THE AI PUPPET DANCE

EINAR W. HØST

Norkart

FRAMING THE AI DISCUSSION

FOR

AGAINST

OPTIMIST

PESSIMIST

HAPPY

CRANKY

COURAGEOUS

COWARDLY

FAST

SLOW

FUTURE

PAST

SOLUTION

PROBLEM

TRIBAL MEMBERSHIP

HOMO SAPIENS

DO WE FACE ARTIFICIAL INTELLIGENCE WITH OUR OWN HUMAN INTELLIGENCE?

AGENDA

NARRATIVES
HYPE AND REALITY
PROGRAMMING
HARM
RESOURCES

AGENDA

> NARRATIVES <

HYPE AND REALITY

PROGRAMMING

HARM

RESOURCES

AGENDA

NARRATIVES

> HYPE AND REALITY <

PROGRAMMING

HARM

RESOURCES

AGENDA

NARRATIVES

HYPE AND REALITY

> PROGRAMMING <

HARM

RESOURCES

AGENDA

NARRATIVES

HYPE AND REALITY

PROGRAMMING

> HARM <

RESOURCES

AGENDA

NARRATIVES
HYPE AND REALITY
PROGRAMMING
HARM
> RESOURCES <

ARE WE IDIOTS?

WE ASK A LOT OF IDIOT QUESTIONS

REJECTION OF IDIOT QUESTIONS

ARE YOU FOR OR AGAINST AI?

IDIOT QUESTION

IS AI GOOD OR BAD?

IDIOT QUESTION

IS AI HYPE OR USEFUL?

IDIOT QUESTION

HAS AI COME TO STAY?

IDIOT QUESTION

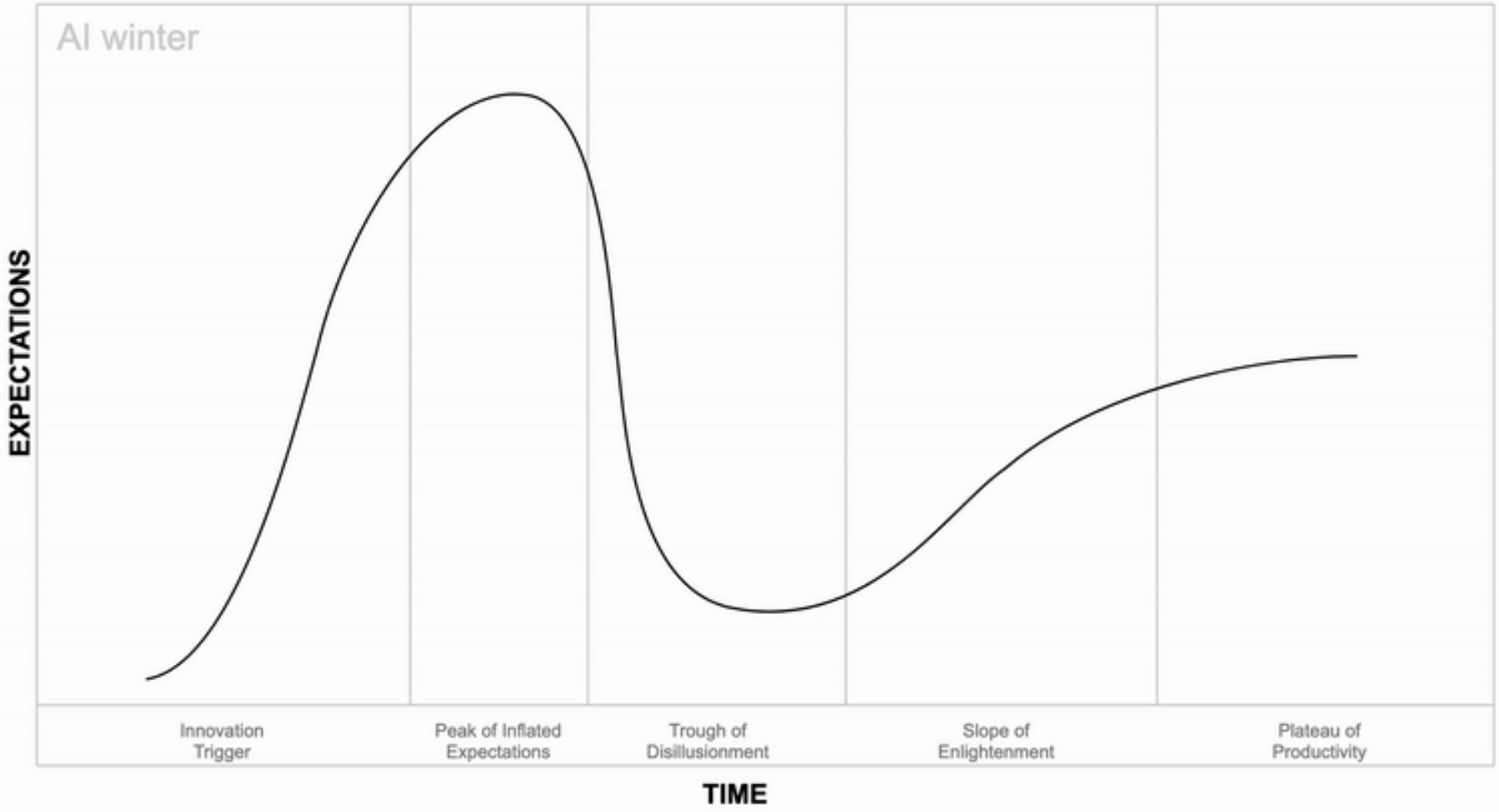
IS AI A FLOP?

IDIOT QUESTION

IS GEN AI A FLOP?

einarwh.no/hypecycles/ai/
Search

Hype Cycle for Artificial Intelligence



WHAT IS AI?

LANGUAGE PROCESSING

AGI

EXPERT SYSTEMS

PATTERN RECOGNITION

CHESS ENGINES

AI AS TECHNOLOGY

RECOMMENDATION SYSTEMS

MACHINE LEARNING

GENAI

NEURAL NETWORKS

SELF-DRIVING CARS

AI AS A CONCEPT

INTELLIGENCE IS AN ABSTRACTION

INTELLIGENCE AS METAPHOR

CAN WE MAKE A MACHINE THAT IS SMARTER THAN HUMANS?

