

The Big Nine - Amy Webb

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Abstract: *Amy Webb is a quantitative futurist and founder of the Future Today Institute, a leading foresight and strategy firm that helps leaders and their organizations prepare for complex futures. She is a professor of strategic foresight at the NYU Stern School of Institute, a Visiting Fellow at Oxford University's Saïd School of Business, a Nonresident Senior Fellow in the Atlantic Council's GeoTech Center, a Fellow in the United States-Japan Leadership Program, and a Foresight Fellow in the US Government Accountability Office Center for Strategic Foresight. She was elected a life member to the Council on Foreign Relations. She is the author of several popular books, including The Big Nine: How the Tech Titans and Their Thinking Machines Could Warp Humanity. A call-to-arms about the broken nature of artificial intelligence, and the powerful corporations that are turning the human-machine relationship on its head. We like to think that we are in control of the future of "artificial" intelligence. The reality, though, is that we -- the everyday people whose data powers AI -- aren't actually in control of anything. When, for example, we speak with Alexa, we contribute that data to a system we can't see and have no input into -- one largely free from regulation or oversight. The big nine corporations -- Amazon, Google, Face book, Ten cent, Baidu, Alibaba, Microsoft, IBM and Apple--are the new gods of AI and are short-changing our futures to reap immediate financial gain. In this book, Amy Webb reveals the pervasive, invisible ways in which the foundations of AI -- the people working on the system, their motivations, the technology itself -- is broken. Within our lifetimes, AI will, by design, begin to behave unpredictably, thinking and acting in ways which defy human logic. The big nine corporations may be inadvertently building and enabling vast arrays of intelligent systems that don't share our motivations, desires, or hopes for the future of humanity. Much more than a passionate, human-centered call-to-arms, this book delivers a strategy for changing course, and provides a path for liberating us from algorithmic decision-makers and powerful corporations.*

Keywords: Quantitative, The Big Nine, Amy Webb, Future, Institute

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