

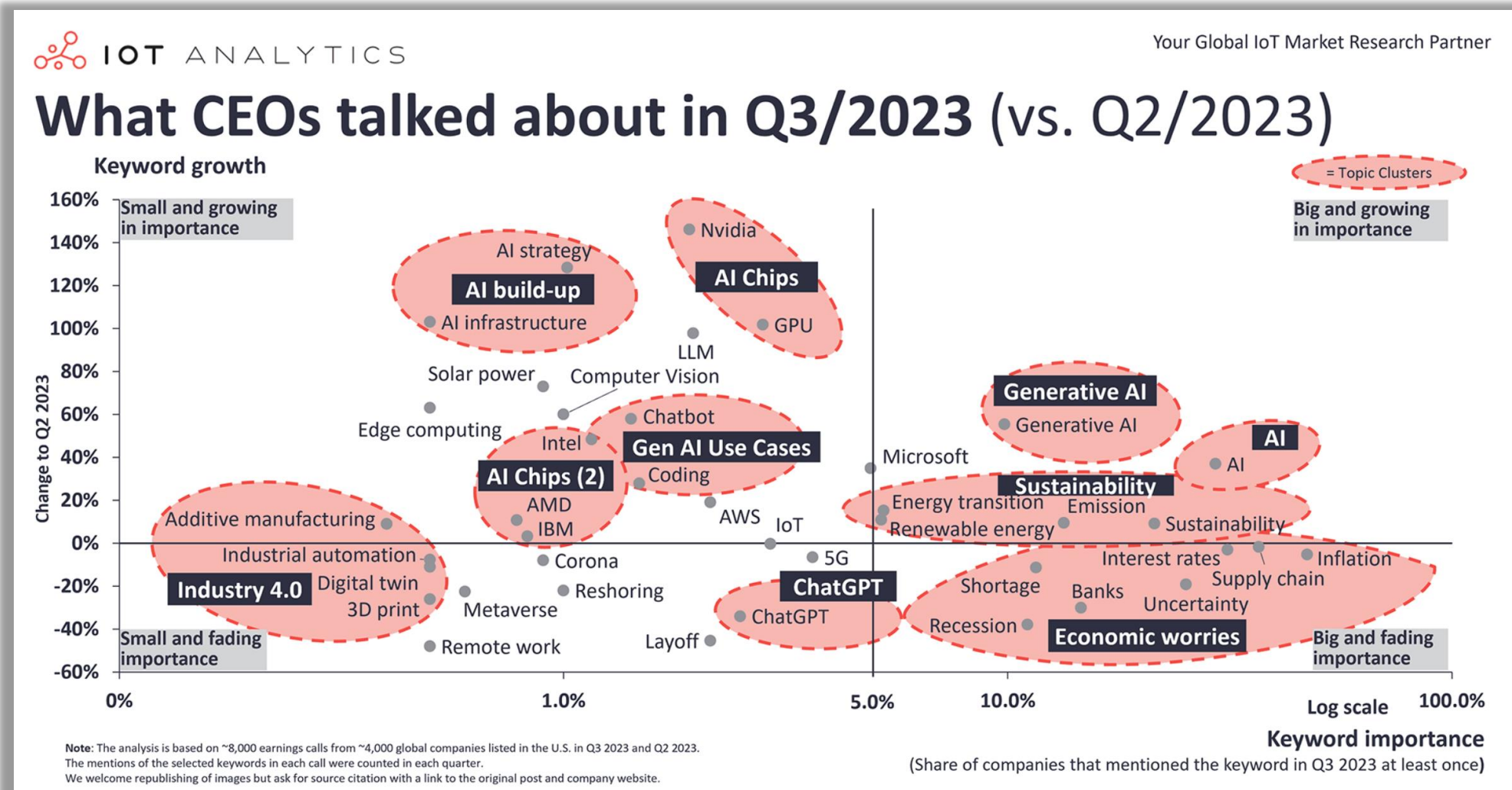
AI: Essentie en cijfers

Martijn Hemminga

AI is all around us



Waar praten CEO's in de VS over in Q3 2023









ARTIFICIAL INTELLIGENCE

AI - artificial intelligence - at Davos 2024: Rolling coverage and what to know

Deep dive



'Artificial Intelligence as a Driving Force for the Economy and Society' is a key theme at the World Economic Forum's Annual Meeting. Image: Unsplash/Damian Markutt

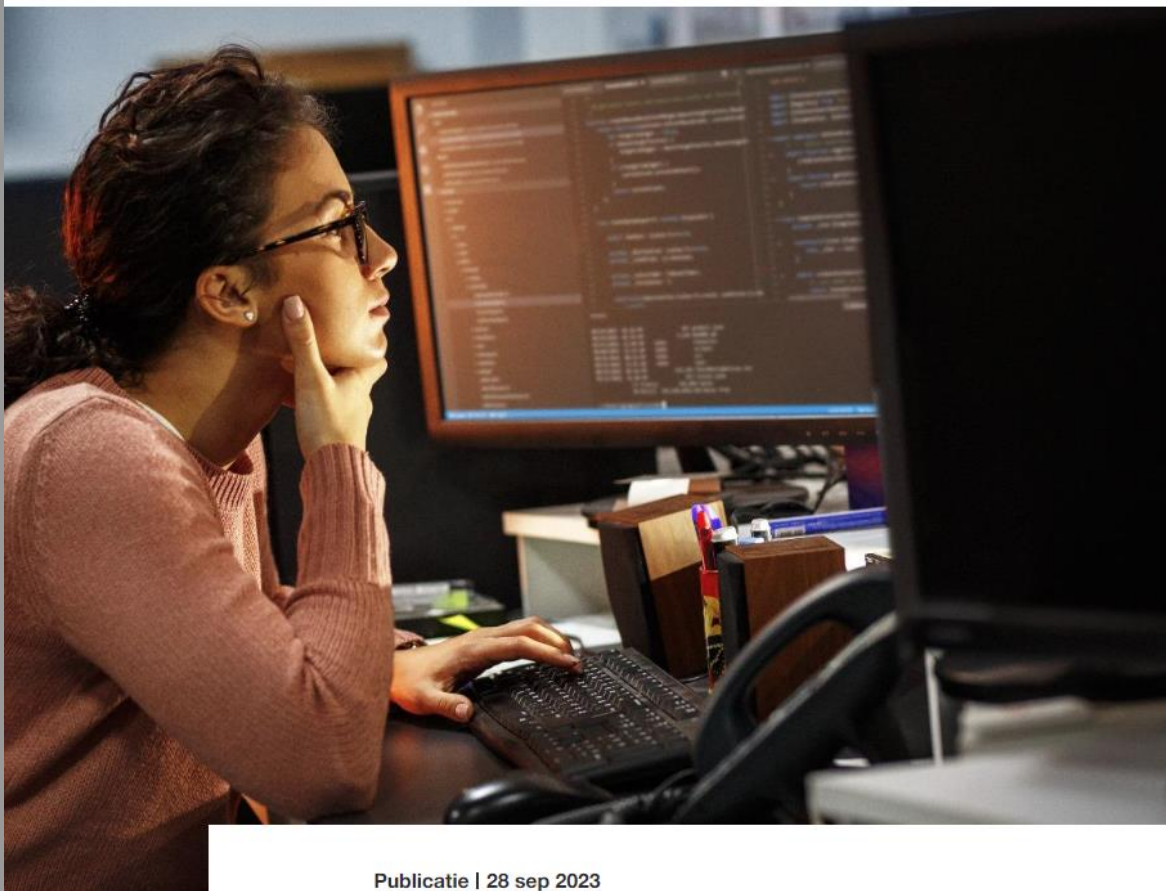


The impact it will have on jobs is on the radar of the International Monetary Fund (IMF) which has just released its Staff Discussion Note [Gen-AI: Artificial Intelligence and the Future of Work](#).

It finds almost **40% of employment** globally is exposed to AI, which rises to 60% in advanced economies. Among workers, those that are college-educated and women are more exposed to AI, but also more likely to reap the benefits, while strong productivity gains could boost growth and wages.



