# 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

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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

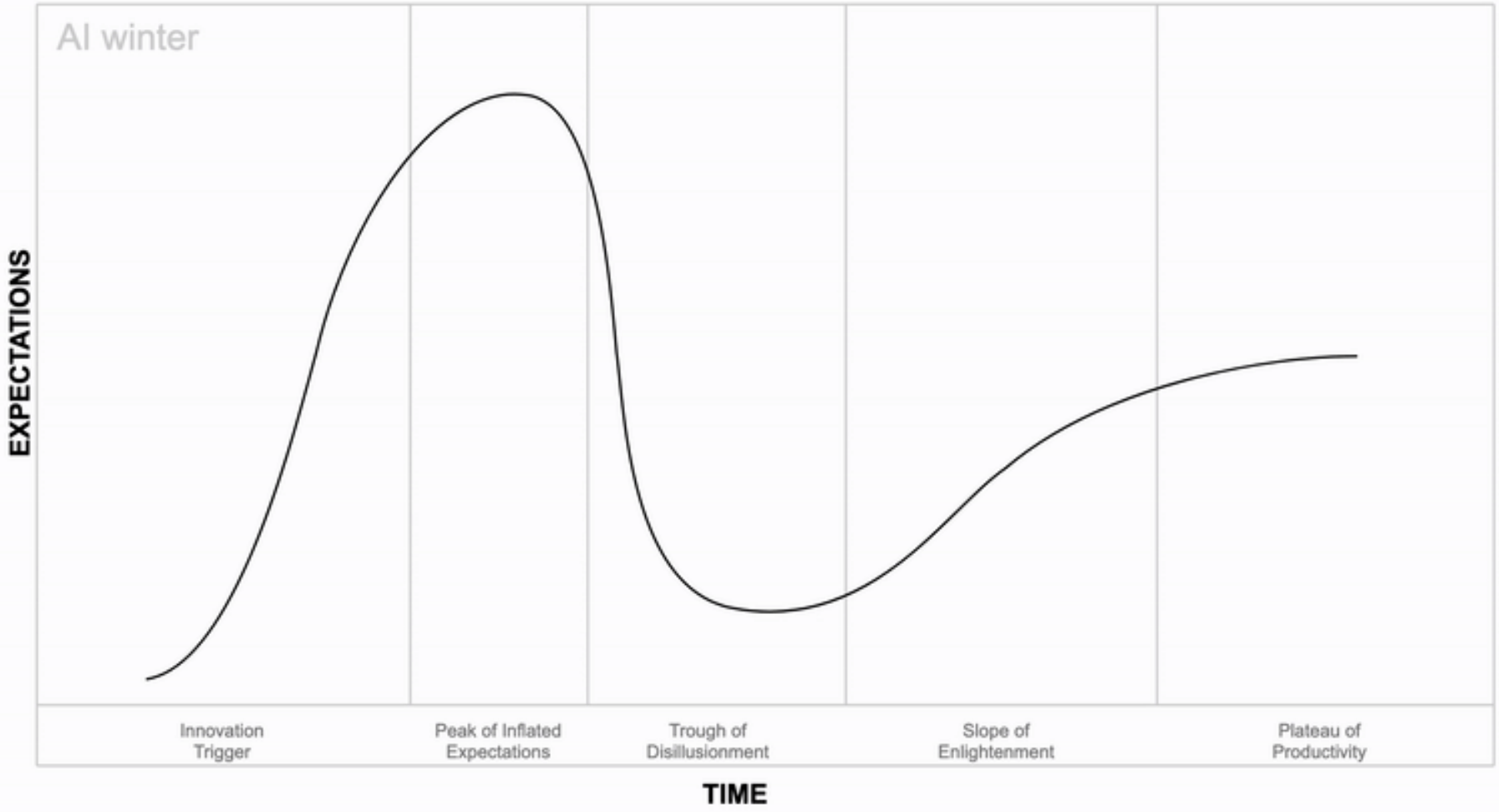
# IS AI A FLOP?

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!”

