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AI: A Panacea or Risk Minefield?

KEYNOTE SPEAKER

May Winfield

Buro Happold

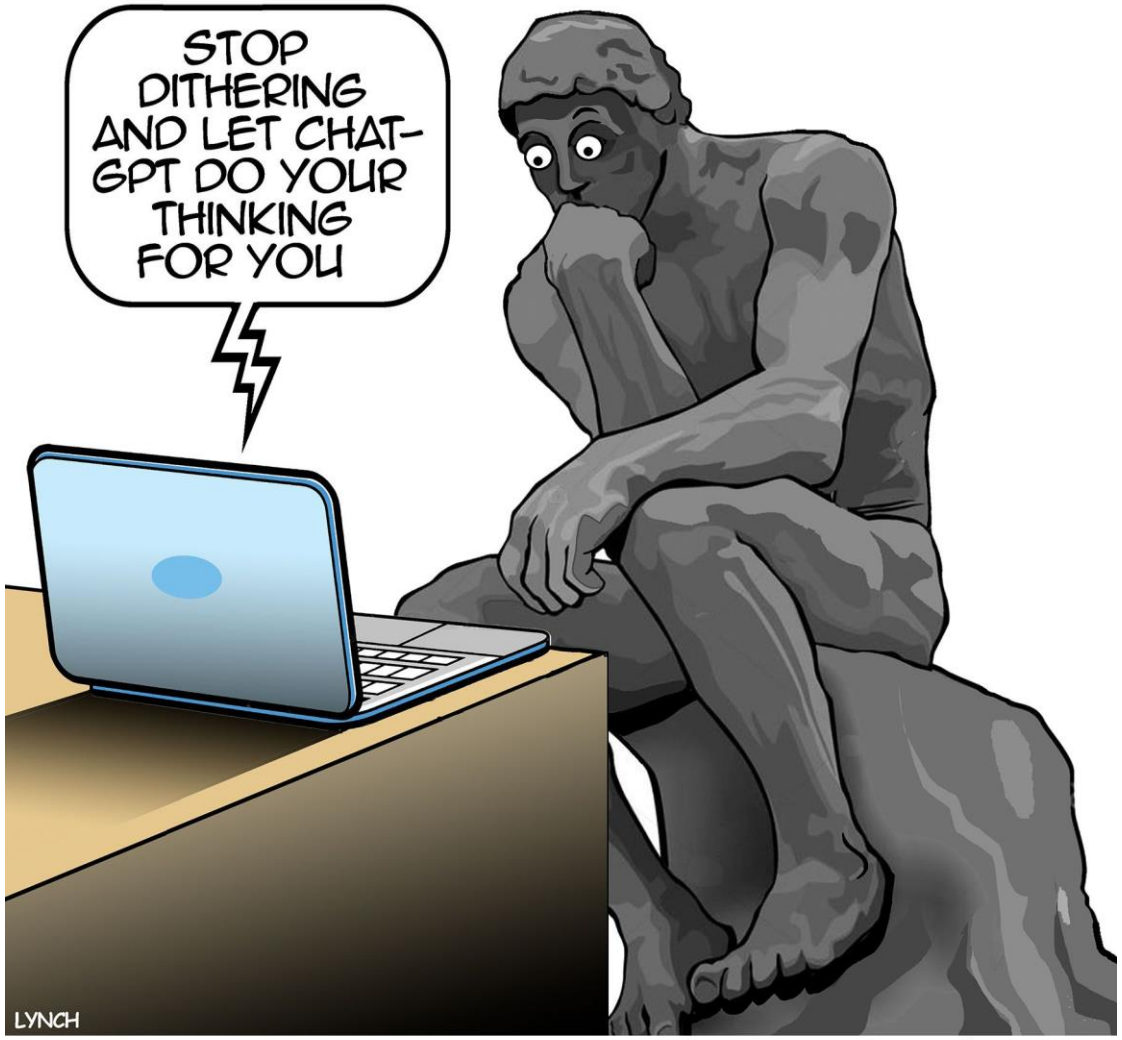
Who Am I

May Winfield

Global Director of Commercial, Legal and Digital Risks, Buro Happold

@Buildlaw_Arttea

- Co-author of:
  - Contract templates for ISO19650-compliant projects
  - UK BIM Framework Legal guidance on the ISO19650 standards
- Contributed to the UK's ISO19650 National Annexe
- Member of the Centre for Digital Built Britain's Digital Twins Roadmap and Digital Twins Toolkit Working Groups
- Member of the UK Construction Playbook's Modern Methods of Construction Working Group
- Nima (formerly UK BIM Alliance) Ambassador