'Artificial Intelligence as a Driving Force for the Economy and Society' is a key theme at the World Economic Forum's Annual Meeting. Image: Unsplash/Damian Markutt



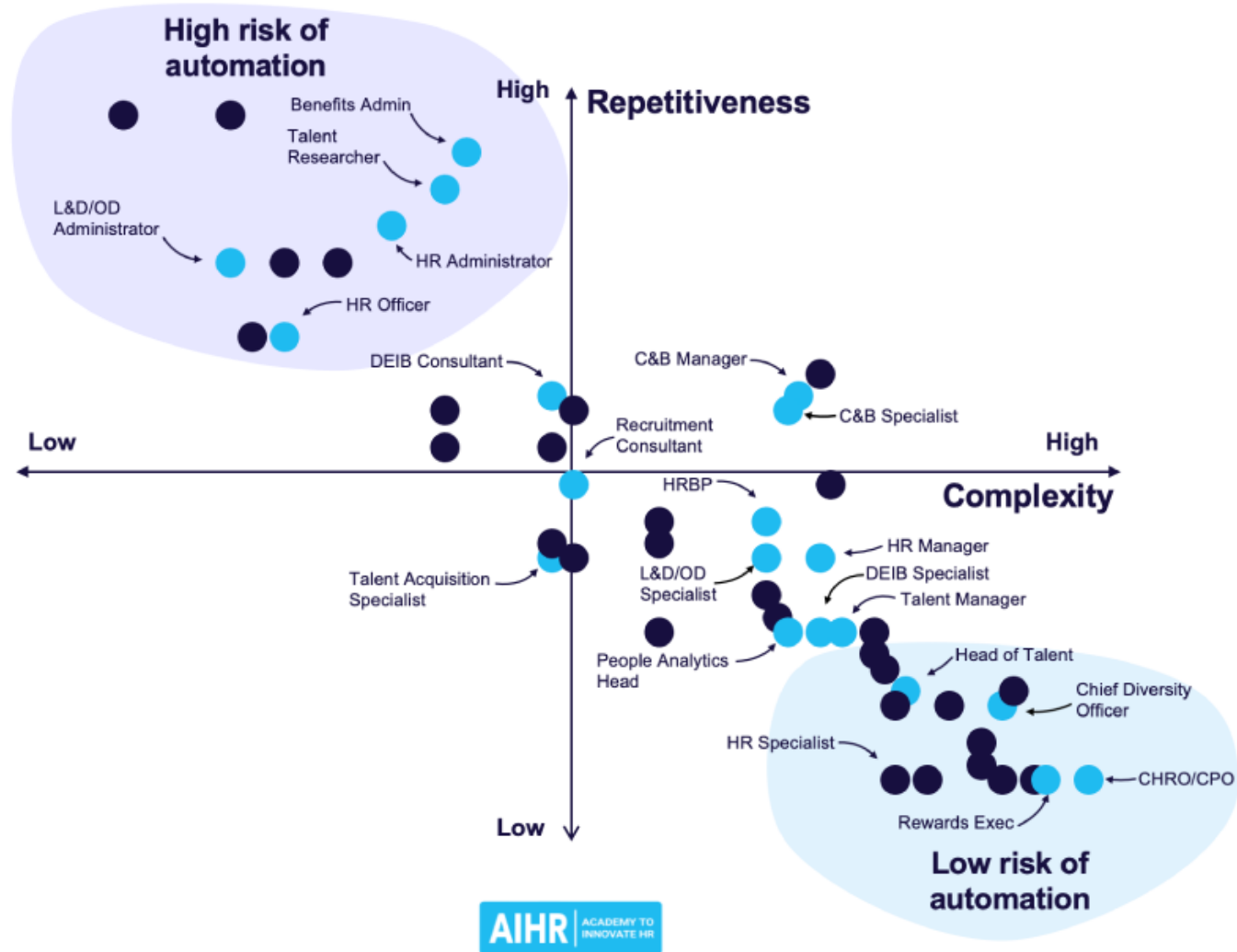
Vooraf in dienstverlening

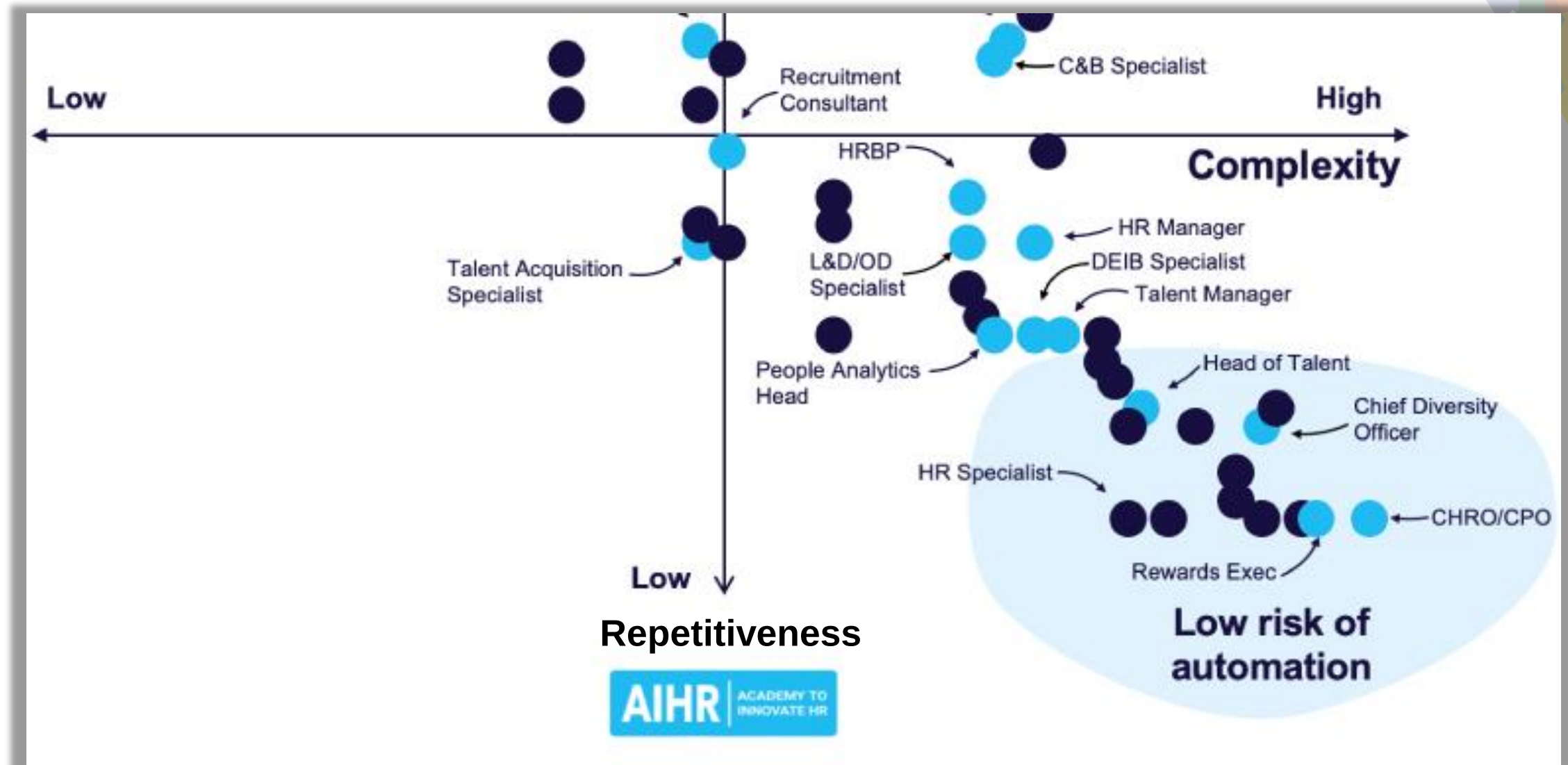
Helpt Nederlandse banen verandert significant door generatieve AI