**Einar W. Høst**
@einarwh.bsky.social

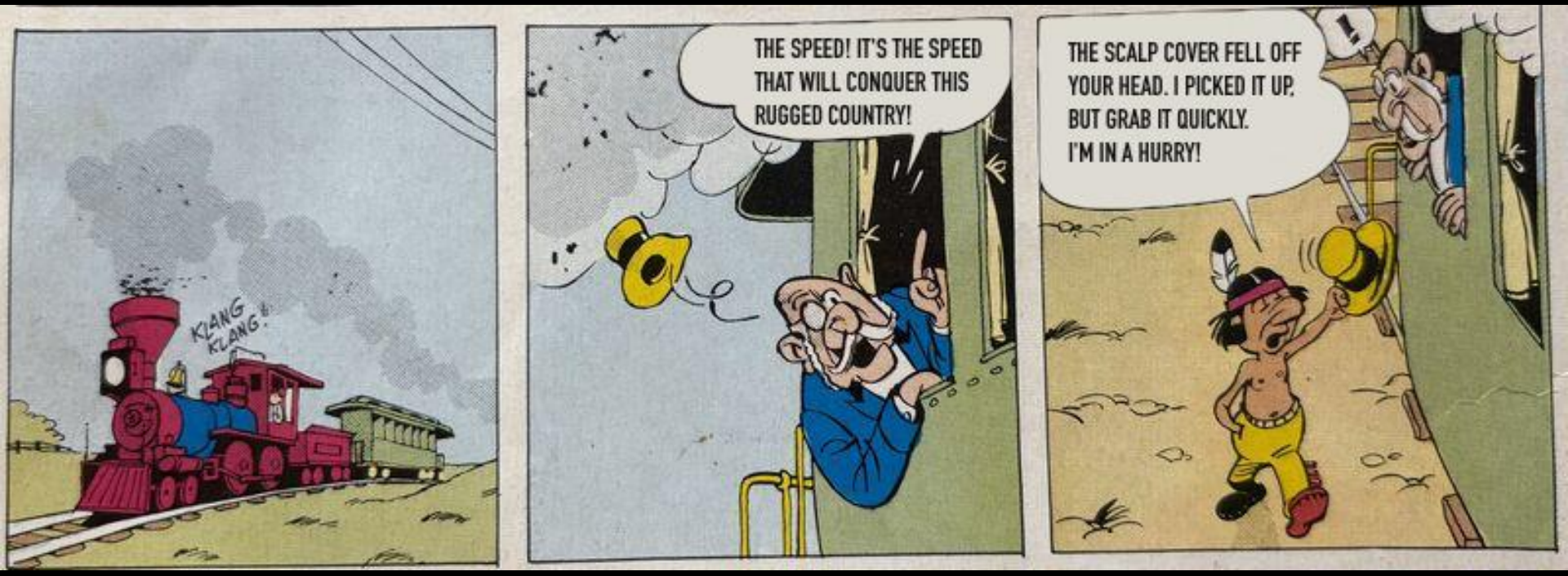
With respect to getting left behind if you don't rush headlong to adopt a new technology at all costs, I'm not sure why people are so certain the proper image is "the train is leaving the station!!!" as opposed to "the Titanic is heaving up anchor!!!"

February 12, 2025 at 9:46 AM Everybody can reply

“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?

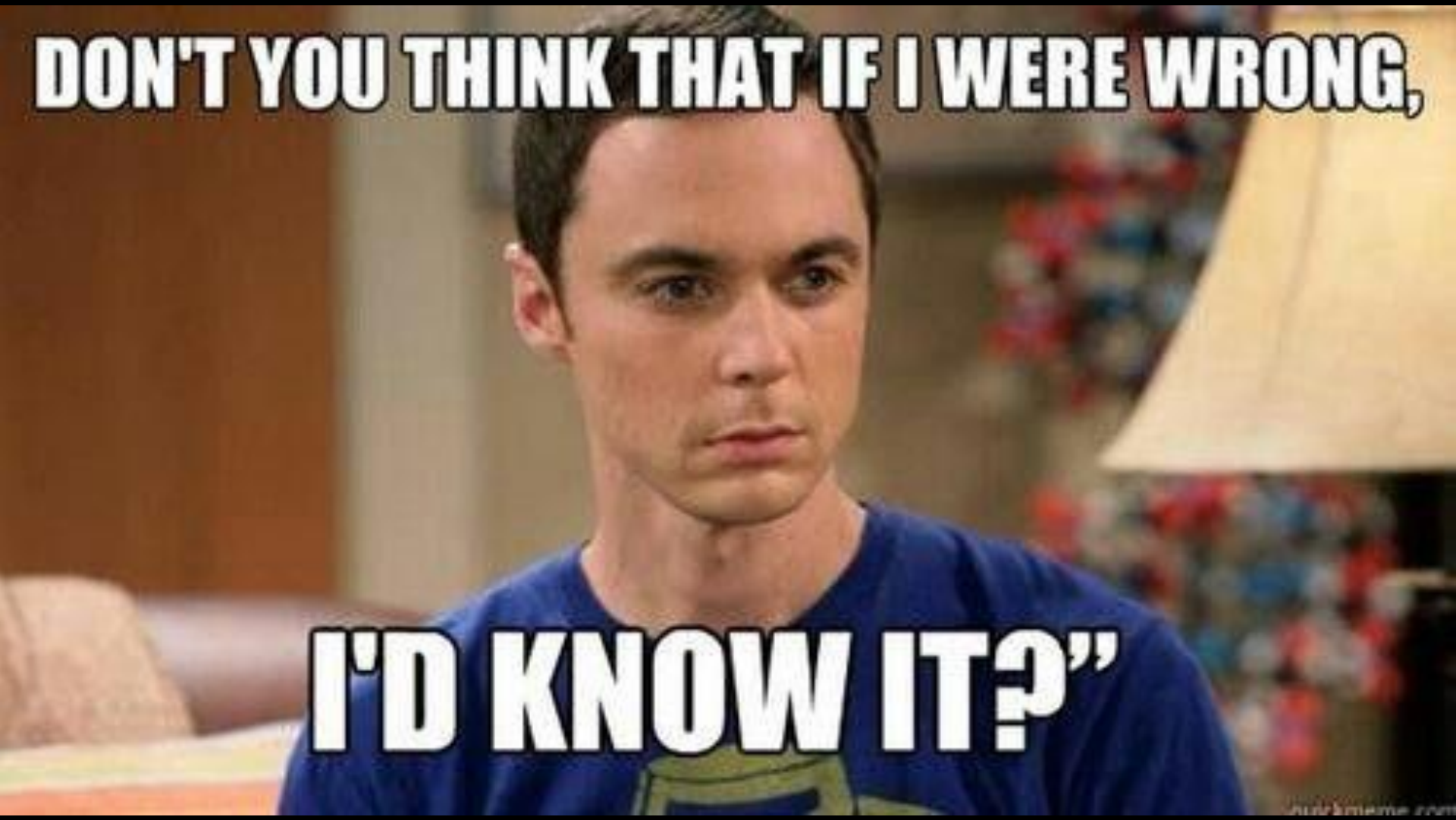
“INTELLIGENCE?”

