in my AI era

Kendra Speed, LinkedIn
Director of Global Consumer Market Research

Meet...
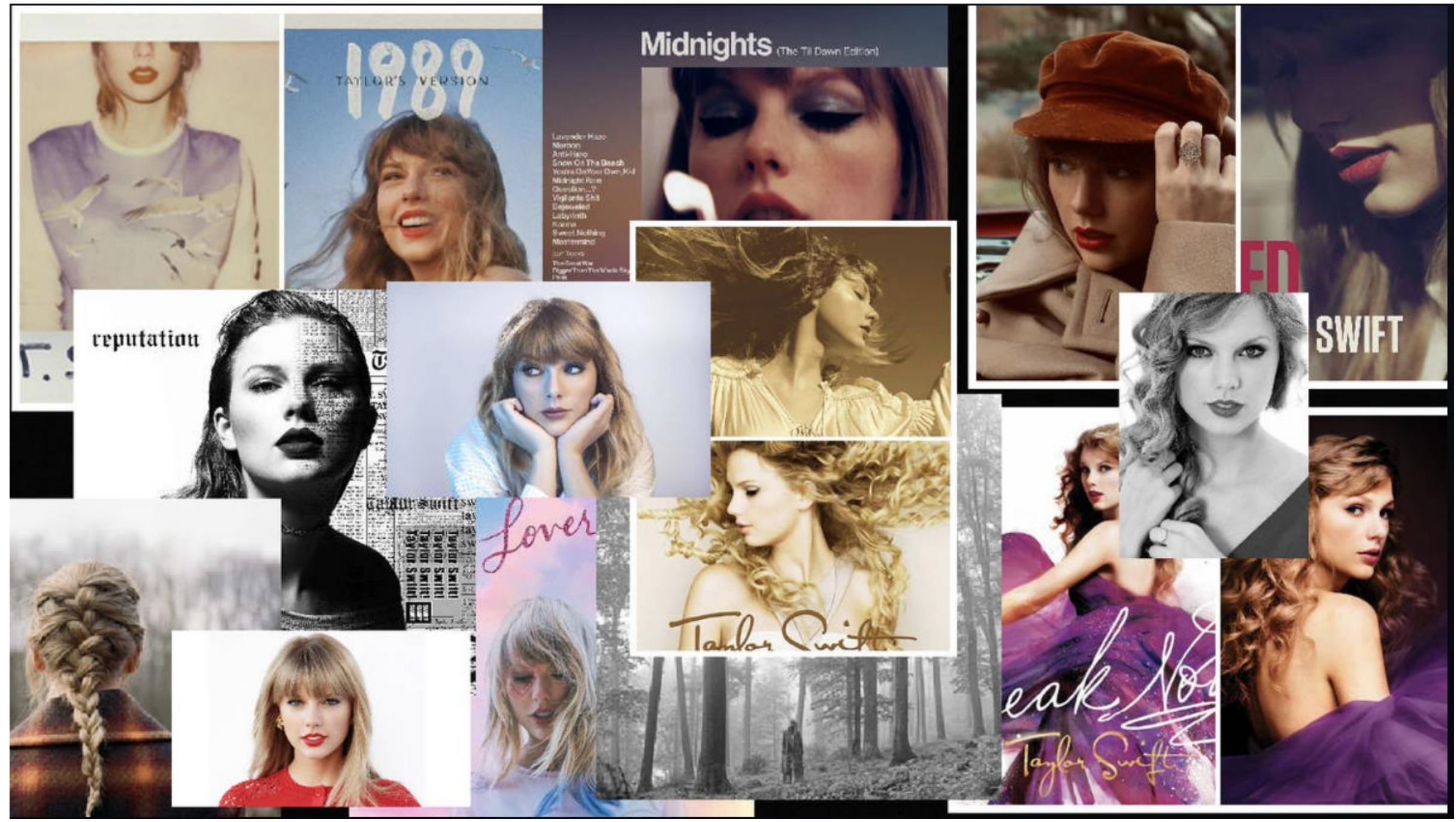
Kadence

AND...

AND...

Technology

Bots are better at beating 'are you a robot?' tests than humans are

AI Is

Building government artificial intelligence capability is as important as roads and rail

Microsoft's Bing chatbot is getting more

/ The AI-powered chatbot will start to show ads — though exactly what those ads look like final just yet.