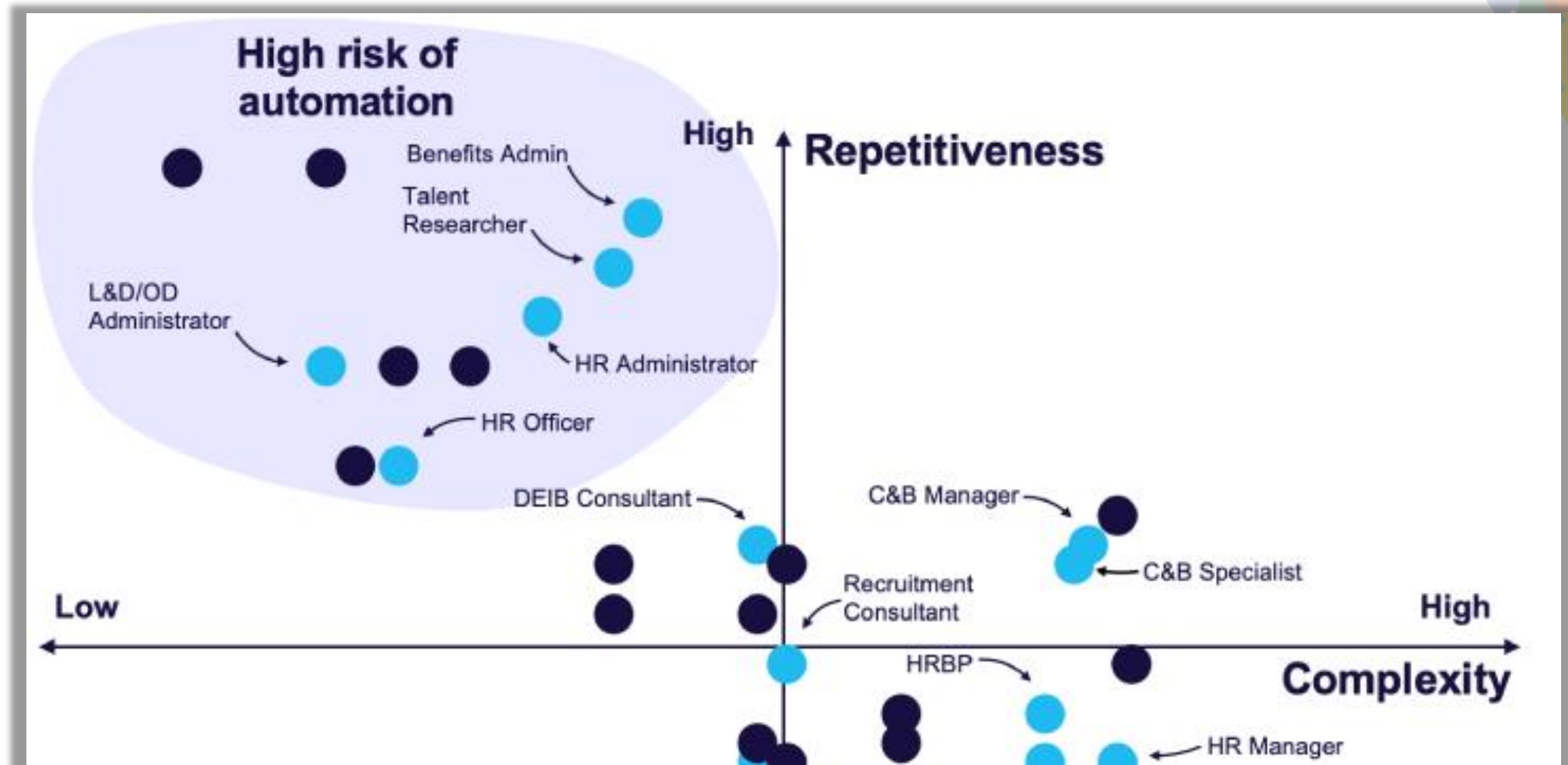
Publicatie | 28 sep 2023



Roles that involve repetitive and process-oriented tasks are more at risk for automation. Leadership and highly specialized roles remain at low risk of automation.

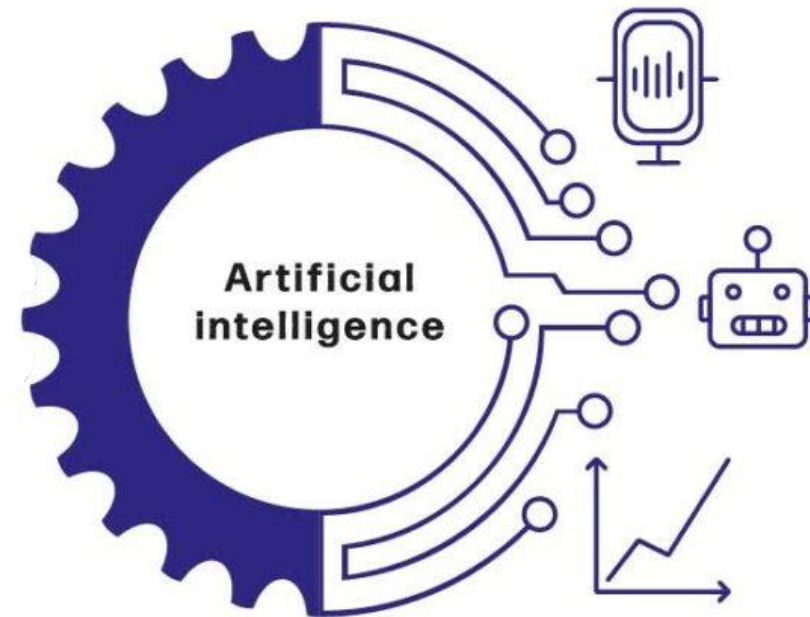


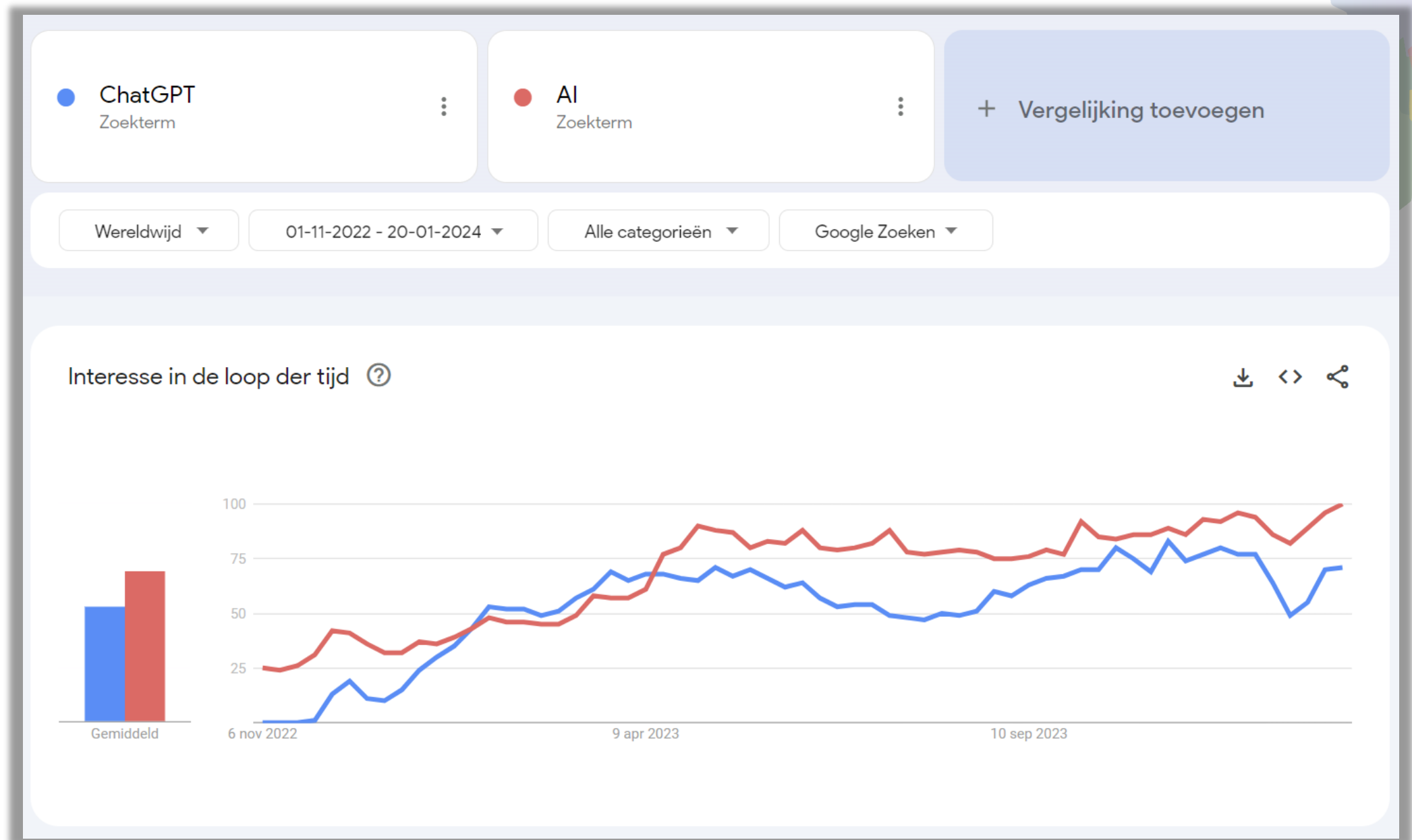




Wat is artificial intelligence (AI)?