IDIOT QUESTION

NARRATIVES

THE REVOLUTION NARRATIVE

“AI CHANGES EVERYTHING”

“AI CHANGES MANY THINGS”

“AI WILL CHANGE MANY THINGS”

“AI IS LIKELY TO CHANGE SOME THINGS WITHIN CERTAIN DOMAINS”

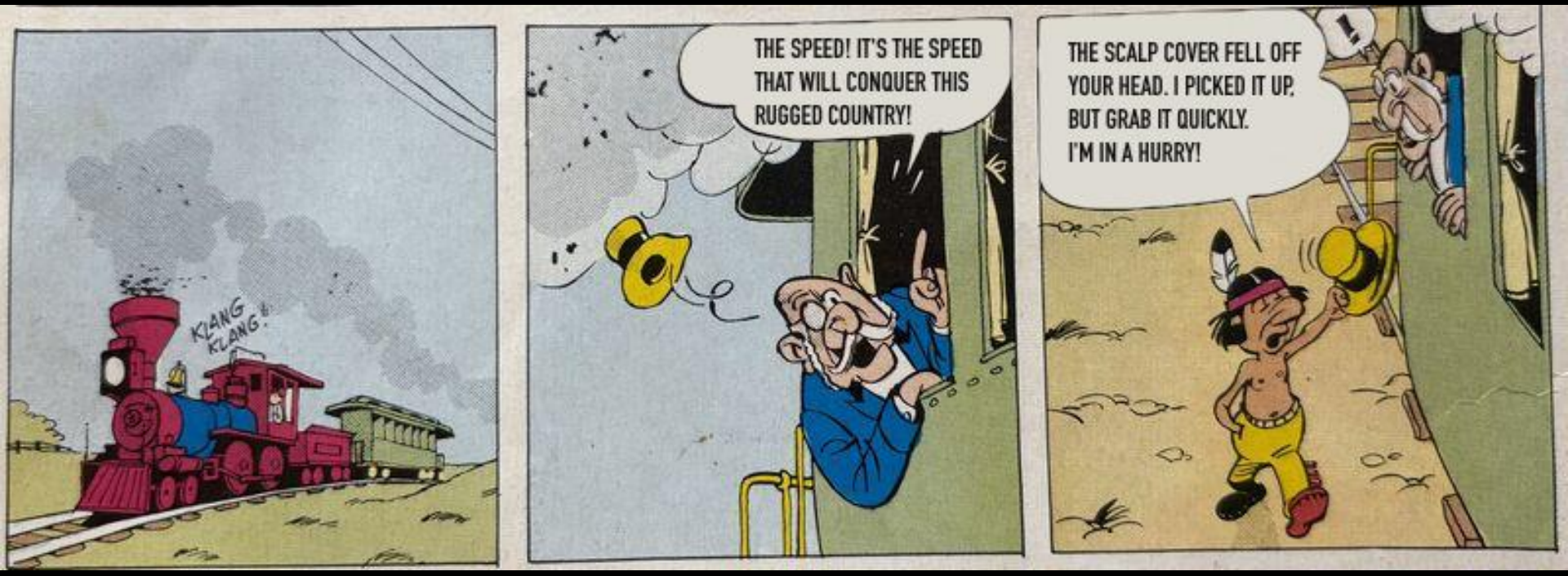
THE TRAIN NARRATIVE

“THE TRAIN IS LEAVING THE STATION!”

“THERE’S NO TIME TO THINK!”

WHAT'S THE RUSH?

WHAT HAPPENS IF WE WAIT?


KLANG KLANG!
THE SPEED! IT'S THE SPEED THAT WILL CONQUER THIS RUGGED COUNTRY!
THE SCALP COVER FELL OFF YOUR HEAD. I PICKED IT UP, BUT GRAB IT QUICKLY. I'M IN A HURRY!

THE NEXT VERSION NARRATIVE

“ANY PROBLEMS WILL BE SOLVED IN THE NEXT VERSION (OR NEXT (OR NEXT))”

THE EXTRAPOLATION NARRATIVE

“DEVELOPMENT WILL BE LINEAR OR SUPERLINEAR”

12
10
8
6
4
2
−2
−2
0
2
4
6
8
10
12

WHAT ARE WE PLOTTING?

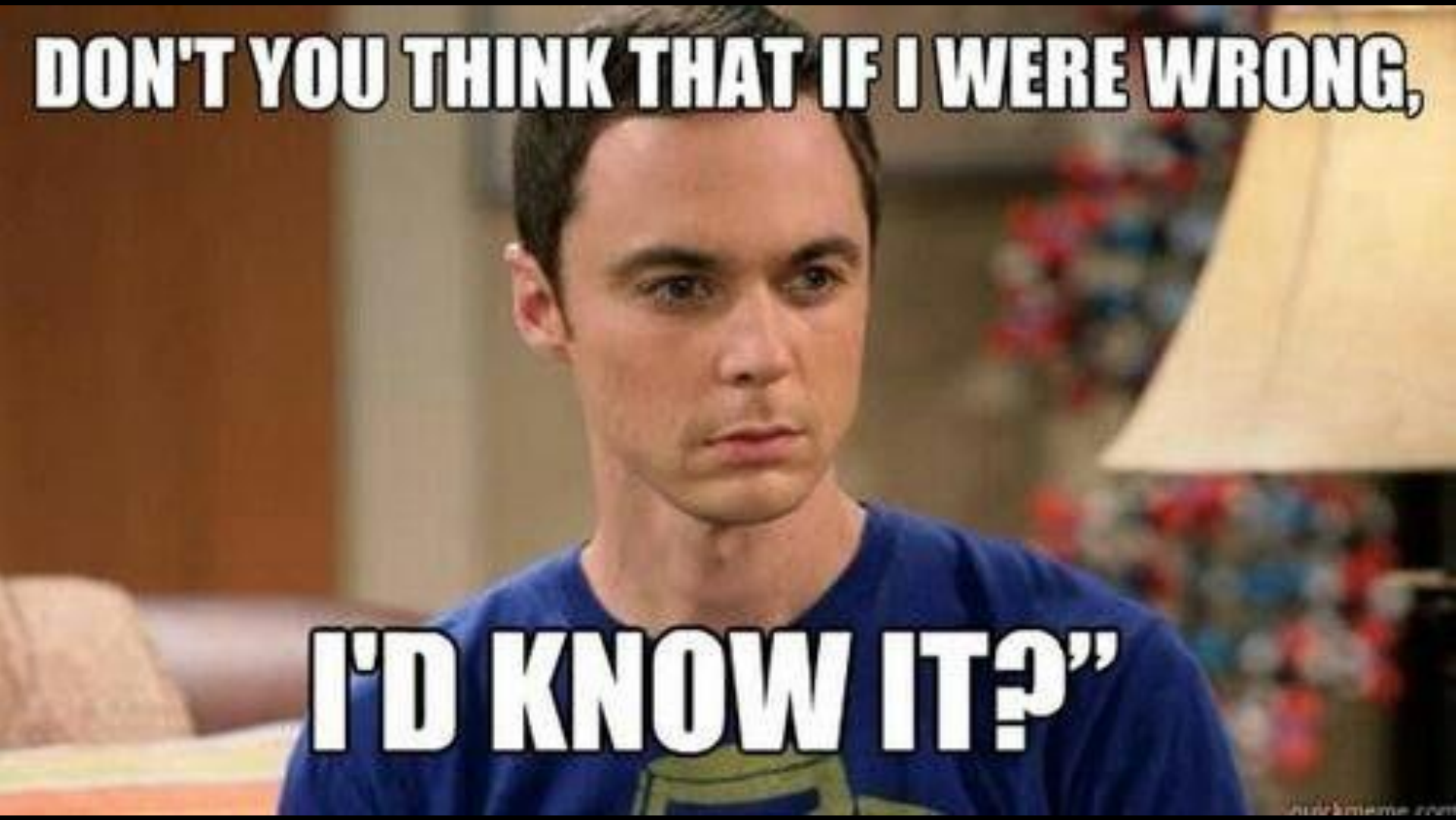
“INTELLIGENCE?”

