Interreg Knowledge Fair 2024

Generative AI:
the trends

Arkam Oğrak / Interact / 5 March 2024

Interact

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Interreg

Welcome to the Interreg Knowledge Fair

This is the **second edition** of the Interreg Knowledge Fair, it is still a new approach for us.

The **Conference Support** stand in the Exhibition Room is a one-stop shop for your questions.

At the end of this session, you are asked to rate the **session experience**.

At the end of the event, you will be asked your **overall feedback**.

This Session

We are not here to:

- Promote the use of AI for your work

- Advertise particular AI tools

- Provide detailed training on use of AI

- Set standards for use of AI tools

We are here to:

- Identify programme management areas where AI can be used

- Explore particular AI tools

- Discover opportunities and identify potential risk of using AI

- Exchange experiences and ideas

- Get inspired for future course of action

AI won't take your job, but someone who knows how to use AI might.

anonymous online quote

The hype

Image generated in Midjourney, using the prompt "robot master has human on leash in dystopian future, human crawling, cinematographic style, natural daylight --ar 9:16"

Pessimistic discourse

Talking about AI often ends up with dystopian scenarios – there is no credible signs of any of that happening.

Image generated in Midjourney, using the prompt "Man studying diligently on computer in home office --ar 9:16 "

Be realistic
be informed

Let's keep our feet on the ground and make use of what is available –we can do so by knowing what the tools can do and how they work.

Don't let fear
hold you back

There are risks in use of every technology but the future of the innovation is in humans' hands.

What does **'Generative AI'** generate?

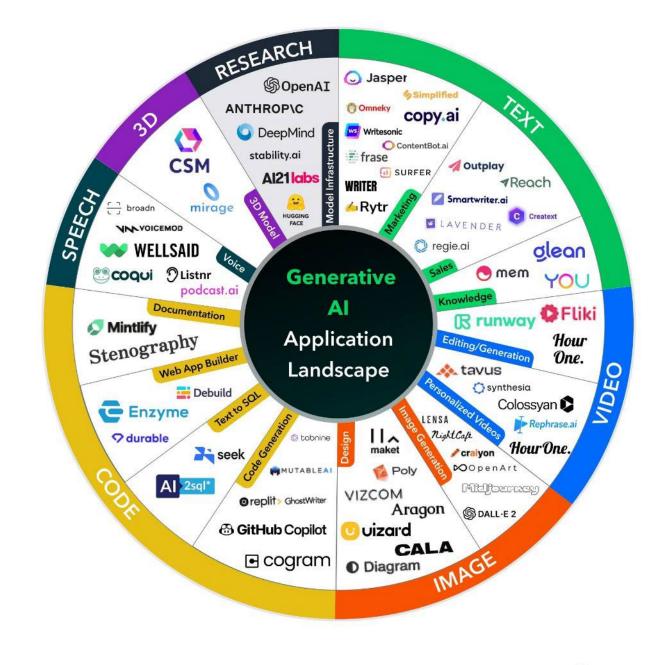|	
Text	Articles, stories, poems, code, dialogue Translation, paraphrasing Chatbots
Image	Realistic images, including faces, artwork, landscapes, objects Style transfer, inpainting/outpainting, blending, describing
Media	Audio, music, voice synthesis, sound effects, speech Video, deepfake, summarization, synthesis, scene generation. Augmented reality (AR) and virtual reality (VR) content

