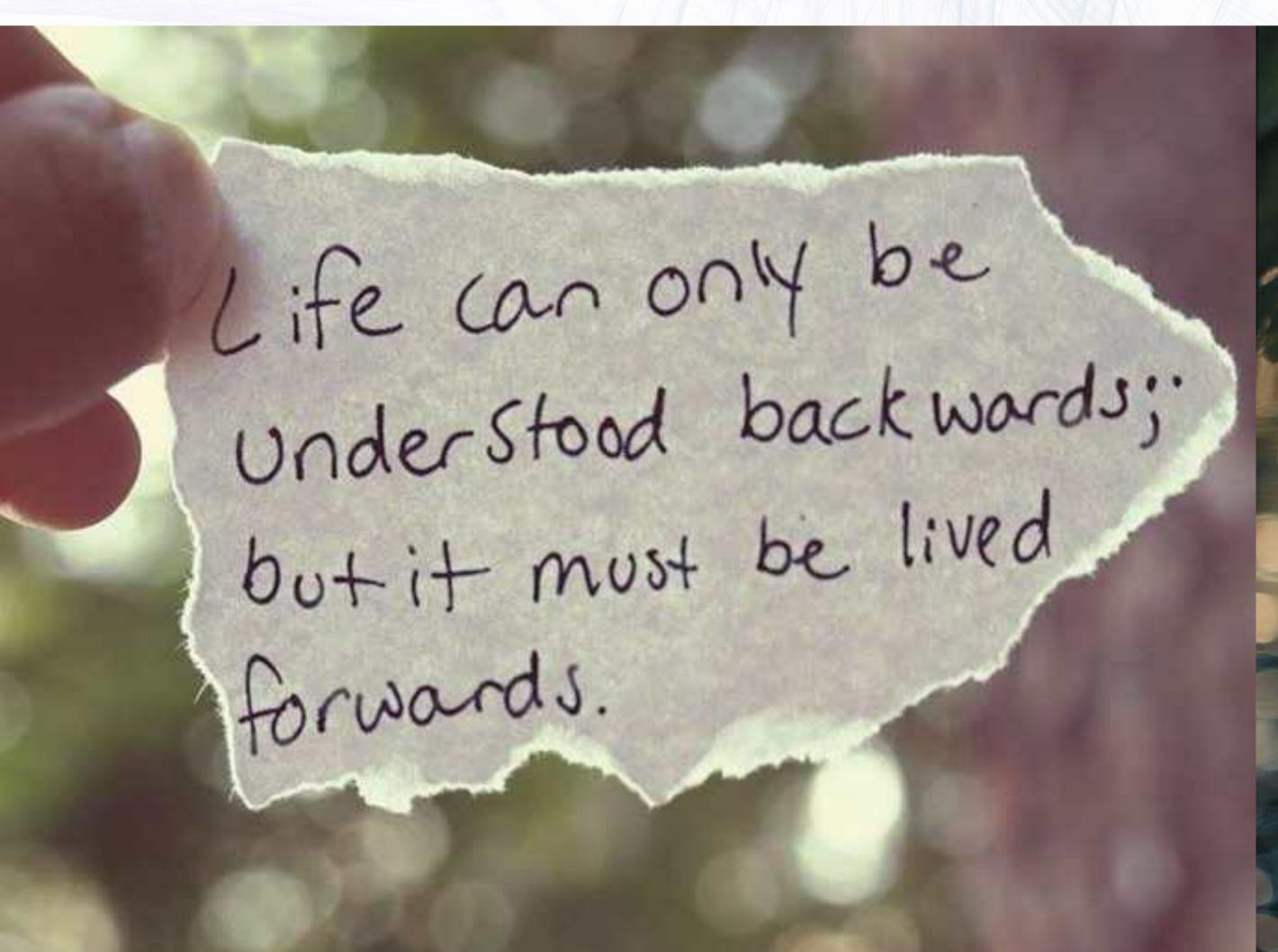


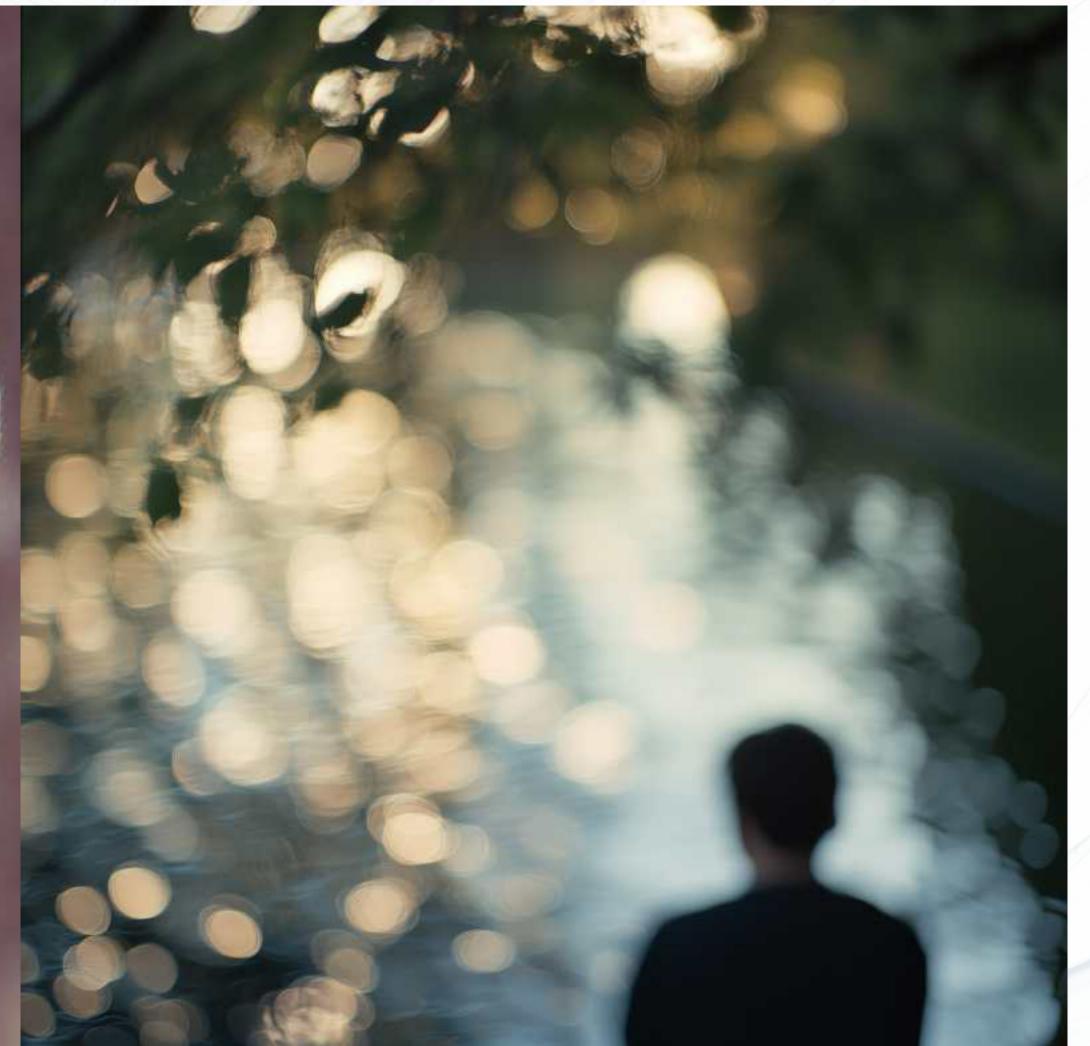
- Take a piece of paper:
 - Write down your goals for today
 - Artificial Intelligence
 - ...(any subject in this context)
 - Think on what you can bring to the table: Context or Content
 - Take I minute



Al the story of my life.







TECHNOLOGY CHANGES EVERYTHING

- 1. Values Technology can have built-in values.
- 2. **Behavior** Technology can take over what we previously had to do with laws/force
- 3. **Brain** Technology can take over what we previously had to do with our brains
- 4. Will-power Technology can take over what we previously had to do with our will-power











Progression of Al capabilities



Generative AI

AI systems that create new content or solutions autonomously.



AI systems that recommend actions based on predictive insights.

Predictive AI

AI systems that use historical data to forecast future outcomes.

Descriptive AI

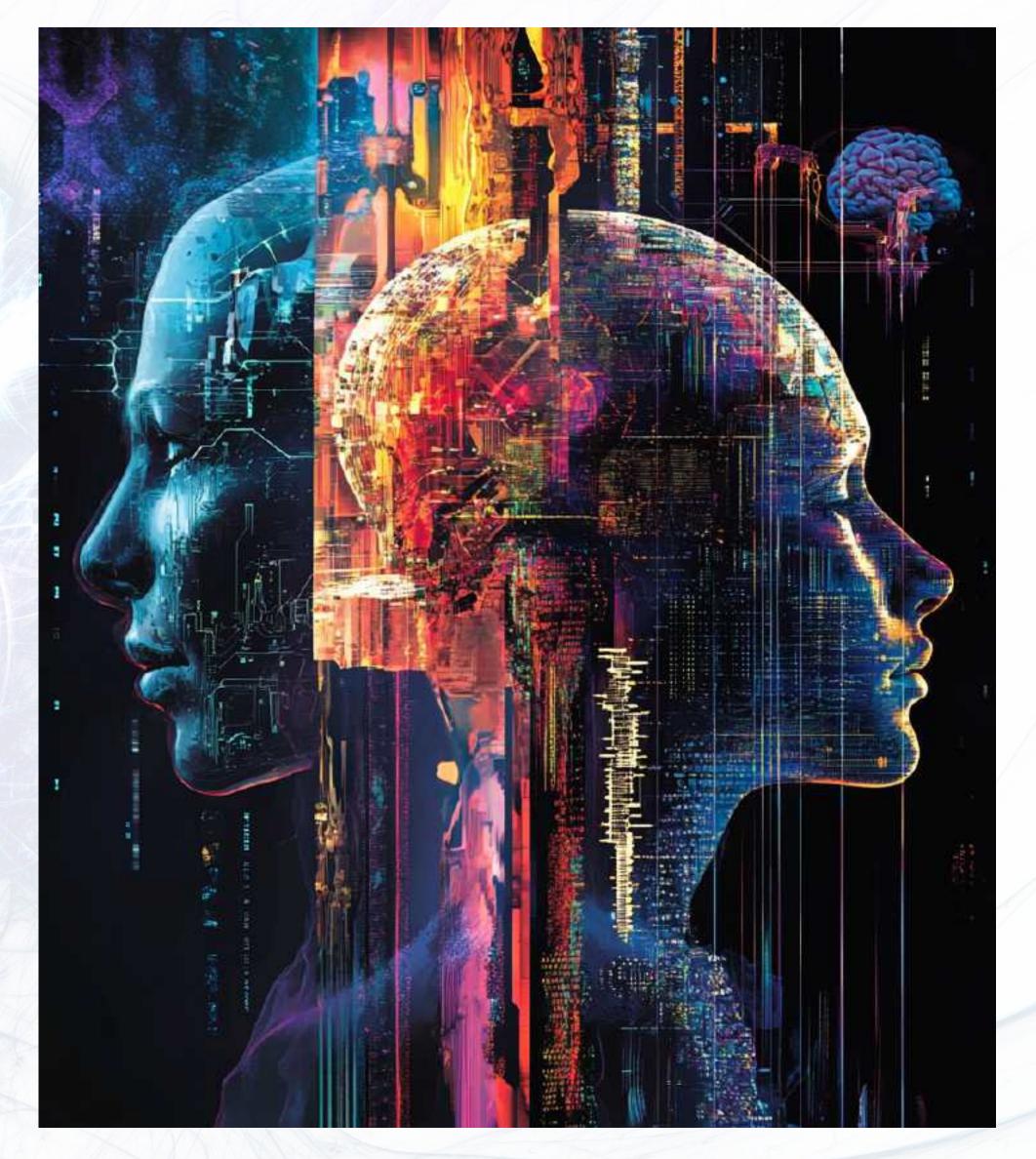
AI systems that analyze and summarize data to provide insights.













Al Adventure



```
("hide.bs.tab",{relatedlarget.blo]
{var h=a(d);this.activate(b.closest("li"),c),this.a
own.bs.tab",relatedTarget:e[0]})})}}},c.prototype
 moveClass("active").end().find('[data-toggle="tab"
,h?(b[θ].offsetWidth,b.addClass("in")):b.removeC
oggle="tab"]').attr("aria-expanded",!0),e&&e()}va
  .fade").length);g.length&&h?g.one("bsTransition"
a.fn.tab=b,a.fn.tab.Constructor=c,a.fn.tab.noCon
ent).on("click.bs.tab.data-api", '[data-toggle="ta
ion b(b){return this.each(function(){var d=a(thi
)})}var c=function(b,d){this.options=a.extend({}};
checkPosition, this)).on("click.bs.affix.data-api"
Offset=null,this.checkPosition()};c.VERSION="3.3.7"
                                                                              arge
a,b,c,d){var e=this.$target.scrollTop(),f=this.$elem
                                                                            ositi
effixed)return null!=c?!(e+this.unpin<=f.top)&&"bot
:null!=d&&i+j>=a-d&&"bottom"1
```



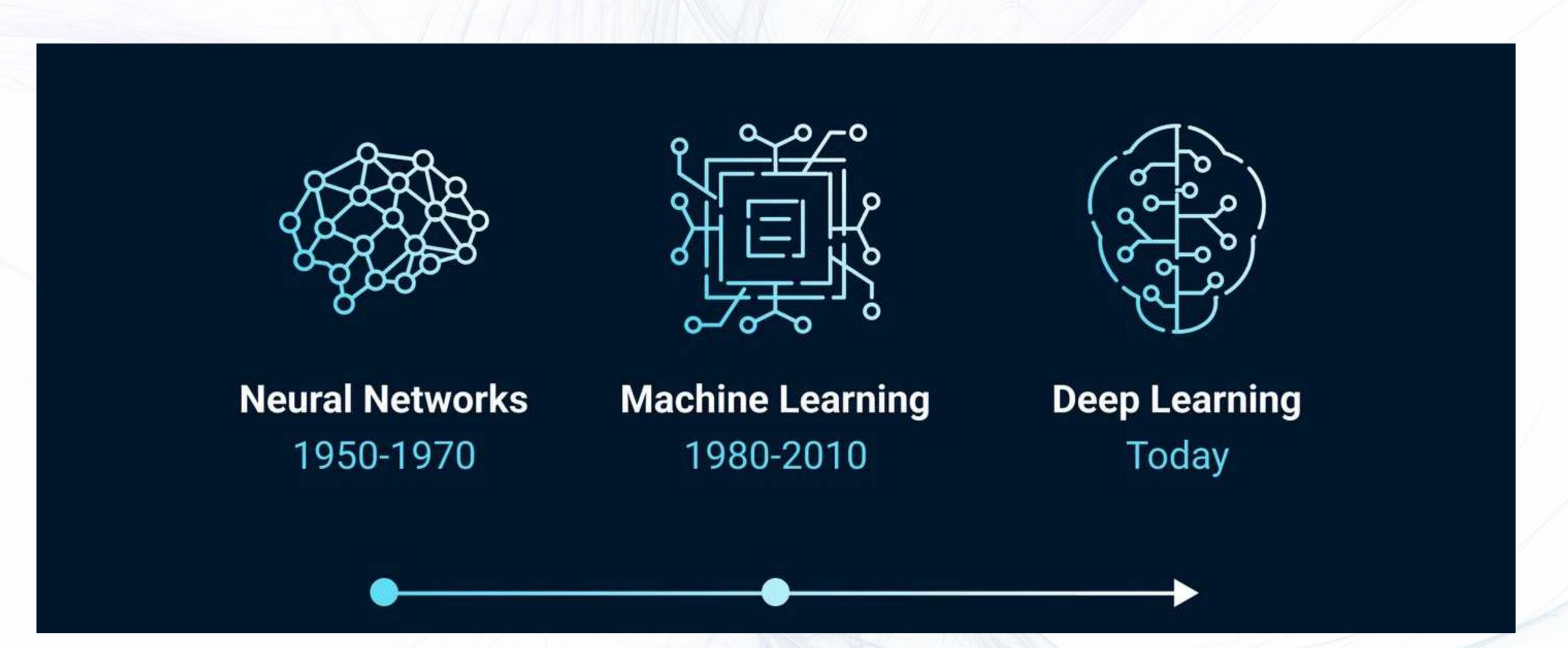
Al Foundational Layer: Machine Learning (ML)

- Machine Learning is the core technology that powers most AI systems today. It enables computers to learn from data patterns and make predictions without being explicitly programmed.
 - Supervised Learning: Al learns from labeled data (like image recognition).
 - Unsupervised Learning: Al detects patterns in unlabeled data (like customer segmentation).
 - Reinforcement Learning: Al learns through trial and error, receiving feedback for actions (like AlphaGo in board games).
- ML is the basis for all current Al applications and will underpin future Al developments.



History of Al







History of Al



1ST WAVE 2ST WAVE **3ST WAVE** Describe Categorize Explain Statistical Learning Explicit knowledge presentation Hybrid systems Human-centric Al First Al Programs Knowledge based systems Maschinelleres Lernen Inference formalisms Playing, learning, solving v.a. statistisches ML problems, planning Random forest, neural networks, Expert systems SVM, Naive Bayes, AdaBoost Language understanding Lips, Prologue **Lighthill Report** Al with another name **Knowledge Engineering** Bottleneck Al will never get Cognitive systems Failure of Al languages Intelligent systems past game problems 1956 1974-1980 1987-1993 2000-2008 2008 2nd Al Winter 1st Al Winter Winter **Big Bang** without an end of Deep Learning 1994 2011 IBM's Deep Blue **IBM's Watson wins World Chess Champion** Jeopardy 2012 Google Brain recognizes picture of a cat 2016 Google DeepMind Alpha Go



Al Versus Al



Generative uses of Al

classifying uses of Al

What is genAl?

Generating new data by learning from large data sets and identifying patterns within – capabilities include text, visual, sound, etc.

