



OPPORTUNITY #12

What if the future of work was to challenge the machine?

HUMANS VERSUS MACHINE

The value of human creativity and imagination grows into roles that intentionally challenge machines and counterbalance embedded Artificial Intelligence (AI) logic uncovering new areas for research, development and innovation.

MEGATREND

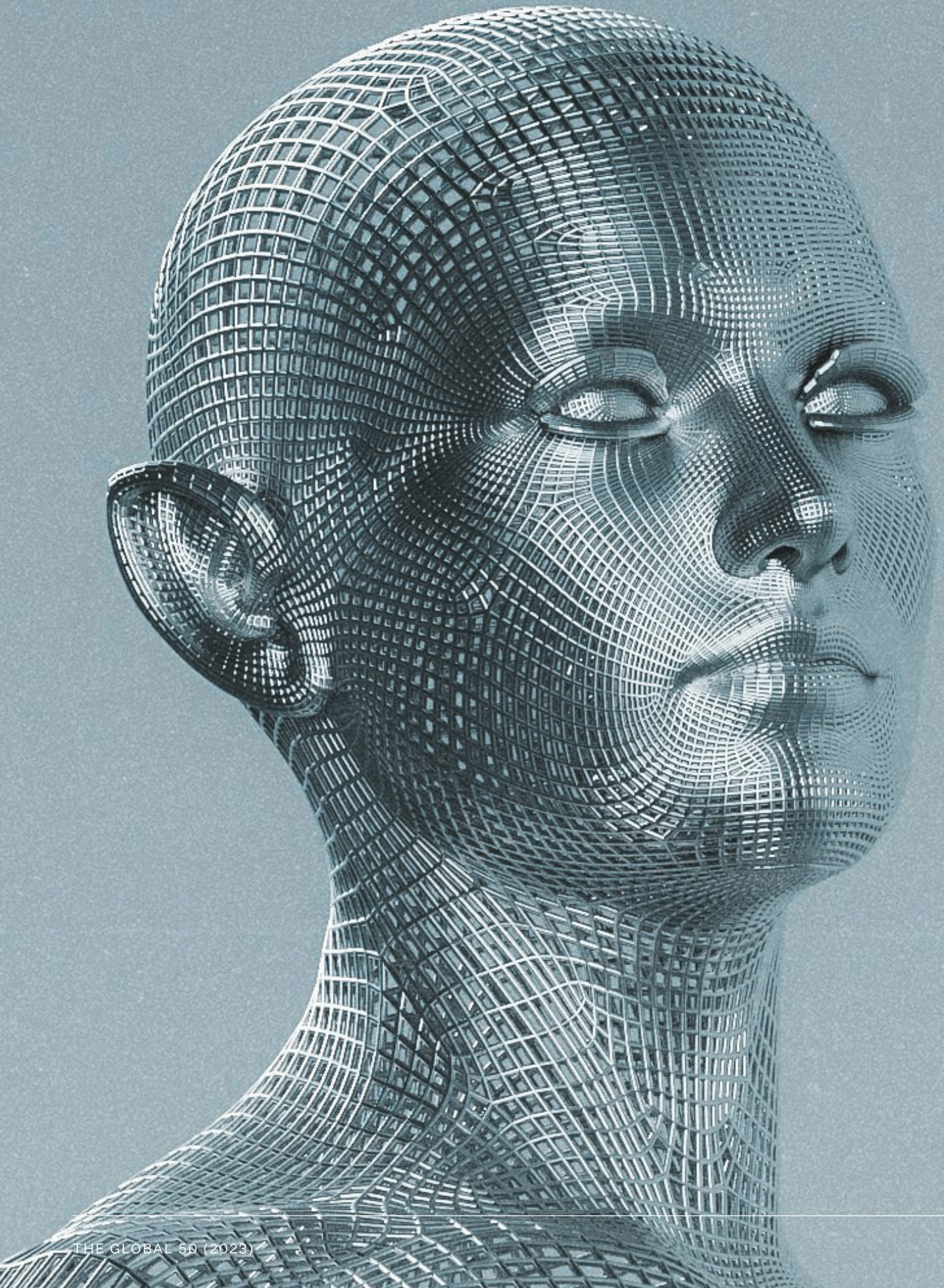
Life with Autonomous Robots

TRENDS

Artificial Intelligence
Future of Purpose & Work
HumanXMachine

SECTORS AFFECTED

Communication Technologies & Systems
Consumer Goods, Services & Retail
Cyber & Information Security
Data Science, AI & Machine Learning
Education
Financial Services & Investment
Health & Healthcare
Immersive Technologies
Insurance & Reinsurance
Manufacturing
Media & Entertainment
Travel & Tourism
Government Services
Professional Services