“CAPABILITIES?”

“POWER?”

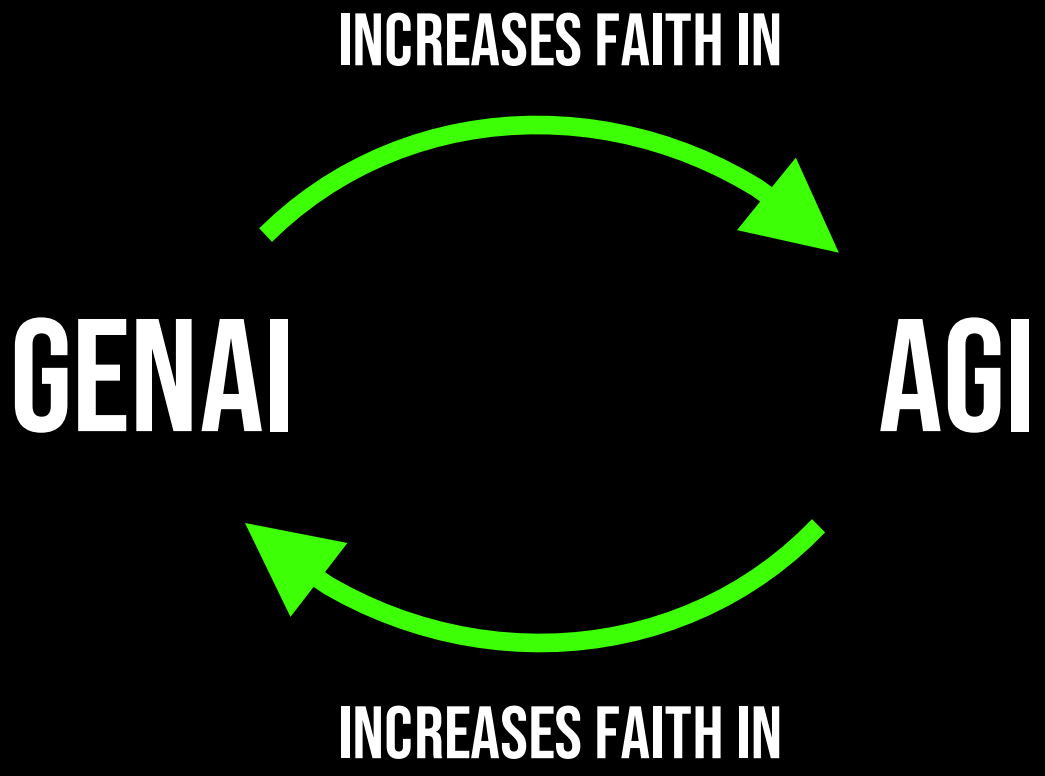
# THE BRAINIAC NARRATIVE

“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

# NARRATIVES

# RADICAL DECLARATIONS
# AIMED AT
# CONSTRUCTING REALITY

# MARKETING

# 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

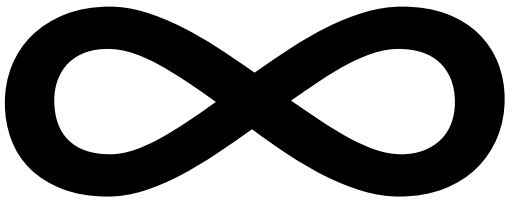
