

## Suggested resources from Dr Wu

There are so many articles on AI/GenAI coming out every day, mostly without substantive “new information”. Following are some resources that you may find useful as starting points for exploration. That is the most productive mindset - **exploration** - to follow up on any areas of curiosity.

The Sloan Business School of MIT is a great place to read about new technologies, although they tend to view the world from the technical angle, as MIT is a major powerhouse for AI and many engineering applications. The MIT Media Lab is also an extraordinary research center.

### MIT Sloan Management Review

<https://sloanreview.mit.edu/article/the-no-1-question-to-ask-when-evaluating-ai-tools/>

<https://sloanreview.mit.edu/article/generative-ai-at-mastercard-governance-takes-center-stage/>

The humanist angle is well presented by the Center for Humane Technology, whose mission is to align technology with humanity’s best interests: [humanetech.com](http://humanetech.com). On their home page, you will see an offering of a 1-hour presentation on AI. I am enthusiastic about this organization and admire what they do. The founder, Tristan Harris, was formerly a Google Design Ethicist, who first raised the flag about the “Attention Economy” in TED talks. His job title at Google could be an example of a new job category created as a result of AI technology advances.

An organization you are probably familiar with is the Society for Human Resource Management ([shrm.org](http://shrm.org)) - their website also features articles on AI, from the work perspective.

For general business applications, the major consulting firms are all very active in educating the corporate world about AI.

McKinsey & Co. - [mckinsey.com](http://mckinsey.com)

Boston Consulting Group - [bcg.com](http://bcg.com)

Accenture - [accenture.com](http://accenture.com)

Gartner - [gartner.com](http://gartner.com)

A more specialized resource focused on the investment ecosystem is CB Insights: [cbinsights.com](http://cbinsights.com). Their customer base is large corporations and investment firms who are willing to pay tens of thousands of dollars a year for their data and analysis. Very high quality information, some simplified versions available for free.

Among “traditional media sources”, the usual newspapers and magazines are basically reliable for basic information and to get a sense of where progress is being made.

When investigating the topic of AI, people have to be most cautious about inaccurate information and unjustified conclusions, regardless whether the source intends to be malicious or not. Today, everyone has an agenda, a self-serving motivation - for branding, or to sell products or services - or books, videos, webinars, etc.

An especially important tool that all of us have is our intuition. If we sense that our emotions are being manipulated, while we are being presented “educational material”, that is a sign of an agenda that is not to serve us. Training our intuition is a critical life skill which we are never too old to enhance.