Can predict likelihood of a right response

Open-ended and creative

Examples:

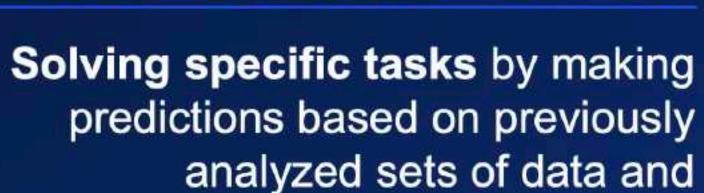
ChatGPT by OpenAI – for text

StyleGAN¹ by NVIDIA – for visuals

NSynth by Google – for sound



What is "traditional" AI?



predefined rules

Can recognize patterns in data

Goal-oriented and specific



Voice assistants

Text recognition / OCR

Recommender systems

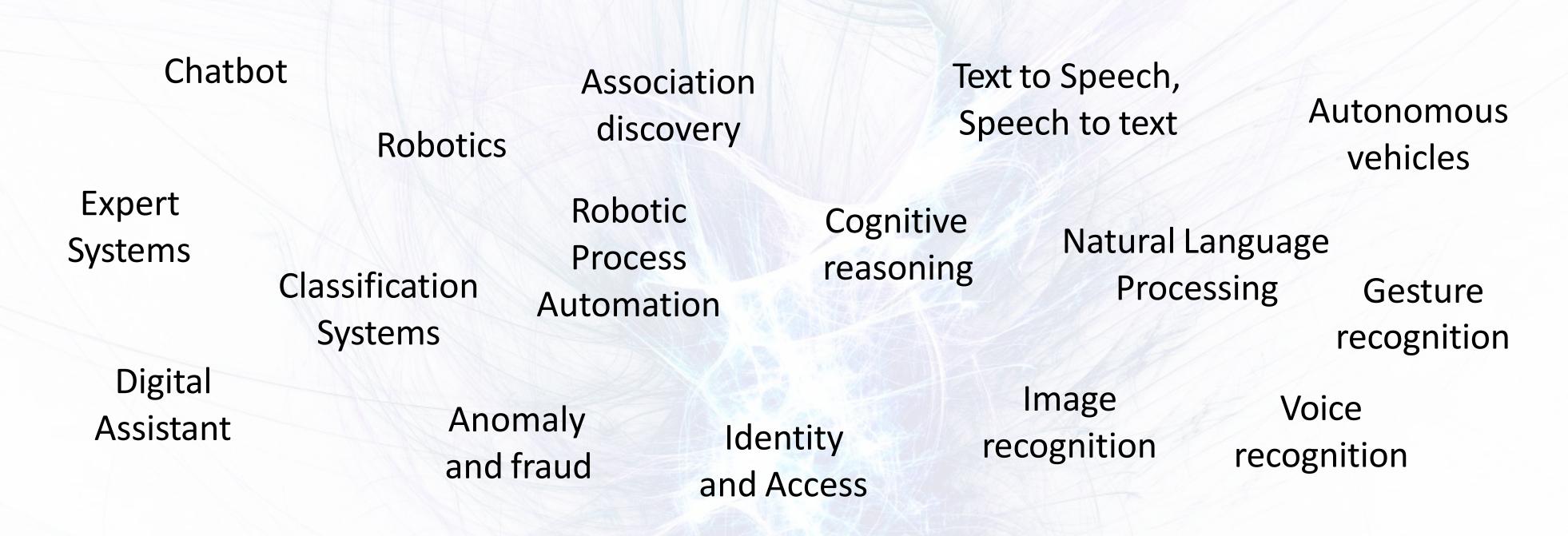


VS



Al models/applications based upon knowledge captured in DATA





Each application area has:

- Specific algorithms focused on answering a specified question
- Different types of data (numbers, text, sound, image etc)
- Optimized tools from different suppliers (BigML, Google, AWS, MS Azure, OpenAl or OpenSource etc)
- Requisite skills tailored to the application at hand



Machine Learning Accessibility





"After years of hype around mysterious neural networks and the PhD researchers who design them, we're entering an age in which just about anyone can leverage the power of intelligent algorithms to solve the problems that matter to them. Ironically, although breakthroughs get the headlines, it's accessibility that really changes the world. That's why, after such an eventful decade, a lack of hype around machine learning may be the most exciting development yet."

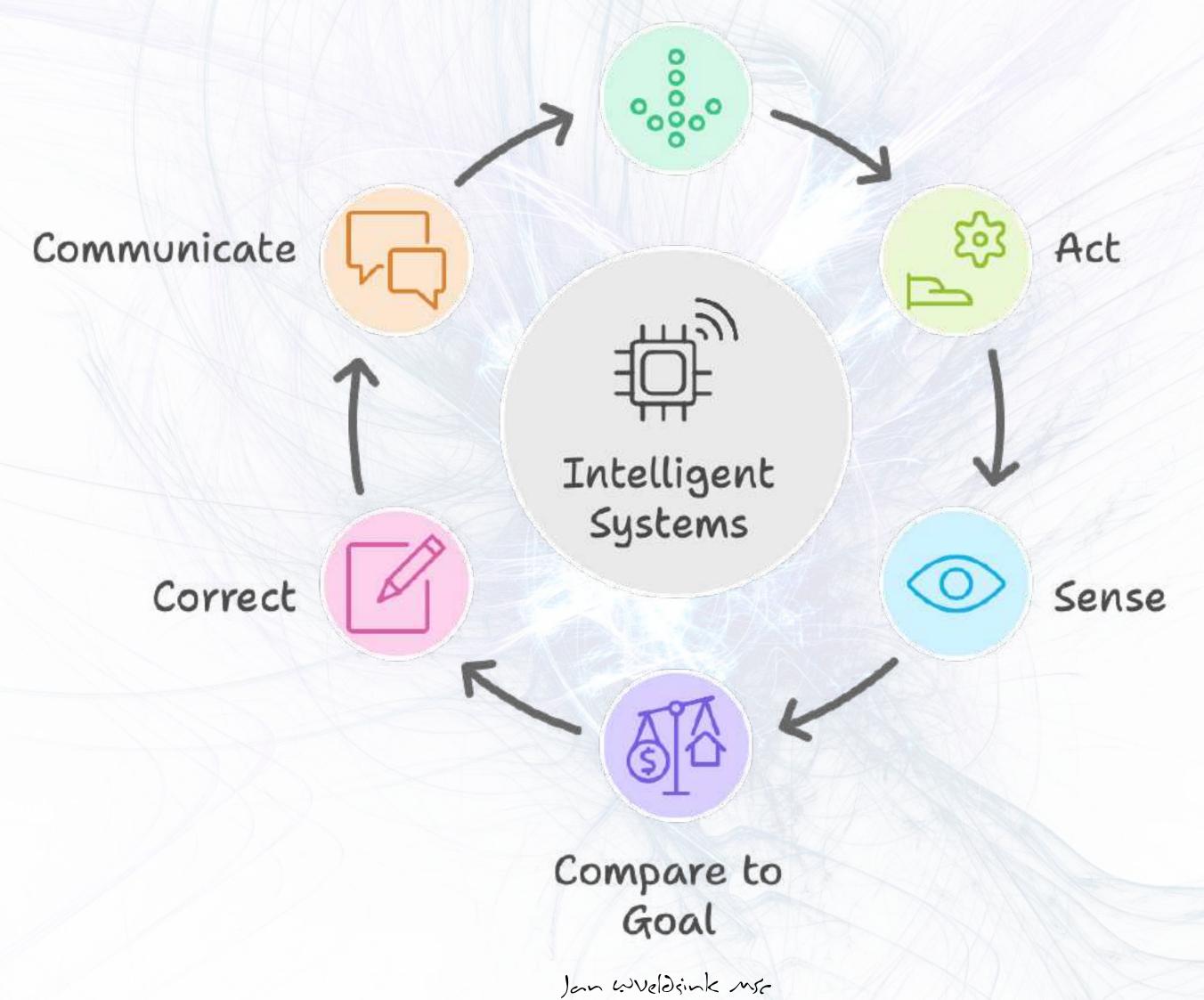
— Andrew Moore, Google

SOURCE:



Cybernetics Al

Set Goals



NYENRODE BUSINESS UNIVERSITEIT

Artificial Intelligence



Machine Learning

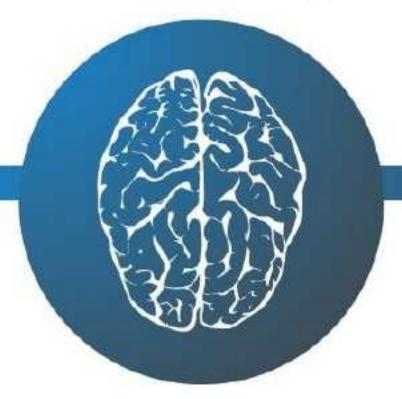


Narrow Artificial Intelligence (ANI)

Stage One: Machines imitate human behavior, specializing in one area to solve a problem.

i.e. Siri, ChatGPT, Alexa

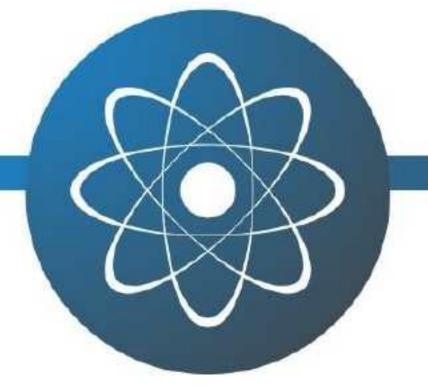
Machine Intelligence



Artificial General Intelligence (AGI)

Stage Two: Machines can continuously learn and are as smart as humans.

Machine Consciousness



Artificial Super Intelligence (ASI)

Stage Three: Machines that are smarter than humans across the board.



Artificial Intelligence



Machine Learning



Narrow Artificial Intelligence (ANI)

Stage One: Machines imitate human behavior, specializing in one area to solve a problem.

i.e. Siri, ChatGPT, Alexa

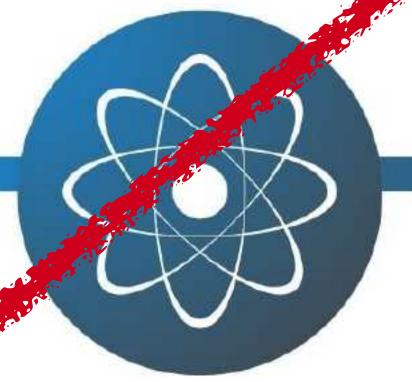
Machine Intelligence



Artificial General Intelligence (AGI)

Stage Two: Machinest an continuously learn and are as smart as humans.

Machine Consciousness



Artificial Super Intelligence (ASI)

Stage Three Machines that are smarter than humans across the board.



Hierarchy of Allearning paradigms



Data analysis and prediction foundation

Data-driven improvement over time

Brain-inspired pattern recognition

Learning through rewards and penalties

Advanced data creation and creativity

Statistical Learning

Machine Learning

Neural Learning

Reinforcement Learning

> Generative Learning





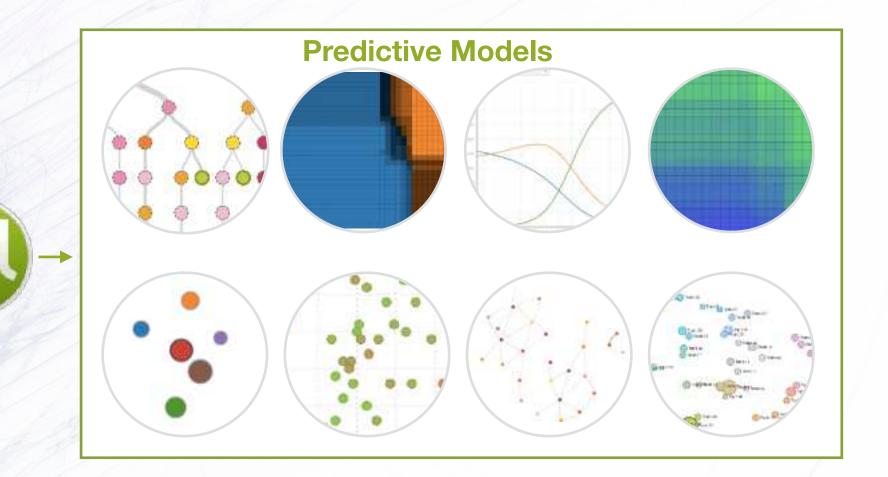
Getting Value from Machine Learning Isn't About Fancier Algorithms — It's About Making It Easier to Use



Classifying Al



AIRLINE	ORIGIN	DESTINATION	DEPARTURE DELAY	DISTANCE	ARRIVAL DELAY
AS	ANC	SEA	-11	1448,0	-22
AA	LAX	PBI	-8	2330,0	-9
US	SFO	CLT	-2	2296,0	5
AA	LAX	MIA	-5	2342,0	-9
AS	SEA	ANC	-1	1448,0	-21
DL	SFO	MSP	-5	1589	8
NK	LAS	MSP	-6	1299	-17
US	LAX	CLT	14	2125,0	-10
AA	SFO	DFW	-11	1464,0	-13
DL	LAS	ATL	3	1747,0	-15

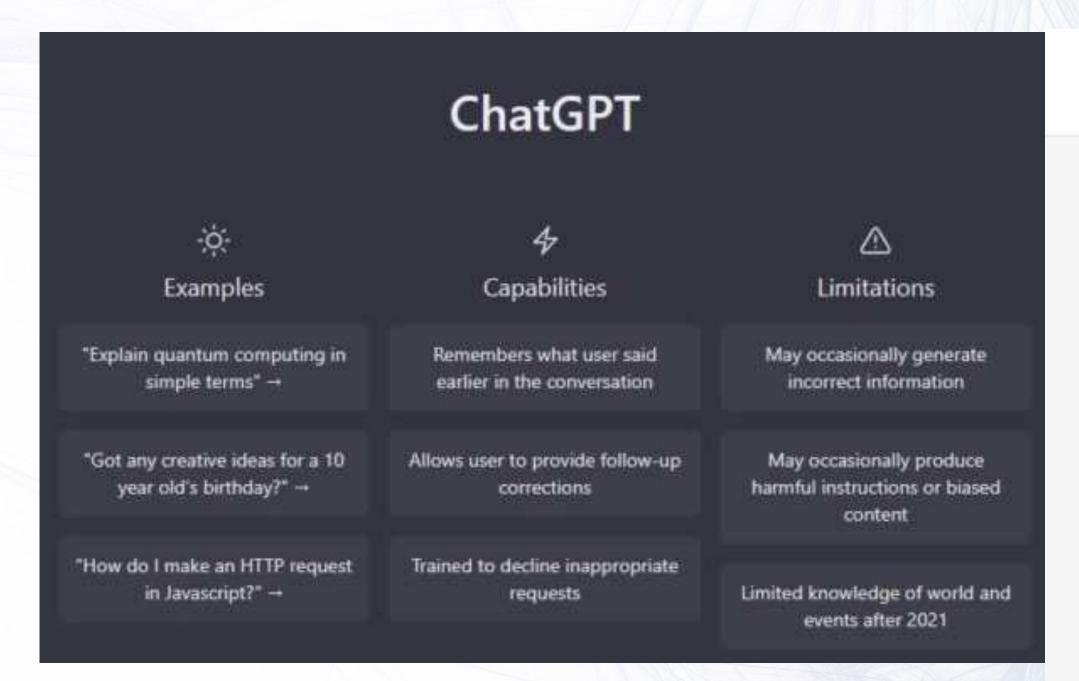


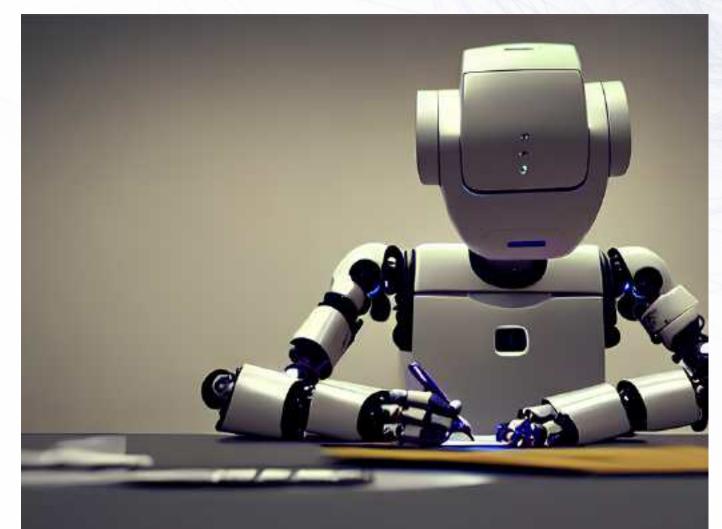
Finding patterns in data that can be used to make inferences...(decisions)



Generating Al







Write a short article on how photovoltaics work



Photovoltaics, or solar cells, are devices that convert sunlight into electricity. They are made of semiconductor materials, such as silicon, which are highly sensitive to light. When sunlight hits the solar cell, it knocks electrons loose from the atoms in the semiconductor material, creating a flow of electricity.



The solar cell is made up of two layers of semiconductor material, each with a different electrical charge. The top layer is positively charged, while the bottom layer is negatively charged. When sunlight hits the solar cell, it knocks loose electrons from the atoms in the semiconductor material, causing them to flow from the negatively charged layer to the positively charged layer. This flow of electrons creates an electric current, which can be used to power electrical devices.

Solar cells are typically connected together in a panel, and multiple panels can be combined to form a solar array. The solar array is then connected to an inverter, which converts the direct current (DC) electricity produced by the solar cells into alternating current (AC) electricity, which is what is used in homes and businesses.

Photovoltaics are a clean and renewable source of energy, as they produce electricity from sunlight, a natural and abundant resource. They also do not produce any emissions or pollutants, making them a environmentally friendly option for generating electricity. Photovoltaics are becoming increasingly popular as a source of electricity for homes, businesses, and even entire communities.



Programming Al

07



4

write a inference engine in clojure



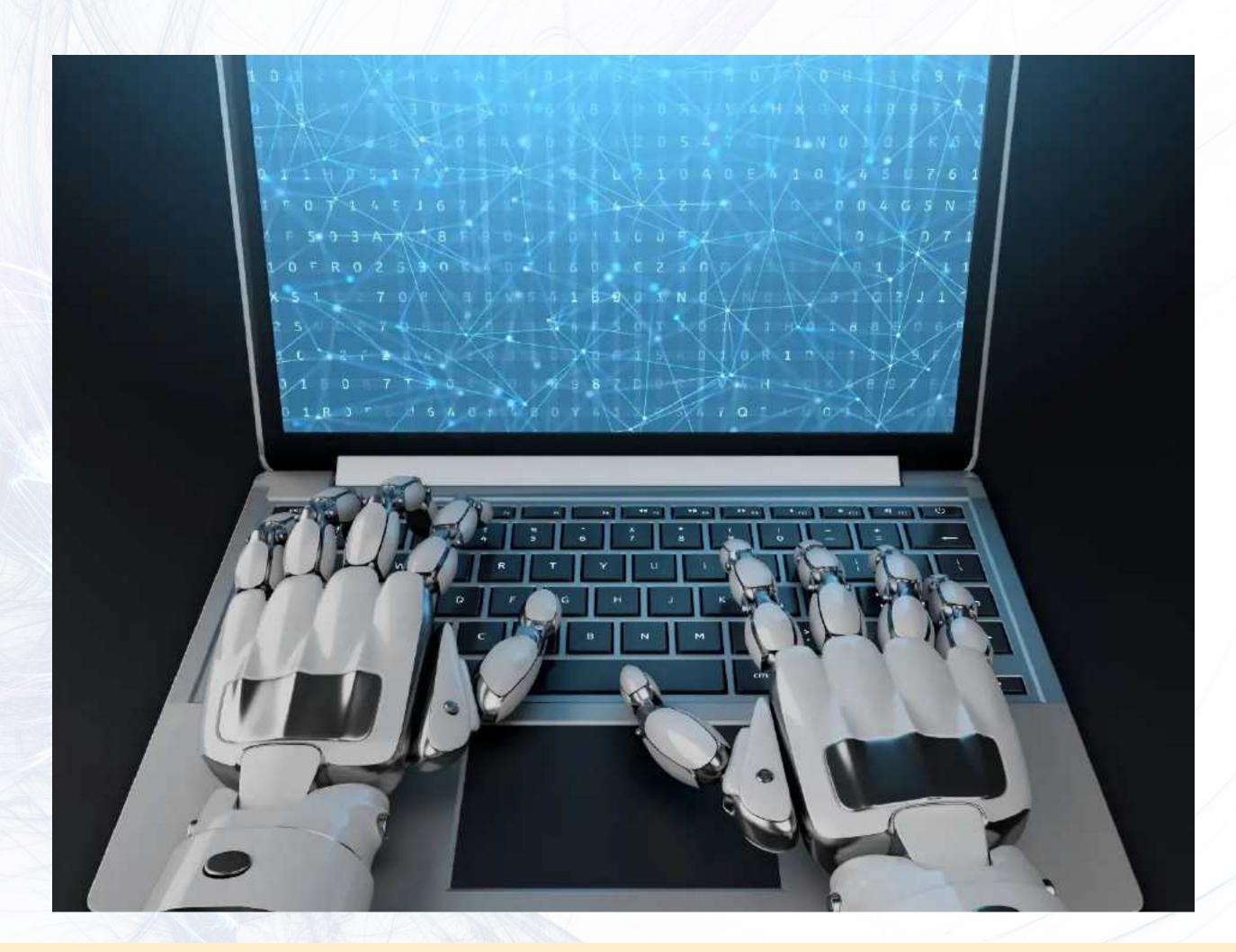
Sure, here's an example of a simple inference engine implemented in Clojure:

```
Copy code
(def knowledge-base {:rules {"rule1" ["fact1" "fact2"]
                           "rule2" ["fact3"]}
                     :facts {"fact1" true
                           "fact2" false
                           "fact3" true}})
(defn infer [knowledge-base input-facts]
 (let [rules (:rules knowledge-base)
       facts (:facts knowledge-base)]
   (loop [result []
          remaining-rules rules]
     (if (empty? remaining-rules)
       result
       (let [[rule-name rule-premise] (first remaining-rules)
             remaining-rules (rest remaining-rules)]
         (if (every? #(facts %) rule-premise)
           (recur (conj result rule-name) remaining-rules)
           (recur result remaining-rules))))))
(infer knowledge-base ["fact1" "fact3"])
;; Returns: ["rule1"]
```

This code defines a simple knowledge base as a map with two keys: `:rules` and `:facts`. The `:rules` key contains a map of rule names to lists of facts that must be true for the rule to be triggered. The `:facts` key contains a map of fact names to Boolean values indicating whether the fact is true or false.