# MANDATORY AI

# 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

# HUMANS ARE BAD AT VERIFICATION

# 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 24/7 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

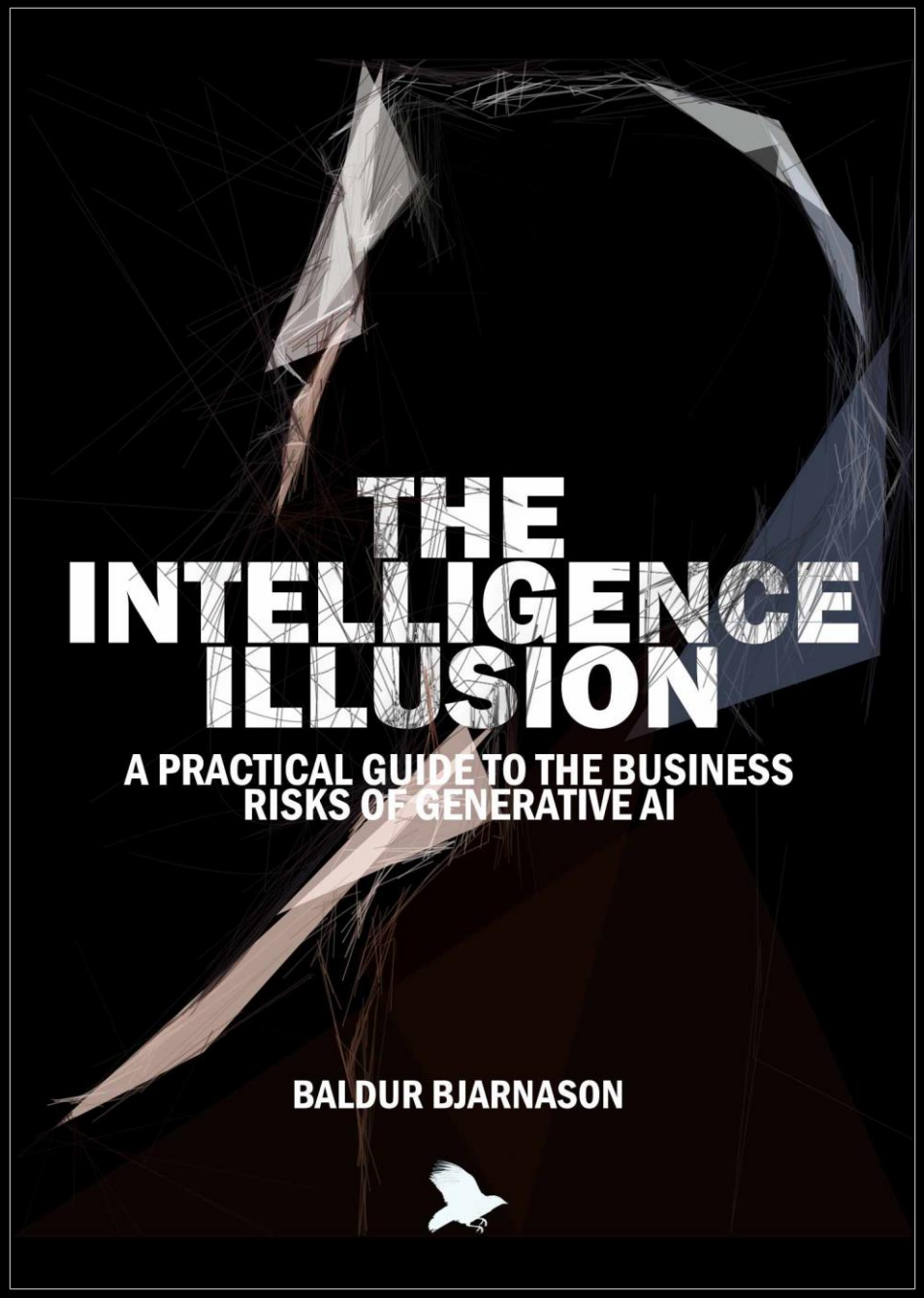
"Invaluable and necessary." —Ben Dickson, *TechTalks*

