

AI is not smarter than humans

How do you feel about artificial intelligence? Is it something that can solve our every problem?

Ever since I caught wind of AI tools like ChatGPT, it ignited my curiosity to learn more about how the technology could enrich my personal life and aid in business tasks. After playing around with a few different apps, I am confident in saying they are all pretty great — so much so that you can call me an advocate for them!

Believe it or not, there are even some out there that act like real-life recruiters, marketers, CEOs...you name it. A major shout-out must go to the engineers who got this complicated technology running smoothly; we owe them big time.

My first true experience using AI was when Apple released Siri back in 2011, and let us just say that being able to rely on someone (or something!) to remind us of pending duties or set wake-up alarms at 6:30 a.m. is definitely one way science rocks our worlds nowadays!

It is amazing to think how much technology has progressed in recent years. We can now have our very own virtual assistant, who not only offers simple “yes” or “no” answers but also challenges and helps us brainstorm ideas for marketing campaigns, official letters to companies, resumes — all sorts of personal stuff! Speaking from experience here: I was initially quite scared about expressing my thoughts out loud due to a lack of confidence in my grammar abilities, but using this tool gave me a fresh boost of self-belief, which enabled me to communicate more freely.

A veteran in business-to-business marketing, I find that these technologies could revolutionize everything just like the internet did. AI can become a powerful force, yet it is still in its infancy. The tale of Tay serves as an example: Within just 16 hours of being released on Twitter by Microsoft, the chatbot had been corrupted into spewing racist messages due to all the negative input it

received from users. With the increasing influence of AI in our lives, there are many questions about how it will shape our future, from its utilization to aspects like reliability and connection with humans.

As Millennials, we had the privilege of being some of the first to hop on board with technology. We know how important it is for information gathering, but we also realize there can be too much data out there at times, and so we developed our skills in filtering through what is useful or not.

Crafting something from scratch might seem daunting in comparison. After all, who has time? But that would still be done by us humans. AI has been getting a lot of cheers lately as the saving grace to many business operations, marketing departments included. But can computers understand something like culture? Sure, AI may be able to predict campaign ideas for Flag Day, but could it capture all that comes with such celebration and reflect the meaningfulness behind this day in its execution? We think not! Take our kids singing proudly along to the national anthem while looking at the flag. How can you possibly convey these feelings through technology alone?

Our relationship with AI is ever-evolving. With the help of this cutting-edge technology, we can express ourselves freely and thoughtfully. As I'm writing this article right now, my virtual assistant has been aiding me in finding the perfect words — no more stumbling over technical terms! English is currently at the forefront when communicating with AI, but soon enough, other languages will join in for an even wider connection among people around the world. The advancements in technology have made the world seem much smaller. I had a conversation with my friend Saleh — who is over 80 years old — about Google Translate and its ability to help us understand different languages. Seeing how something so normal for me could be seen as exceptional by him was amazing.

AI can help simplify our workloads and give us innovative ideas, but it will never be able to replace the essential human connection. All of that personalized messaging or marketing content is still tailored with us in mind, reminding us that we're irreplaceable.

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