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39%

of respondents agreed that **AI made them nervous** and

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believed that products and services using **AI have more benefits than drawbacks**, but only

50%

knew which types of products and services use AI

WHY IT MATTERS TODAY

Just over one billion jobs could be significantly changed in the next decade because of AI, automation and technological advances³¹⁰. More specifically, the World Economic Forum's 2020 Future of Jobs Report^m suggested that AI would replace 85 million jobs across the globe by 2025, counterbalanced by its potential to create 97 million jobs in the same period.³¹¹ There is a strong consensus among experts and business leaders that most jobs will become automated in over 15 areas, including accounting, sales and data coordination.³¹²

At the same time, society is depending on governments to put in place laws and regulations to guarantee the ethical use of AI. In a survey exploring global societal attitudes towards AI, 39% of respondents agreed that AI made them nervous and 52% believed that products and services using AI have more benefits than drawbacks, but only 50% knew which types of products and services use AI.³¹³ The pattern is the same in most countries. For example, in Saudi Arabia, people anticipate that AI will improve education, entertainment, shopping, safety and transportation by more than 80%. Similarly, those surveyed in Argentina, Chile and China, also expected the same areas to improve and also by more than 80%.³¹⁴

As more businesses adopt AI, more of them develop ethical frameworks that take into account relevant laws and regulations.³¹⁵ In a 2021 PwC survey to executives in Japan, India, the US and the UK, one in five companies had an ethical framework in place for AI development and only 5% do not use AI in any way compared to 47% the year before. Such frameworks will continue to influence how money is invested in AI and address concerns about the reliability of AI applications over time.³¹⁶

Five areas where AI is expected to have a transformative impact: in the home, in education and learning new things, in entertainment, in transportation and in shopping.³¹⁷ As recently as the 2022 FIFA World Cup, from the soccer ball and player's outfits to the stadium and surrounding area, with data fed from embedded sensors — up to 29 markers on players' bodies — AI was used to make calls on offsidings and penalty shots, crowding and temperature regulation.³¹⁸

By 2030, AI is forecasted to have added \$320 billion to the economy of the Middle East and North African (MENA) region. This will be achieved by improving supply chains and enhancing trust in the nature, quality and quantity of goods purchased. It will improve back-office processes (invoicing, delivery and returns) and reduce the amount of working capital needed. The annual growth in the economic contribution of AI is predicted to reach between 20% and 34% per year across the region, with the fastest growth occurring in the United Arab Emirates and then Saudi Arabia.³¹⁹

m Latest source on future of jobs and AI.



THE OPPORTUNITY

Advanced machine intelligence and automation are likely to mean that knowledge workers will seek new expression for their talents. With advanced machine intelligence fully embedded in daily life, achieving effective human oversight of these systems can prove to be difficult for even the most robust policies that govern trustworthy AI. By finding new roles, people can continue to use their skills and insight to influence societies and systems.

In the future, knowledge workers will be able to use their creative thinking to challenge machines uncovering new areas for research, development and innovation. Knowledge workers could also examine new perspectives and behavioural changes among smaller or fringe groups to prompt AI systems to include new or niche ideas in their analysis and results that may not otherwise be captured. This in turn could help to further improve fast-changing sectors – such as education, entertainment, transportation and shopping – that have been the most disrupted by AI.

BENEFITS

More creative and imaginative solutions emerging from people challenging the way AI is introduced. Enhanced prosperity and well-being, not just additional growth.

RISKS

Unintended consequences of people's unconscious bias influencing the development of systems and analysis. Tensions in emotive or sensitive areas, where people may oppose optimal AI-led strategies.