“CAPABILITIES?”

“POWER?”

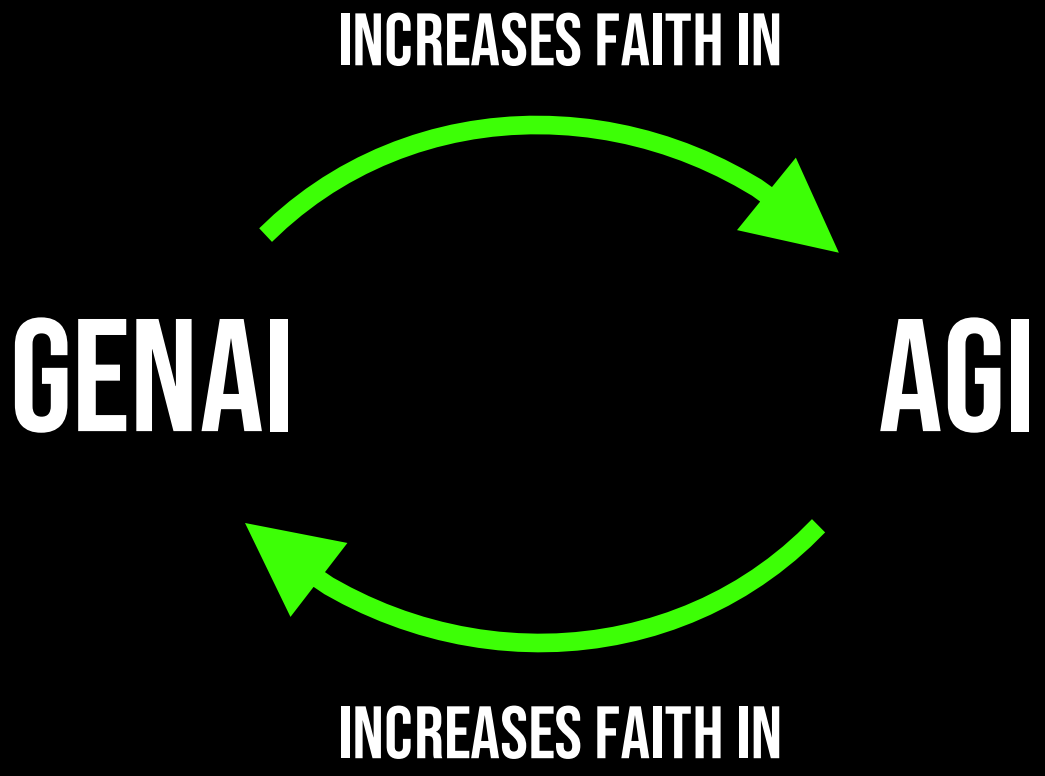
THE BRAINIAC NARRATIVE

“HIGHLY INTELLIGENT PEOPLE CAN’T BE WRONG”


DON'T YOU THINK THAT IF I WERE WRONG,
I'D KNOW IT?”

THE AGI NARRATIVE

“ARTIFICIAL GENERAL INTELLIGENCE
IS JUST A FEW YEARS AWAY
(IT’S A BIT SCARY)”


INCREASES FAITH IN
GENAI
AGI
INCREASES FAITH IN

THE SINGULARITY NARRATIVE

“WHEN WE’VE CREATED A MACHINE
THAT’S SMARTER THAN US
THAT MACHINE CAN CREATE
A MACHINE THAT’S EVEN SMARTER
ETC ETC ETC ETC ETC ETC ETC ETC”

INEVITABILITY

NEIL POSTMAN'S SEVEN QUESTIONS

WHAT PROBLEM DOES IT SOLVE?

WHOSE PROBLEM IS IT?

WHAT NEW PROBLEMS DOES IT CREATE?

WHICH PEOPLE WILL BE MOST IMPACTED BY IT?

WHICH SHIFTS IN ECONOMIC AND POLITICAL POWER WILL RESULT?

WHAT UNINTENDED USES WILL IT HAVE?

HYPE AND REALITY

GENIUSX
THE REVOLUTIONARY GENIUS X WITH ARTIFICIAL INTELLIGENCE
Recognizes your brushing style. Guides you to brush better every day.
SHOP NOW

FREE WILL DURING THE AI HYPE

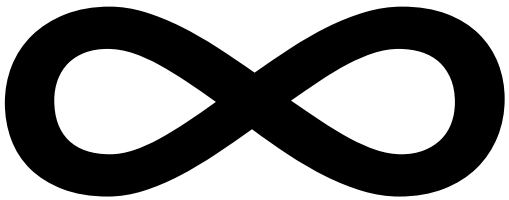
MANDATORY AI

INVESTMENT

RETURNS

INVESTMENT	RETURNS
?	

