

The background features a dark blue gradient with a subtle pattern of white dots. Overlaid on this are several semi-transparent white circular gauges and arcs. Some gauges have numerical scales (e.g., 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260) and arrows pointing in various directions. The overall aesthetic is technical and futuristic.

THE EPOCH OF AI WHICH HUMAN CAPABILITIES COMPLEMENT AI?

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MAPPING

Statistical Problem	Neuroscience	AI / Machine Learning
Small Data Inference	Strong Structural Priors	Inductive Bias
Extrapolation	Temporally-Grounded Self-Regulation	Constraint Robust optimization (externally imposed, and the space of the extrapolation needs to be known)
Multiple justifiable outcomes	Neuromoral System	Alignment Training (externally imposed)
Relational Outcomes	Enactive Social Cognition	Multi agent reinforcing learning can simulate the problem. But most solutions require human input
Subjective beliefs	Value-Driven Attention	Data governance: Prefiltering of data or human-in-the-loop (externally imposed)

EPOCH

E

Empathy and Emotional Intelligence

P

Presence, Network and Human Contact

O

Openness, Judgement, Ethics

C

Creativity and Imagination

H

Hope and Vision

Capabilities are human. They are not necessarily universally good.

TAXONOMY/MAPPING

	E	P	O	C	H
Inference in Small Data	✓			✓	
Extrapolation				✓	✓
Multiplicity Justifiable Solutions		✓	✓		
Relations as Outcomes	✓	✓			
Subjective Beliefs			✓		✓