Technology

We should all be worried about AI infiltrating crowd

f AI is a major sticking e ongoing writers'

'The Godfather of A.I.' Leaves Google and

'It's not like science fiction any more': Nasa aiming to make spaceships talk
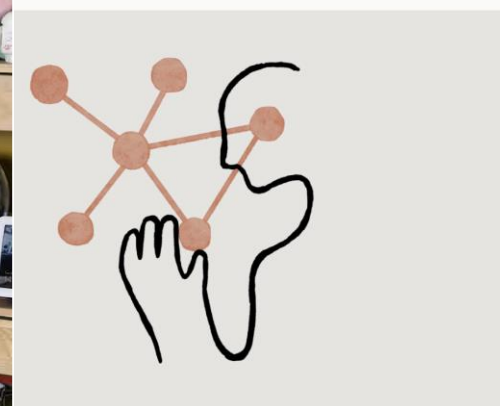
NYC subway using AI to track fare evasion

An MTA spokesperson said the software doesn't flag fare evaders to New York police but declined to comment on whether that policy could change.
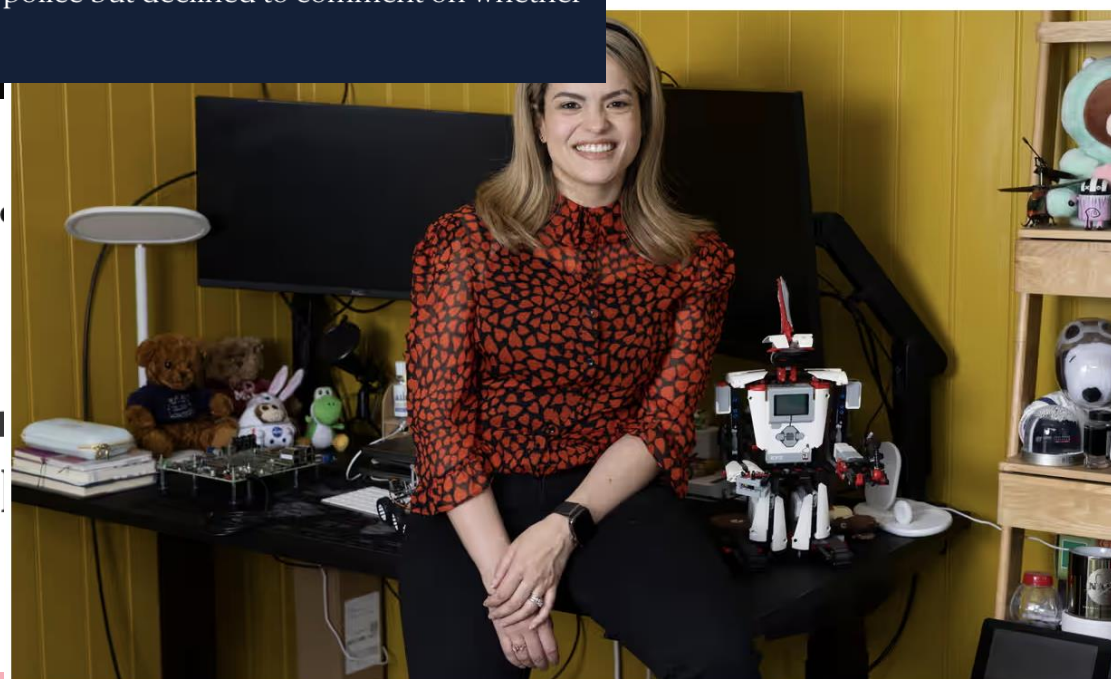
i tells how Nasa is

Microsoft and Google Unveil A. for Businesses

New artificial intelligence technology is roiling Silico now, the most obvious ways to use it are in software Microsoft's suite of products.

troducing Claude

Mar 14, 2023 • 5 min read

Crowding of the mind

Will MR still be relevant in 5 years?
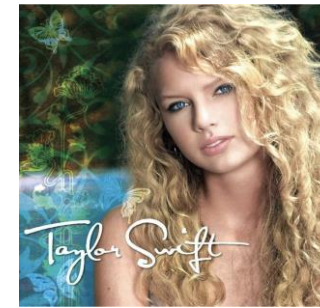
Can I learn AI quickly enough?

How do I show up as a leader and not a follower?

How do I fit AI into my established work processes?

evolve

There is a call for reinvention and a lesson from Taylor

ERA 1– Education

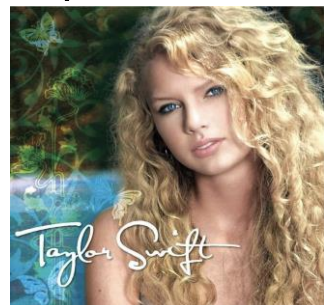ERA 2– Be Fearless

ERA 3– Be Bold

ERA 4– Alliance Building

ERA 5– Ethics

Era 1- Education

Beginning of the journey.
Gain awareness.

Inspiration Album

Initiate

Take the first step.