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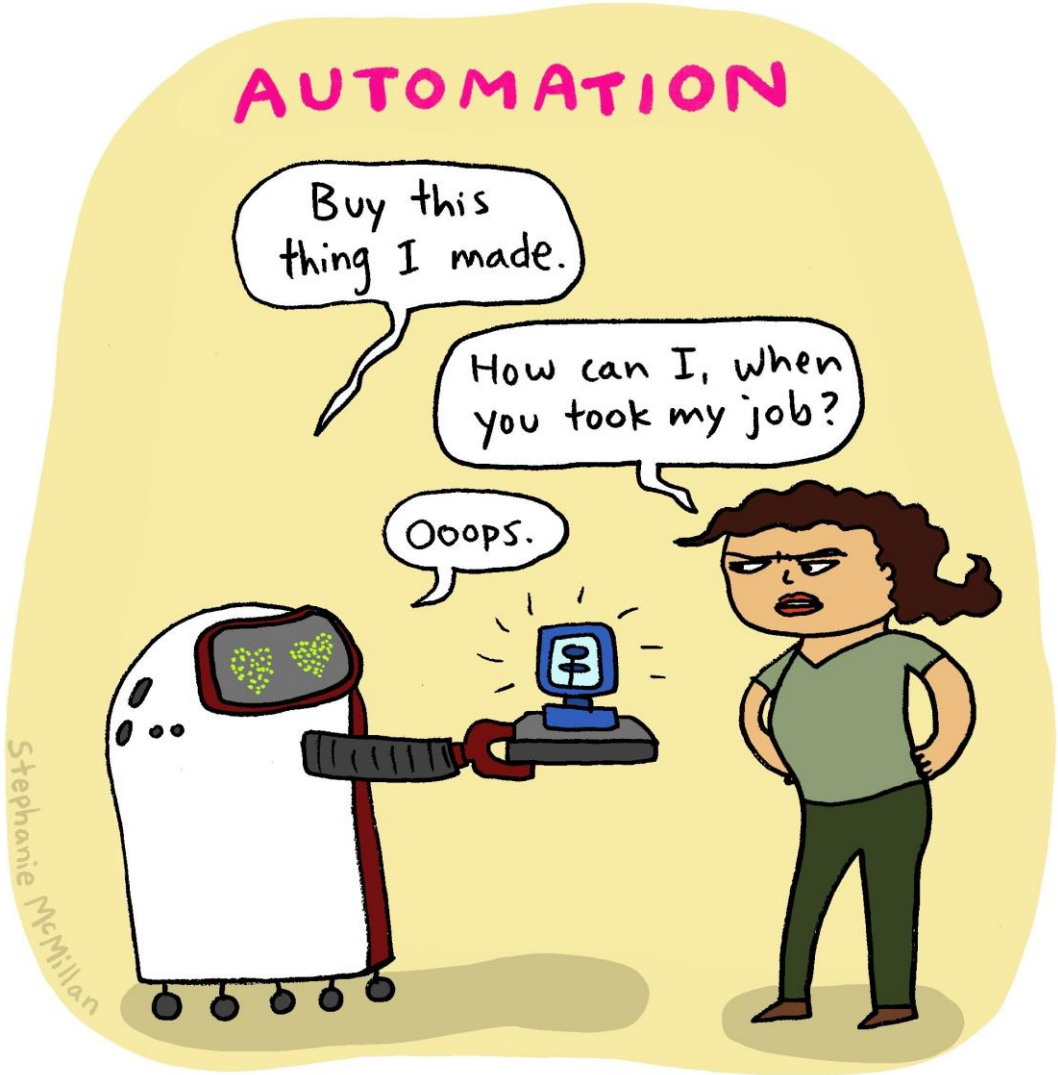