The `infer` function takes the knowledge base and a list of input facts as its arguments. It uses a `loop` construct to iterate through the rules in the knowledge base, and for each rule, it checks if all the facts listed in the rule's premise are true using the `every?` function. If all the facts are true, it adds the rule to the list of results. Finally, it returns the list of rules that were triggered by the input facts.

This is a very simple example and can be further developed and expanded as per the requirement.



ChatGPT is a good coder, but not a good software engineer, or developer.



Art Made With Artificial Intelligence Wins at State Fair





Théâtre D'opéra Spatial by Jason Allen SOMEWHAT STRICTLY CONFIDENTIAL



Poetry to Visual-Art







Poetry to Visual-Art - MidJourney



Ogen wijd gesloten

Jaren hebben open ogen Mij het zicht ontnomen

Daarom spreek ik met je In deze diepe nacht

Met mijn ogen gesloten Spreek zacht de woorden

Zie en ken je beter zo Om ogen te openen

En je opnieuw te zien
En opnieuw
En opnieuw
En opnieuw

©Jan Veldsink 2019





Two prompts



The prettiest person in the world

The ugliest person in the world



The outcome



The prettiest person in the world



The ugliest person in the world

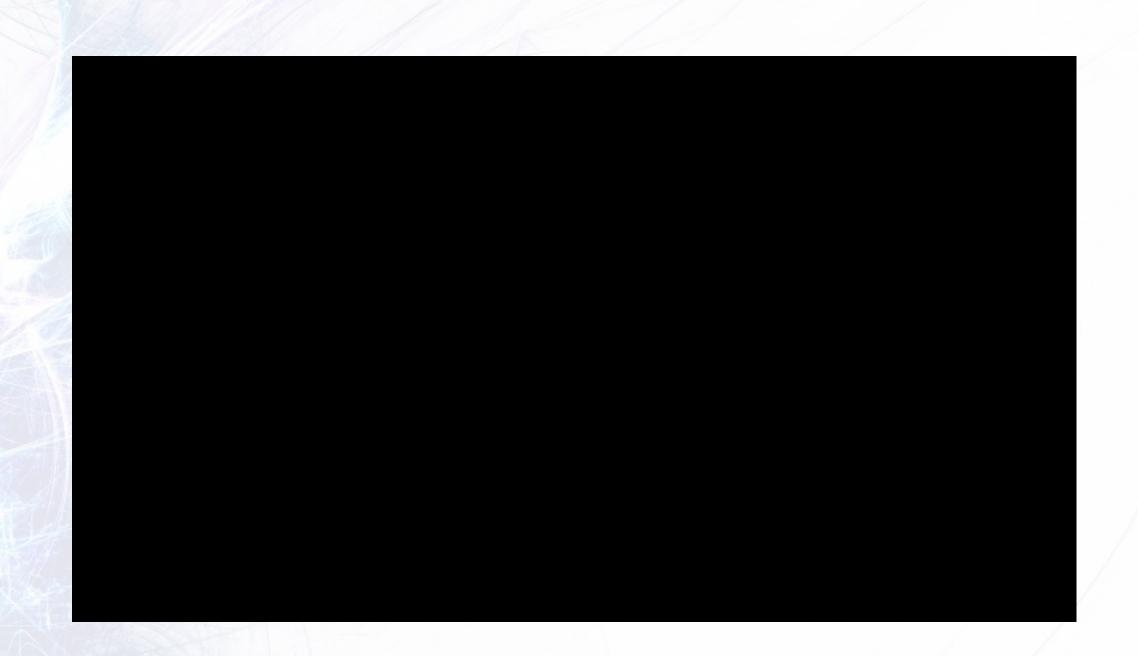




Swiss army knife - Metaphor







https://www.youtube.com/watch?v=O20mKRHYttg







Hyper-Personalization



Recognition



Patterns & Anomalies

The Seven
Patterns
of AI

Conversation & Human Interaction



Predictive
Analytics &
Decisions



Goal-Driven Systems







The Hyperpersonalization Pattern



- Treat each customer as an individual.
- The hyperpersonalization pattern is defined as using machine learning to develop a profile of each individual, and then having that profile learn and adapt over time for a wide variety of purposes including displaying relevant content, recommend relevant products, provide personalized recommendations and so on.

The objective of this pattern is to treat each individual as an individual.

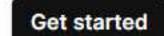
Request a demo

Log in

Get Notion free

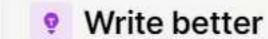
Just ask Notion Al.

Knowledge, answers, ideas. One click away.



Sign up for Q&A Waitlist



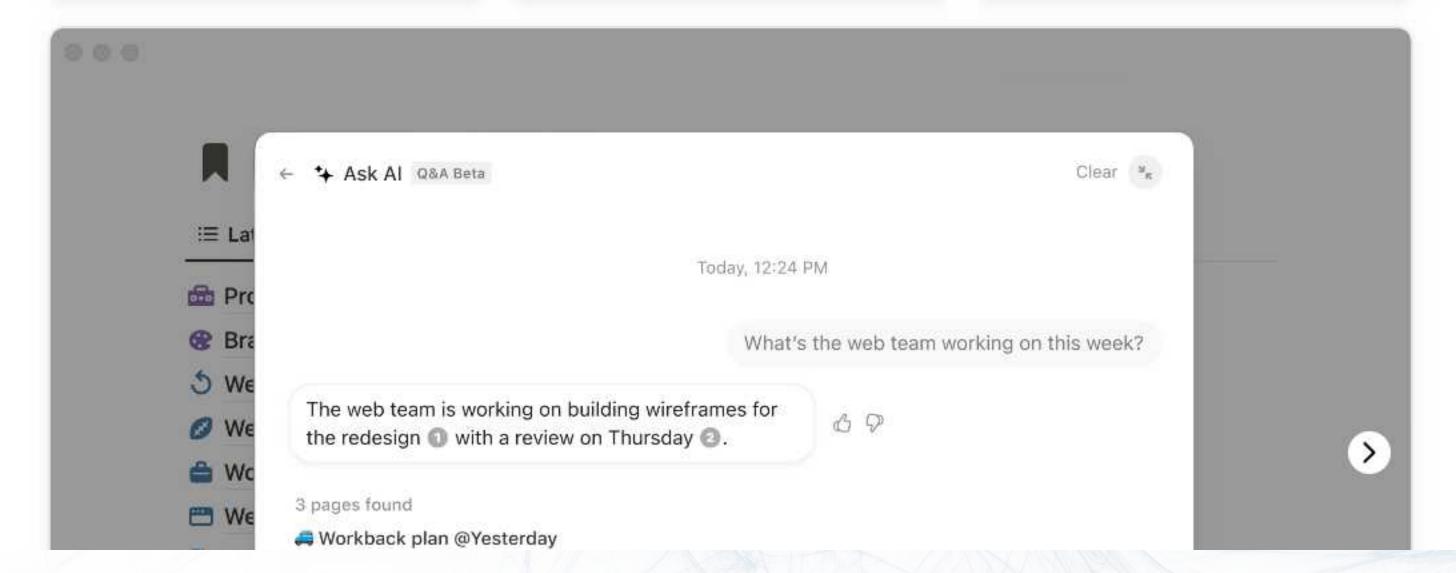


Get help writing and brainstorming in Notion, not in a separate browser tab.



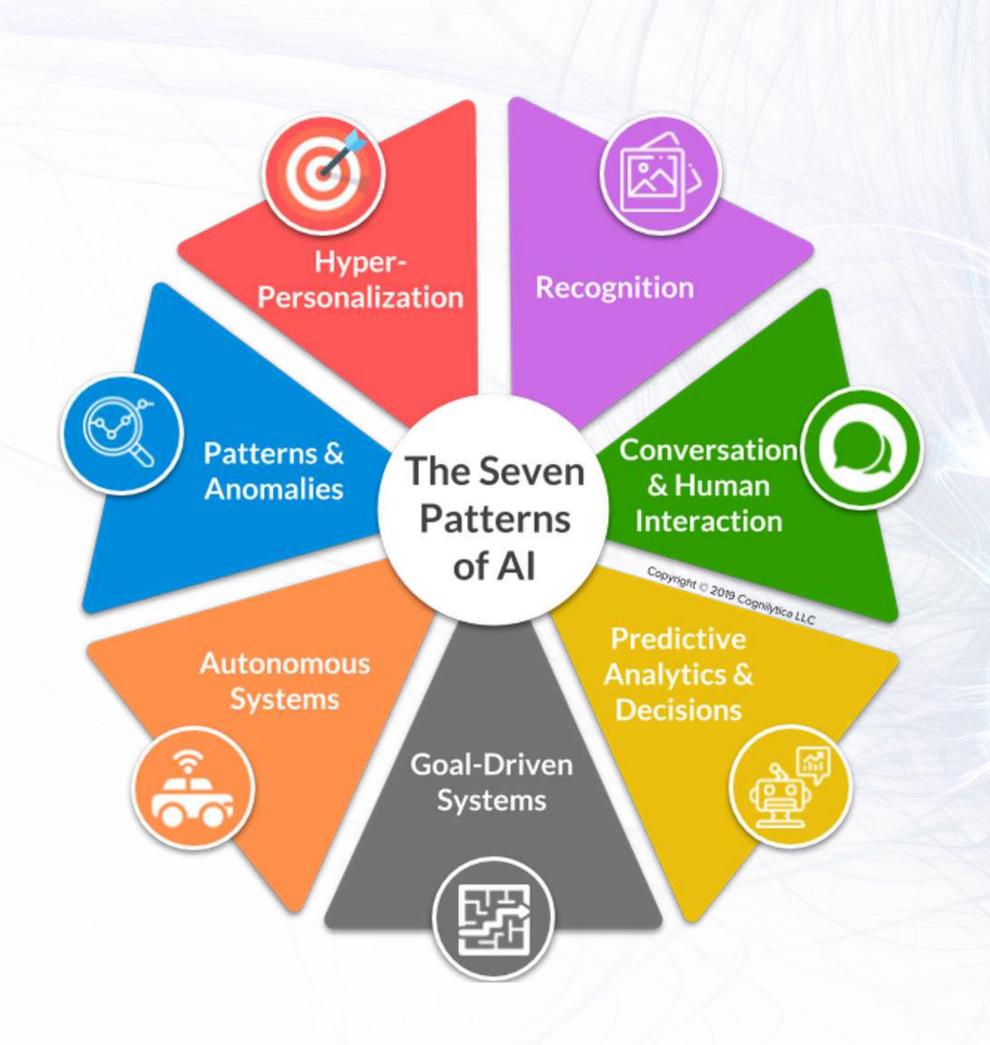
Autofill tables

Turn overwhelming data into clear, actionable information in seconds.

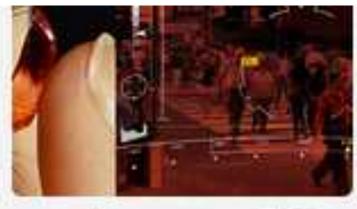




The Recognition Pattern



- Machines that can recognize the world
- One of the big advancements in machine learning is the use of deep learning to greatly improve the accuracy of recognition-related tasks such as image, video, audio, and object recognition, classification, and identification. The recognition pattern is defined as using machine learning and other cognitive approaches to identify and determine objects or other desired things to be identified within image, video, audio, text, or other primarily unstructured data formally. The objective of this pattern is to have machines identify and understand things.

















