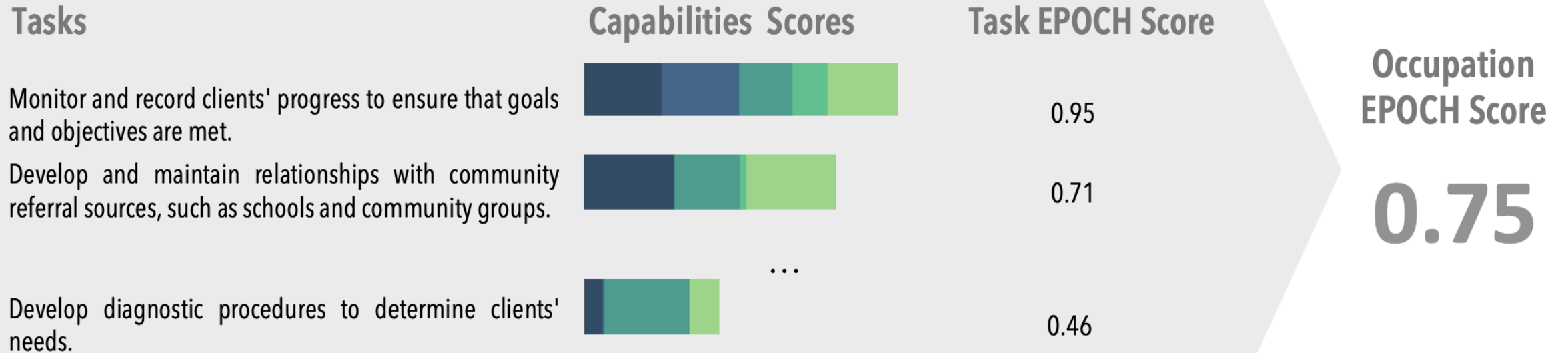
EPOCH

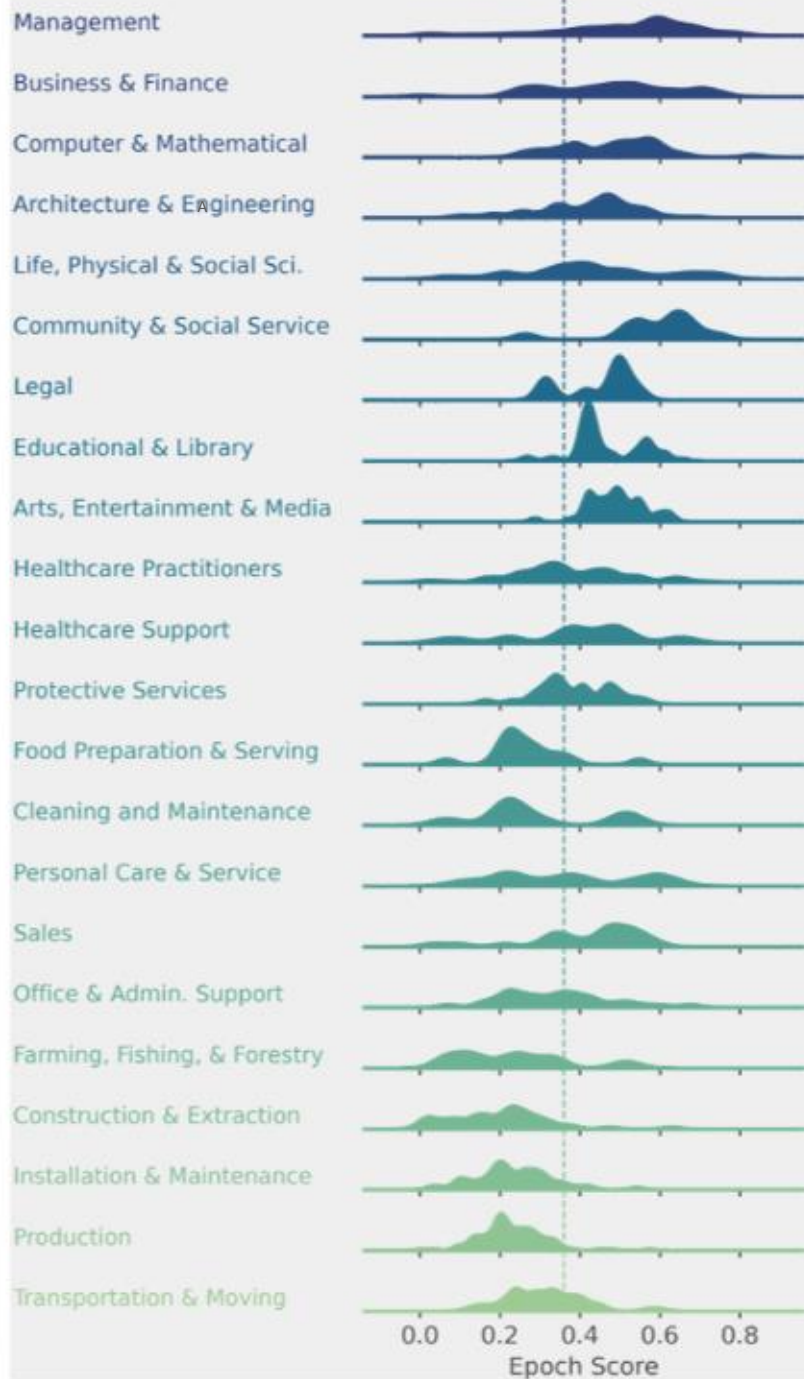
E	P	O	C	H
Empathy	Presence	Opinion	Creativity	Hope
Emotional Intelligence	Human Interaction	Judgment (moral)	Curiosity	Vision
Altruism	Physical Presence	Ethics	Imagination	Optimism
Cooperation	Trust	Critical Thinking	Originality	Inspiration
Communication	Spontaneous Communication	Causal Reasoning	Challenging Conventions	Motivation
Connective Labor	Non-Verbal Cues	Synthesis	Conceptualization	Grit
Genuineness	Knowing-who	Integrity	Simulation	Commitment
		Accountability		Belonging
		Gut-Feeling		Entrepreneurship
		Intuition		Leadership