2 + 3 = 5







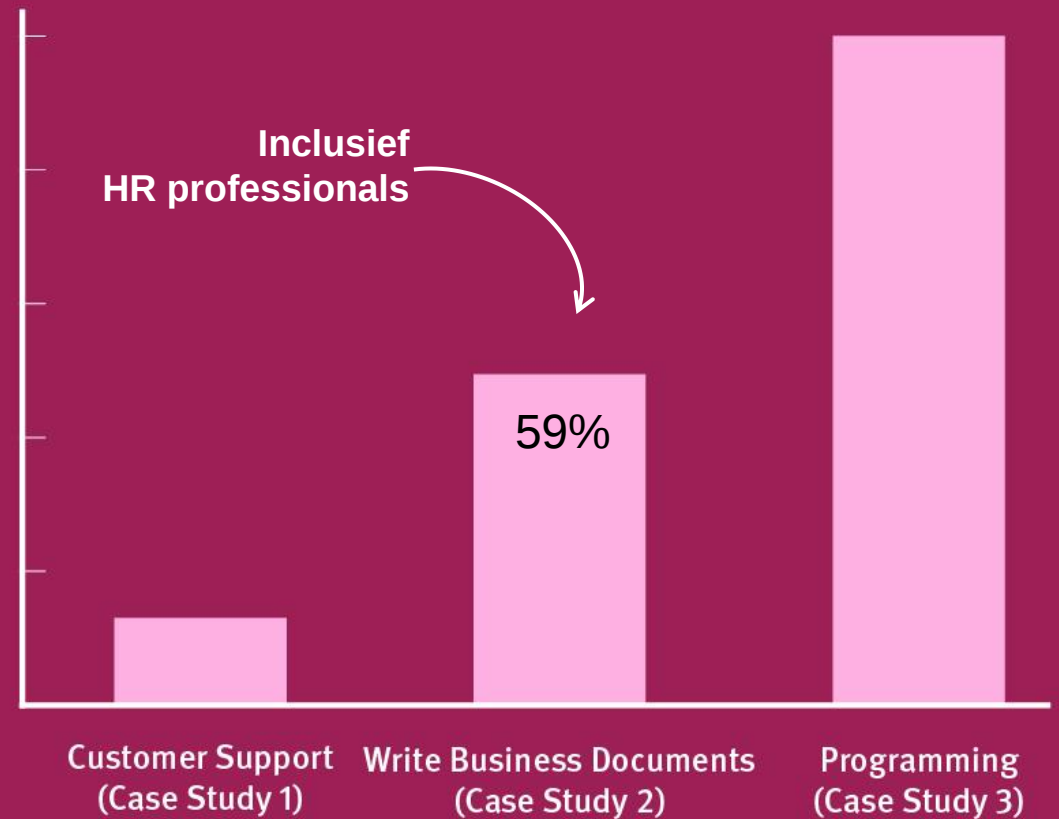
AI Improves Employee Productivity by 66%

nngroup.com

NN/g

<https://www.nngroup.com/articles/ai-tools-productivity-gains/>
<https://www.nngroup.com/articles/chatgpt-productivity/>

Productivity Increases with AI



Categorieën artificial intelligence

AI

Reactive Machine AI

Limited Memory AI

*Theory of
Mind AI*

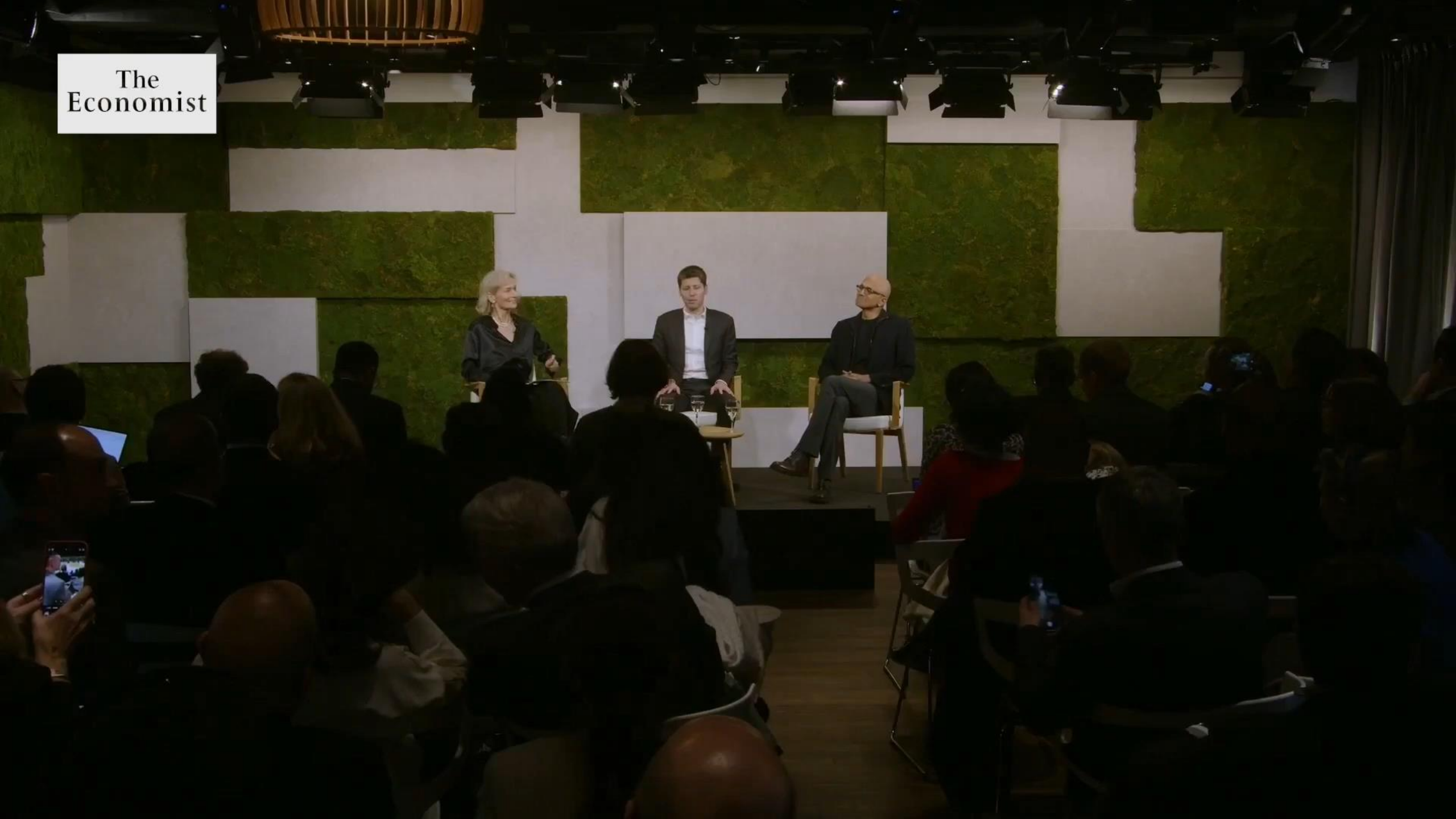
*Self-
Aware AI*

Netflix,
Spotify

IBM Deep
Blue

Gen. AI
(ChatGPT)

Chatbots
(Siri)



