



# Indispensable Info Pros: Building Value in an AI World

**Mary Ellen Bates**

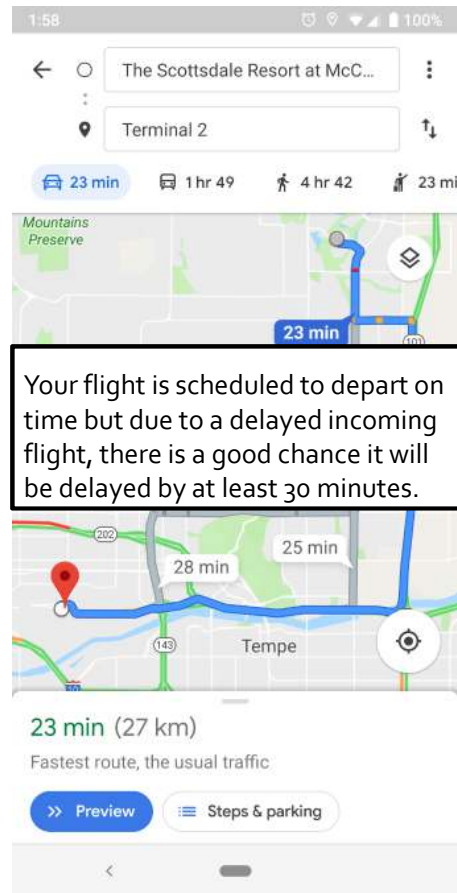
**BatesInfo.com**

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# When I knew we were doomed





# Generation Alpha / Generation AI

**They're growing up with robots as peers**

**Need to be taught to call them "it", not "he" or "she"**

***It's not your friend***



## Generation Alpha / Generation AI

**Their toys are "smarter" than they are**

**4-year-olds can program robots to play games**

**"The robot can beat me in Rock Paper Scissors – but I programmed it to do that, so I'm actually smarter."**



# Generation Alpha / Generation AI

*Any sufficiently advanced technology is  
indistinguishable from magic*

**How do we teach 4-year-olds—and 64-year-olds —  
when to trust AI?**



# The Cognitive Revolution

70,000 years ago, Homo sapiens had its brain rewired

Communicate abstract thought

Gossip about tribe members

Evaluate character of strangers

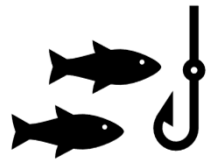
**Determine who's trustworthy**

**Assumes information equality**





# The Cognitive Revolution (?)



**64% of organizations have experienced a phishing attack in the past year**



**77% of IT professionals say they are unprepared for today's cyber security challenges**



# The Cognitive Revolution

**AI is sometimes better**

**IF it has:**

*Relevant, unbiased* historical data

*Current* data on the topic/subject

*Unbiased* algorithm







# AI isn't always all that intelligent

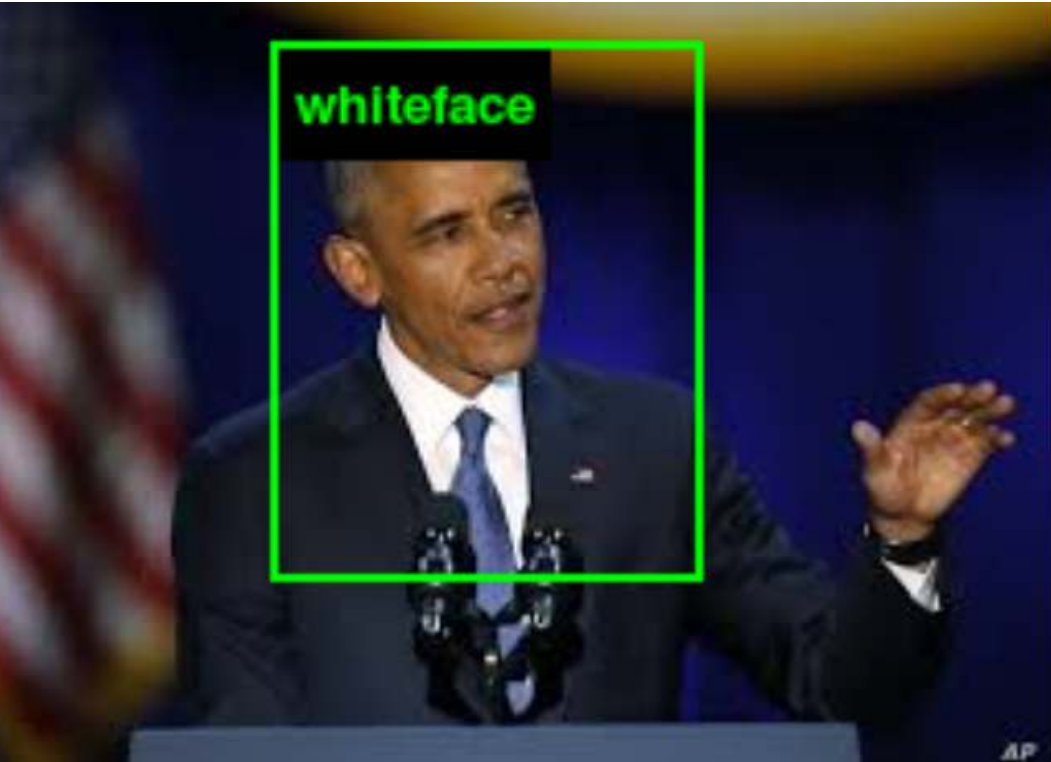
**ImageNet is open training dataset of images**