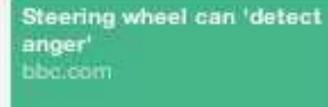






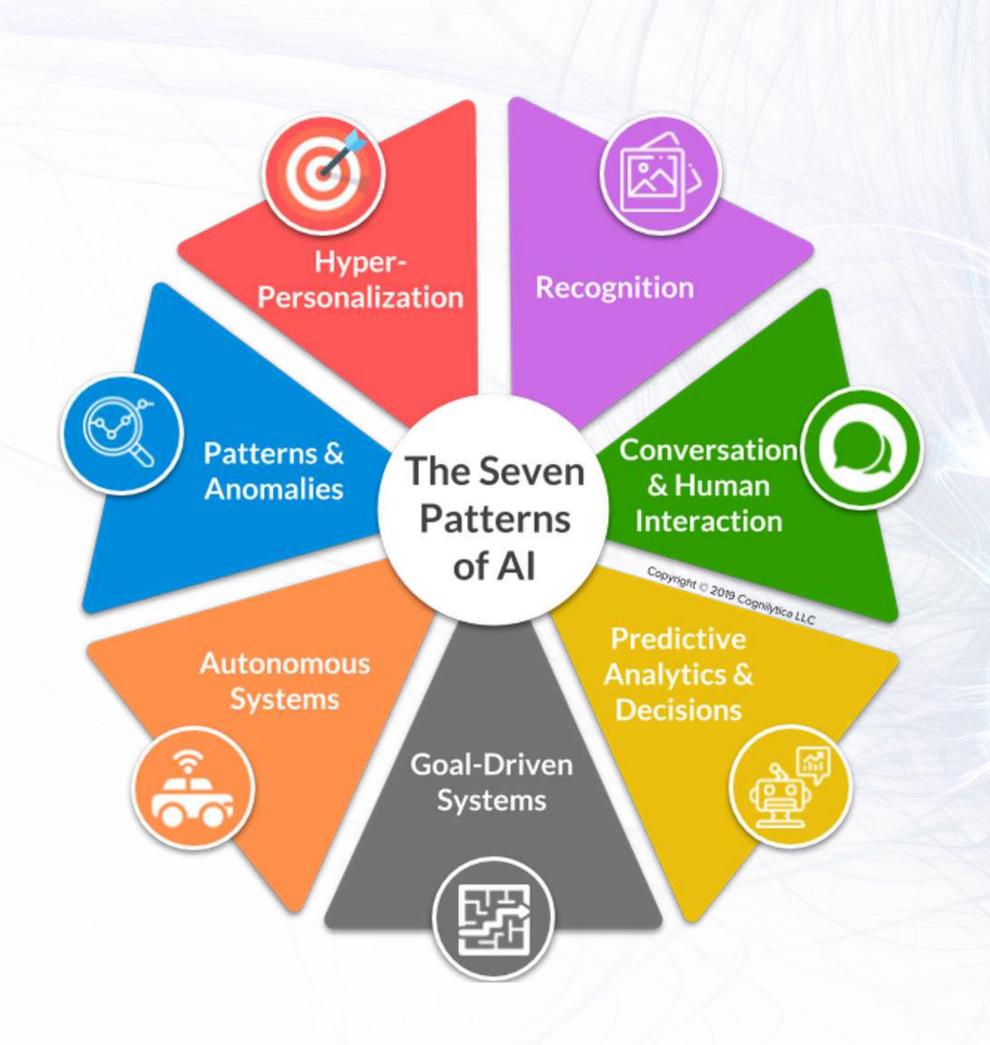




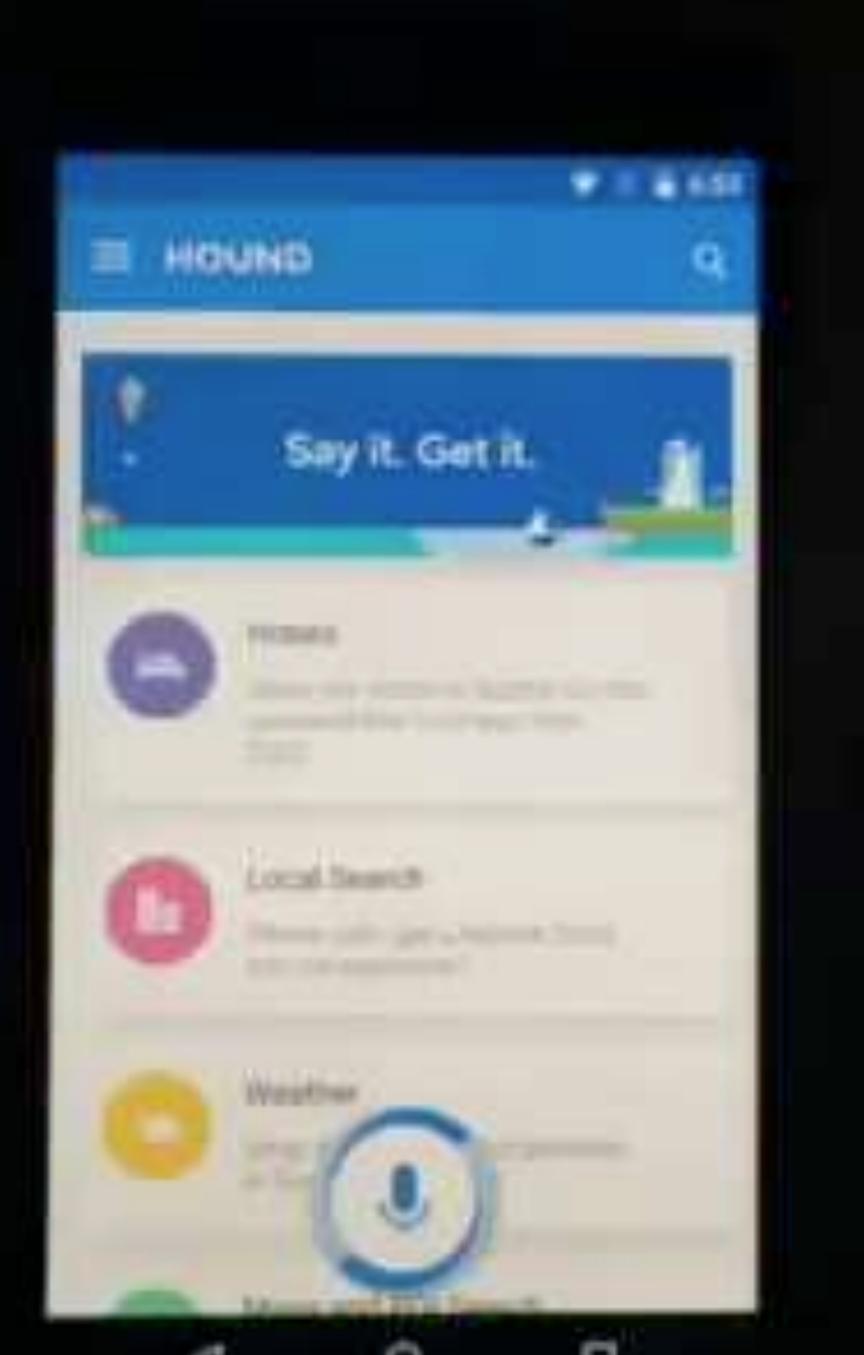




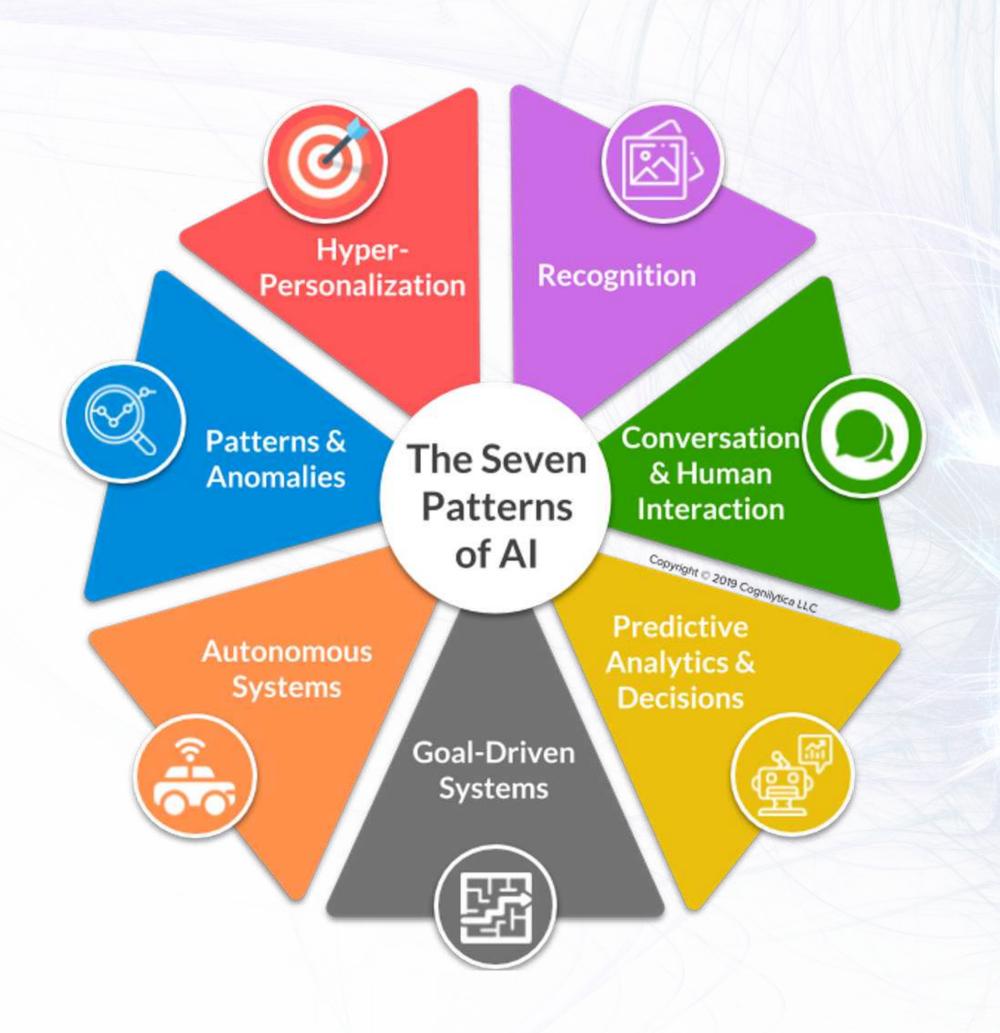
The Conversational Pattern



- Machines that can communicate as humans
 do
- Another pattern of Al is the conversational/ human interaction pattern. This is defined as machines and humans interacting with each other through conversational forms of interaction and content across a variety of methods including voice, text, and image forms. This includes machine to human, human to machine, and back and forth human and machine interaction. The objective of this pattern is enabling machines to interact with humans how humans interact with each other.



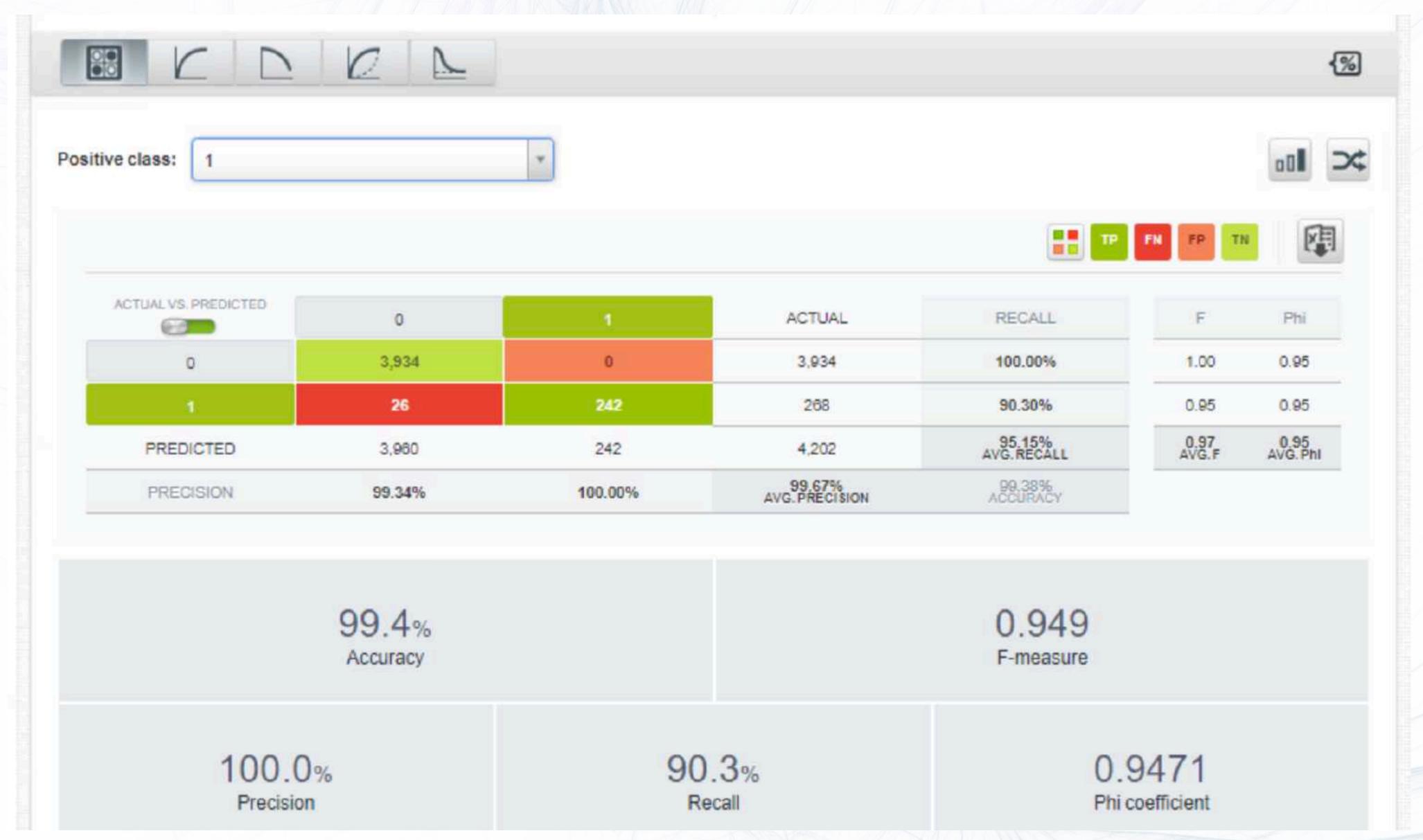
Al powered predictive analytics



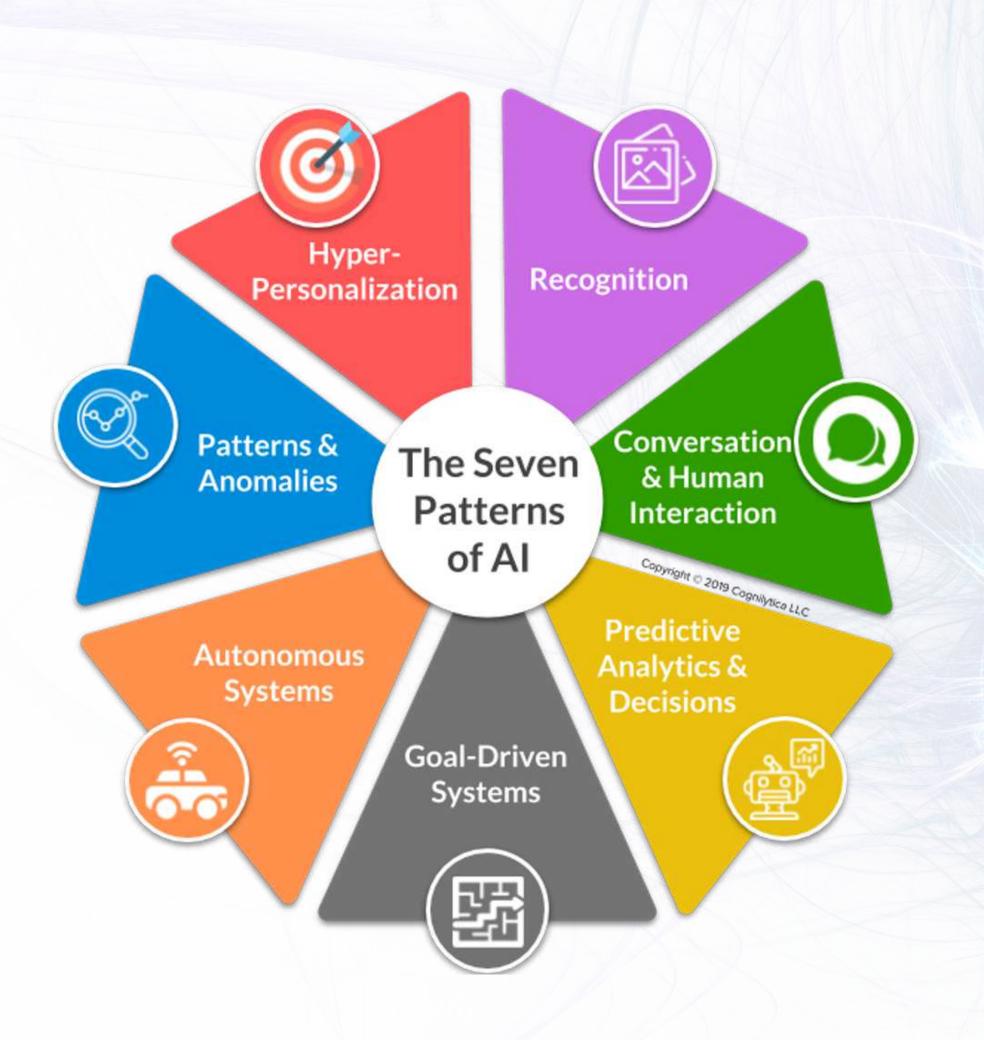
- Machines that decides like humans do.
- Another pattern of Al is predictive analytics and decision support. This is defined as using machine learning and other cognitive approaches to understand how past or existing behaviors can help predict future outcomes or help humans make decisions about future outcomes based on these patterns. The objective of this pattern is helping humans make better decisions.

ML Results on fraud





The Goal-Driven Systems Pattern



- Solving the Puzzle
- Machines have proven to be particularly adept at learning the rules of games, and beating humans at their own games. In the past, machines have easily conquered the games of checkers, chess, and finding solutions to mazes. Through the power of reinforcement learning and much more advanced computation capabilities, machines are now able to win at Go, multi-player games such as DoTA, and much more complicated games. Alpha Go and Alpha Zero were created by Google's DeepMind division under the theory that through goals, computers could learn anything through game play. Games are just the beginning to solutions that could potentially even lead to breakthroughs in solving long-hoped for goals in Artificial General Intelligence (AGI).



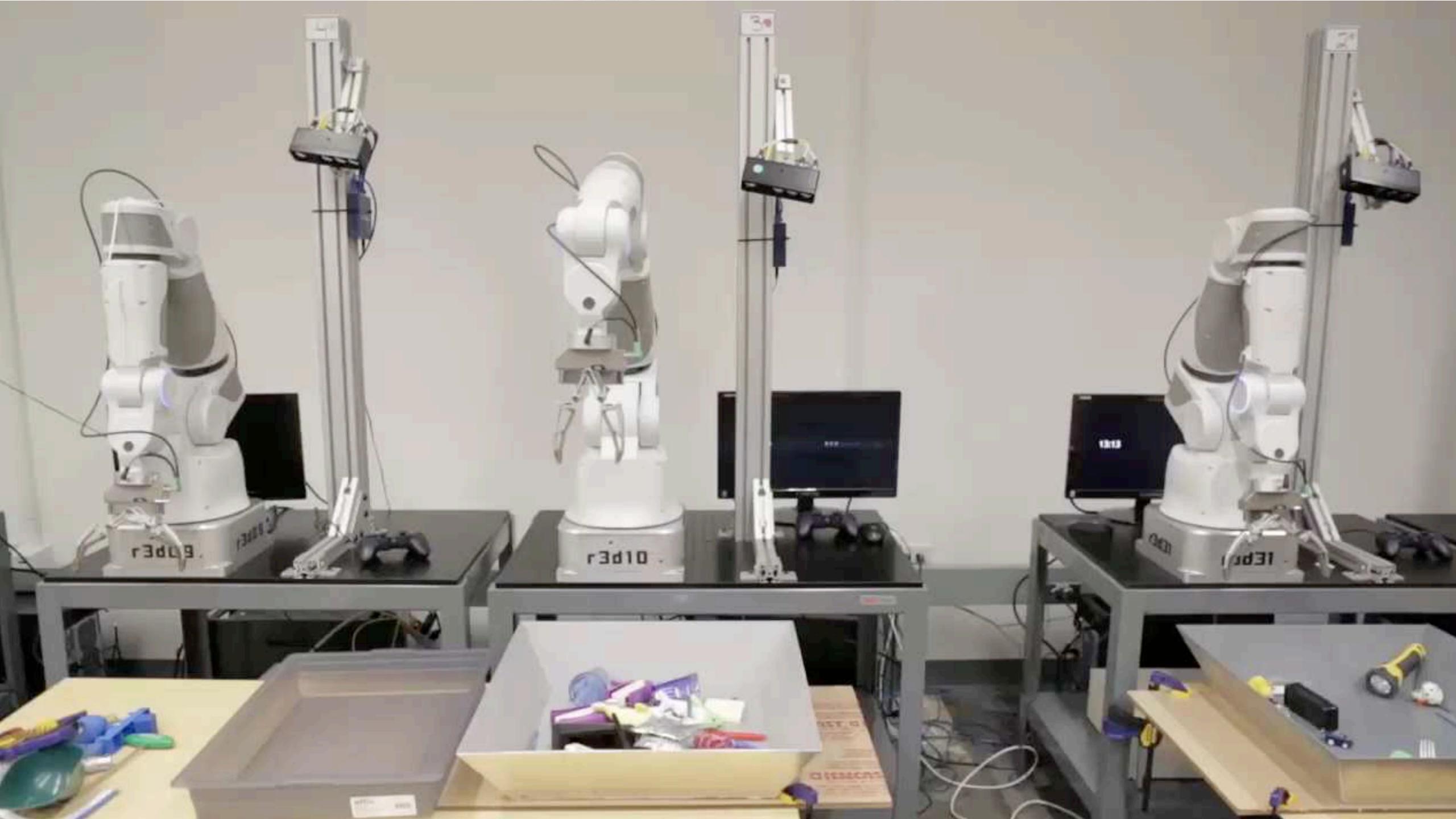
Autonomous systems Pattern



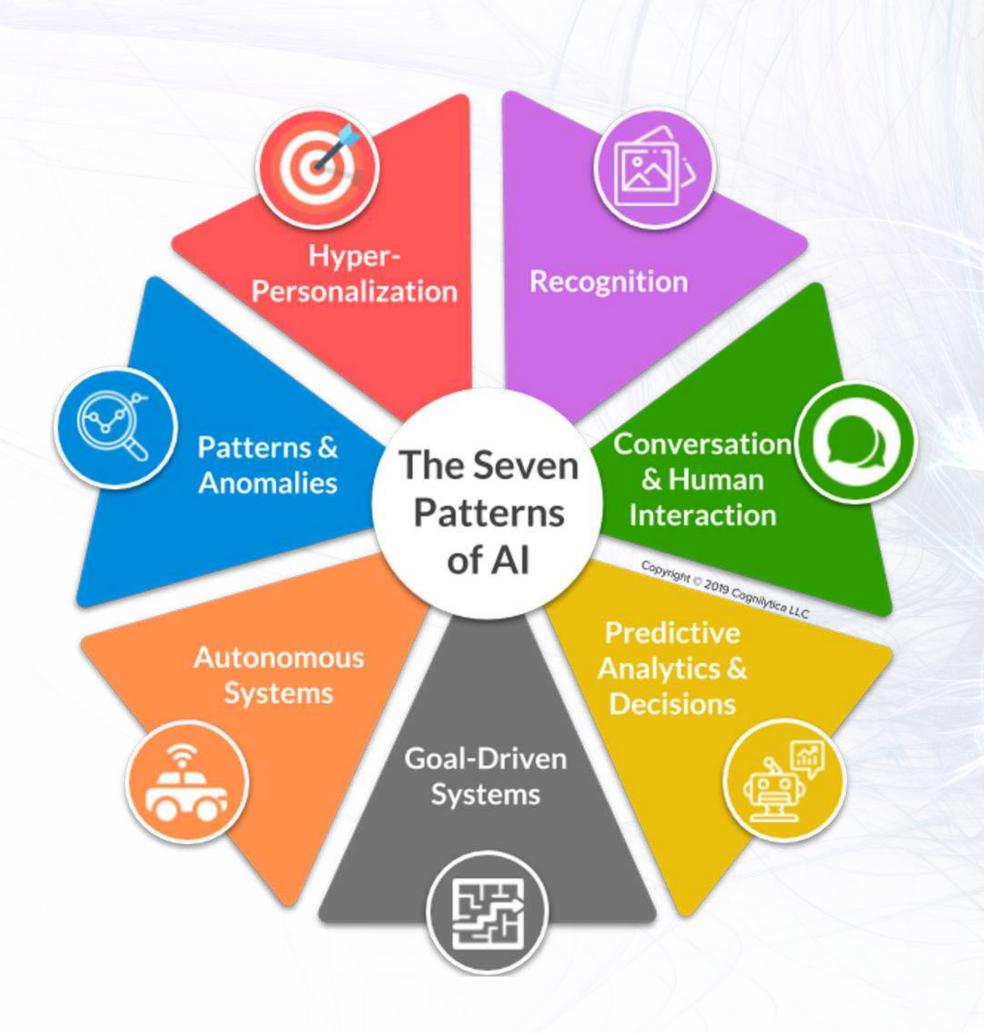
- Reducing the need for manual labor.
- Autonomous systems are physical and virtual software and hardware systems that are able to accomplish a task, reach a goal, interact with their surroundings, and achieve an objective with minimal human involvement.