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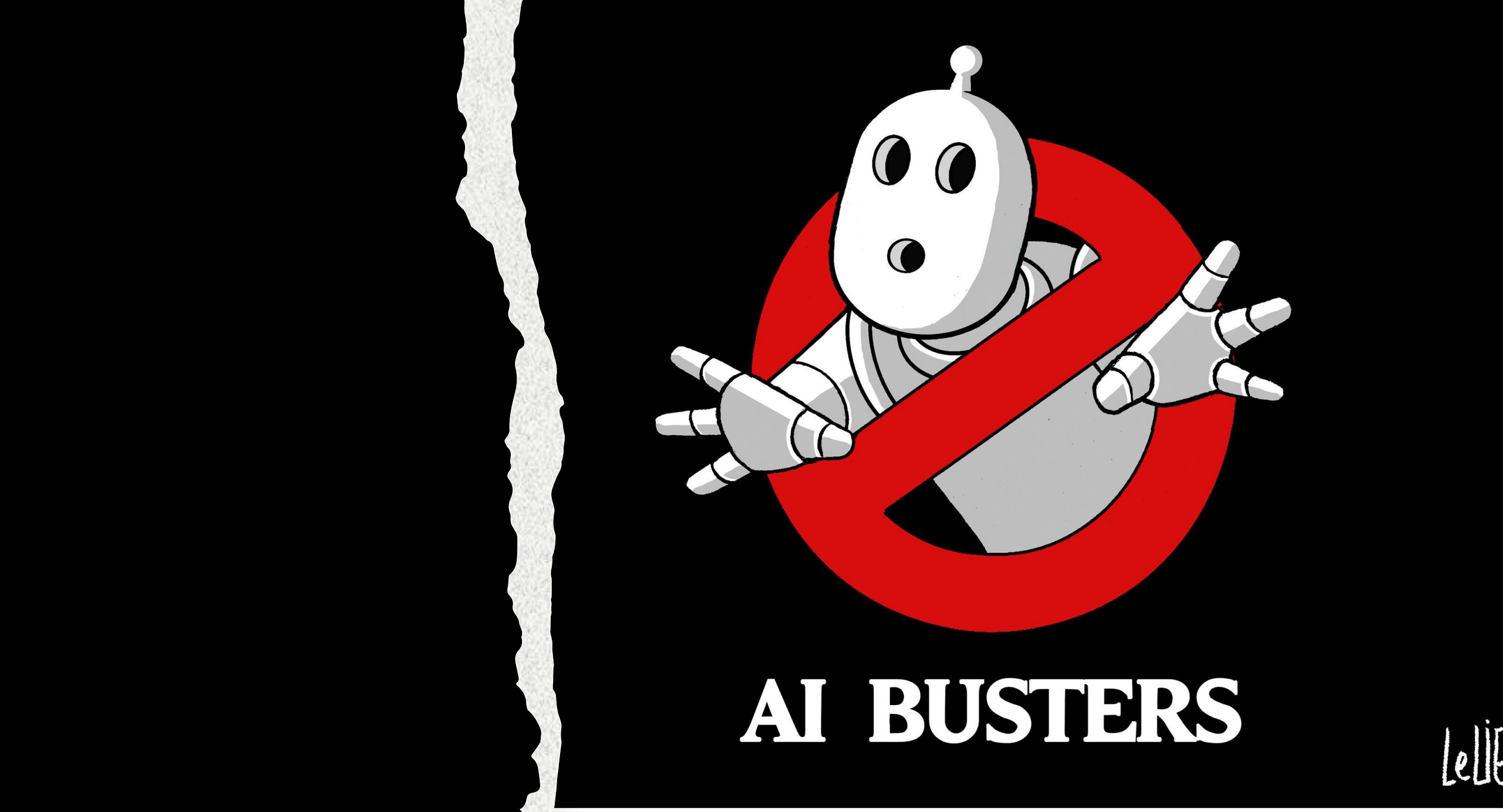

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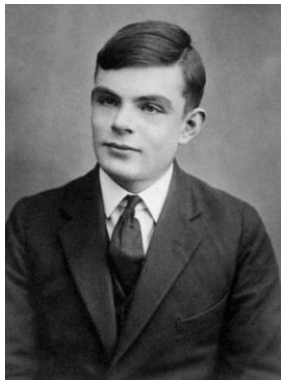
A Brief History of AI