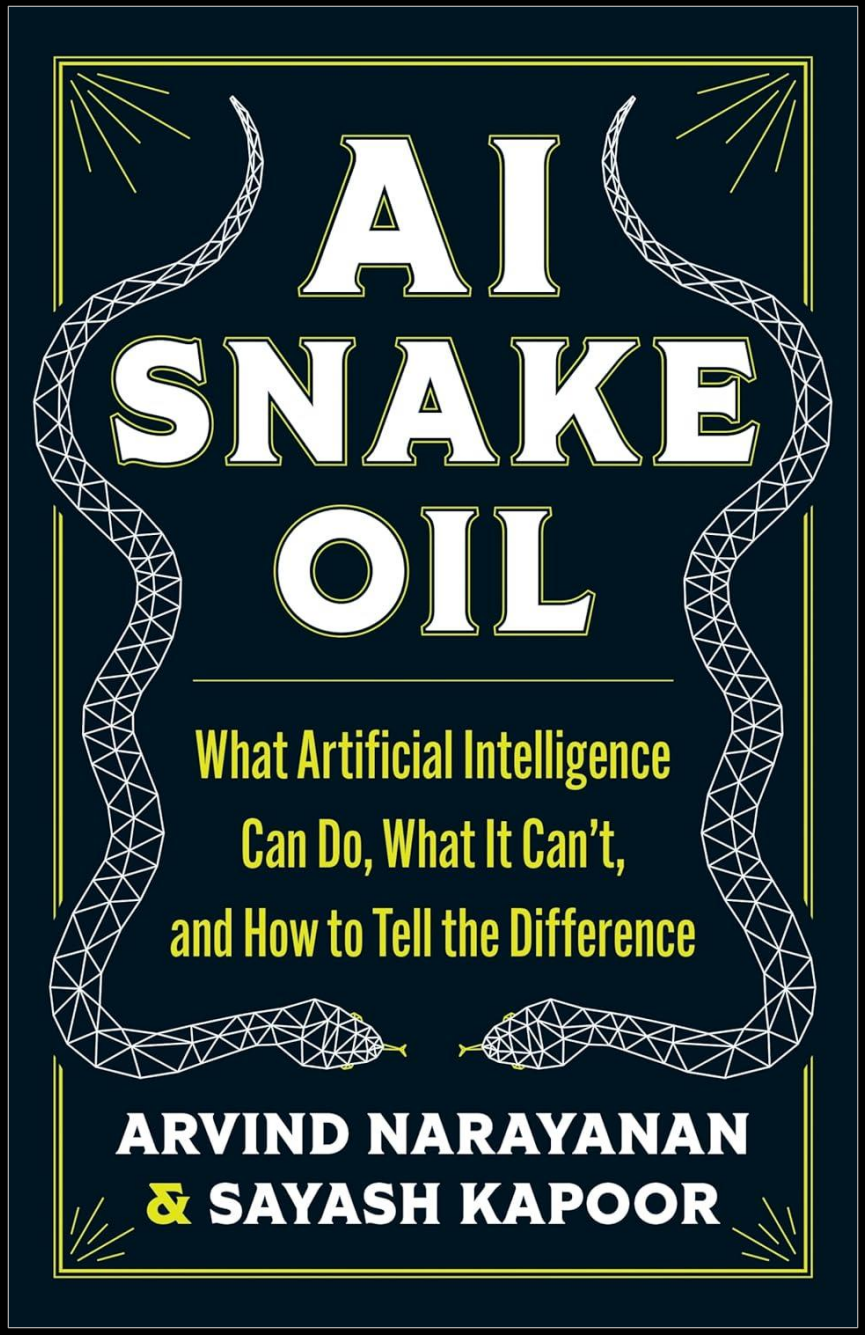
# Artificial Intelligence

## 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

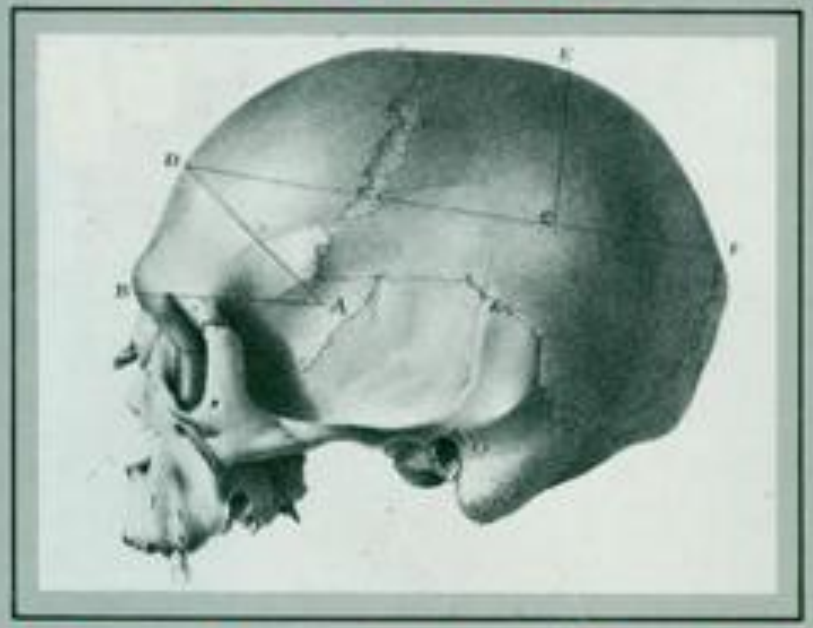
# COMPUTER POWER AND HUMAN REASON

FROM JUDGMENT TO CALCULATION

