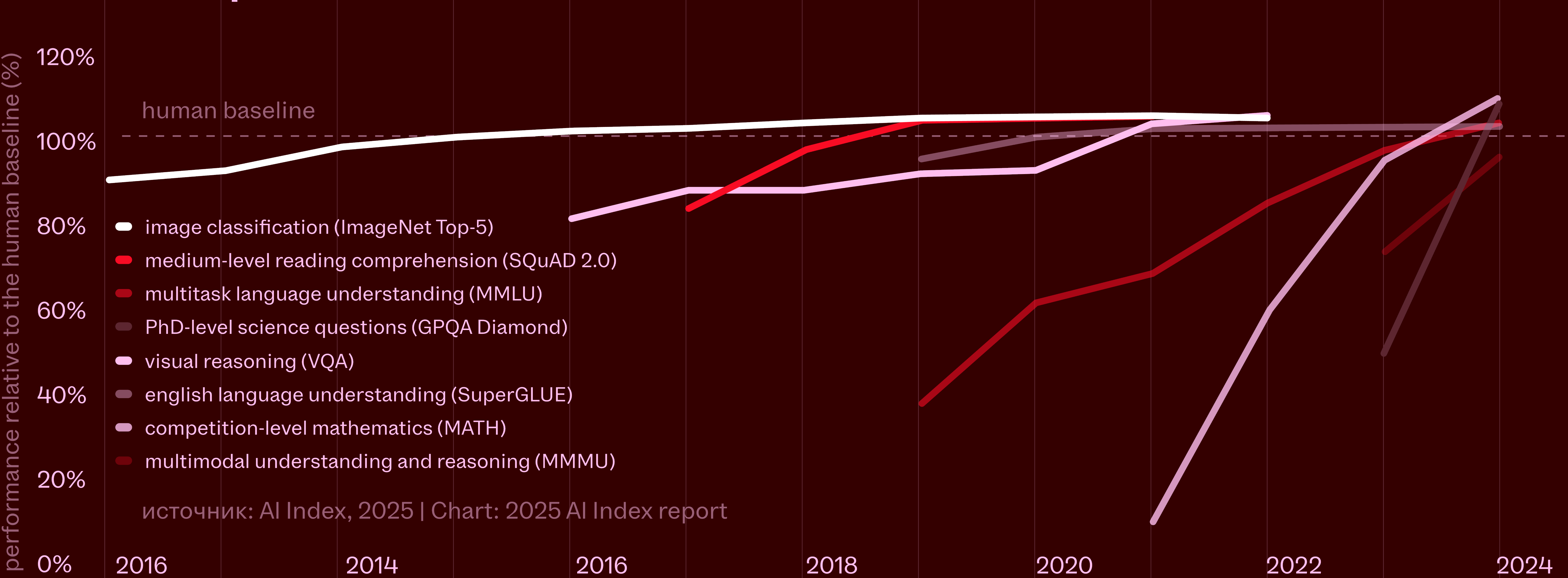


AI: от хайпа до стратегий внедрения

часть 1

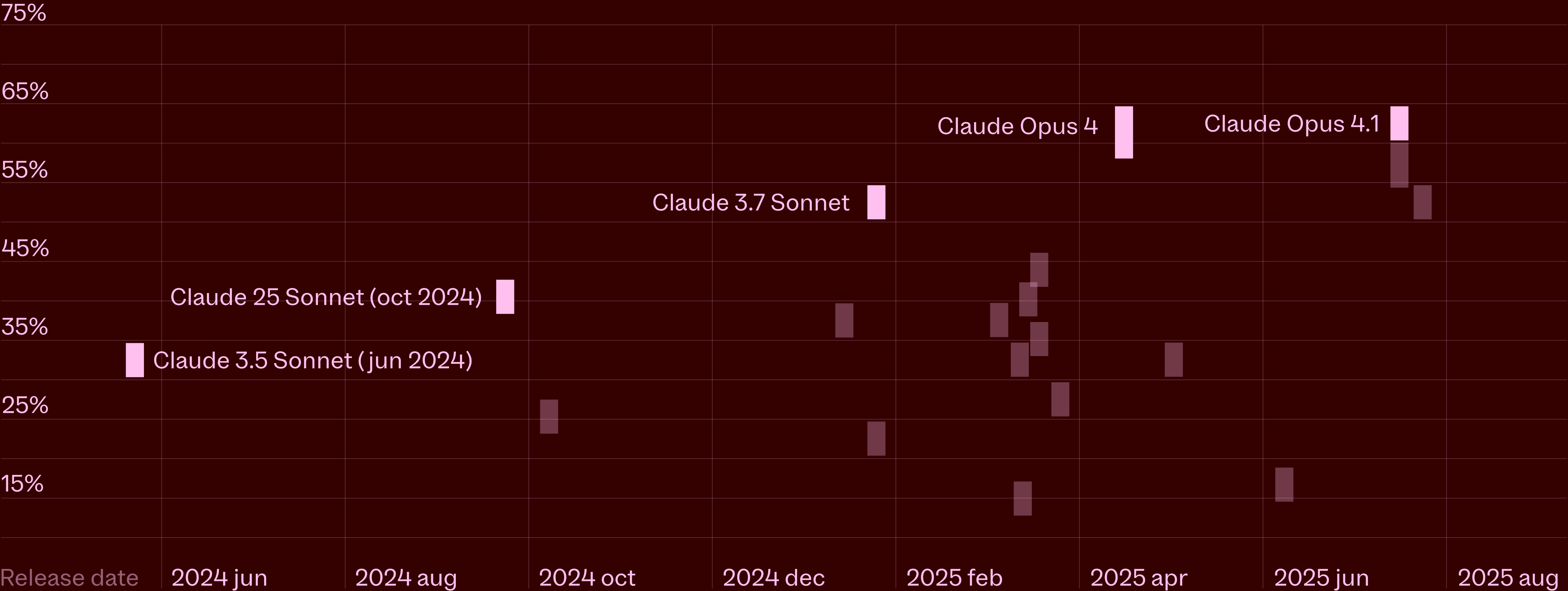
откуда хайп и когда нас заменят

select AI index technical performance benchmarks vs human performance

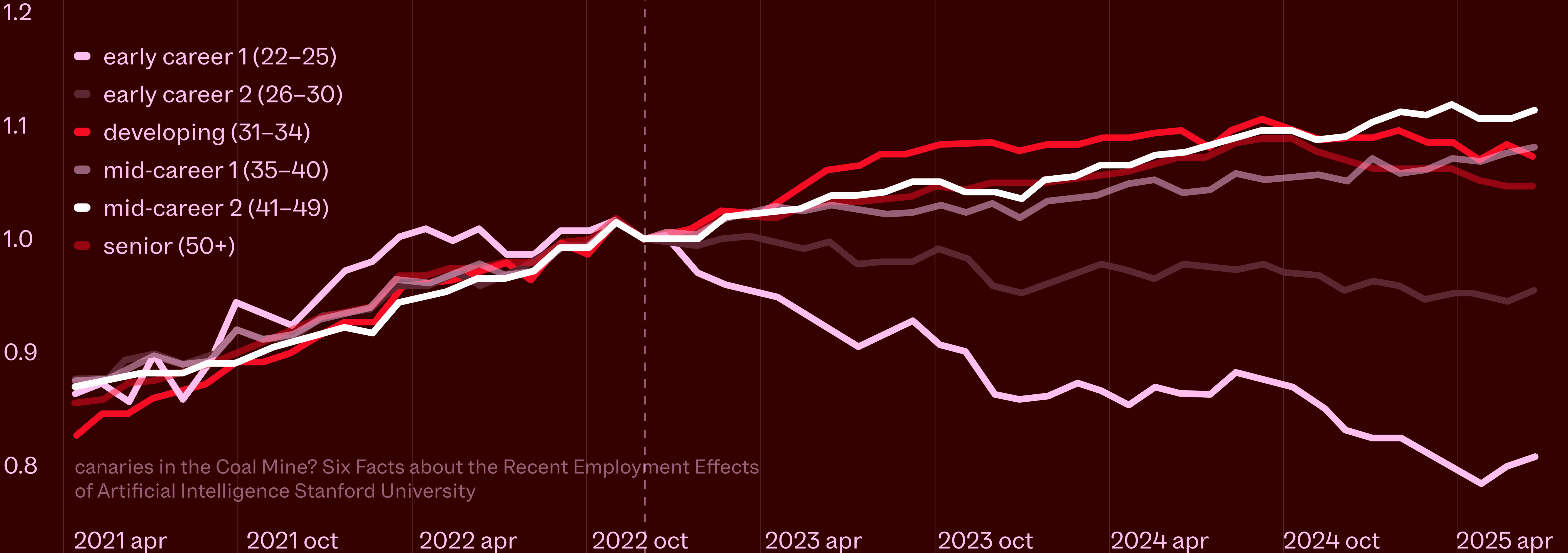


Performance (rows) x Generality (columns)	Narrow <i>clearly scoped task or set of tasks</i>	General <i>wide range of non-physical tasks, including metacognitive tasks like learning new skills</i>
Level 0: No AI	Narrow Non-AI calculator software; compiler	General Non-AI human-in-the-loop computing, e.g., Amazon Mechanical Turk
