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"PARTNERSHIP ON ARTIFICIAL INTELLIGENCE" FORMED BY GOOGLE, FACEBOOK, AMAZON, IBM, MICROSOFT AND APPLE

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Анотація

У статті розповідається про співробітництво найбільших IT-компаній та створення особливого партнерства – Партнерства Штучного Інтелекту. Дослідження показує різні цілі та місії, висвітлені технологічними гігантами, і декотрі проблеми, що пояснюють майбутню діяльність даної організації.

Ключові слова: партнерство, Штучний Інтелект, Рада Довіри, технології, Силіконова Долина.

Abstract

The article tells about the cooperation between the greatest IT-companies and the creation of the special partnership – the Partnership on Artificial Intelligence.The research shows different goals and missions highlighted by technology giants and some problems explaining future activities of this organization.

Keywords: partnership, Artificial Intelligence, The Board of Trustees, technology, Silicon Valley.

It is a well-known fact that the greatest IT-companies have been mostly competitors and cooperated a little not so far ago. But such a situation has changed lately and the best example is joining forces of some tech giants to create a new AI partnership. It is dedicated to advancing public understanding of the sector, as well as coming up with standards for future researchers to abide by.

Five tech giants announced inSeptember, 2016 that they are launching a nonprofit to "advance public understanding" of artificial intelligence and to formulate "best practices on the challenges and opportunities within the field." The Partnership on Artificial Intelligence to Benefit People and Society is being formed by Amazon, Facebook, Google, IBM, and Microsoft, each of which will have a representative on the group's 10-member board.After conspicuously being absent when the group came together in September 2016, Apple has joined the Partnership on AI inJanuary, 2017.

The main reason for such cooperation is that artificial intelligence is becoming ubiquitous. As its reach grows and is engrained into consumer products and services, elements of control and regulation are required. Silicon Valley's biggest companies are joining forces to introduce this.

The other goals are to ensure that applications of AI are beneficial to people and society. All the members of "Partnership on AI" believe that artificial intelligence technologies hold great promise for raising the quality of people's lives and can be used to help humanity address important global challenges. They also promise to create working groups for different sectors, for example healthcare and transportation, allowing to conduct research on the specific AI applications in these different sectors of the economy. The big role will play the development of educational resources and open forums to widely disseminate information about the latest topics in the field and support an ongoing public discussion about the technology.

Technology giants highlighted few missions on their own website such as engagement of experts, engagement of other stakeholders, third-party study support and informational material development. They also hope to engage user activists, nonprofits, ethicists and other stakeholders to discuss some ideas and to provide financial support. "We want to involve people impacted by AI as well," said Mustafa Suleyman, co-

founder and head of applied AI at Deep Mind, a subsidiary of Alphabet. So Board of Trustees has appeared - a board that strikes a balance between corporate and not-for-profit memberships. All Board members will share equal voting rights.

The Board of Trustees will provide direction and oversee the general activities of the Partnership on AI.The first meeting of the Board of Trustees is taking place on Friday, February 3rd in San Francisco. "We expect to announce more details sometime shortly after this meeting, including how other people and organizations can participate and join the Partnership, as well as the initial program of research and activities", said the assotiation.

The members of the partnership will conduct research as part of the license for open software in areas such as ethics, fairness and inclusiveness; transparency; the right to privacy and the relationship between humans and AI; trust, integrity and sustainability.

Mustafa Suleiman, the founder of Deep Mind, Google department for artificial intelligence, hopes that the partnership will help to destroy the barriers between researchers and developers of AI and help spread best practices, to maximize the benefit to the community and to provide answers to ethical dilemmas.

Artificial intelligence is already being used - from voice assistant for smartphones to virtual interlocutors. DeepMind has managed to defeat the world champion in the game of go with the help of the AI machine. All five founding companies have huge projects in the field of artificial intelligence. IBM has its "Watson", Google has "Deep Mind", Amazon has "Alexa" - voice assistance, which is loaded into the speaker Echo, Microsoft has Cortana, Facebook and Apple have some features which are dependent on the AI such as facial recognition, news feed orpersonal assistant. About 250 researchers work in London Deep Mind headquarters. The founder of the department Dr. Demis Hasabis said recently that his team has developed the artificial hippocampus - part of the brain systems responsible for the formation of emotion and memory consolidation.

However, there are some critics expressing concerns about possible future AI's application. The head of Tesla Elon Musk said "artificial intelligence is potentially more dangerous than nuclear weapons"and expressed concern that people can be just a biological platform for digital super-intelligence.

After all, we can see a tremendous potential to improve many aspects of life, ranging from healthcare, education, and manufacturing to home automation and transportation.Through rigorous research, the development of best practices, and an open and transparent dialogue, the founding members of the Partnership on AI hope to maximize this potential and ensure it benefits as many people as possible.

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