# ON BULLSHIT

*Harry G. Frankfurt*

# The Mismeasure of Man



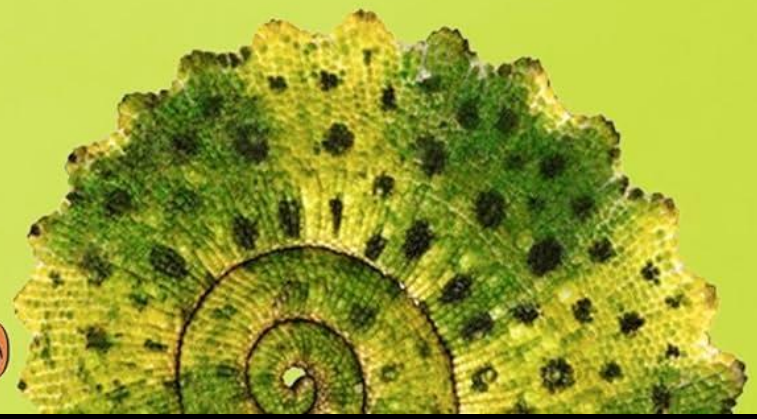
Stephen Jay Gould

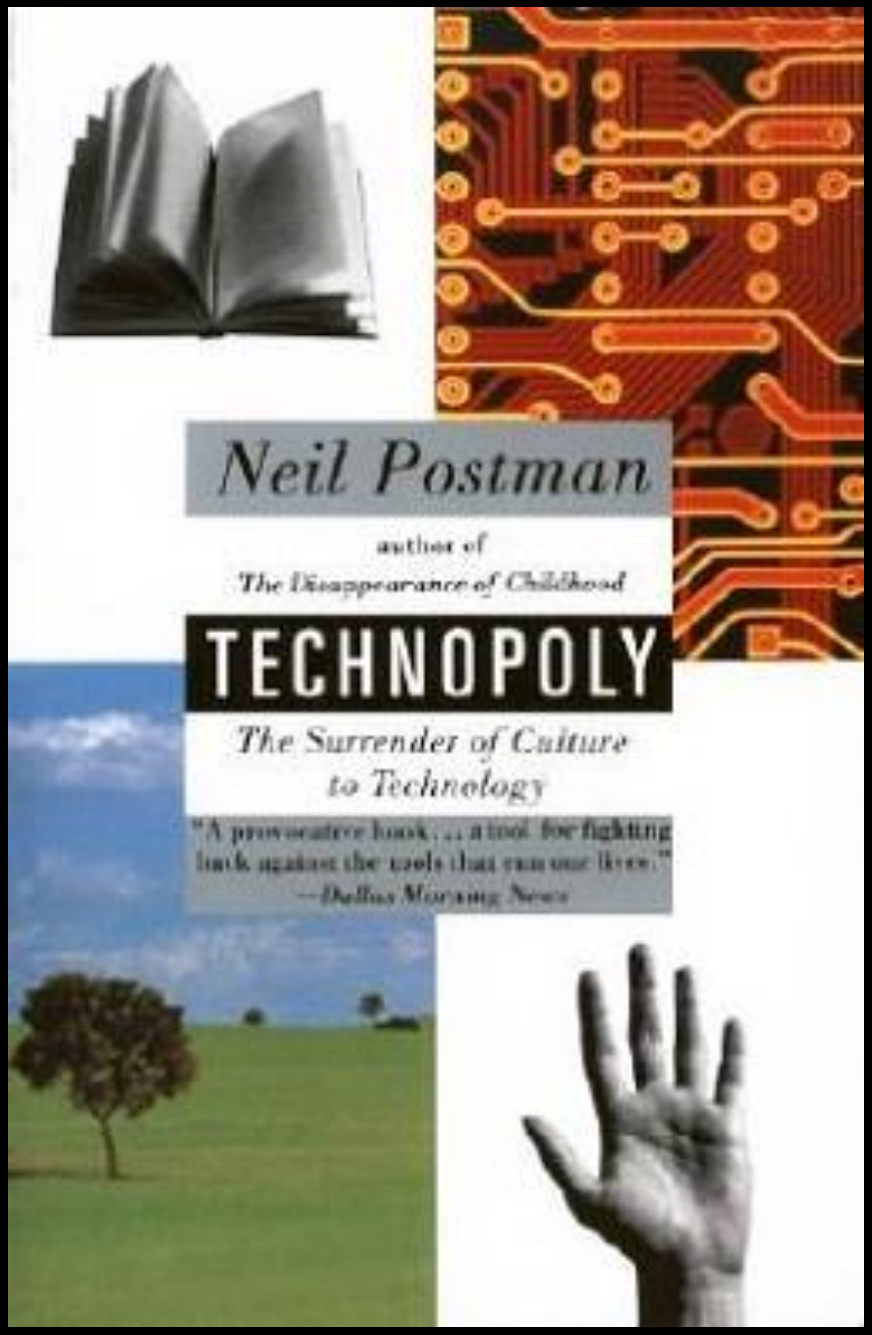
author of ***Ever Since Darwin*** and ***The Panda's Thumb***