Where the primary objective of hyperpersonalization is to treat people as individuals, the goal of autonomous systems is to streamline things with as little human interaction as possible.

The autonomous pattern requires machine learning capability that can independently perceive the outside world, predict the future behavior of external elements, and plan for how to deal with those changes.

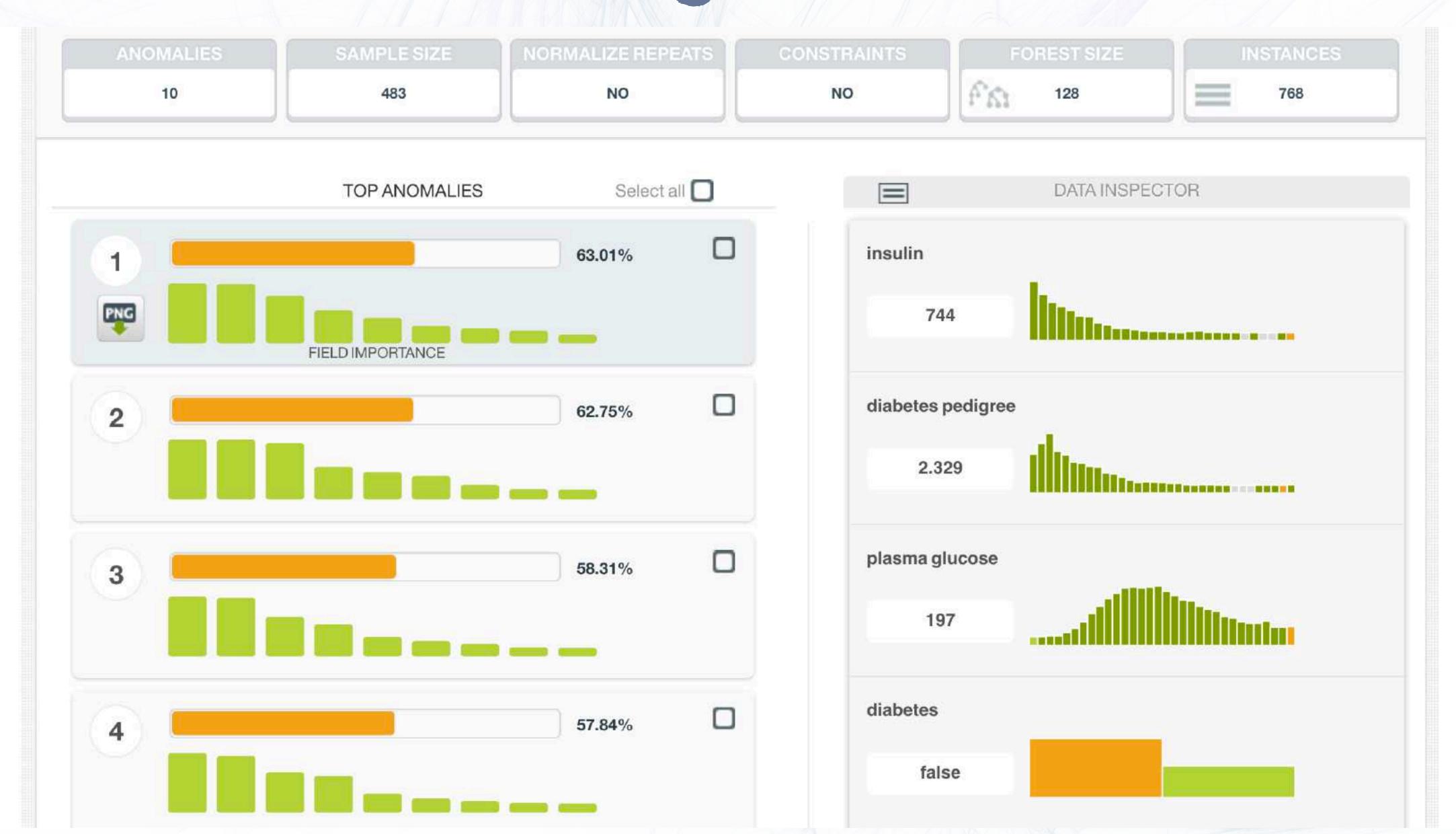


Identifying Patterns and anomalies with AI



- Machines that find unknown patterns
- Machine learning is particularly good at identifying patterns and finding anomalies or outliers. The "pattern-matching pattern" is one of the repeating approaches to Al projects that has seen wide and increasing adoption. The goal of the Patterns and Anomalies pattern of Al is to use machine learning and other cognitive approaches to learn patterns in the data and learn higher order connections between data points to see if it fits an existing pattern or if it is an outlier or anomaly. The object of this pattern is to find what fits with existing data and what doesn't.

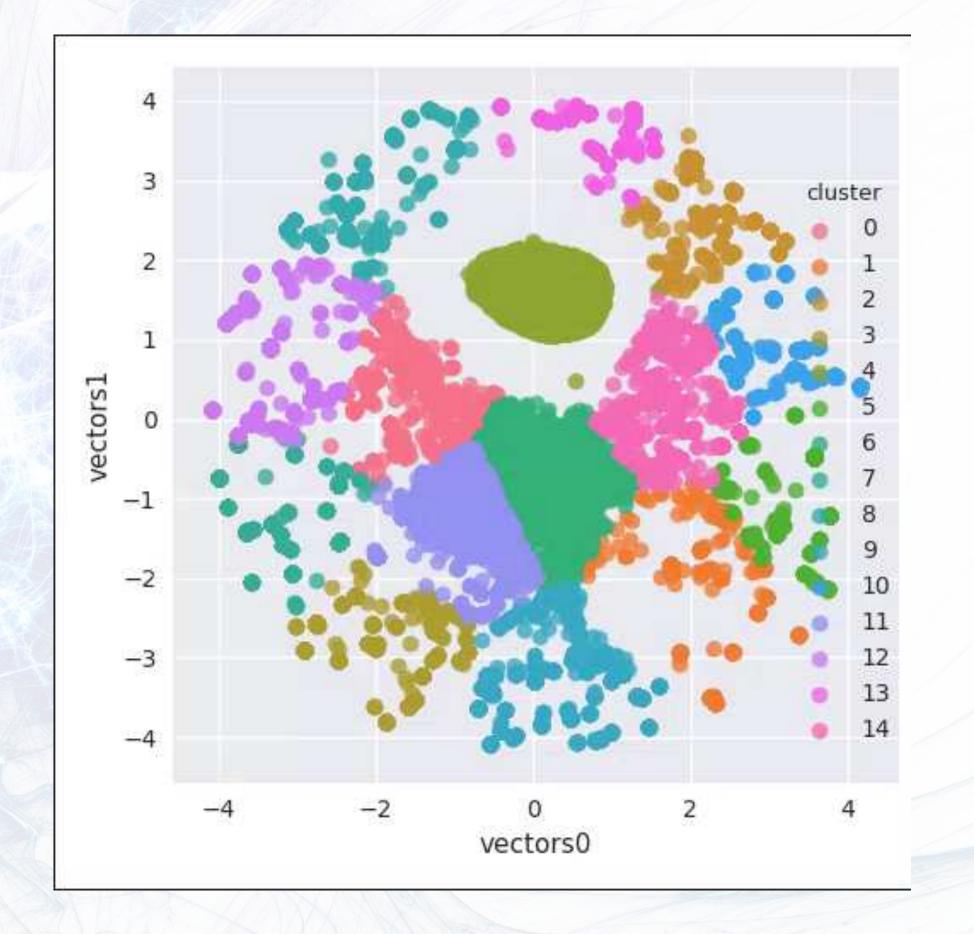
Anomaly Detection



WE NEED TO LEARN IN DIFFERENT WAYS

nieuwe' betaalpas' betaalpas' betaalpas' aanvraag'

```
en' idealbetaling'
stichting' van'
aanvraag' nieuwe'
aan' de'
```





Workshop





Recognition



Patterns & Anomalies

The Seven **Patterns** of AI

Conversation & Human Interaction



Copyright © 2019 Cognilytica LLC





- Take your ideas and plot them into these seven patterns
 - Do not forget to argue: WHY!

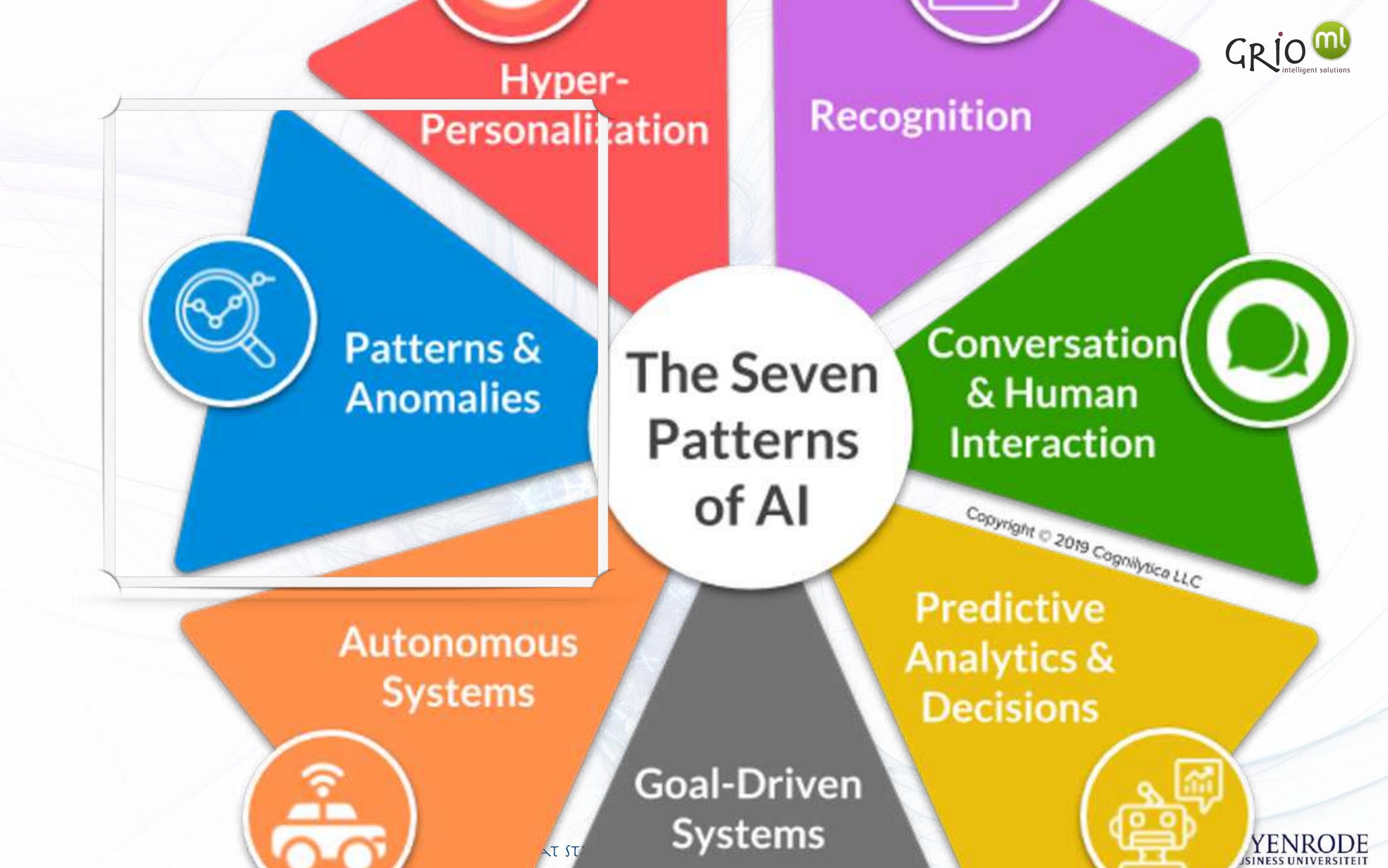
Autonomous Systems



Goal-Driven Systems







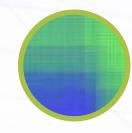
Jan wveldsink msc

Across Industry use Case Examples





Predictive Maintenance: Will this machine component fail?



Supplier Risk: What will be the delivery performance per supplier?



Forecasting: How much of each vehicle model will we sell next quarter?



Marketing: Which customers show affinity for shared mobility?



Finance: Is this transaction fraudulent?



Operations: Which manufacturing configurations are optimal to use?



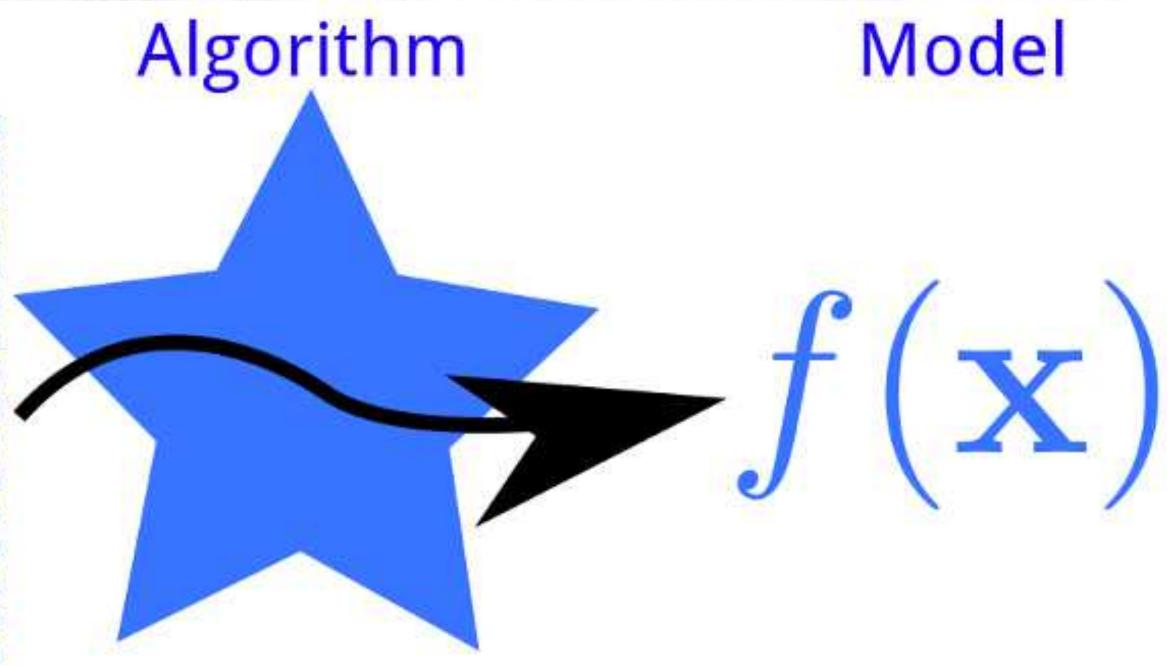
Knowledge work: What is the best way to formulate a strategy?

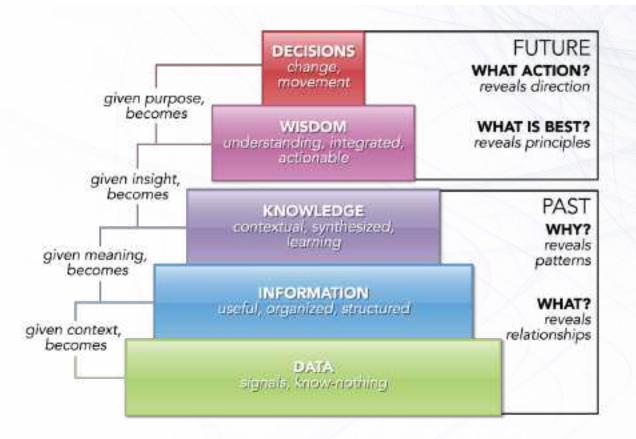


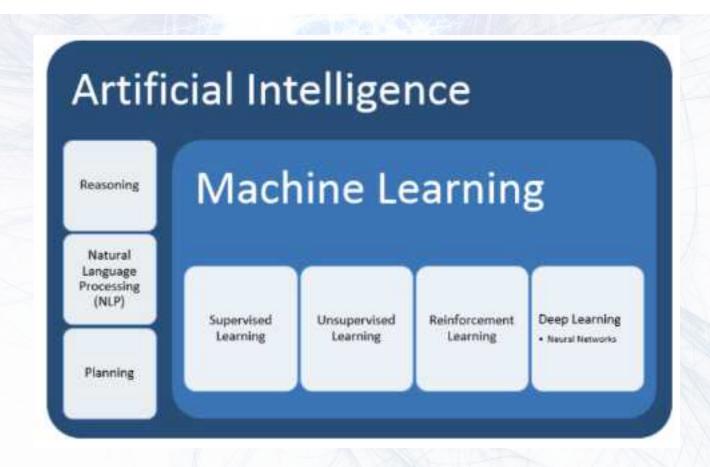
Data Contains the Knowledge!