**ImageNet Roulette showed you how machine learning systems "see" humans**

**Demonstration of built-in biases!**

old woman





**clown, buffoon, goof, goofball**



# AI is a toolbox

**Computer vision**

**Facial recognition**

**Speech recognition**

**Pattern recognition**

**Machine translation**

**Text and data mining**

**Robotics**

**Deep learning...**





# AI isn't thinking (yet...)

**AI can find unexpected patterns**

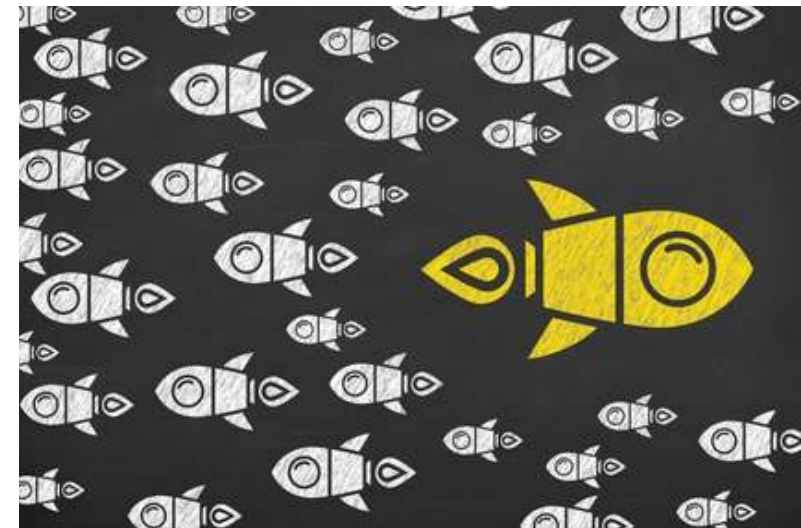
**Humans can:**

**Create new product**

**Design something a new way**

**Question why we do something**

**Respond to unrecognized needs**





## **What AI can't do**

**AI can't empathize [yet]**

**AI can't innovate**

**AI can't tell you the so-what?**

**AI can't suss out the “question behind the question”**

**Info pros can stay two steps ahead**



# Focus on our expertise, not our tasks



**Info pros find, evaluate, acquire, organize, analyze,  
distill, manage, share and store information**

**WHAT we do and HOW we work changes**

**WHY we do it doesn't change**





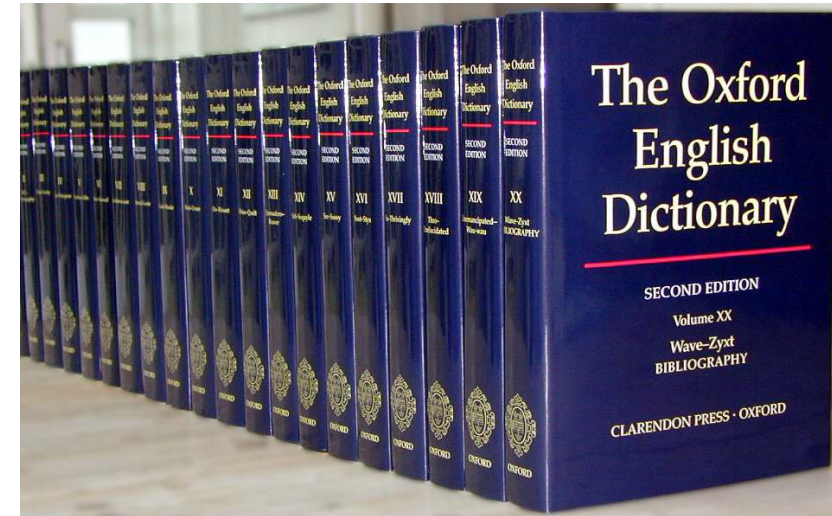
# Impact of disruptive technology

Remember "Web 2.0"?