INVESTMENT	RETURNS
?	∞

INVESTMENT	RETURNS
TRILLIONS	

WHAT IF THE RETURNS ARE NOT INFINITE?

OPPORTUNITY COST

AI REVOLUTIONIZES...

WHAT QUALIFIES AS A REVOLUTION?

10X

2X

1.1X

1.01X

0.9X

WHAT IS THE REVOLUTIONARY CHANGE?

COST/PRODUCTIVITY?

QUANTITY?

QUALITY?

NDC { Oslo }
Why your AI generated talk abstract was rejected for NDC Oslo
Einar Høst
Advisor at NAV
0:00 / 11:24 • Introduction
NDC { Oslo } 2024

IMPRESSIVE

BUT NOT GOOD ENOUGH!

PROGRAMMING

No Silver Bullet
Essence and Accidents of Software Engineering

September, 1986
Doc. 860905 fpb
TR86-020

Frederick P. Brooks, Jr.

AN ORDER OF MAGNITUDE IMPROVEMENT IN PRODUCTIVITY, IN RELIABILITY, IN SIMPLICITY

10X

10 X WHAT?

IF SOFTWARE DEVELOPMENT WERE LIKE HAULING BRICKS

10X PRODUCTIVITY

WOULD HAVE BEEN SUFFICIENT

PRODUCTIVITY
RELIABILITY
STABILITY
OBSERVABILITY
EVOLVABILITY
OWNABILITY
ETC

10X PRODUCTIVITY

RELIABILITY

STABILITY

OBSERVABILITY

EVOLVABILITY

OWNABILITY

OSV

CAN AI HELP?
HOW MUCH?

?X PRODUCTIVITY

?X RELIABILITY

?X STABILITY

?X OBSERVABILITY

?X EVOLVABILITY

?X OWNABILITY

ETC

THEORY OF CONSTRAINTS

THE BOTTLENECK WILL MOVE TO THE WEAKEST STEP IN THE PROCESS

MAN KNOCKS HIMSELF OUT WITH BOOMERANG

By CHARLES GEORGE / *Weekly World News*

A Kentucky man who threw a boomerang that flew back and clobbered him in the head promptly filed a $300,000 lawsuit against himself — and incredibly, he was awarded the money!

But most amazing of all is the fact the guy will be get the money from his insurance company — and he personally won't have to pay a cent.

A court gave Larry Rutman of Owensboro the cash after it determined he "caused body damage through negligence and careless disregard."

"The accident occurred on my property so my homeowners insurance was liable for it," Rutman

— then sues himself for $300,000

WE CREATE SYSTEMS THAT HAVE
EFFECTS IN THE REAL WORLD

HUMANS HAVE

SKIN IN THE GAME

FOR AI IT'S ALL ULTIMATELY

A GAME OF NUMBERS

HARM

ENVIRONMENTAL PRESSURE

ENVIRONMENTAL PRESSURE

DECLARATION OF INTENT

DESTRUCTION OF LIVELIHOODS

EVERYONE WHO PRODUCES DATA THAT IS USED TO TRAIN GEN AI TOOLS!

CREATIVES

JOURNALISTS

PROGRAMMERS

MORE TIME TO FOCUS
ON HIGHER VALUE TASKS
IS A DOGWHISTLE FOR LAYOFFS

Funky Dynamite
@sweavart.bsky.social

Following

AI company: we trained this dog to talk. It doesn't actually understand language, but it kinda sounds like it's having a conversation by mimicking the sound of human speech.

CEO: awesome, I've fired my entire staff, how quickly can it start diagnosing medical disorders

Apr 2, 2024 at 8:00 PM

OVERPRODUCTION

OVERPRODUCTION

INFINITE MEDIOCRE-TO-BAD CONTENT

OVERPRODUCTION

DENIAL OF SERVICE ATTACK

Dan Davies
@dsquareddigest.bsky.social

+ Follow

from my lunch today; "the trouble is not so much AI making you more productive, but that it's tripling the output of the biggest f***ing idiot where you work"

21 October 2025 at 23:21 Everybody can reply

MALICIOUS APPLICATIONS

MALICIOUS APPLICATIONS

LYING IS THE KILLER APPLICATION

MALICIOUS APPLICATIONS

SOPHISTICATED SCAMS FOR FREE

MALICIOUS APPLICATIONS

TAILOR-MADE DISINFORMATION

MALICIOUS APPLICATIONS

PROPAGANDA

Adrian Weckler
@adrianweckler.bsky.social

+ Follow

We knew this would happen. Note how realistic the visuals and voices are.
This AI deepfake video of Catherine Connolly 'withdrawing' from presidential contest and that Friday's poll is 'cancelled' is live and viral on Facebook tonight.
1000s watching, commenters believing it.

21 October 2025 at 23:58 Everybody can reply

MALICIOUS APPLICATIONS

UNDERMINING THE NOTION OF TRUTH

MALICIOUS APPLICATIONS

THE DEATH OF FACTS

MALICIOUS APPLICATIONS

CHOOSE YOUR OWN TRUTH

MALICIOUS APPLICATIONS

INCREASED POLARIZATION

MALICIOUS APPLICATIONS

DESTABILIZATION OF SOCIETY

DYSTOPIC APPLICATIONS

Should an AI copy of you help decide if you live or die?

Doctors share top concerns of AI surrogates aiding life-or-death decisions.

ASHLEY BELANGER – 20 OCT 2025 13:00 | 175

Robin Williams' Daughter Tells Fans to 'Stop Sending Me AI Videos of Dad': It's 'Gross' and 'Not What He'd Want'

By Zack Sharf

POOR APPLICATIONS

OUTPUT BLINDNESS

POOR POLICY DECISIONS

POOR APPLICATIONS BECOME IRRESPONSIBLE AND HARMFUL

DEATH OF THE WEB

DEATH OF THE WEB

DEAD INTERNET THEORY

DEATH OF THE WEB

STRANGULATION BY GOOGLE

DEATH OF THE WEB

POISONING BY SLOP

DEATH OF THE WEB

POST-RESPONSE-LOOP

DEATH OF THE WEB

BOT OR HUMAN?

DEATH OF THE WEB

THE TURING GAME SUCKS

PRIVACY

PRIVACY

INDIVIDUAL INTEGRITY

PRIVACY

PERSONAL AGENCY

WHAT'S THE WORST IDEA
ONE COULD POSSIBLY HAVE?