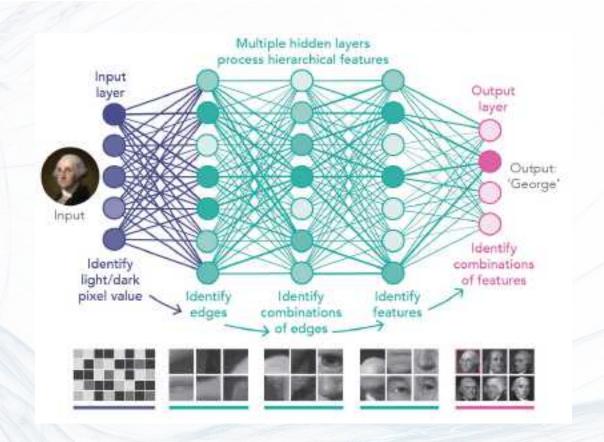


Data







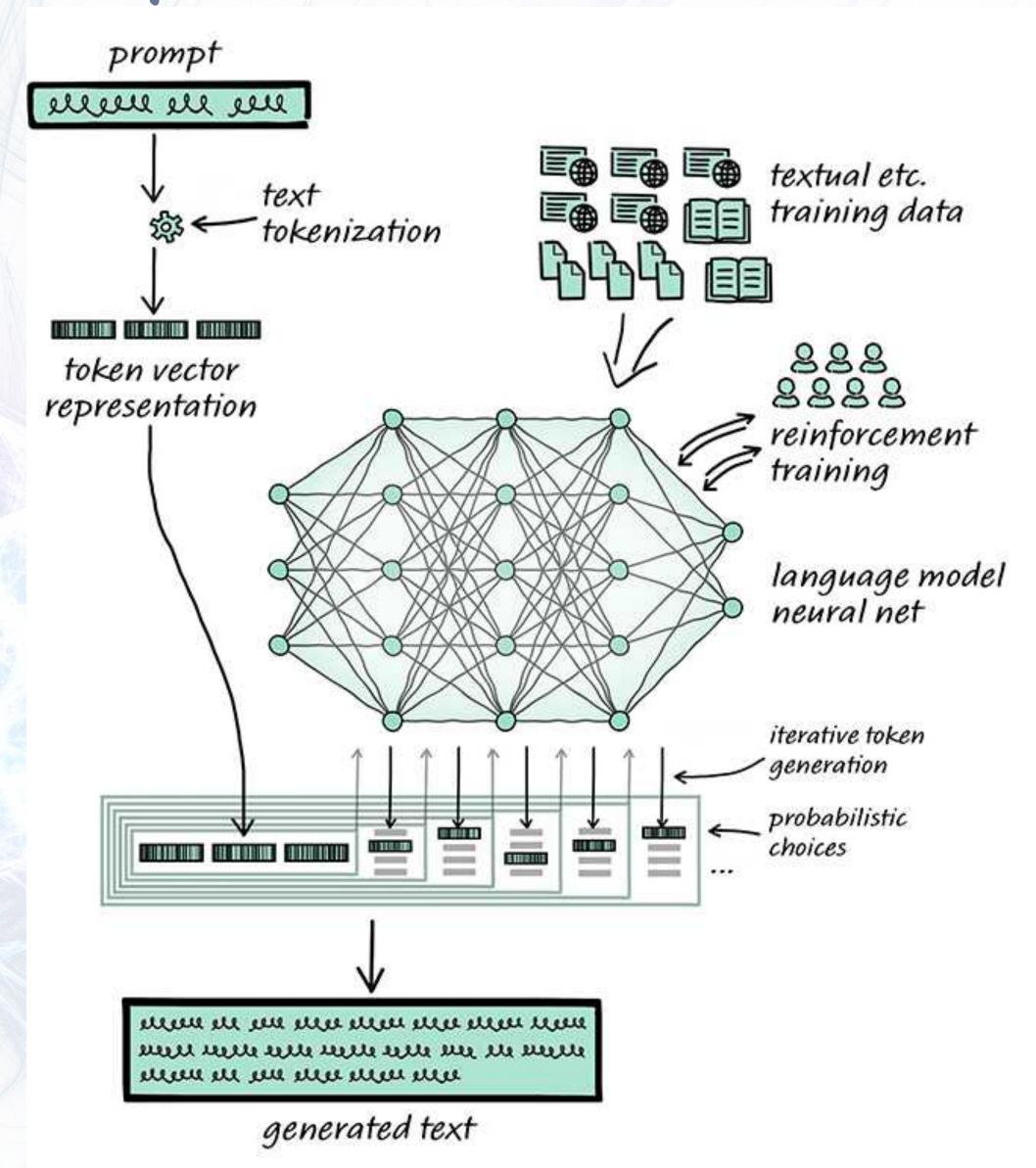




Chat GPT

- Training data
 - Large language Neural Net
 - Token and Vector generation
- Prompt
 - Tokens
 - Token Vector Representation

• Result: Probabilistic generated text



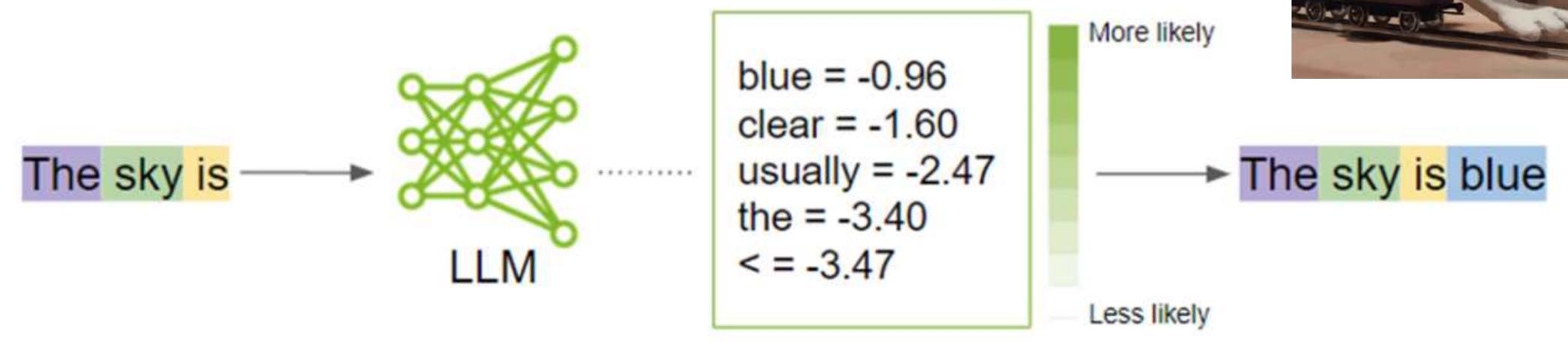


CHAtGPt/LLM& How does it create?



Statistical approach to text generation, enhanced by training and Reinforcement Learning with Human Feedback





Total: -0.96 logprob on 1 token (73.18% probability covered in top 5 logits)

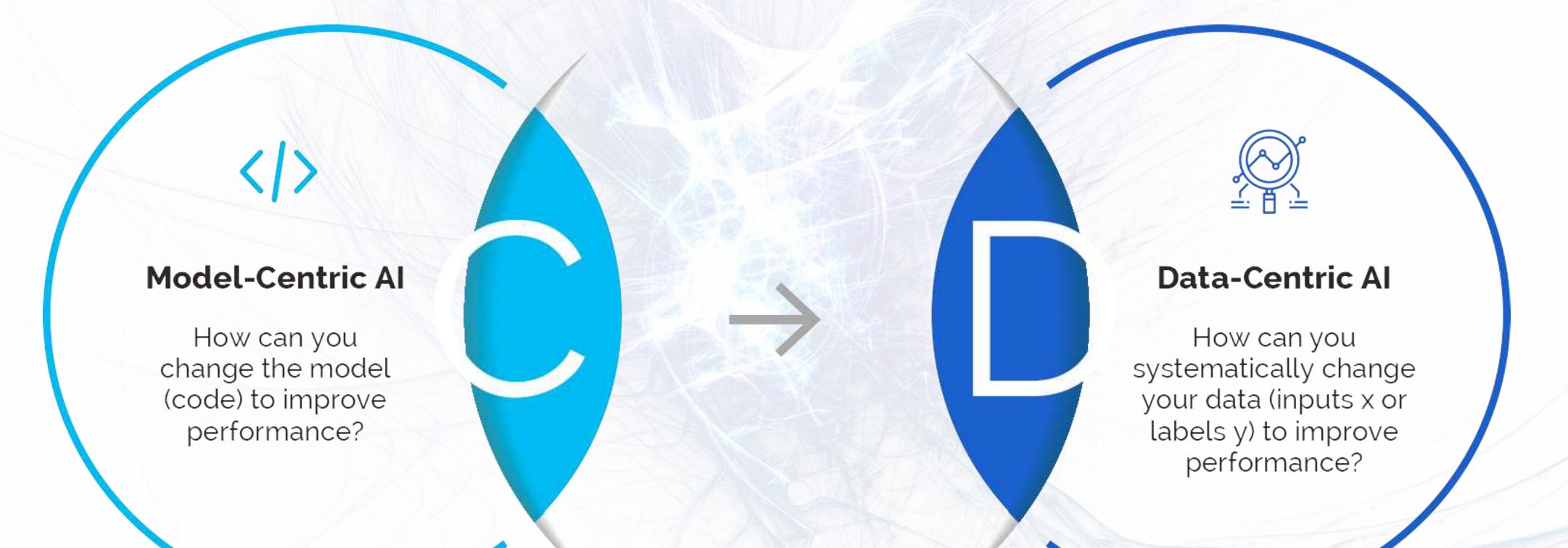


Paradigm Shift2



A AI SUPERPOWER FOR ANALYSTS

Talk To Your Database. Get *Explainable* Answers.

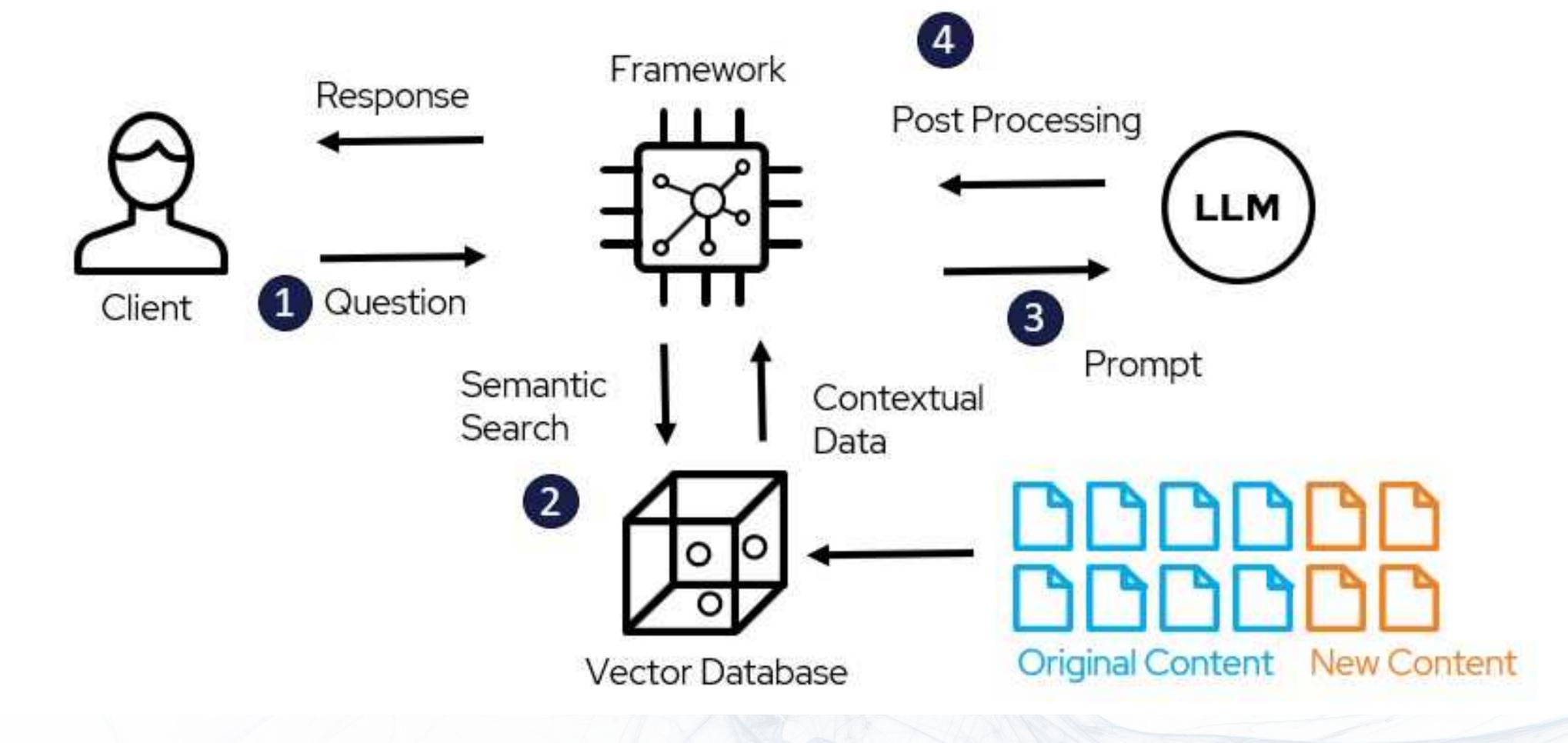




SO: RAG - making a LLM special



RAG Architecture Model



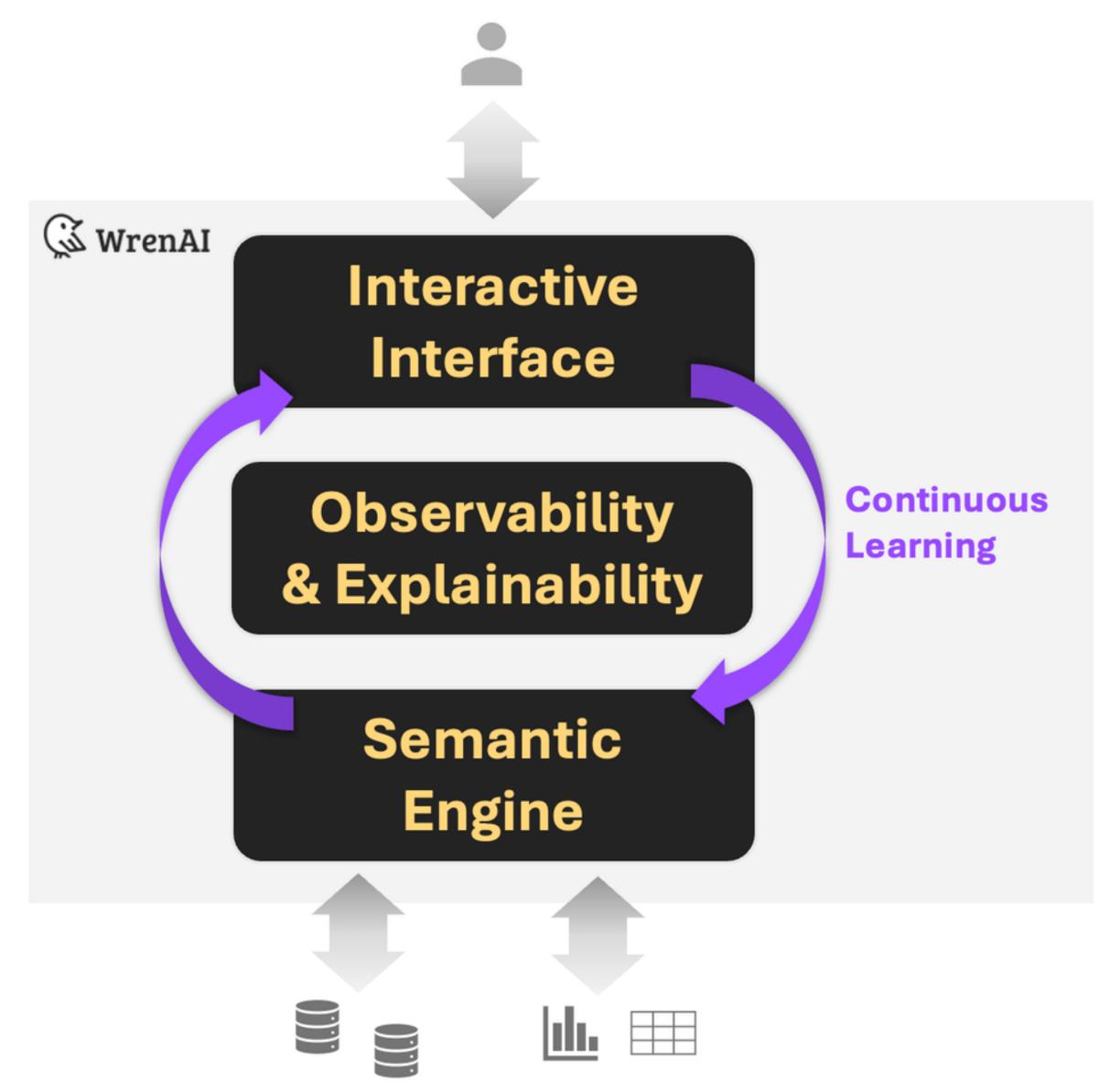
Every human task = Language



⋄ AI SUPERPOWER FOR ANALYSTS

Talk To Your Database. Get *Explainable* Answers.

WrenAl is your Al data assistant that helps you get results and insights faster by asking questions without writing SQL, and it's open-source!





Art & Design

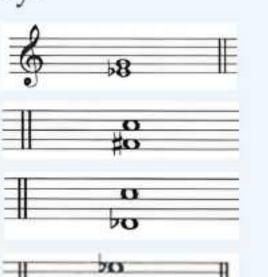
Business

Science

Question: Among the following harmonic intervals, which one is constructed incorrectly?

Options:

- (A) Major third <i mage 1>
- (B) Diminished fifth <image 2>
- (C) Minor seventh < image 3>
- (D) Diminished sixth <i mage 4>

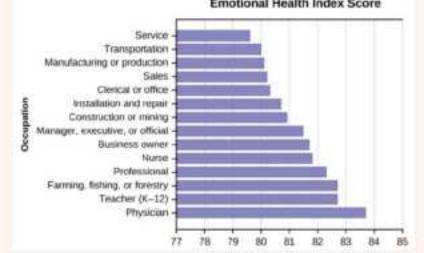


Question: ... The graph shown is compiled from data collected by Gallup <image 1>. Find the probability that the selected Emotional Health Index Score is

between 80.5 and 82?

Options:

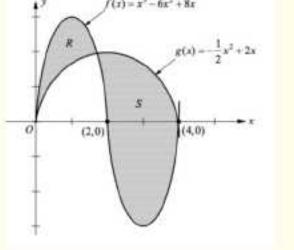
- (A) 0
- (B) 0.2142
- (C) 0.3571 (D) 0.5



Question: <image 1> The region bounded by the graph as shown above. Choose an integral expression that can be used to find the area of R.

Options:

- $(A) \int_0^{1.5} [f(x) g(x)] dx$
- (B) $\int_0^{1.5} [g(x) f(x)] dx$
- (C) $\int_0^2 [f(x) g(x)] dx$
- (D) $\int_0^2 [g(x) x(x)] dx$



Subject: Music; Subfield: Music;

Image Type: Sheet Music;

Difficulty: Medium

Subject: Marketing; Subfield: Market

Research; Image Type: Plots and Charts;

Humanities & Social Science

Difficulty: Medium

Subject: Math; Subfield: Calculus;

Image Type: Mathematical Notations;

Difficulty: Easy

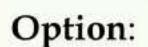
Health & Medicine

Question: You are shown subtraction <image 1>, T2 weighted <image 2> and T1 weighted axial <image 3> from a screening breast MRI. What is the etiology of the finding in the left breast?