Generative AI

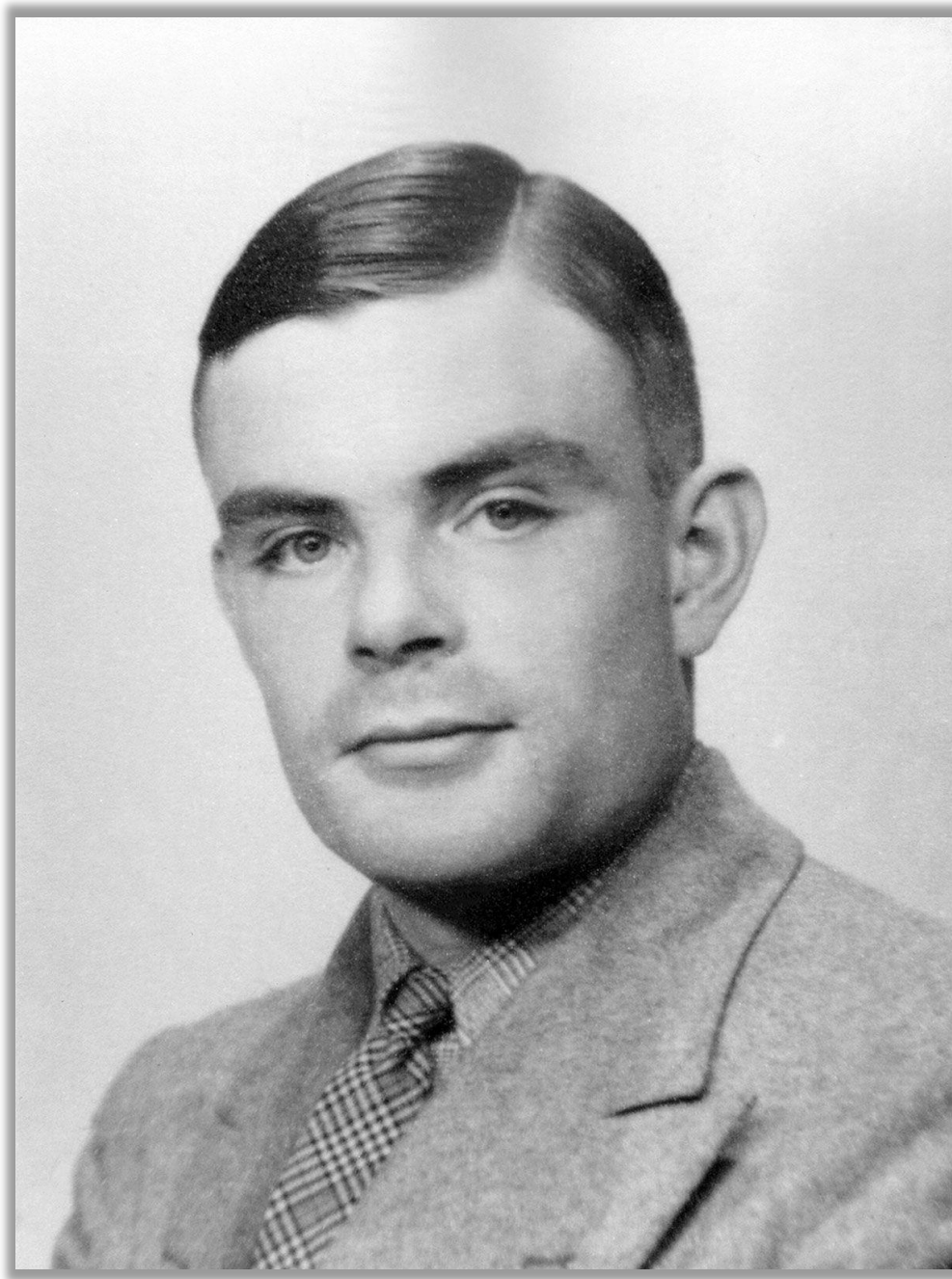
- Tekstgeneratie
 - ChatGPT, Google Bard
- Beeldcreatie
 - Midjourney, Dall-E
- Muziek en Audio
 - ElevenLabs, Play.ht
- Videoproductie
 - D-ID.com, Synthesia