SEXTING WITH
SAM ALTMAN

THAT'S ACTUALLY JUST
THE SECOND WORST

GIVING MARK ZUCKERBERG
ACCESS TO YOUR RETINA

MAN-IN-THE-MIDDLE ATTACK

THE GOAL IS TO BE INVOLVED
IN EVERYTHING WE DO

WHAT IS THE BUSINESS MODEL OF BIG TECH COMPANIES?

“SELL ADS?”

INFLUENCE

MODIFICATION OF OPINIONS AND BEHAVIOR

INCREASE SALES OF SOMETHING BY X %

CHANGE PUBLIC PERCEPTION OF SOMETHING BY X %

MOVE X % OF VOTERS

“BUT IT’S NOT IN CHATGPT”

ENSHITTIFICATION

ENSHITTIFICATION

ATTRACT USERS

ENSHITTIFICATION

MAXIMIZE VALUE FOR CUSTOMERS

ENSHITTIFICATION

MAXIMIZE PROFITS FOR SHAREHOLDERS

WE HAVE 20 YEARS OF EVIDENCE FOR THIS PATTERN

WHAT ARE WE WILLING TO SHARE WITH BIG TECH COMPANIES?

EVERY INTERACTION IS
AN ACT OF SURVEILLANCE

EVERY INTERACTION IS

A LEVERAGE POINT FOR INFLUENCE

ARE WE IDIOTS?

RESOURCES

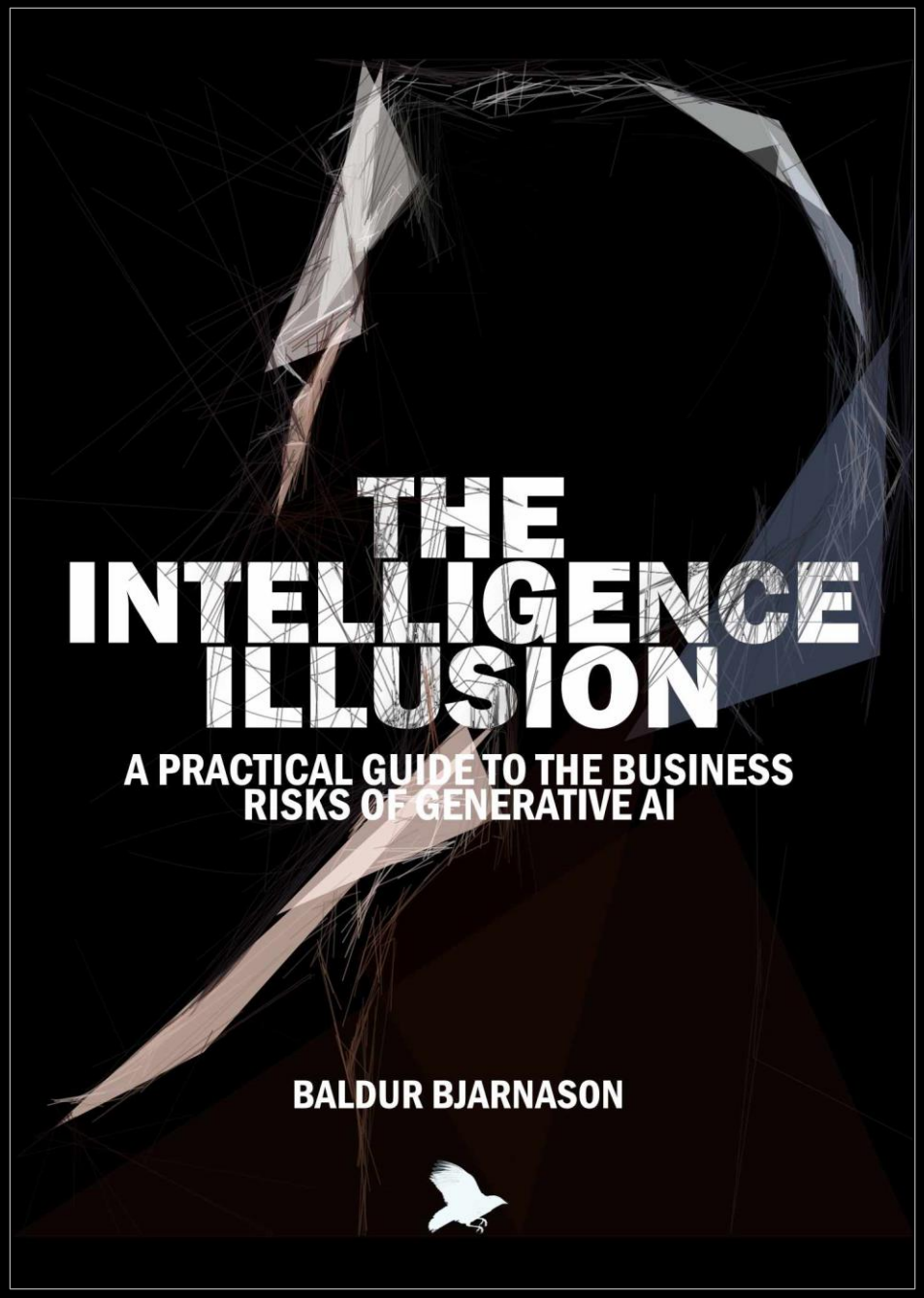
"Invaluable and necessary." —Ben Dickson, *TechTalks*