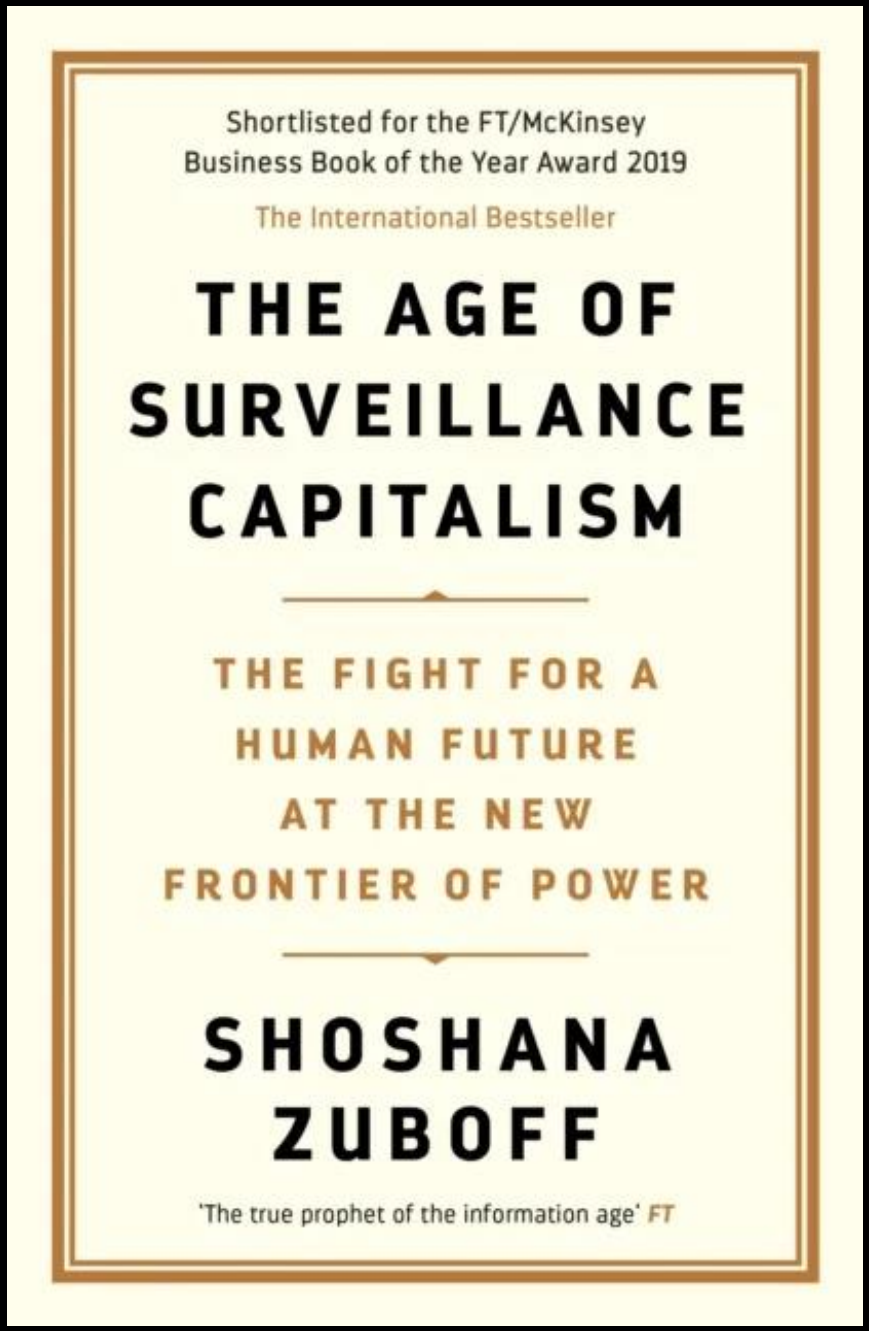
'Brilliant ... a torrent of stimulating thought' Richard Dawkins

