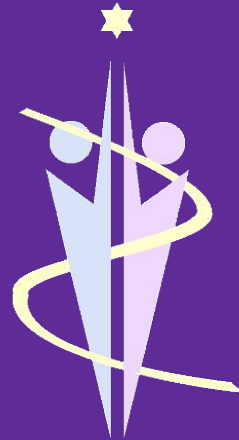


# Beyond ChatGPT: Responsible and Ethical AI Use at Jewish Camp

Dr. Sarah Rubinson Levy



Part I - The AI Landscape



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# This Session

- History/development of AI
- Emergence of generative AI
- AI's impact on organizations

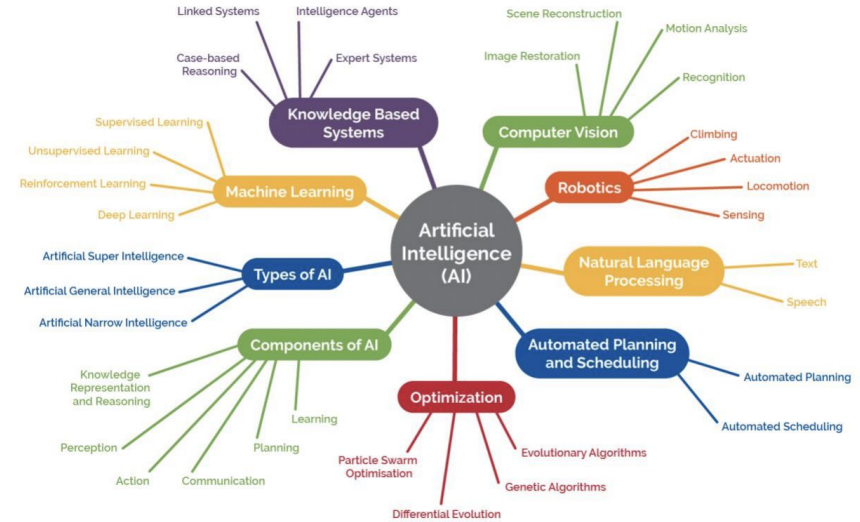


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# What is AI?

AI is short for “artificial intelligence”

- A field, which combines computer science and robust datasets, to enable problem solving (IBM)
- The ability of a computer or robot to do tasks that are usually done by humans because they require human intelligence and discernment (Britannica)
- AI, or artificial intelligence, refers to the field of computer science and technology that focuses on the creation development of intelligent machines that can perform tasks that typically require human intelligence (ChatGPT)



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# When did AI originate?

“The science and engineering of making intelligent machines” - John McCarthy (1955)

AI in our lives:

- Voice assistant (Siri, Alexa)
- Image recognition in cell phones
- Drones
- Social media algorithms
- Customer support chatbots
- Mobile check deposit capabilities
- Uber and Lyft apps
- Google Maps
- Autocorrect and predictive search/text
- Spotify and Netflix suggestions

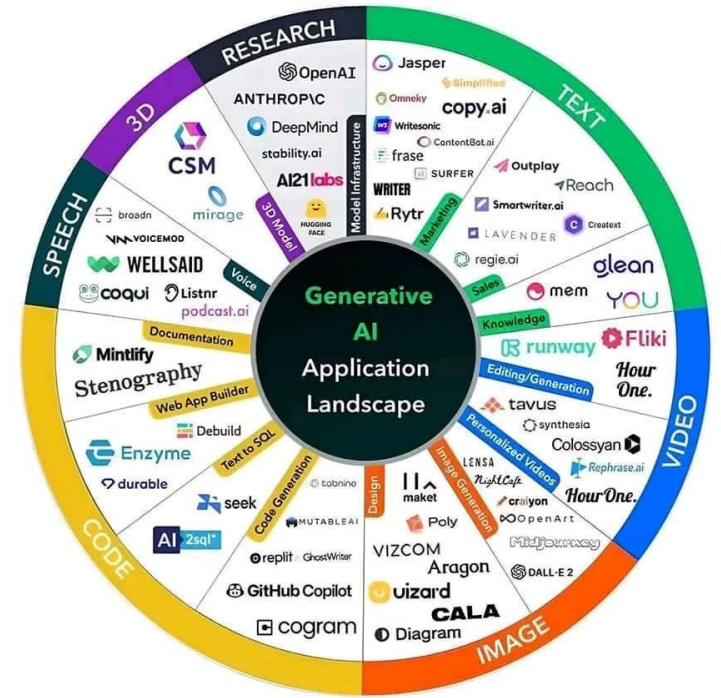


# What's the big deal now?

## Generative AI

- A type of artificial intelligence that can produce content (text, imagery, audio, video)
- AI assistants everywhere (Wix, Canva, Zoom)

AI is becoming more human-like.