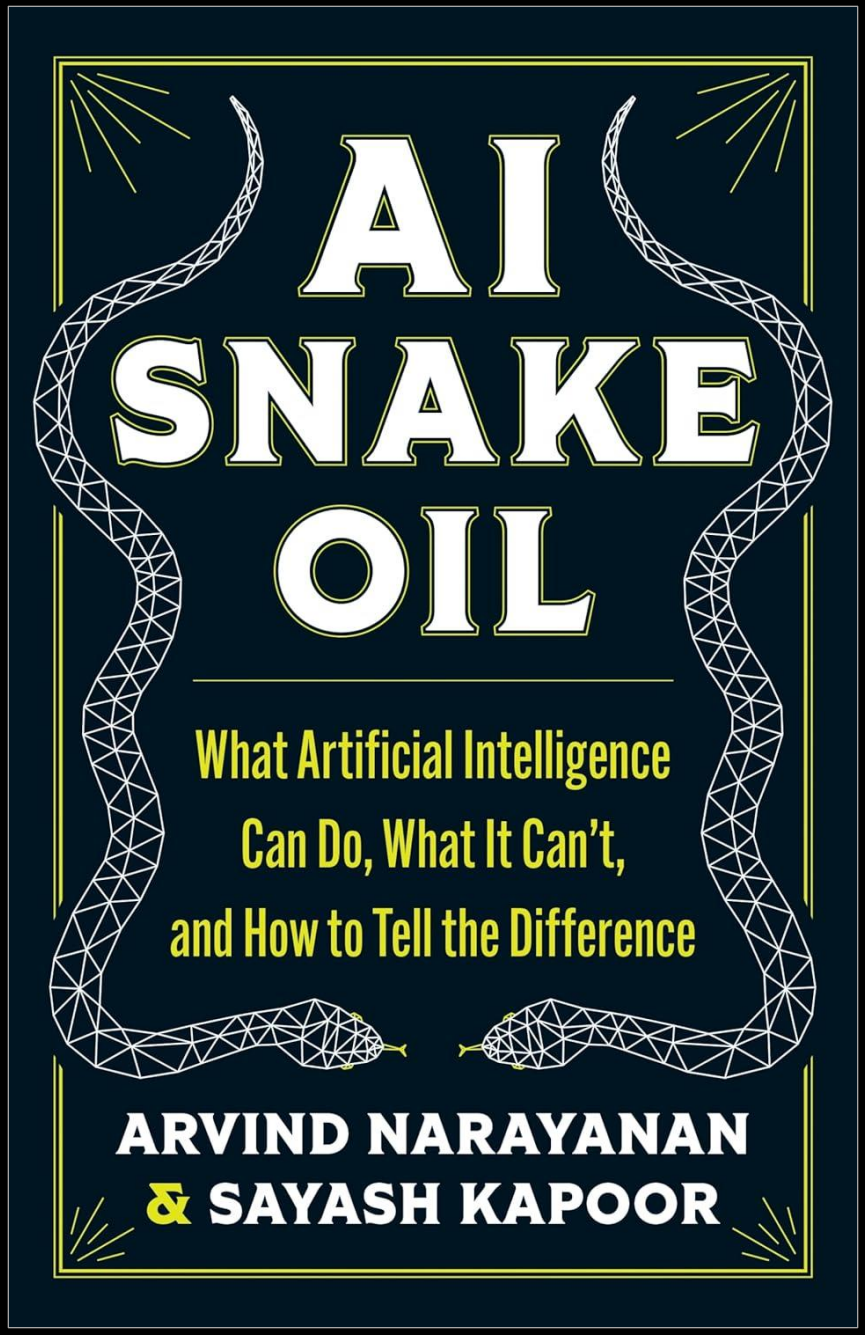
Artificial Intelligence

A Guide for Thinking Humans

Melanie Mitchell

PICADOR


THE
INTELLIGENCE
ILLUSION
A PRACTICAL GUIDE TO THE BUSINESS
RISKS OF GENERATIVE AI
BALDUR BJARNASON


AI SNAKE OIL
What Artificial Intelligence Can Do, What It Can't, and How to Tell the Difference
ARVIND NARAYANAN & SAYASH KAPOOR