1950

1950 Alan Turing proposes the Turing test as a measure of machine intelligence



1980

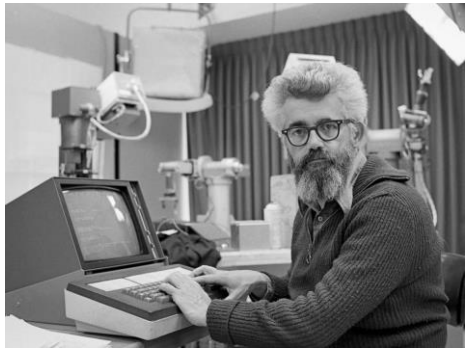
1980-2000 Continuing development of AI theories and understanding

2000

2000 Interactive robopets ("smart toys") become commercially available

First working AI programs were written in **1951** to run on the Ferranti Mark 1 machine of the University of Manchester

1956 Dartmouth College summer AI conference organized. John McCarthy coins the term artificial intelligence for the conference



1960

1960 Ray Solomonoff lays the foundations of a mathematical theory of AI, introducing universal Bayesian methods for inductive inference and prediction.

1966 First of annual machine Intelligence workshop at Edinburgh

A Brief History of AI

2000

2005 Launch of Honda's ASIMO artificially intelligent humanoid robot

2011 BM's Watson computer defeated television game show Jeopardy! Champions

2015 Google DeepMind's AlphaGo defeated three-time European Go champion 2 dan professional

2018 Announcement of Google Duplex, a service to allow an AI assistant to book appointments over the phone

2020

Bard

March 2023 Google releases limited capacity chatbot Google Bard

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2004 NASA's robotic exploration rovers Spirit and Opportunity autonomously navigate the surface of Mars

2009 Google builds autonomous car

2010

Research at Google

2017 Google researchers released paper entitled 'Attention Is All You Need 'introducing notion of 'self attention'.

OpenAI

2018 GPT 1 released
2019 GPT 2 has 1.5 billion 'parameters'
2020 GPT 3 has 175 billion 'parameters'
2022 Open AI launch ChatGPT

January 2023 ChatGPT hits more than 100 million users, far and away the fastest adoption of a technology eve

March 2023 GPT-4 launched. The new version is multi-modal allowing image input as well as text, though for now this is not available via ChatGPT.

McKinsey Global Survey on AI 2022

"Organizations seeing the highest returns from AI are more likely to follow strategy, data, models, tools, technology, and talent best practices"

AI adoption:

More than doubled between 2017 (20%) and 2022 (50%)

Top AI use case for last 4 years:

Service operations optimization

High performers more likely to follow core practices that unlock value, e.g.

- Linking their AI strategy to business outcomes
- Industrializing AI

Top perceived risks:

- Cyber security
- Regulatory compliance
- Privacy
- Explainability (how did the AI reach its decision)
- Organizational reputation

No substantial increase in risk mitigation since 2019

Automation
Augmentation
Facilitation image creation
Generative design
Surrogate models
Design assist models
Knowledge dissemination
Business insights

What could AI be most good for….?

https://www.building.co.uk/building-the-future-commission/the-stakes-are-high-so-are-the-rewards-ai-and-the-future-of-construction/5124627.article

Why Bother?