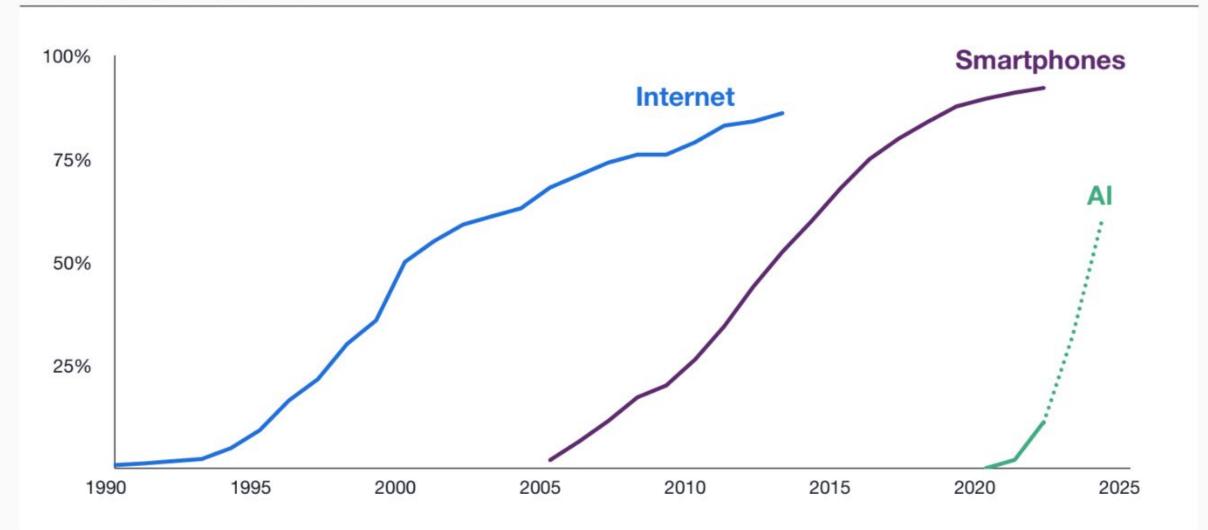**Generative AI** doesn't only 'generate', but it also **optimizes, modifies, analyses** existing content.
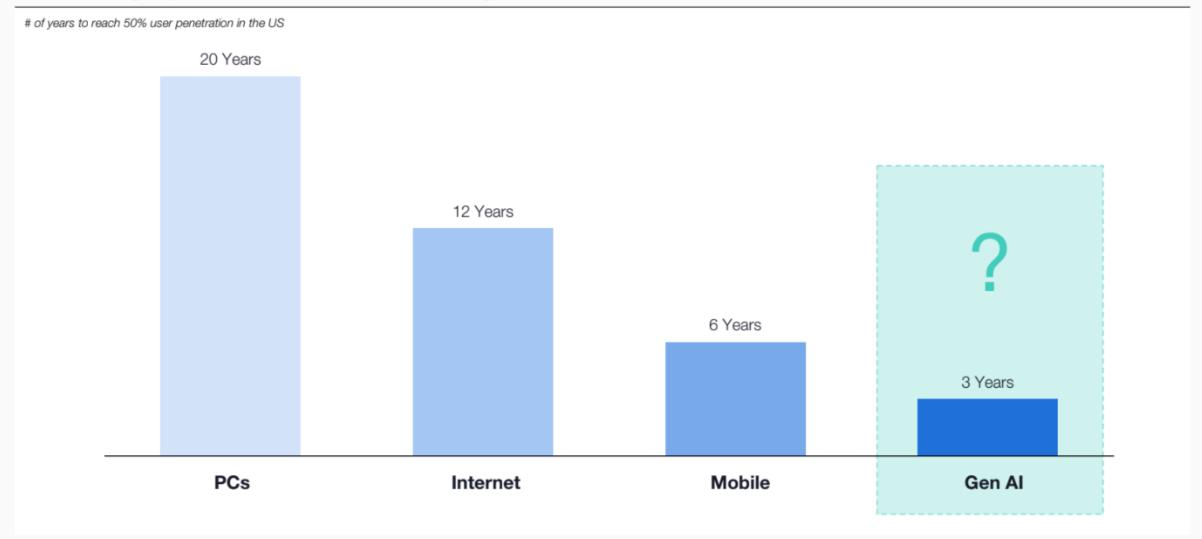
The
Landscape