JOSEPH WEIZENBAUM

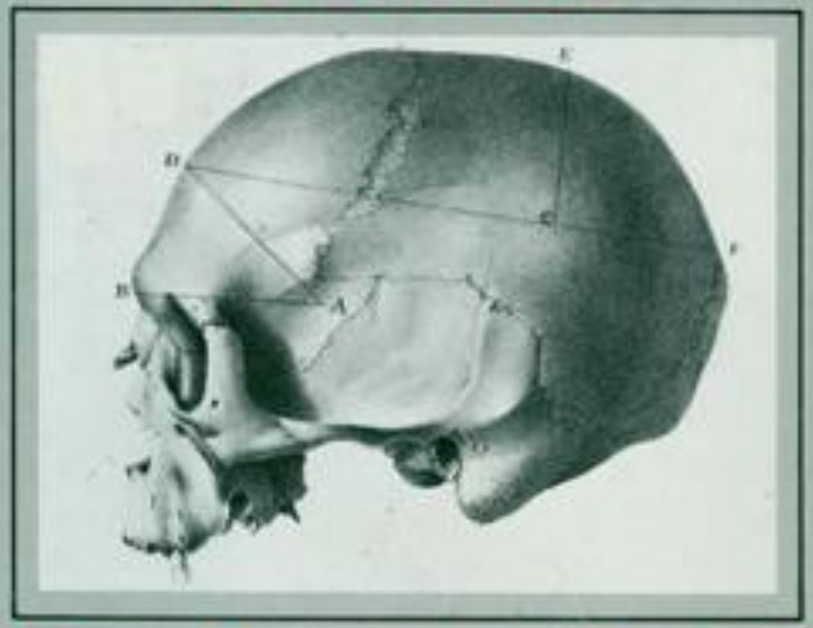
COMPUTER POWER AND HUMAN REASON

FROM JUDGMENT TO CALCULATION

ON BULLSHIT

Harry G. Frankfurt

The Mismeasure of Man



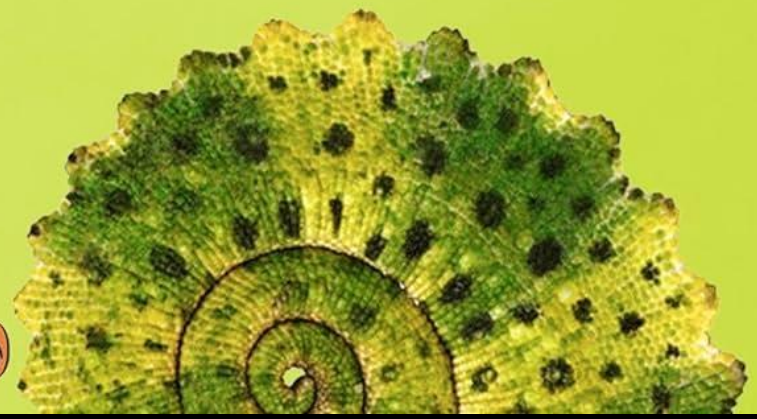
Stephen Jay Gould

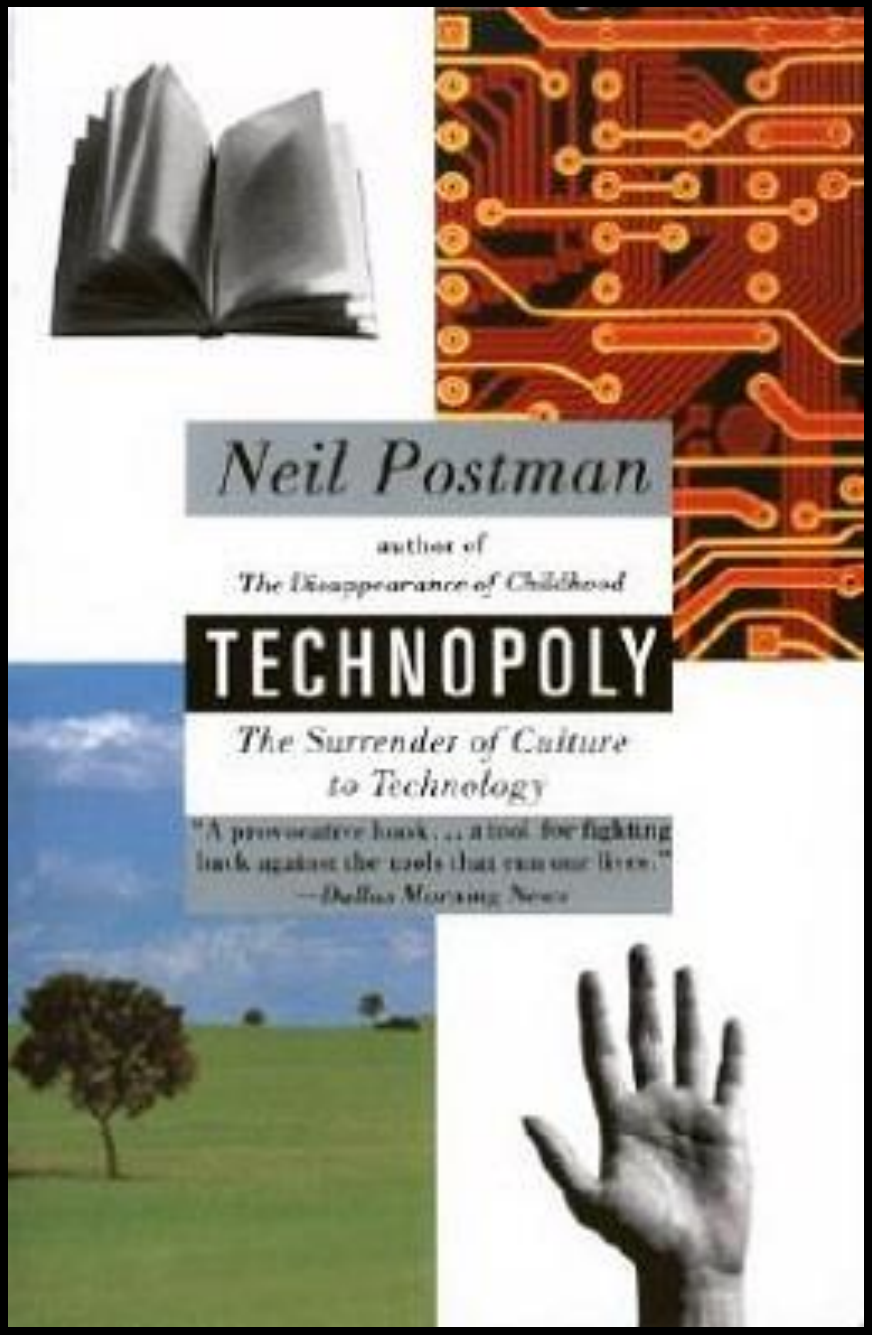
author of ***Ever Since Darwin*** and ***The Panda's Thumb***

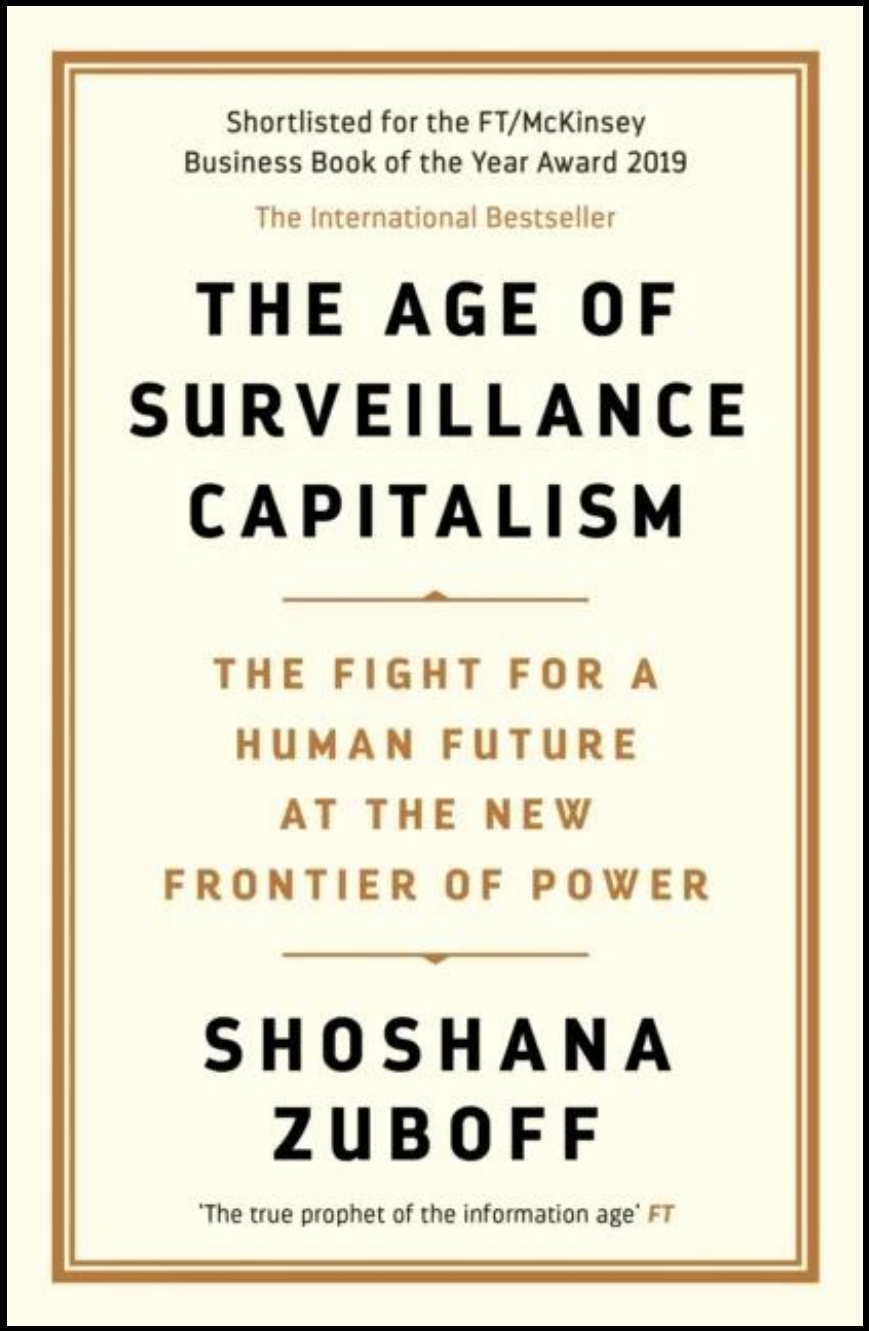
'Brilliant ... a torrent of stimulating thought' Richard Dawkins