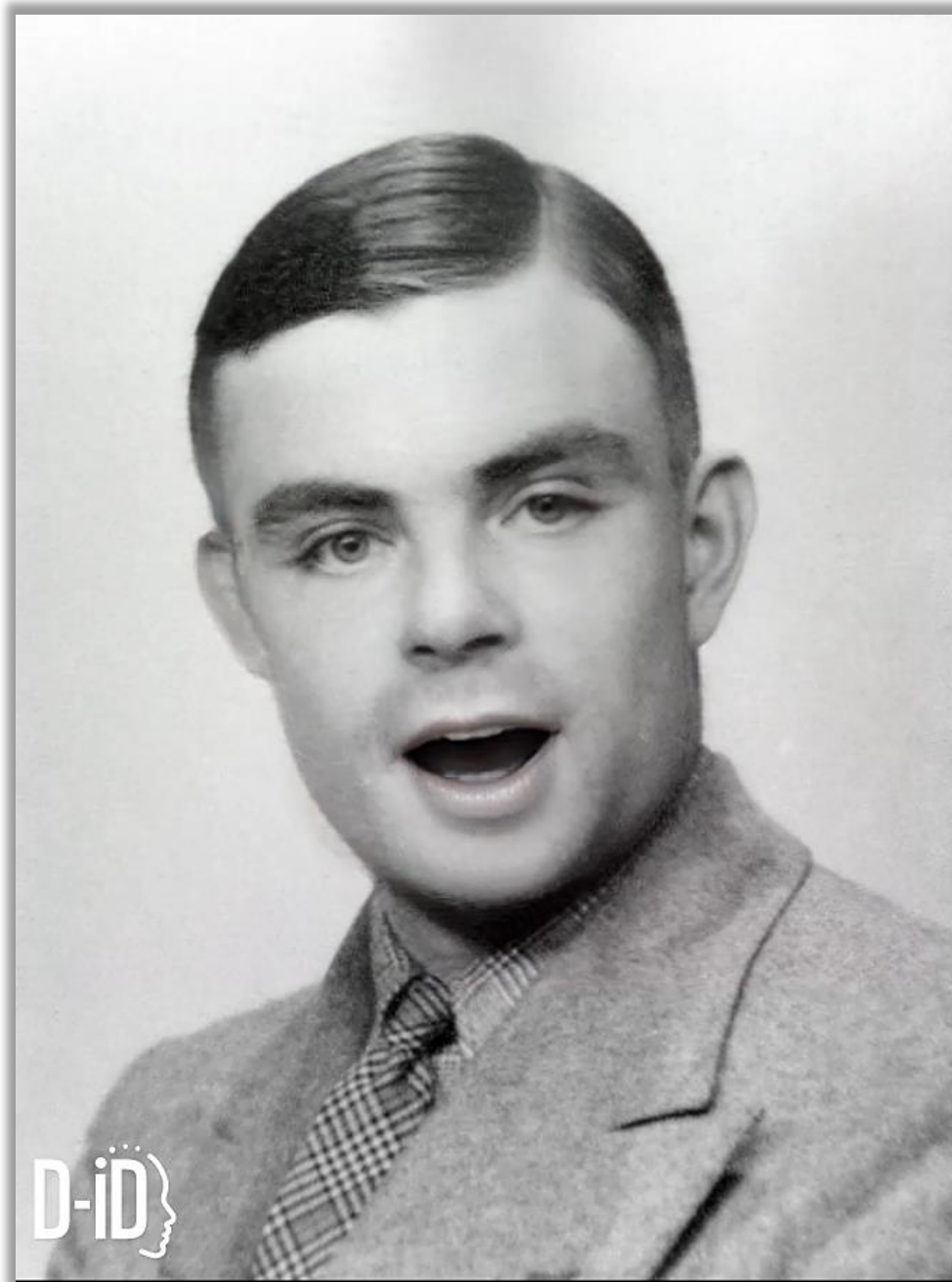


Generative AI landscap verandert snel

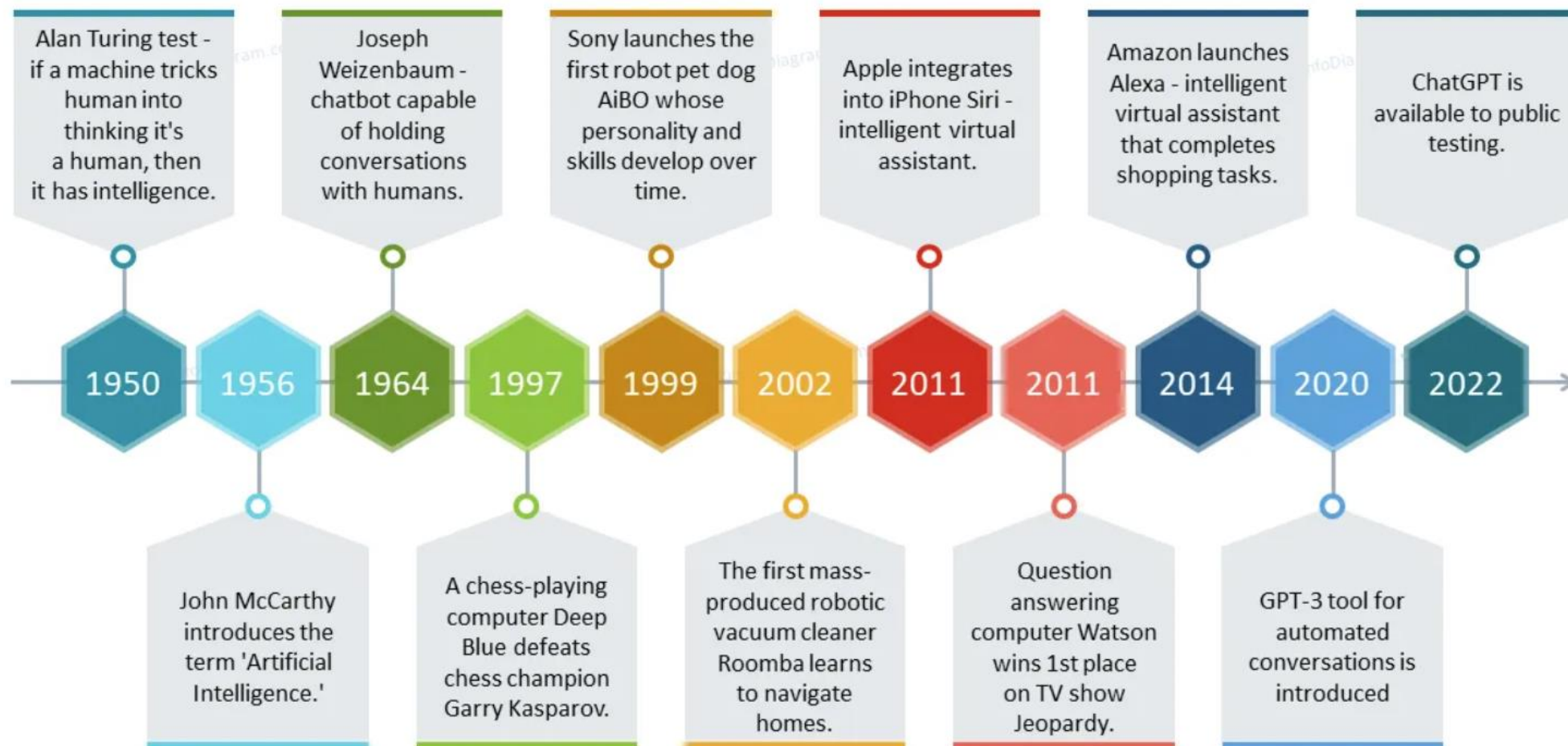
The 2023 MAD (ML/AI/Data) Landscape







AI is niet nieuw



Kansen met AI

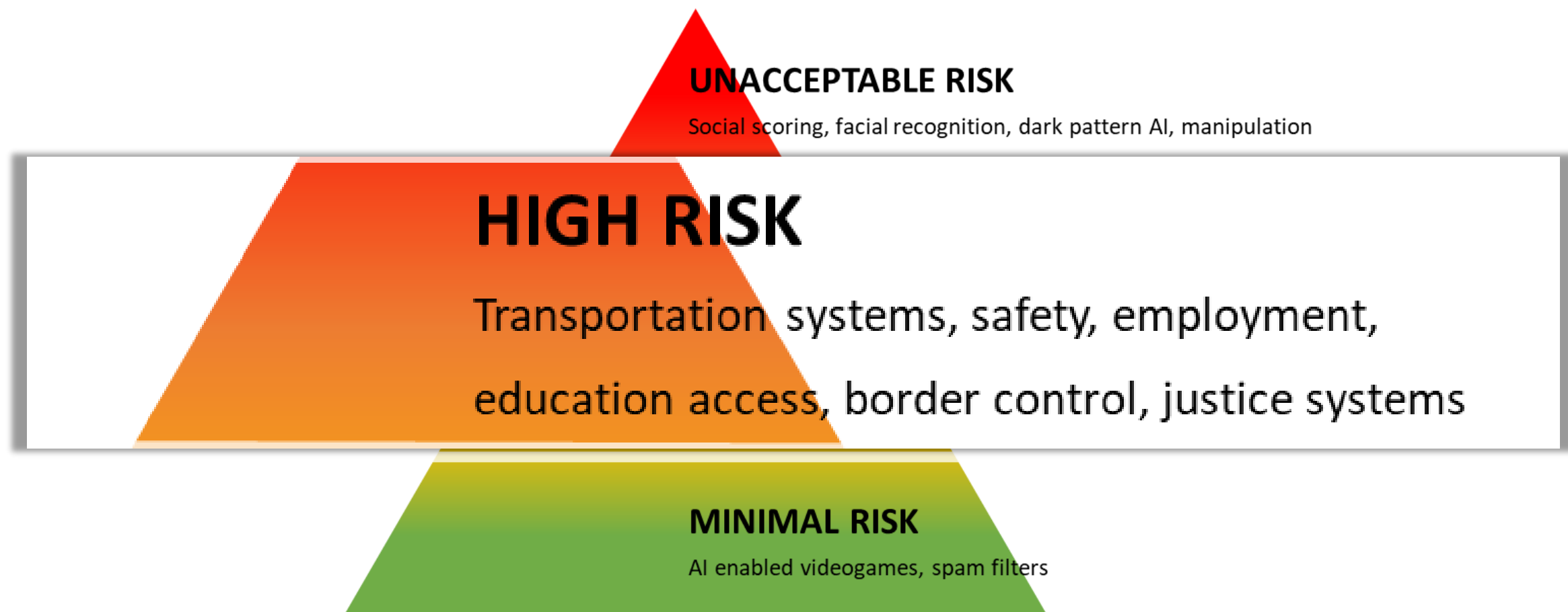
- Efficiëntie en Automatisering
- Data-analyse
- Besluitvorming
- Communicatie via bots
- Aanpassingsvermogen
- Nauwkeurigheid
- Kostenbesparing
- Schaalbaarheid
- Concurrentievoordeel
- Innovatie
- 24/7
- ...



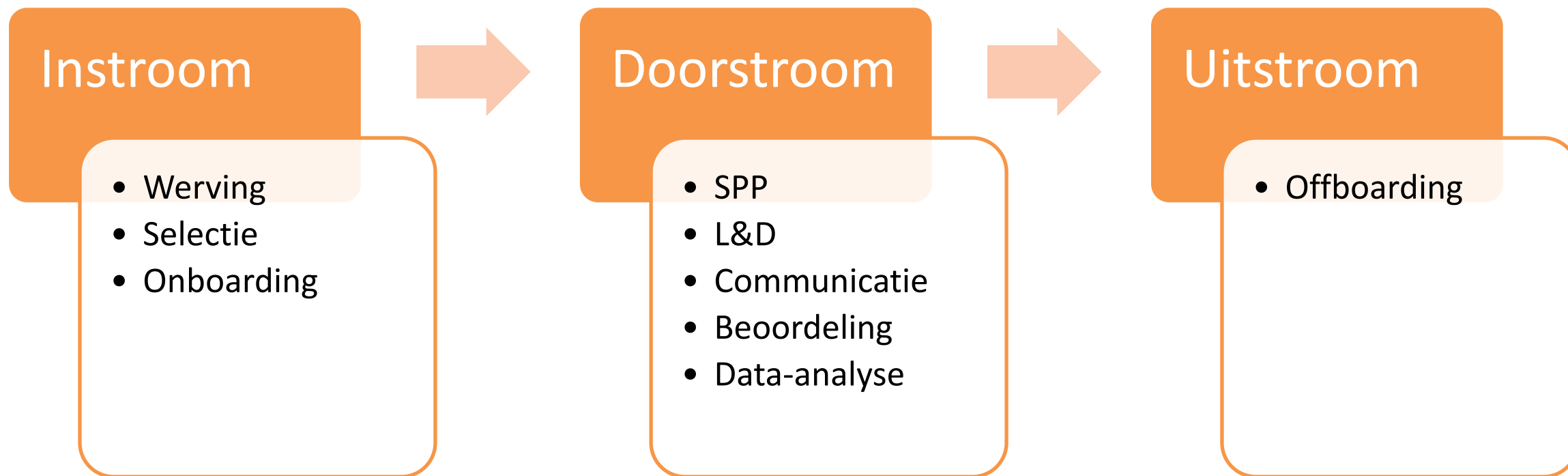
Gevaren met AI

- Ethische en sociale kwesties
- Banenverlies
- Discriminatie en bias
- Beveiligingsrisico's
- Onbetrouwbaarheid en fouten
- Economische ongelijkheid
- Black box probleem
- Milieu-impact
- Regulering en governance
- Misbruik en misbruikpotentieel
- Gegevensprivacy
- ...