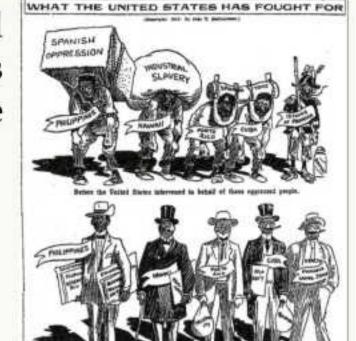
Options:

- (A) Susceptibility artifact
- (B) Hematoma
- (C) Fat necrosis (D) Silicone granuloma

Question: In the political cartoon, the United States is seen as fulfilling which of the following roles? <image 1>



- (A) Oppressor
- (B) Imperialist
- (C) Savior (D) Isolationist



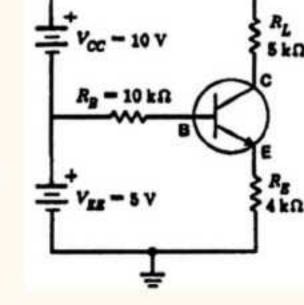
Tech & Engineering

Question: Find the VCE for the circuit shown in

<image 1>. Neglect VBE

Answer: <u>3.75</u>

Explanation: ...IE = [(VEE) / (RE)] = [(5 V) / (4 k-ohm)] = 1.25 mA; VCE = VCC - IERL = 10 V - (1.25 mA) 5 k-ohm; VCE = 10 V - 6.25 V = 3.75 V



Subject: Clinical Medicine; Subfield: Clinical Radiology; Image Type: Body Scans: MRI, CT.;

Difficulty: Hard

Subject: History; Subfield: Modern

History; Image Type: Comics and Cartoons;

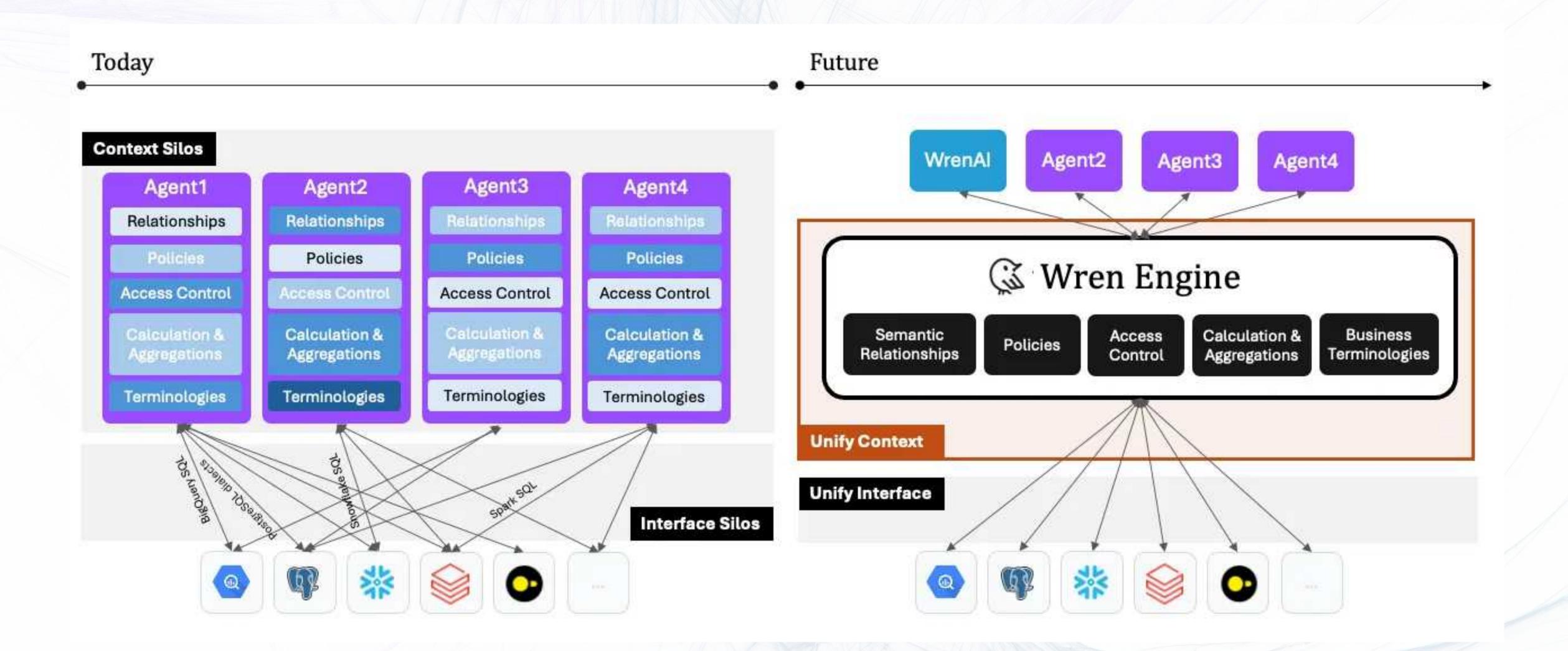
Difficulty: Easy

Subject: Electronics; Subfield: Analog electronics; Image Type: Diagrams;

Difficulty: Hard

Language = it ALL

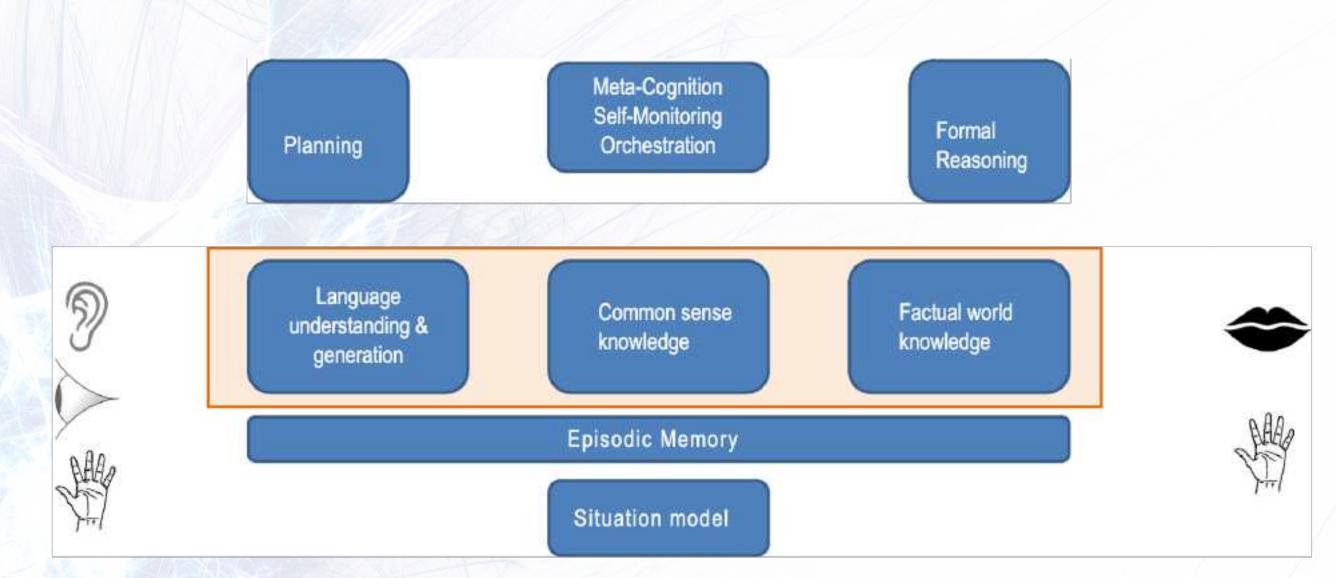




There are many flaws in GPT's

To fix some we need Cognitive architectures

- Separate Language Skill from Factual World Knowledge
 - Represent world knowledge as a knowledge graph over an extensible ontology

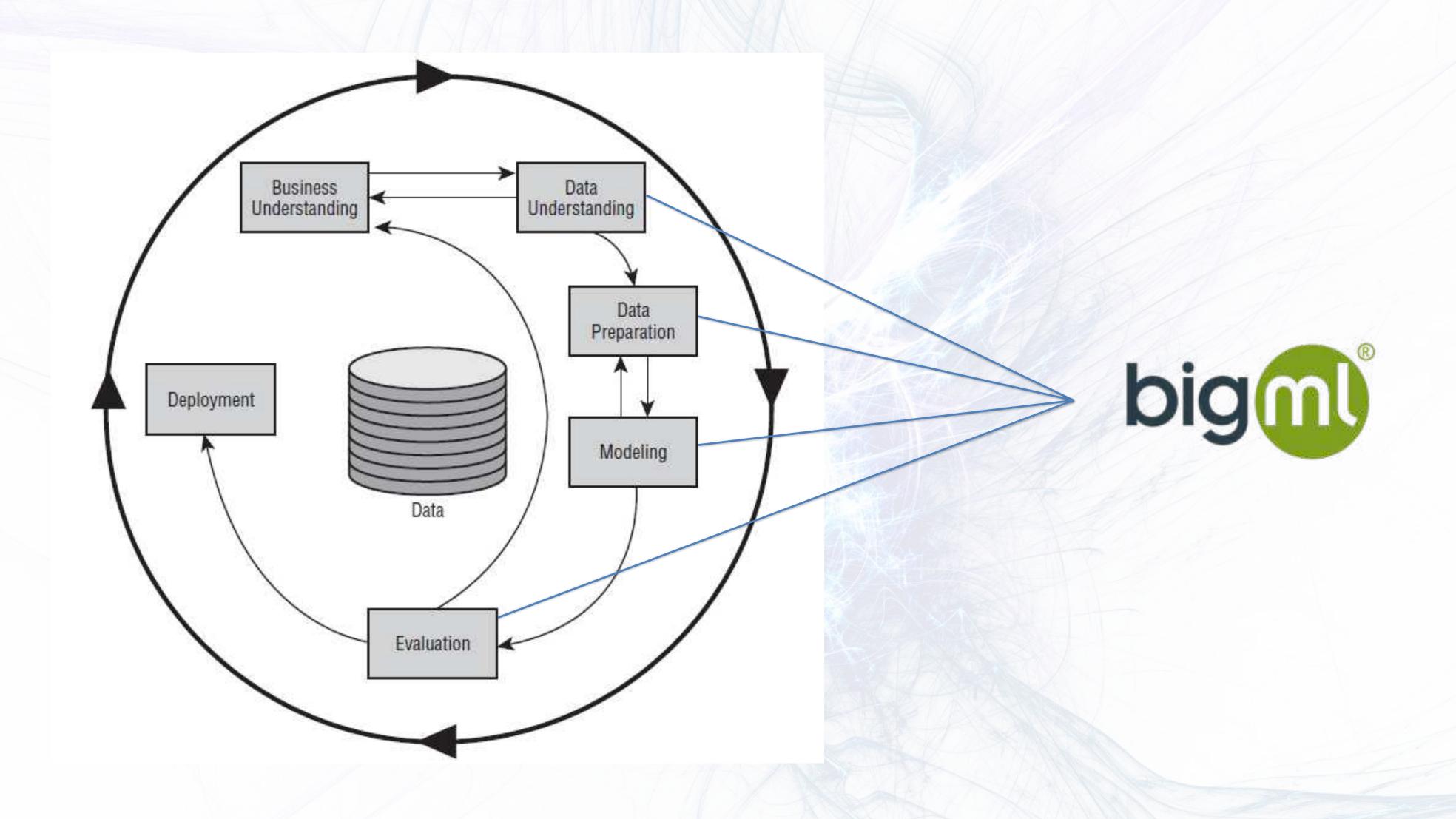


Mahowald, et al. 2023 "Dissociating language and thought in large language Model: A cognitive perspective."