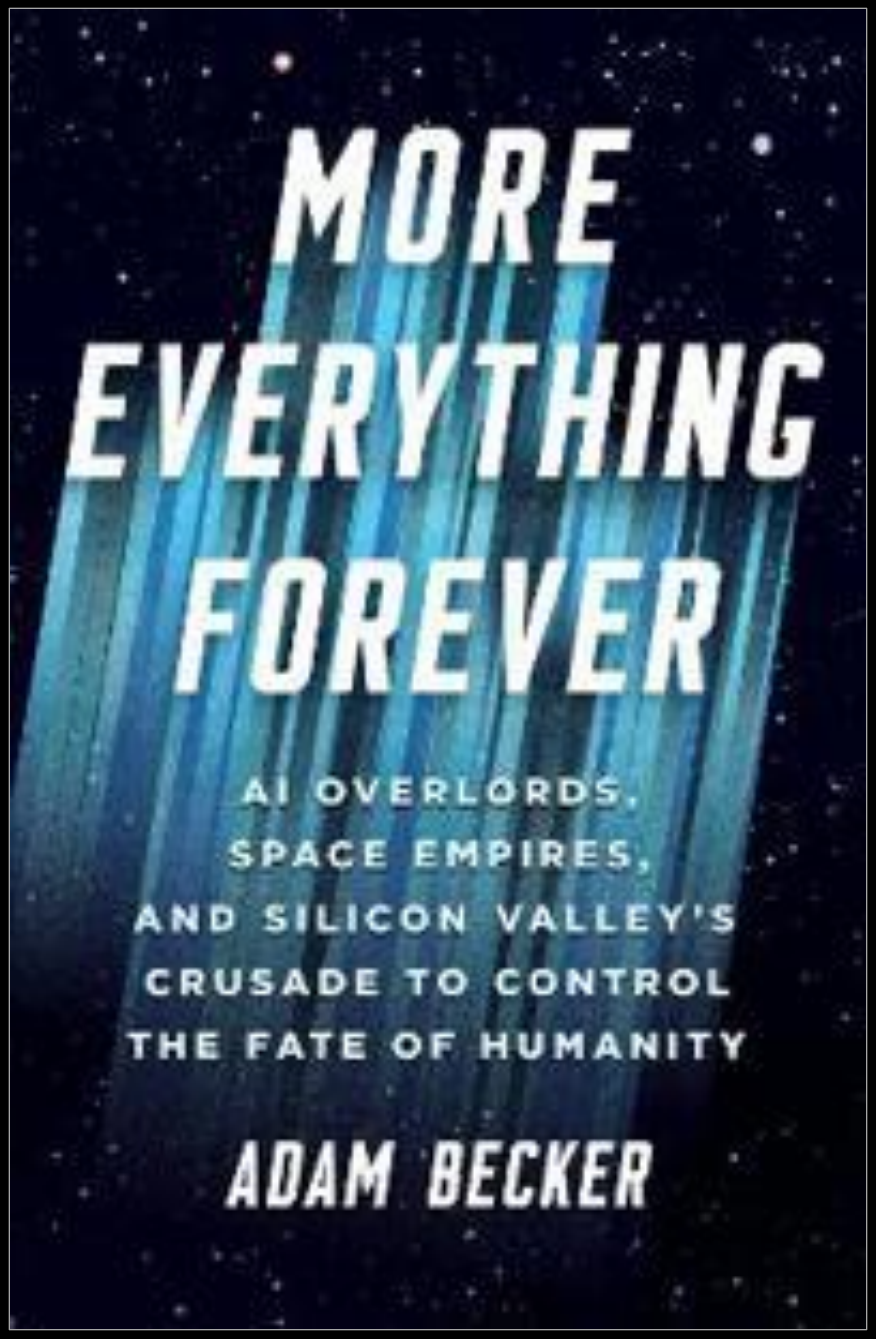
# DANIEL C. DENNETT

# 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.”