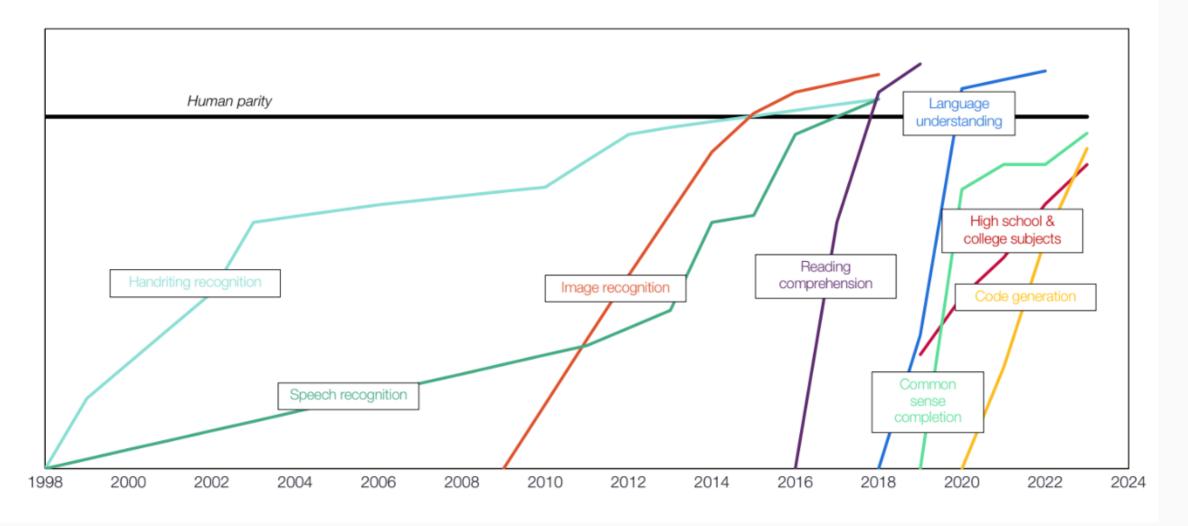# We're at Day 1 of AI...and riding on top of past waves

→ **% US Technology Adoption**

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Adoption has been twice as fast with each platform shift

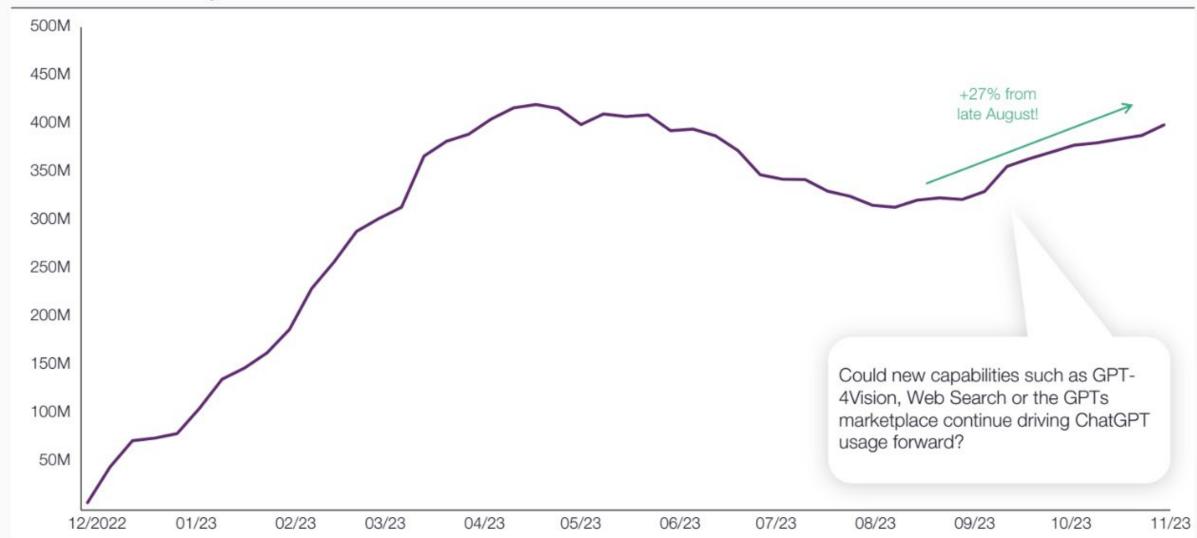⟶ **Halving of penetration time with new technology waves**

# of years to reach 50% user penetration in the US

We are optimistic: AI is getting better, faster

→ **Speed for models to reach human level accuracy on benchmarks has decreased**

COATUE

Source: Directional data taken from Contextual.ai, Time, and PapersWithCode as of November 2023. For illustrative purposes only. There is no guarantee that Coatue's views and projections regarding the future potential of AI are accurate or that any particular Coatue investment or fund will benefit from the AI trend. See Appendix-Disclosures for important disclosures, including regarding projections and forward-looking statements and trends.

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ChatGPT usage has rebounded, new capabilities have shipped

→ **ChatGPT weekly web visits worldwide since launch**

+27% from late August!

