



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- There is a lack of transparency about the features used to train the models
- With AI,machines can work efficiently and analyze vast amounts of data in the blink of an eye,solving problems through supervised ,unsupervised or reinforced learning
- Automation-spurred job loss, deepfakes

What do they
HEAR?

what friends say
what boss say
what influencers say

- Two-thirds of people surveyed they have a good understanding of AI.
- 82% of boss believe AI can support their careers better than human
- AI uses un a variety of areas including facial recognition,natural disasters,impact palnning and even military surveillance.

What do they
SEE?

environment
friends
what the market offers

- AI has been cited as a potential tool for combatting climate change.
- Its the human which makes the phenomena positive,negative,friends or foe.
- Many companies make casul promises abou AI,its hard to know what's real and what's not.

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- A full 61% of knowledge workers said that the data that AI is biased.
- Believe is higher among people of colour
- It is the basis for mimicking human intelligence processes through the creation and algorithms.

PAIN

fears
frustrations
obstacles

- Mass unemployment
- Putting the power of AI into wrong people's hand
- Caution when it comes to new technology.

GAIN

“wants” / needs
measures of success
obstacles

- It enhances the speed,precision and effectiveness of human efforts.
- It is capable of stream lining the vast potential of the cloud
- Data security and storage