Social media is the *anti-Web*!

Oxford English Dictionary

Content immeasurably valuable







# AI is **ALREADY** in the info centre

## Enhancing discoverability:

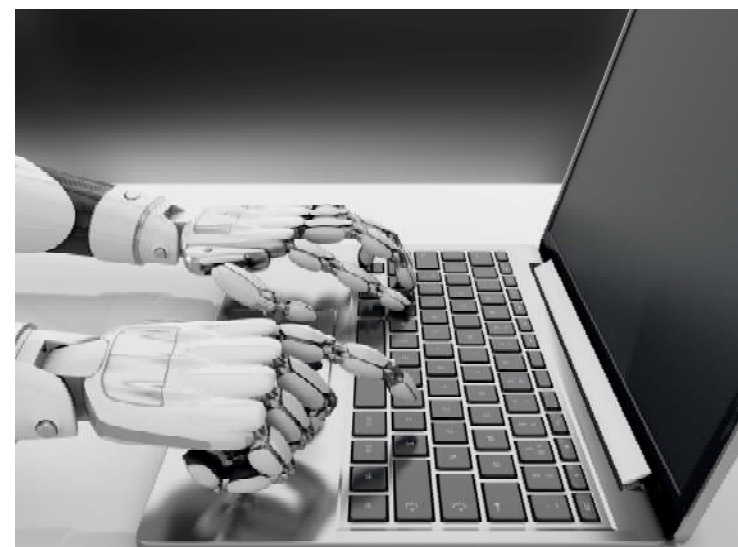
Entity recognition

Image and audio recognition

Taxonomy development

Sentiment analysis

Recommendation engine





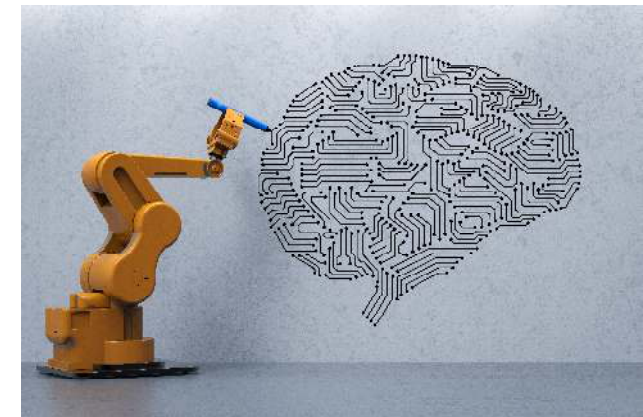
# Info centre **AI concerns**

## Reliance on deep learning

Do we trust algorithms we can't understand?

## Need to advocate for “explainable AI” systems

Demand transparent processes we can TRUST





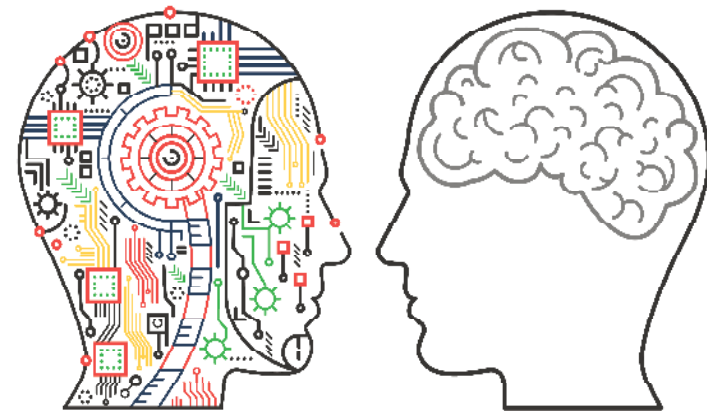
# Info centre AI concerns

## Need to teach info literacy

Why do we trust Google more than Wikipedia?

Sometimes messy is good

How do we negotiate content licenses, partner with info providers?





# Owning vs. licensing information

**To clients, it's all the same: books, DVDs, ebooks,  
open source content, licensed databases**

**IAOTWFF**

**Info pros must build awareness**

**Info pros can curate AI / Big Data resources**



## **Info centre AI concerns**

**How do we evaluate and acquire OA content?**

**How can we leverage and share our special collections?**

**Do we have the resources to digitize? Should we?**



**More questions than answers...**

**Info pros need to be in the conversation.**

**Info pros can help build AI awareness.**



# Mary Ellen Bates

**mbates@batesinfo.com**

**Twitter: @mebs**

**LinkedIn: maryellenbates**

**Facebook: maryellenbates**

**BatesInfo.com**