Recruitment en AI volgens EU



Artificial intelligence binnen HR

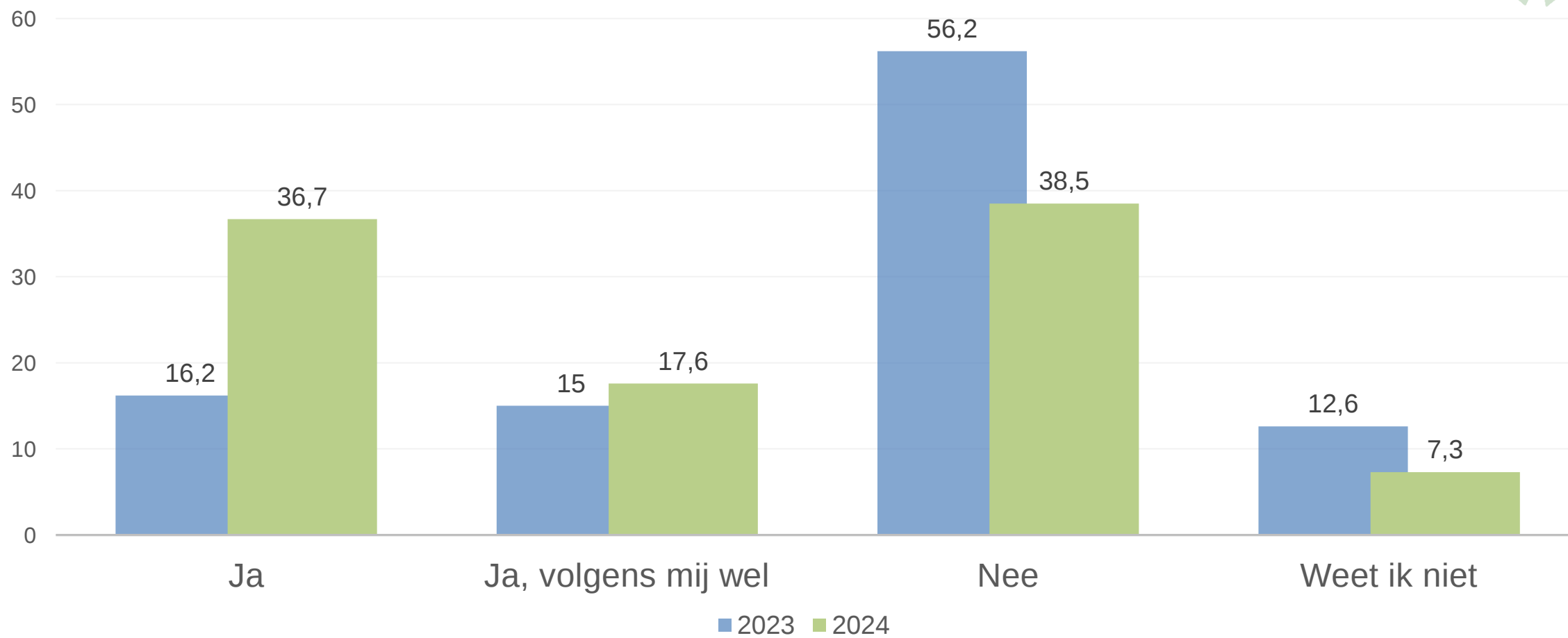


AI is taken over HR tech

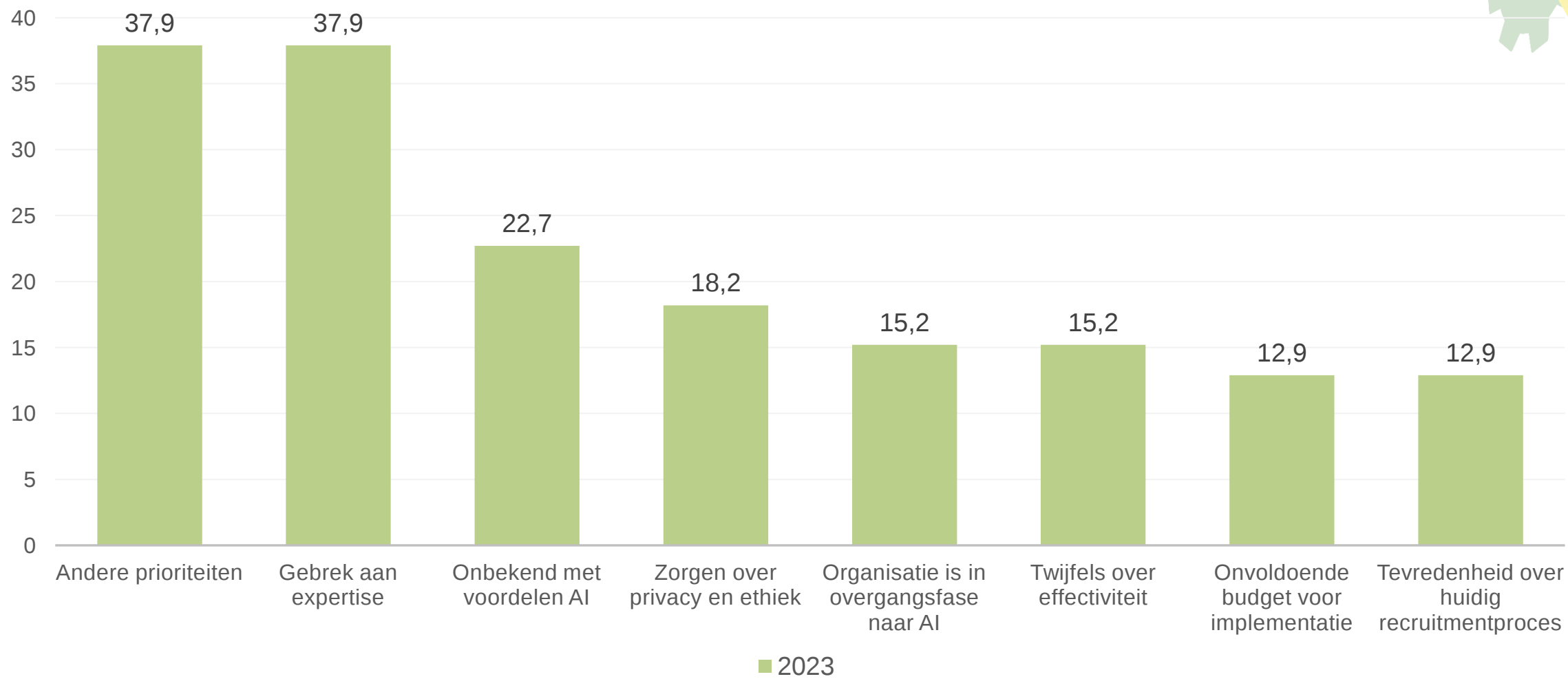




Recruiters die software met AI gebruiken



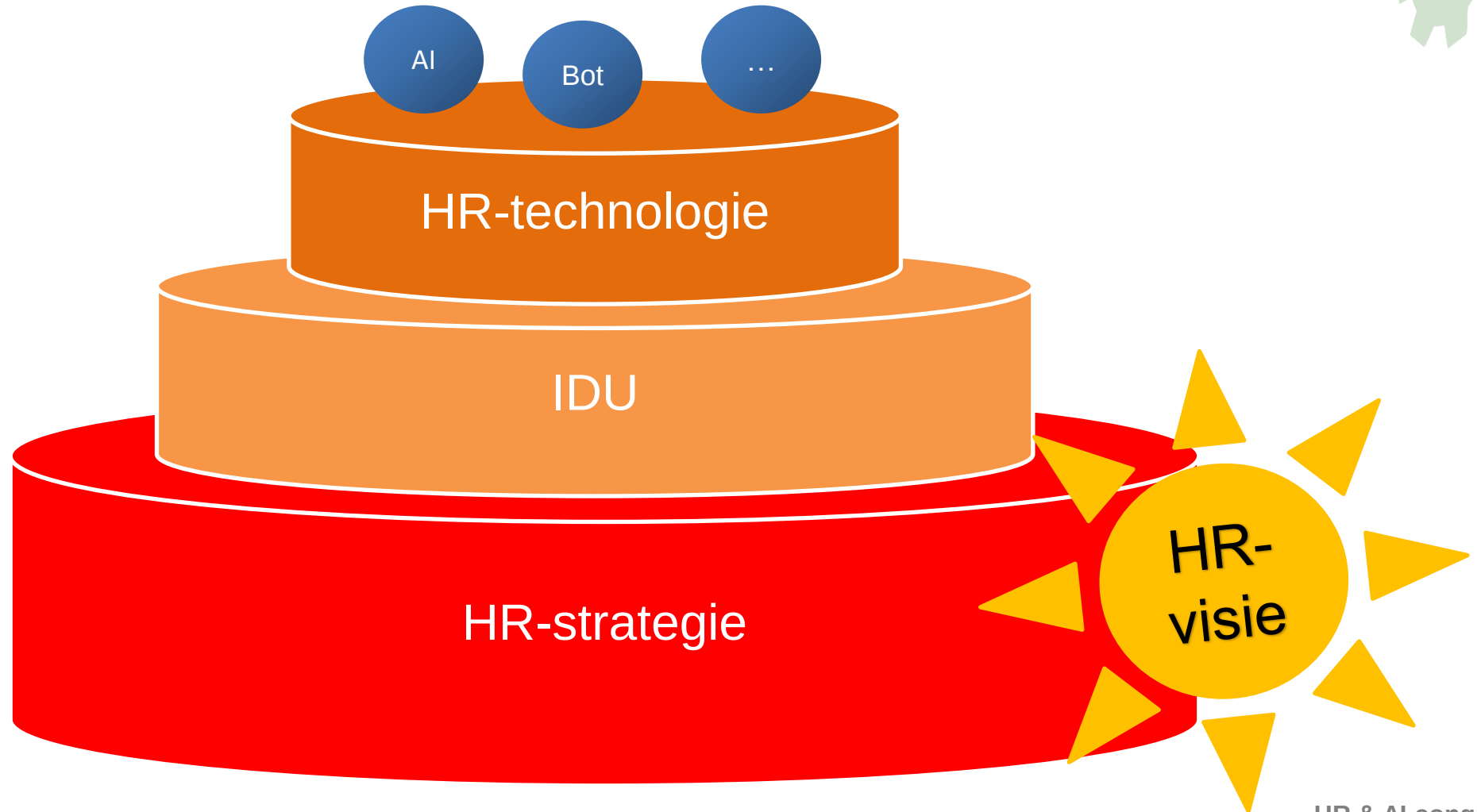
Waarom recruiters geen software met AI gebruiken





Hoe nu verder?

Strategie en visie eerst, dan proces
en dan pas technologie zoals AI

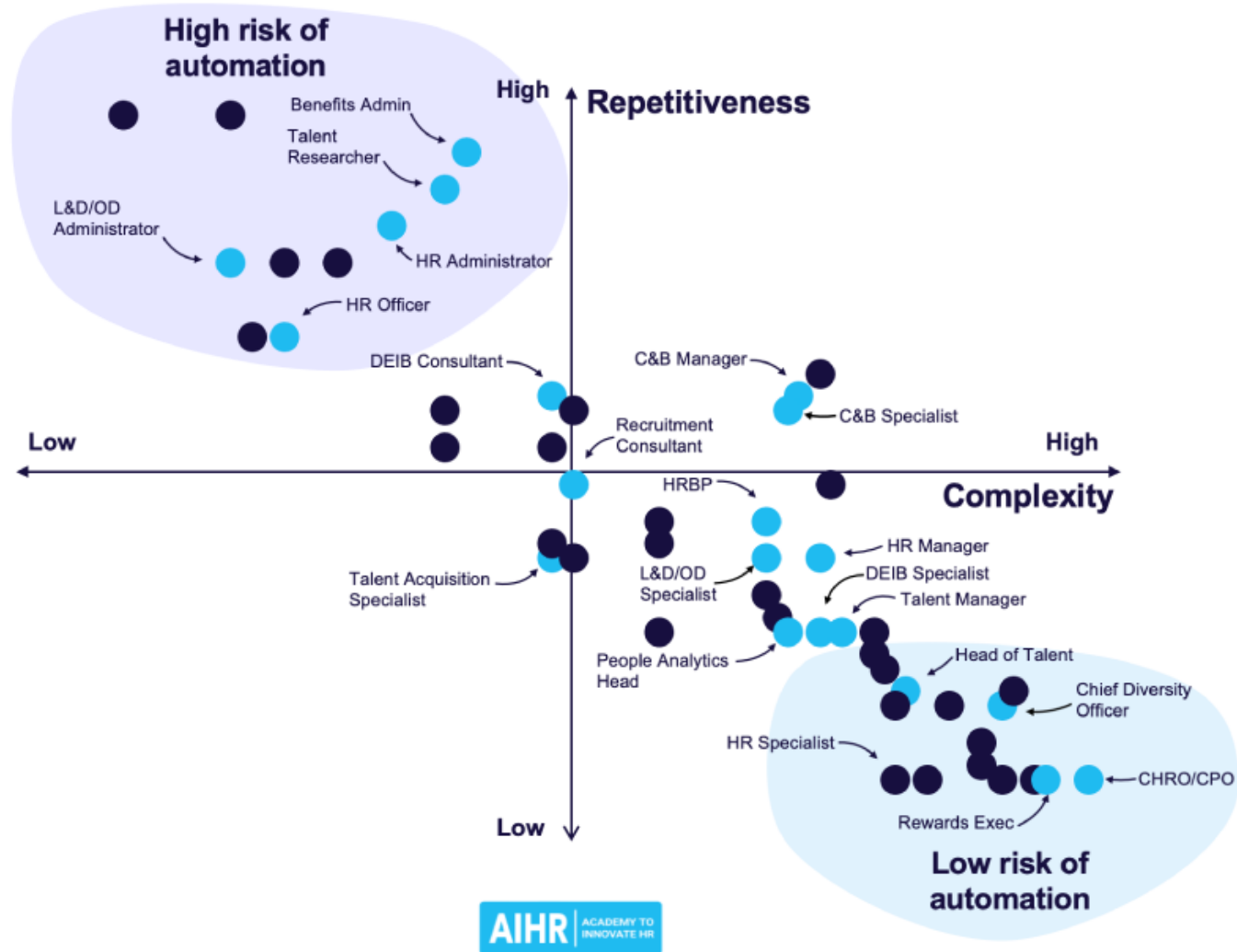


De toekomst?

	PRE - 2020	2020	2022	2023?	2025?	2030?
TEXT	Spam detection Translation Basic Q&A	Basic copy writing First drafts	Longer form Second drafts	Vertical fine tuning gets good (scientific papers, etc)	Final drafts better than the human average	Final drafts better than professional writers
CODE	1-line auto-complete	Multi-line generation	Longer form Better accuracy	More languages More verticals	Text to product (draft)	Text to product (final), better than full-time developers
IMAGES			Art Logos Photography	Mock-ups (product design, architecture, etc.)	Final drafts (product design, architecture, etc.)	Final drafts better than professional artists, designers, photographers)
VIDEO / 3D / GAMING			First attempts at 3D/video models	Basic / first draft videos and 3D files	Second drafts	AI Roblox Video games and movies are personalized dreams

Large model availability: ● First attempts ● Almost there ● Ready for prime time

Roles that involve repetitive and process-oriented tasks are more at risk for automation. Leadership and highly specialized roles remain at low risk of automation.



Omarm AI, maar blijf kritisch

- Ga aan de slag met ChatGPT, Bard, etc. en speel ermee
- Blijf op de hoogte
 - **Werf-en.nl**
 - **Webinar Week** – 5-9 februari
 - **AI in Recruitement: Outlook 2024** – 1 februari a.s. 10.30 – 12.00 uur
 - **Podcast: AI in Recruitement**
 - **Podcast: WervingsWeek**
- Zet het maandelijks op de agenda in je HR-team





Veel succes en plezier met AI binnen HR

Martijn Hemminga
martijn@recruitmenttech.nl