Level 1: Emerging <i>equal to or somewhat better than an unskilled human</i>	Emerging Narrow AI GOF AI (Boden, 2014); simple rule-based systems, e.g., SHRDLU (Winograd, 1971)	Emerging AGI ChatGPT (OpenAI, 2023), Bard (Anil et al., 2023), Llama 2 (Touvron et al., 2023), Gemini (Pichai & Hassabis, 2023)
Level 2: Competent <i>at least 50th percentile of skilled adults</i>	Competent Narrow AI toxicity detectors such as Jigsaw (Das et al., 2022); Smart Speakers such as Siri (Apple), Alexa (Amazon), or Google Assistant (Google); VQA systems such as PaLI (Chen et al., 2023); Watson (IBM); SOTA LLMs for a subset of tasks (e.g., short essay writing, simple coding)	Competent AGI not yet achieved
Level 3: Expert <i>at least 90th percentile of skilled adults</i>	Expert Narrow AI spelling & grammar checkers such as Grammarly (Grammarly, 2023); generative image models such as Imagen (Saharia et al., 2022) or Dall-E 2 (Ramesh et al., 2022)	Expert AGI not yet achieved
Level 4: Virtuoso <i>at least 99th percentile of skilled adults</i>	Virtuoso Narrow AI Deep Blue (Campbell et al., 2002), AlphaGo (Silver et al., 2016; 2017)	Virtuoso AGI not yet achieved
Level 5: Superhuman <i>outperforms 100% of humans</i>	Superhuman Narrow AI AlphaFold (Jumper et al., 2021; Varadi et al., 2021), AlphaZero (Silver et al., 2018), StockFish (Stockfish, 2023)	Artificial Superintelligence (ASI) not yet achieved

ИСТОЧНИК:
Google Deepmind



headcount over time by age group software developers (normalized)