Understand

Gain an understanding of the technology and orientation to current context.
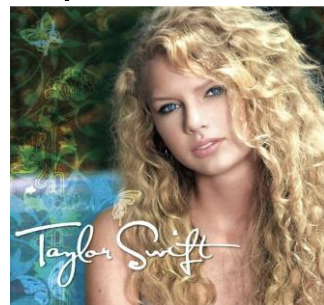
Explore

Actively explore opportunities for applying to work.

Era 1- Education

Beginning of the journey.
Gain an awareness.

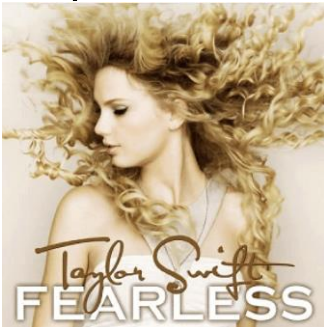INITIATE. Established an interest group within the function.

UNDERSTAND. Proactive info gathering to develop a baseline of understanding.

EXPLORE. Ongoing discussion of technology and application opportunities.

Inspiration Album

Era 2- Be Fearless

Adopt AI into the flow of team's work.

Inspiration Album

Adopt

Commit to adoption of AI tools.

Experiment

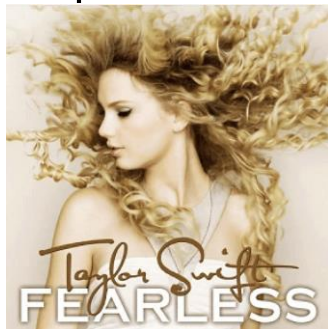Experiment with different applications of AI into workflows.

Learn

Capture experience learning and adopt.

Era 2- Be Fearless

Adopt AI into the flow of team's work.

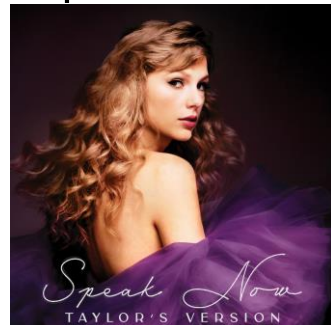**ADOPT.** Team developed an AI roadmap with specific goals.

EXPERIMENT. Identify key hypotheses and places to quickly test and learn.

LEARN. Quickly capture learning and communicate. Iterate and continue to learn.

Era 3- Be Bold

Take ownership and customize.

Inspiration Album

Envision

Scope custom projects using selected AI technologies.

Contingency Plan

Build in safeguards that enable AI experimentation and deliver against research objective.
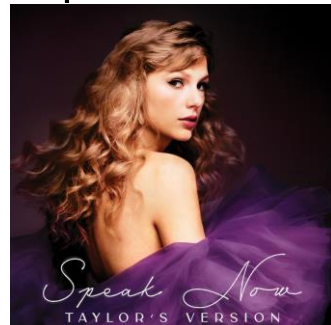
Syndicate

Socialize the learning.

Era 3- Be Bold

Take ownership and customize.

Inspiration Album

ENVISION. Selected key projects that would benefit from AI methods and tools.

CONTINGENCY PLAN. Established test and control, parallel analyses, and historical comparative points.

SYNDICATE. Shared learning early and often.

Era 4- Alliance Building

Cultivate internal and external relationships.

Cross-functional

Leverage partnerships to accelerate efforts..

Suppliers

Partner with vendors whose tool-set expand team capabilities and align to goals.

Industry

Openly share and learn from other market research teams.

Era 4- Alliance Building

Cultivate internal and external relationships.

Inspiration Album

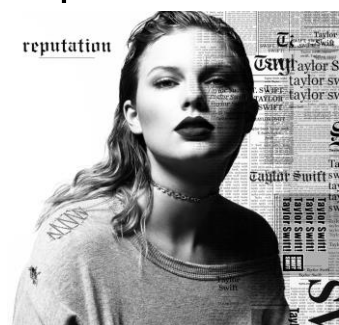**CROSS-FUNCTIONAL.** Adopted tools and methods from technical partners.

SUPPLIERS. Identified trusted partners who were developing capabilities in focus areas.

INDUSTRY. Knowledge sessions with Microsoft MR team, as well as non-competing MR teams to share AI areas of focus.

Era 5- Ethics

Ensure broad representation in your AI development efforts.

Inspiration Album

Prioritize

Equitable representation is not just an afterthought.

Ensure

Ensure transparency and fairness.

Anticipate

Anticipate and address potential biases.

Era 5- Ethics

Ensure broad representation in your AI development efforts.

Inspiration Album

PRIORITIZE. Inclusion of equity-focused prompts to build team capabilities.

ENSURE. Actively discuss equity considerations in development of experiments.

ANTICIPATE. Acknowledged challenges that may arise in the course of new method development.

take a breath

Bridge with the fundamentals

Have fun

Repurpose the time savings

let's connect

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Playlist