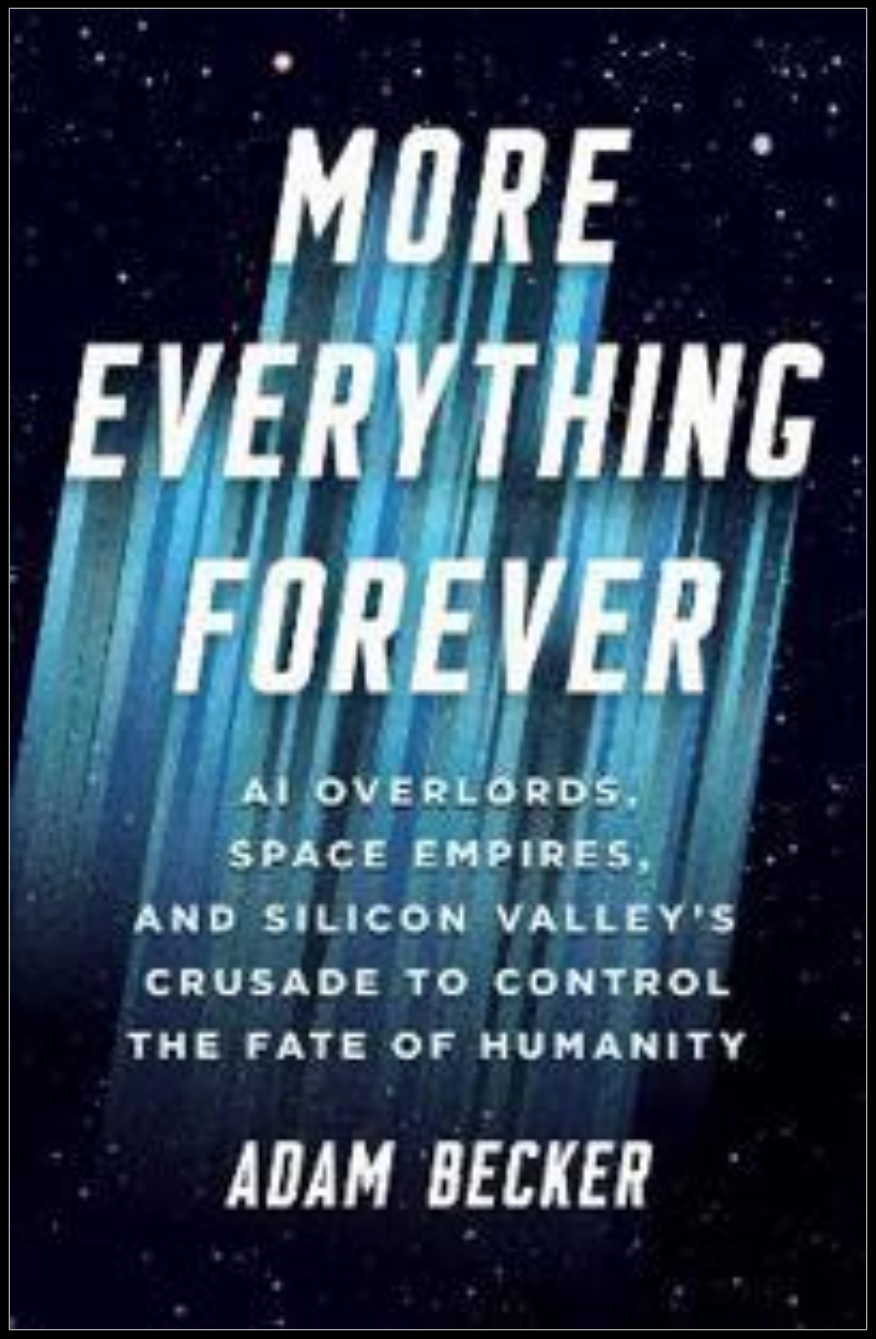
DANIEL C. DENNETT

CONSCIOUSNESS EXPLAINED




Neil Postman
author of
The Disappearance of Childhood
TECHNOPOLY
The Surrender of Culture to Technology
"A provocative book . . . a tool for fighting back against the tools that run our lives."
—Dallas Morning News


Shortlisted for the FT/McKinsey
Business Book of the Year Award 2019
The International Bestseller
THE AGE OF SURVEILLANCE CAPITALISM
THE FIGHT FOR A HUMAN FUTURE AT THE NEW FRONTIER OF POWER
SHOSHANA ZUBOFF
'The true prophet of the information age' FT


MORE EVERYTHING FOREVER
AI OVERLORDS, SPACE EMPIRES, AND SILICON VALLEY'S CRUSADE TO CONTROL THE FATE OF HUMANITY
ADAM BECKER

Baldur Bjarnason
@baldur@toot.cafe

9h *

“Critics keep talking as if it’s useless, but it isn’t. It’s cheap and, even though it has some flaws, is extraordinarily effective at some of its use cases.”

“So, what? Are we supposed to accept all the downsides of LLMs just because it’s occasionally useful?”

“LLMs? No I’m talking about asbestos.”