Improve Efficiency

Generate Ideas

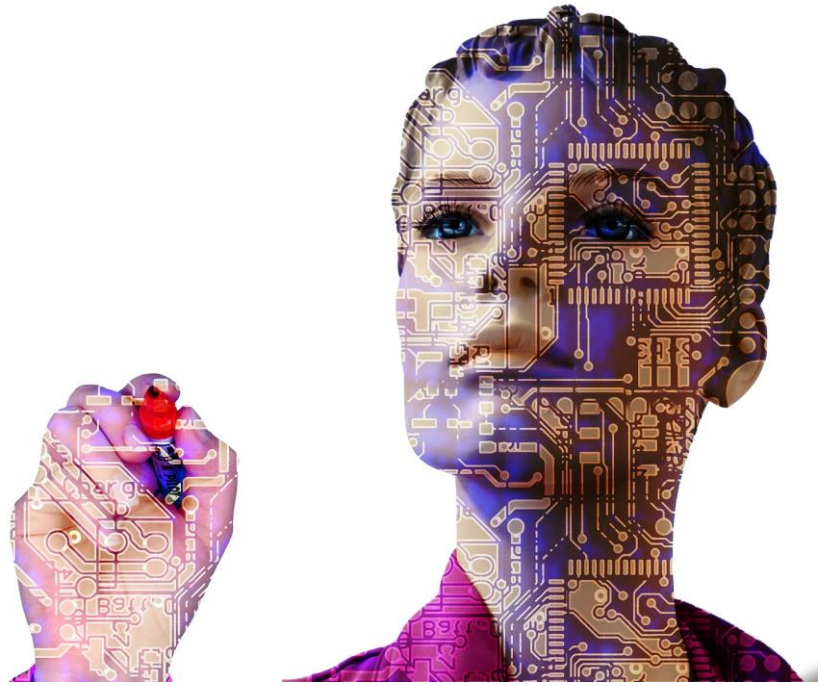
Increase productivity

Personalise ideas

Automating Tasks

Generate Content

Reduce Costs



May Winfield

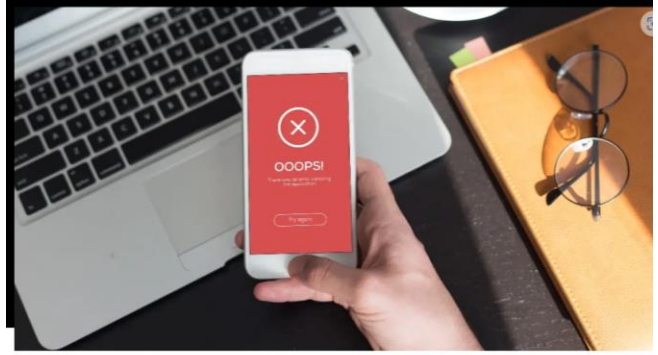
…Issues?

- Process of implementation
- Fostering adoption
- Develop right roles and duties
- Implementing governance
- KPIs/Benchmarking
- Control and reporting
- Ongoing training and upskilling

The Liability and Legal Concerns

- Confidential Information and Client Data
- Copyright
- Responsibility for Output
- New Laws and Statutes

ChatGPT confirms data breach, raising security concerns



Artificial Intelligence | May 2, 2023

By Sue Poremba | 4 min read

When ChatGPT and similar chatbots first became widely available, the concern in the cybersecurity world was how AI technology could be used to launch cyberattacks. In fact, it didn't take very long until threat actors figured out how to bypass the safety checks to use ChatGPT to write malicious code.

FORBES > BUSINESS

BREAKING

Samsung Bans ChatGPT Among Employees After Sensitive Code Leak

Siladitya Ray Forbes Staff
Covering breaking news and tech policy stories at Forbes.

May 2, 2023, 07

Updated May 2, 2023, 07:31am EDT

TOPLINE Samsung Electronics has banned the use of ChatGPT and other AI-powered chatbots by its employees, Bloomberg reported, becoming the late company to crack down on the workplace use of AI services amid concerns sensitive internal information being leaked on such platforms.

Mine or Theirs?

- Unique output –v- Helping creative process
- …Where did it come from?!
- AND: What can it be used for?

AS ACTORS STRIKE FOR AI PROTECTIONS, NETFLIX LISTS $900,000 AI JOB

Rob Delaney said, "My melodious voice? My broad shoulders and dancer's undulating buttocks? I decide how those are used!"

Ken Klippenstein

July 25 2023, 12:32 p.m.

AS HOLLYWOOD EXECUTIVES insist it is "just not realistic" to pay actors — 87 percent of whom earn less than $26,000 — more, they are

ARTIFICIAL INTELLIGENCE / TECH / CREATORS

AI art tools Stable Diffusion and Midjourney targeted with copyright lawsuit

NewScientist

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Enter search keywords

Technology

Hollywood actors strike over use of AI in films and other issues

The US actors' union is striking over disagreement with Hollywood studios about using AI to create "digital twins" of actors, and the results could determine the viability of acting as a career

By Jeremy Hsu

14 July 2023

NOBODY
IS
PERFECT

ACCOUNT
SEARCH
SEARCH
NETWORK
ACCOUNT
APPLICATION
COMMUNICATION
WEBSITE
SEARCH
CONTENT
MONITORING
CONTENT
RESOURCE
WEBSITE

What Next?

(Non-Exhaustive) Checklist

Internal Policy: Do and Don't Best Practice

Business Specific: Focussed Funding

Beware Contract Terms

Training

Ongoing Upskilling

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THANK YOU