Could new capabilities such as GPT-4Vision, Web Search or the GPTs marketplace continue driving ChatGPT usage forward?

The **Overwhelm**

Technology

Meta plans launch of new AI language model Llama 3 in July, The Information

Poonam Soni @CodeByPoonam · Mar 2
Nvidia just launched Chat with RTX

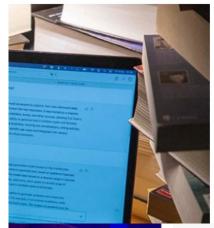## Is ChatGPT making scientists hyper-productive? The highs and lows of

HOME < NEWS < DEFI

VOA

...ting and publishing. But the
...with a downside.

AI Chatbots Provide False Information About November Elections

NVIDIA

1.8M

Blockworks

16

The **Tech Wars**

The AI jargon

- Prompt engineering, promoting

- Diversity fine tuning

- AI hallucination

- Deep learning, machine learning

- Grounding

More at https://www.salesforce.com/blog/generative-ai-glossary/

Known issues

- Was this generated by AI, or is it genuine?

- Ethical concerns related to transparency, biases, racial and social inclusion, gender equality, etc.

- AI outputs are imperfect – and they are "too perfect".

- Lack of understanding of models' capabilities and limitations + scepticism

- Paid subscriptions

- Level of quality on free tools

- Lack of regulatory framework
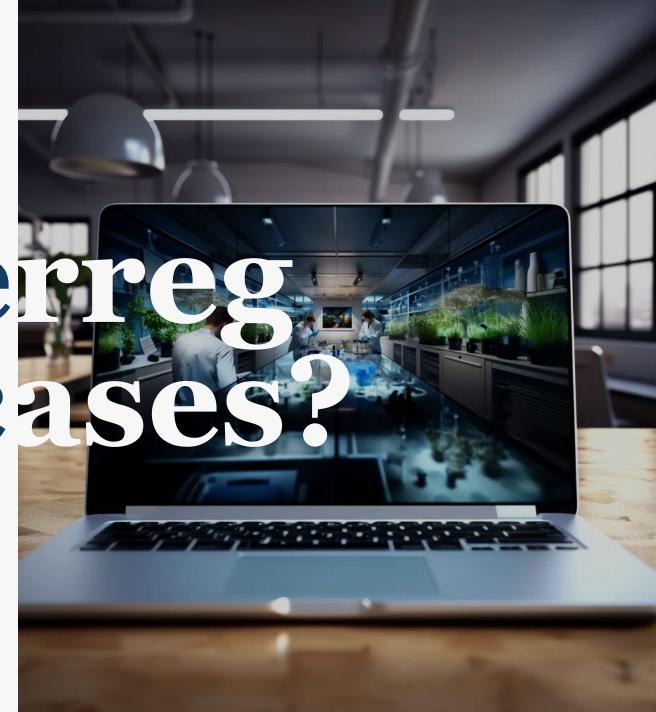
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Regulatory concerns

An unregulated field
what to expect?

- It is NOT regulated yet. Expect regulations on privacy, children rights, intellectual property, deep fake,

- Artists claiming their property and name rights

- It may become mandatory to share prompts used for each generation

- Too early to assume many things

- EU AI Act under preparation

Interreg use cases?

Management tools

Assist in programme management	Automation in administrative checks, procedures and task planning, distributions and service designs
Capacity building	Education & Training: upskilling and reskilling for programme officers and potential applicants
Analyses/evaluation	Data collection, extraction and summarization. Assist in project selection and monitoring.

Language tools

Better texts	AI can turn long, unintelligible texts into concise and clear works of art.
Time saving	AI can save you hours of work every week with drafting and summarizing.
Tailored contents	It can also adjust the tone and structure of your work for different purposes.

Visual tools

Visualise your imagination	No more Google Image search ending up in paid stocks. Almost anything you can imagine can be generated with AI tools. You just need to learn how!
Create your own stock	Create your programme photo stock without the need for contracting a photographer
Remedy to privacy concerns	Images of people normally an issue, need explicit permission. AI generated image is good remedy for that!

Today 6:14 AM

dude your job is done for 💀 I just made an entire website with chatGPT

wanna see it?

sure

Read 6:16 AM

C:\Users\ben\Downloads\index.html