# What's the big deal now?

## ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users



\* one million backers \*\* one million nights booked \*\*\* one million downloads  
Source: Company announcements via Business Insider/LinkedIn



statista

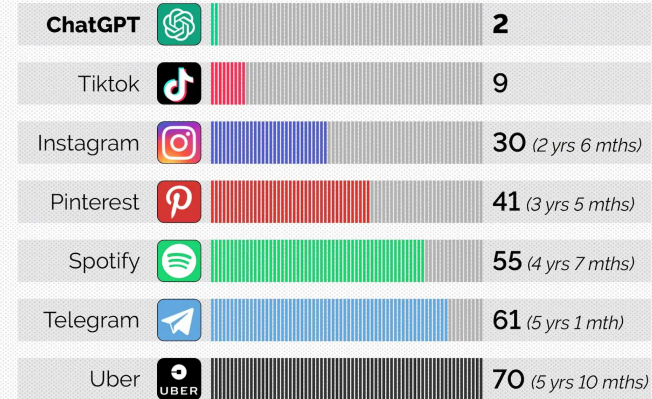
Investments in AI in 2021 totaled \$68.1 billion and \$93.5 billion in 2022. If AI continues this growth trajectory, it could add 1% to the U.S. GDP by 2030.



## ZOOMING AHEAD

Time to reach **100 million** monthly active users

No. of months



NEWS18  
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According to Reuters, ChatGPT is in use by teams in more than 92% of Fortune 500 companies.



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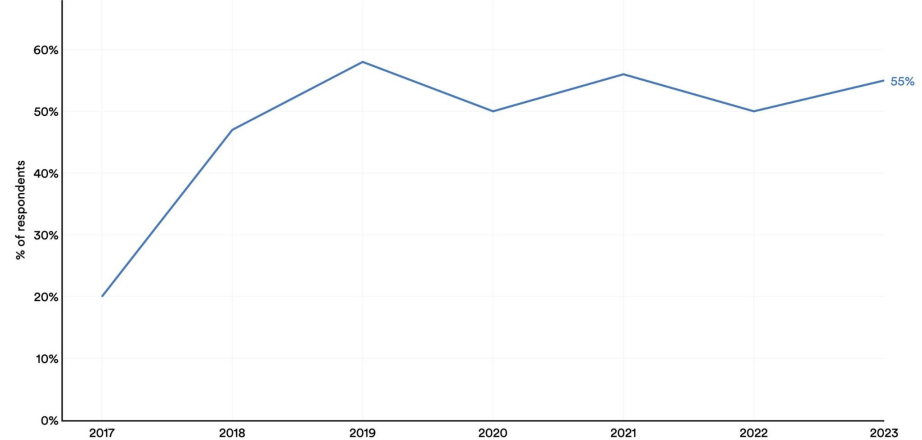
# AI in Organizations

**AI makes workers more productive and leads to higher quality work.**

In 2023, several studies assessed AI's impact on labor, suggesting that AI enables workers to complete tasks more quickly and to improve the quality of their output. These studies also demonstrated AI's potential to bridge the skill gap between low- and high-skilled workers. Still other studies caution that using AI without proper oversight can lead to diminished performance.

Share of respondents who say their organizations have adopted AI in at least one function, 2017–23

Source: McKinsey & Company Survey, 2023 | Chart: 2024 AI Index report



#7 - Top 10 Takeaways

[Artificial Index Report 2024](#) (Stanford)



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# AI for Organizations/Teams

- AI is a tool to help you achieve your goals
- Thoughts from *Good to Great*
  - Does the technology fit with your hedgehog concept?
  - Technology can be an accelerator, not a cause – and can work in reverse.

## Quick tips for leaders:

- Become fluent in AI yourself
- Focus on the value you want to drive and use AI to make it happen (specific to your organization/team, not generic)
- Train your team



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# Wrap Up

Next steps:

- Review the resources
- Submit your questions through the platform
- Feel free to connect with me:
  - SarahRubinsonCC.com
  - [linkedin.com/in/sarah-rubinson](https://www.linkedin.com/in/sarah-rubinson)
- Catch Part II and Part III