CRISPDM standard

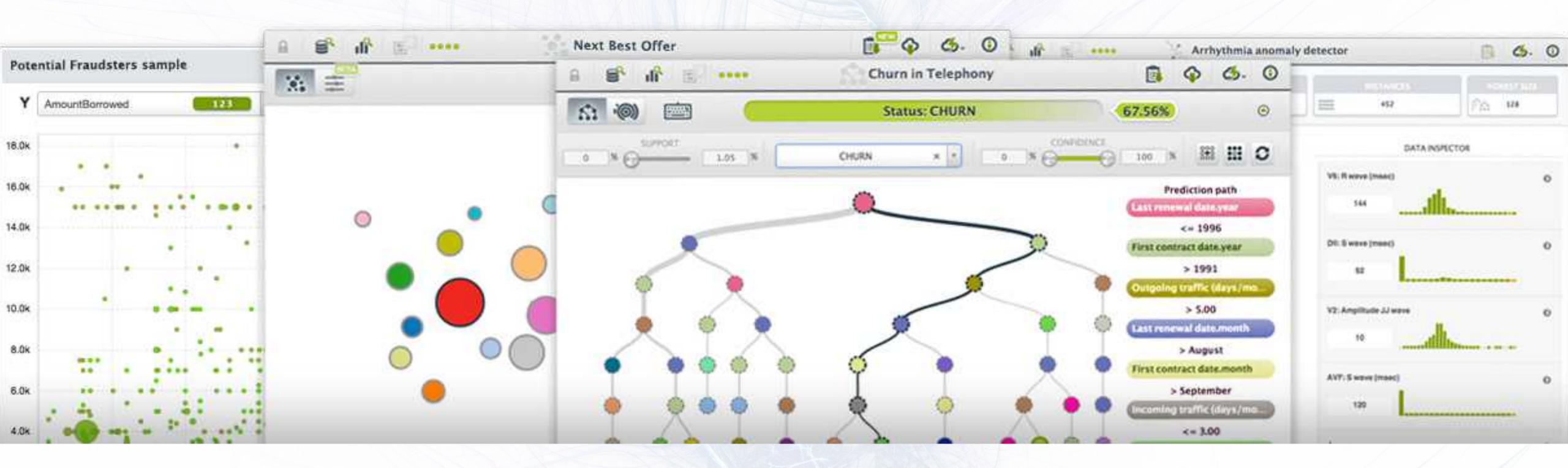






Machine learning out of the box

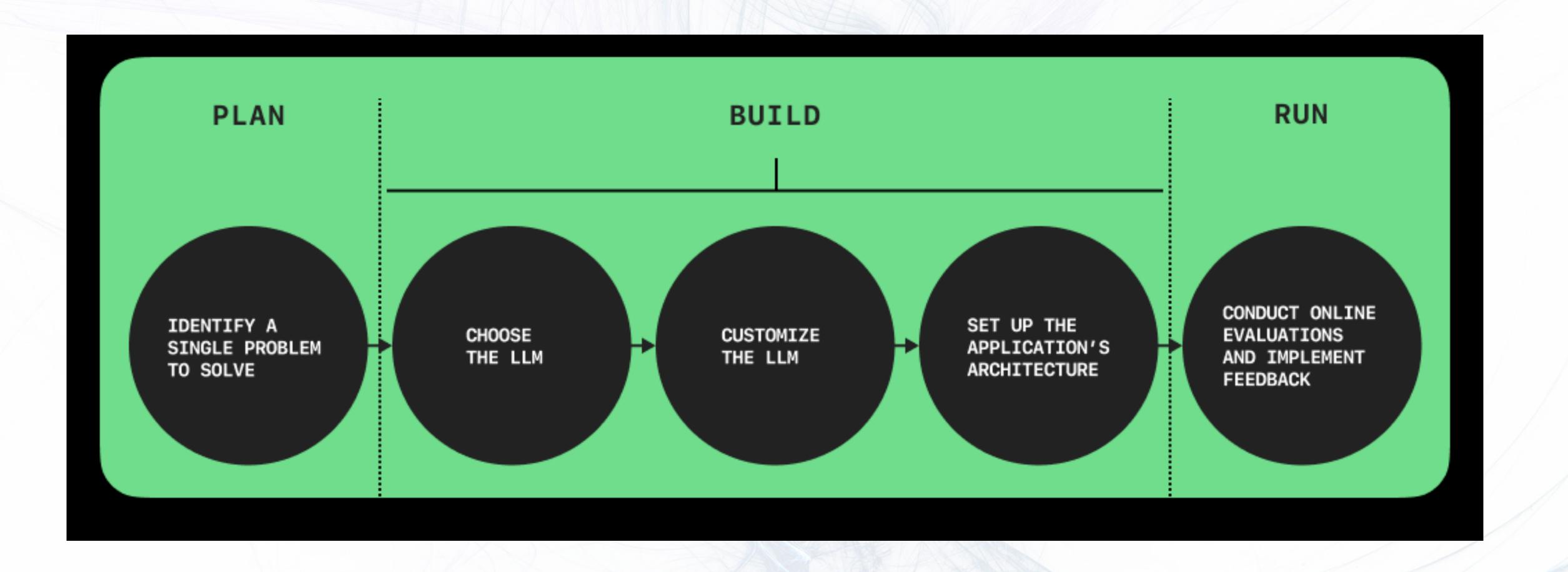






Five steps to build an LLM application

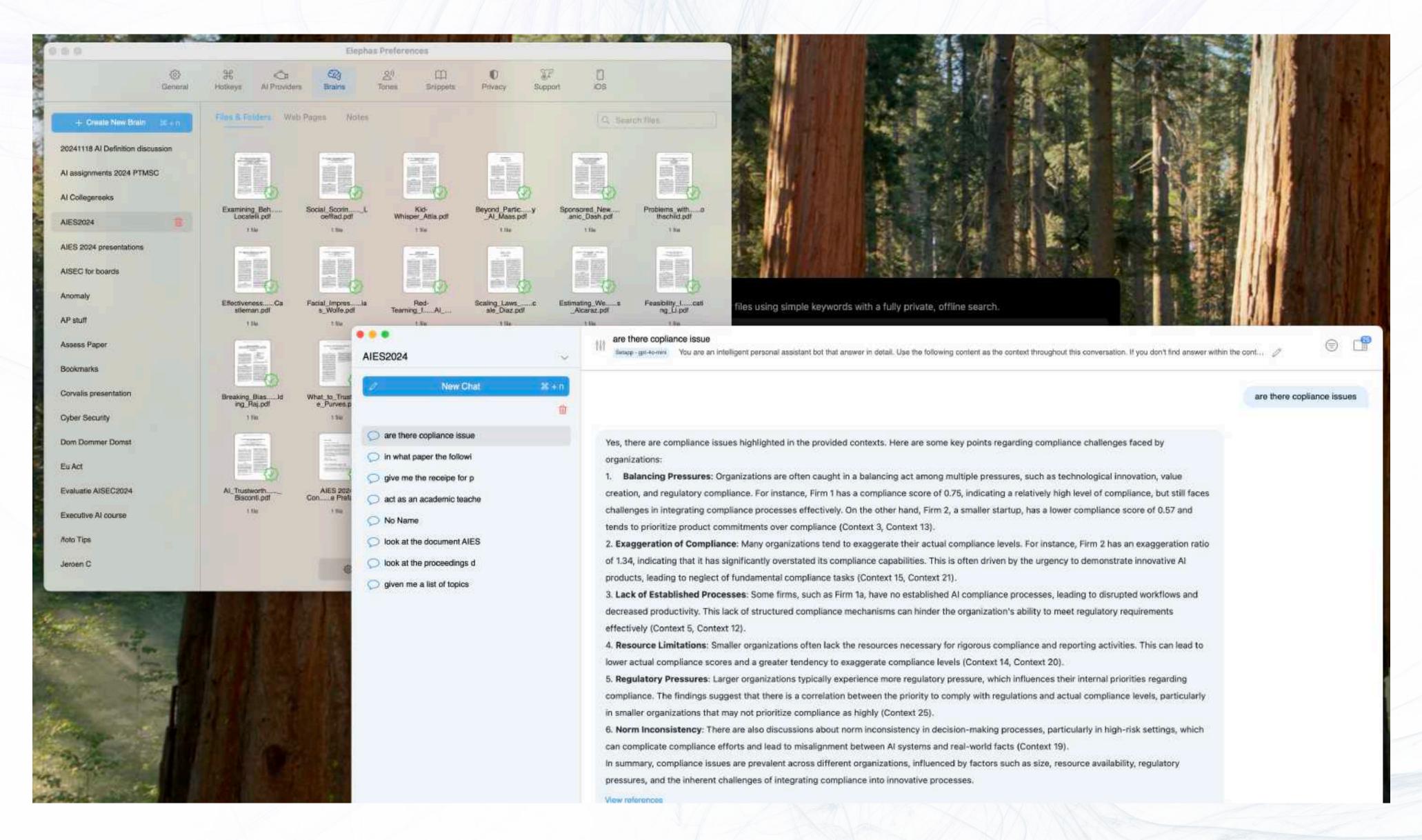






Local LLM-RAGout of the box





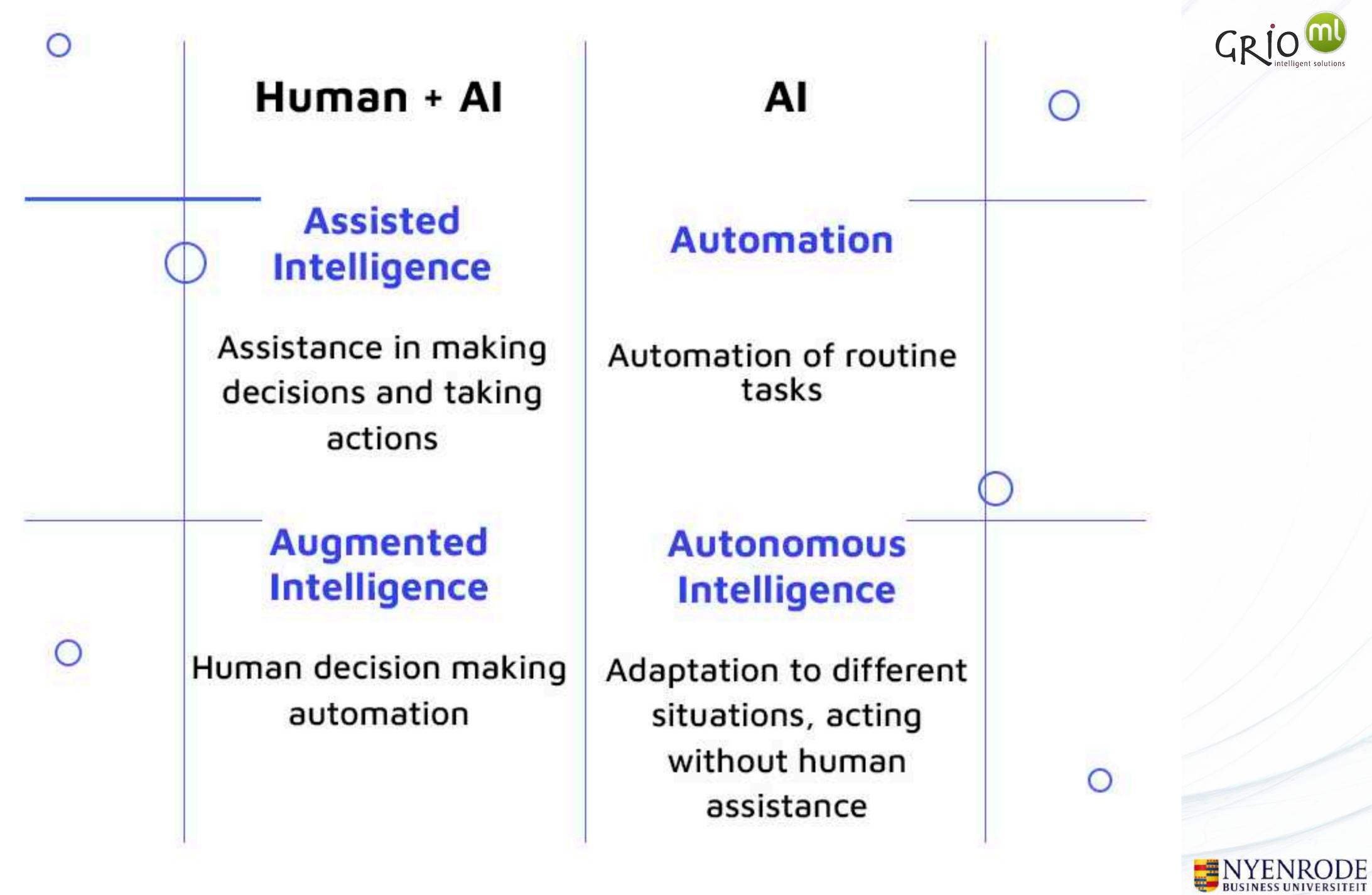


What competences do we need?

- Language
- Systems thinking
- Conceptual thinking
- Problem decomposition
- Understanding and valuing the outcome of models
- Reality checks
- Critical thinking











Machine Learning

Automated knowledge discovery (data mining, prediction)

Learning Machines

Computers program themselves on hard tasks (machines learn & adapt)

Algorithms can create algorithms Al can create Al





How to regulate autonomy?

How to regulate adaptivity?



7 Strategies to control Models / Data

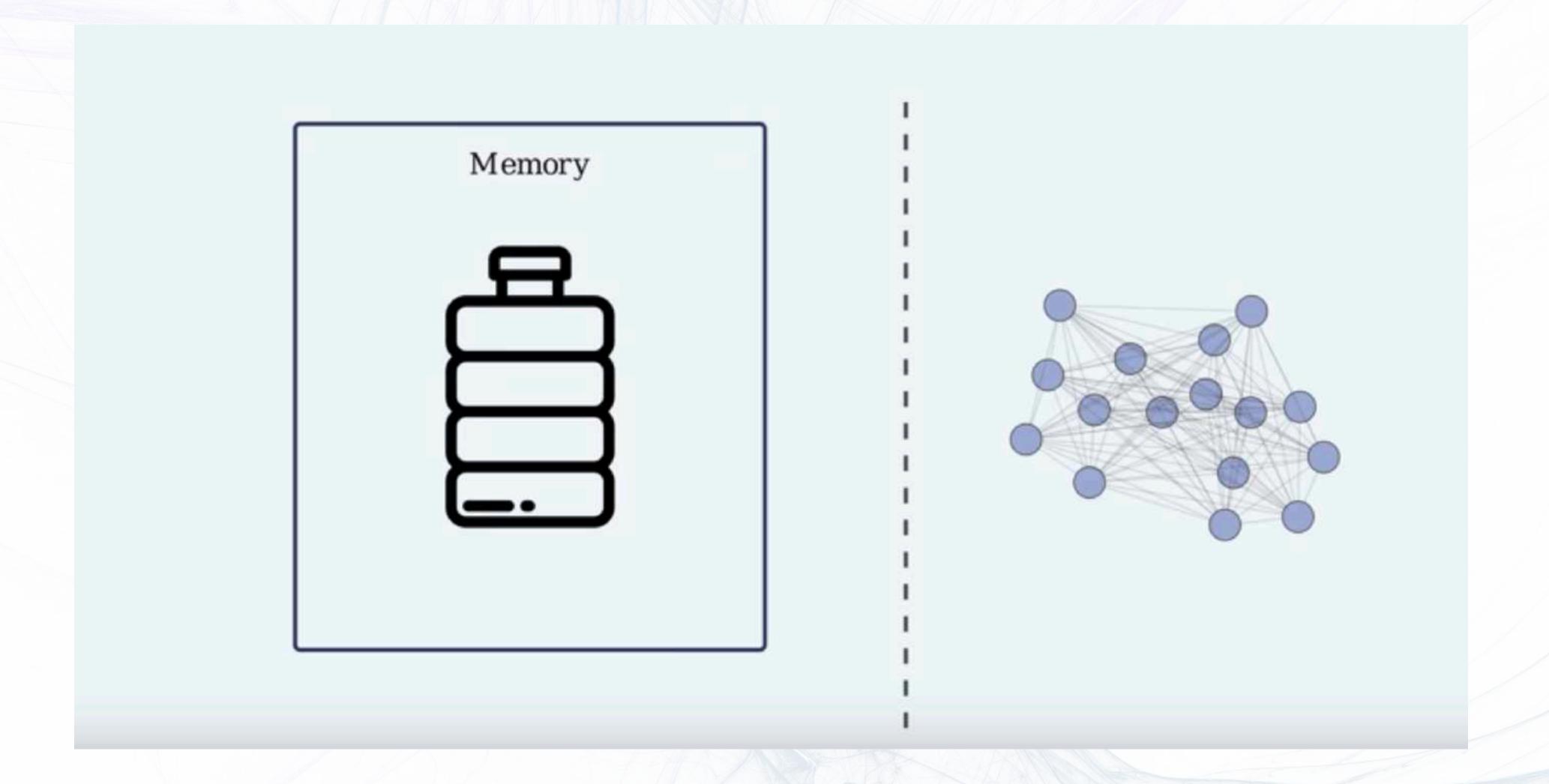


nagement Centralize infrastructure possible A solid technical foundation Use Technology to fix technology
Use Technology to fix technology
dardize Security and fairness by design



Al Futures: Bío inspired: Associative Memory (Hopfield networks)

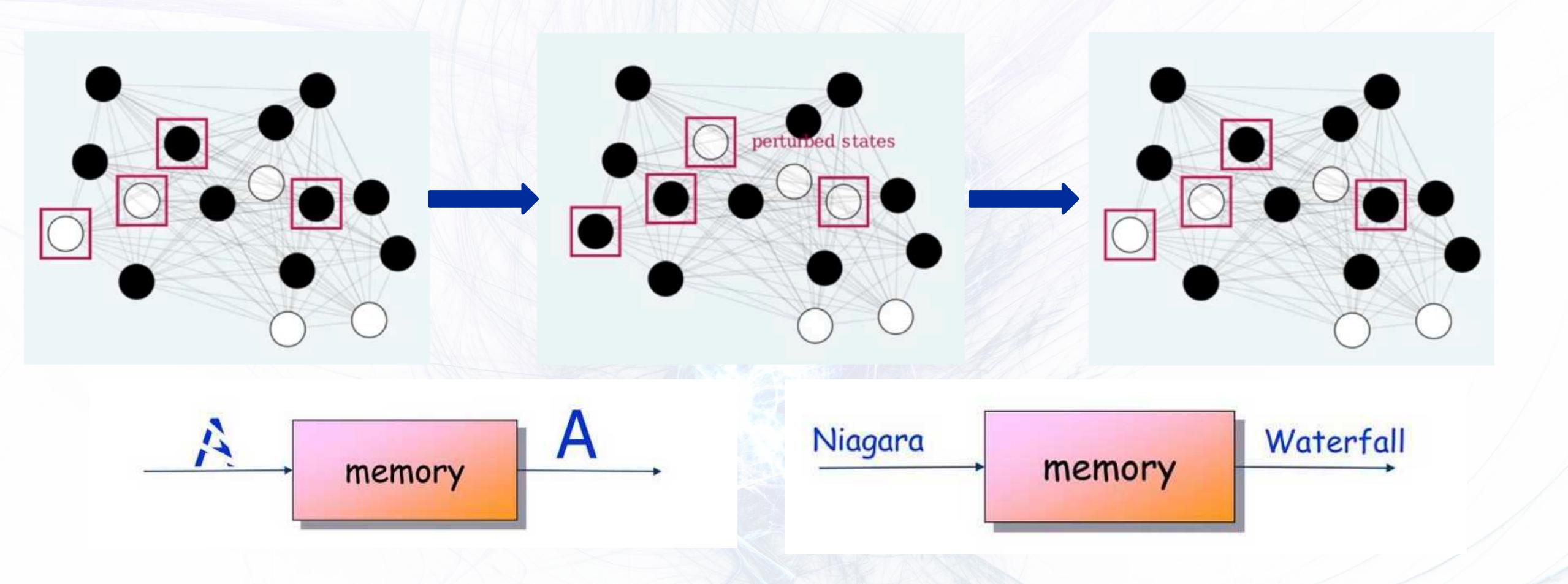






Al Futures: Bio inspired: Associative Memory (Hopfield networks)







Al Futures - Bio Inspired



Metacognition (awareness of one's thinking)

Thinking Fast (prediction, generative AI)

Reasoning:

Core definitions & benchmarks

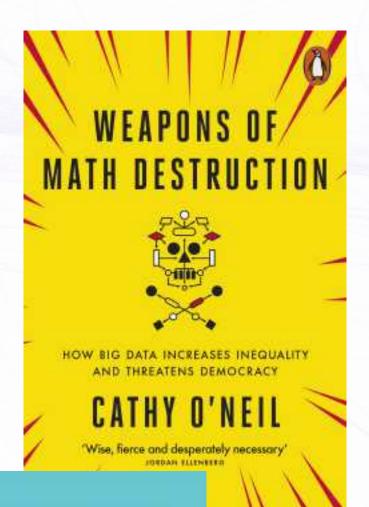
Generalization (systematic reasoning, root causes)

Thinking Slow (why is this question being asked)



Some of my inspirations





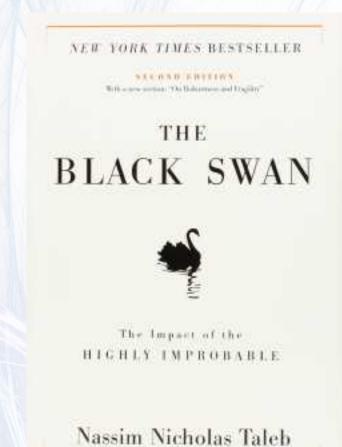
THE NEW YORK TIMES BESTSELLER
'Excellent and timely'



INSIDE THE DIGITAL UNDERGROUND AND THE BATTLE FOR OUR CONNECTED WORLD

'A go-to guide for all who want a good scanng about the dark side of technology' New Scientist

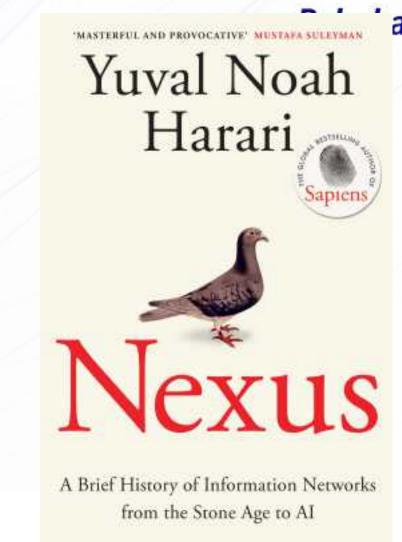
MARC GOODMAN



Human Compatible

ARTIFICIAL INTELLIGENCE AND THE PROBLEM OF CONTROL

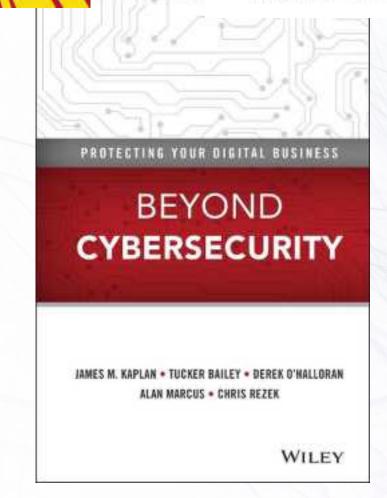
Stuart Russell

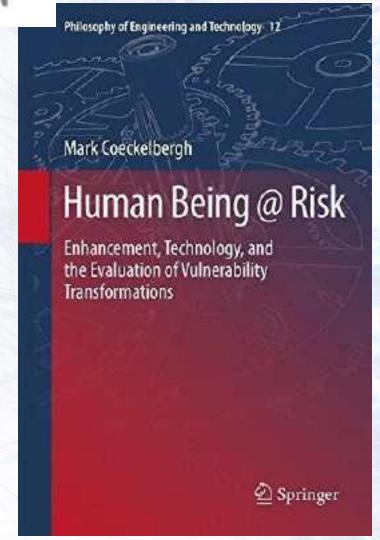


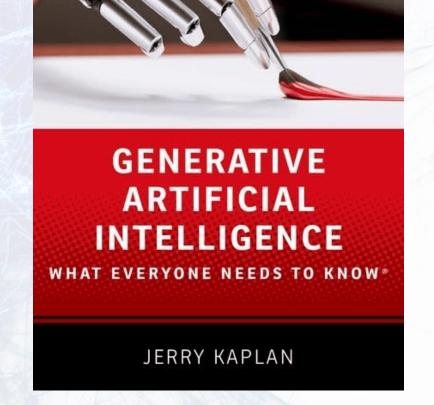
Applied Artificial Intelligence

A HANDBOOK FOR BUSINESS LEADERS

MARIYA YAO, MARLENE JIA, ADELYH ZHOU









Waarom we zo vaak verkeerde beslissingen nemen, en hoe we dat kunnen voorkomen

DANIEL KAHNEMAN

Nobelprijswinnaar Auteur van Thinking, Fast and Slow

OLIVIER SIBONY

CASS R. SUNSTEIN

NYADAH



Technology will change our society

How to establish digital trust and sane human computer relationships?

That there will be impact is for sure, how you address these questions is a strategic question for you and your company.

Start working on it today!

Make it safe, secure, meaningful and fun.





Altools



- Classifying Al:
 - BigML https://bigml.com/
 - Application: https://ndalynn.com/
- Generative Al:
 - Elphas https://elephas.app/
 - TypingMind https://www.typingmind.com/
 - BoltAl https://boltai.com/
 - PDFPals https://pdfpals.com
 - GPT4ALL https://www.nomic.ai/





References



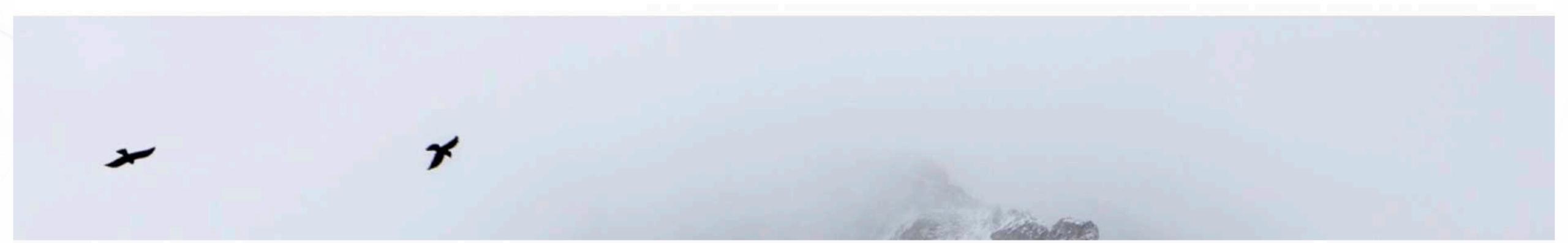
- · The AI Dilemma:
 - https://www.youtube.com/watch?v=xov/Kj8lcN@
- · The Social Dilemma:
 - https://www.youtube.com/watch?v=iyvvgqwukkg
- · AL/ML non-coding platform https://www.bigml.com
- · Lori on Data science myth
- https://www.youtube.com/watch?v=u4vxoufe2k@&feature=youtu.be
- · Lanier on data
- https://www.youtube.com/watch?v=Np5ri-KktNs
- · Edsgar Dijkstra
- · https://www.youtube.com/watch?v=mLEOZO1GWVc
- · Grio Al Ideation Canvas https://www.grio.nl/AlCanvas/
- · GenAl open source: GPT4ALL https://www.nomic.ai/





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