часть 2

как прикладывать AI к компании





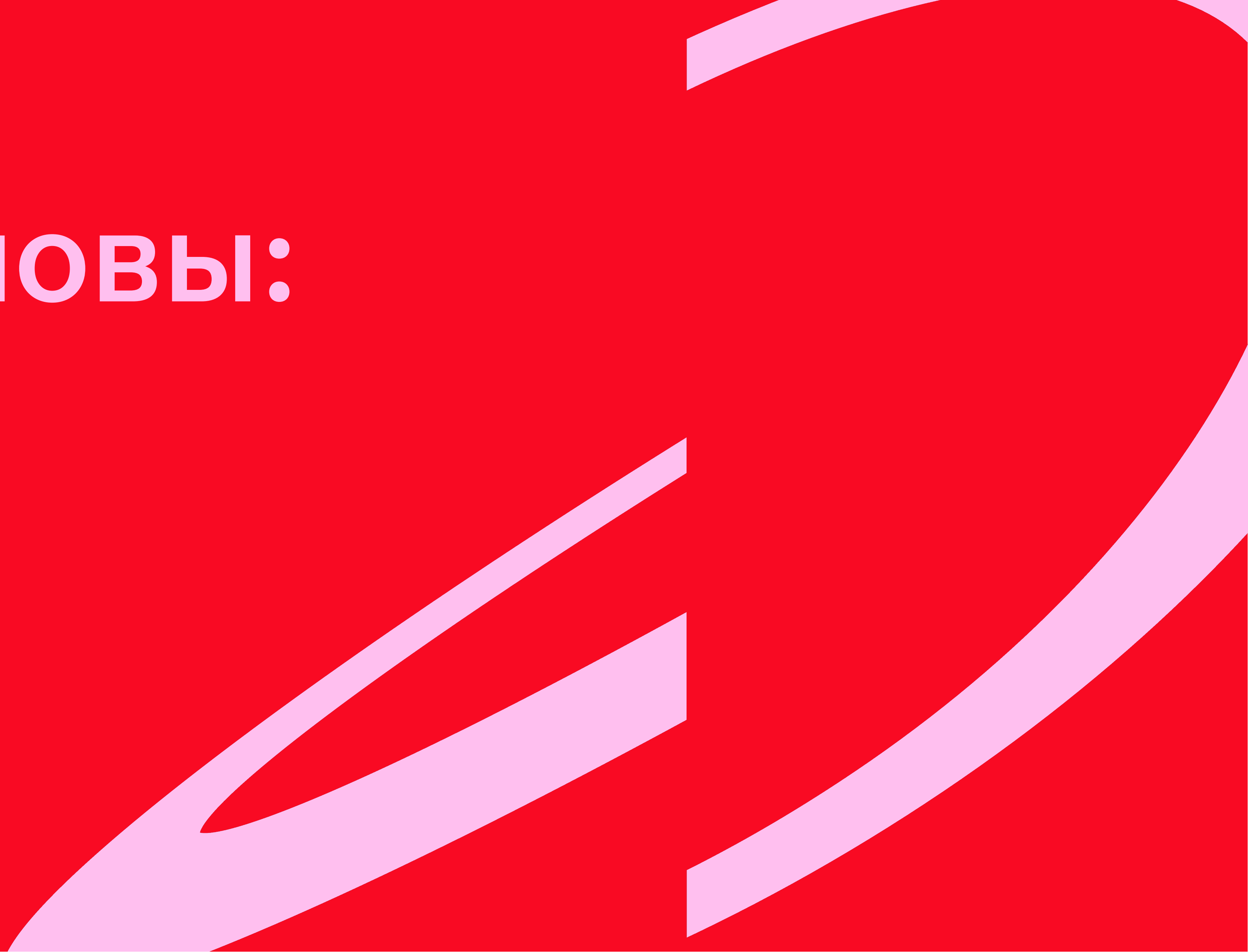
оптимизация Run

ускорение Change

перераспределение
рынков

часть 3

как менять головы: AI-First



стадии принятия AI для SEO

1

отрицание

ваш AI — фигня,
у нас тут
серьёзный бизнес

2

**нездоровое
воодушевление**

AI может всё!
всё замените
на агентов!

3

разочарование

или в AI, или
в команде
мы всё попробовали
и как-то сложновато

4

**осознанное
использование**

я знаю, как AI
должен изменить
мой бизнес

Julia Villagra

Chief People Officer, OpenAI
San Francisco, California,
United States



01 начните с SEO

02 FOMO

03 хорошие платформенные
инструменты

04 растите экспертизу



singularityfm