REHABILITATION COUNSELORS

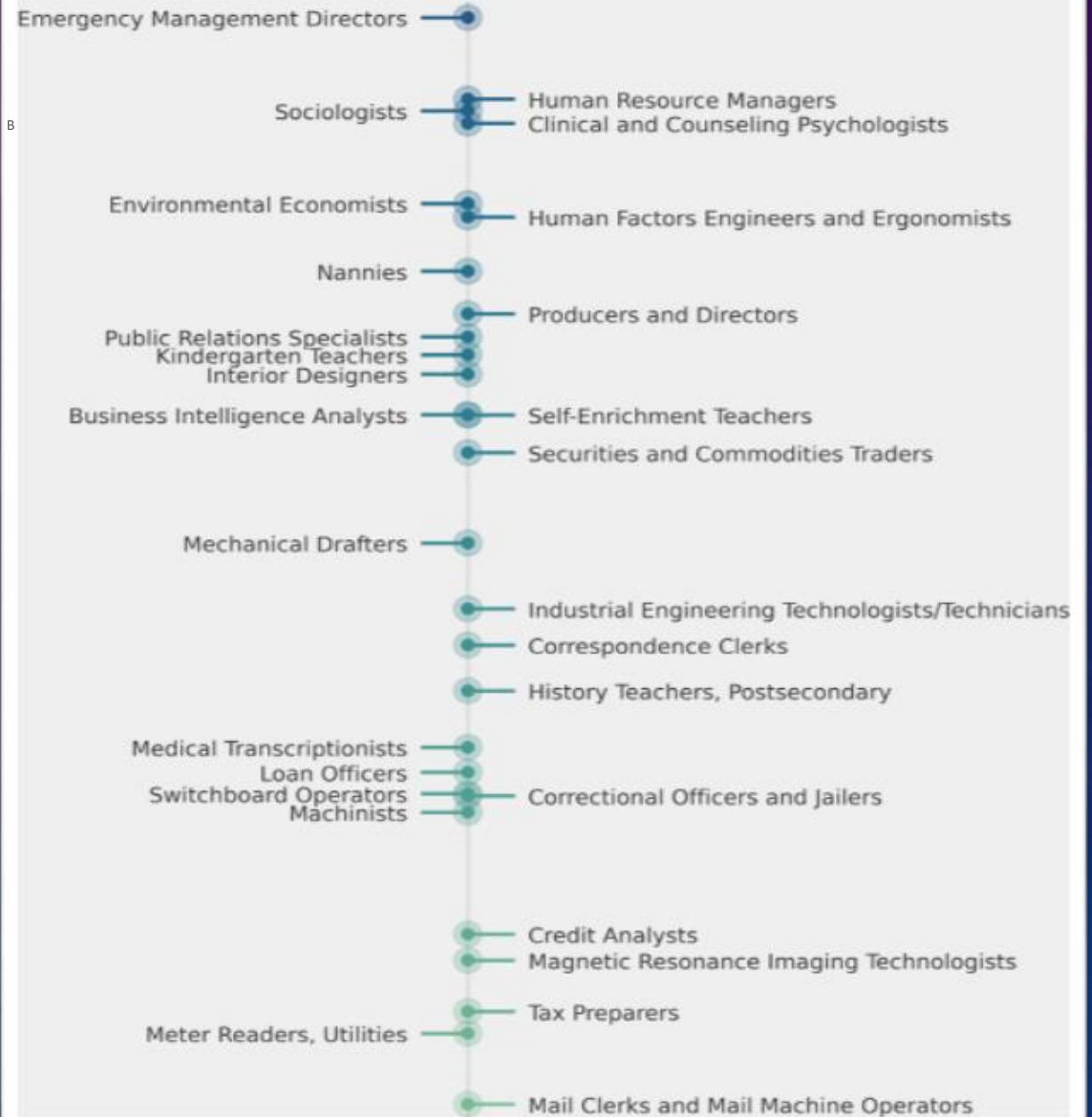
REHABILITATION COUNSELORS (16 tasks)

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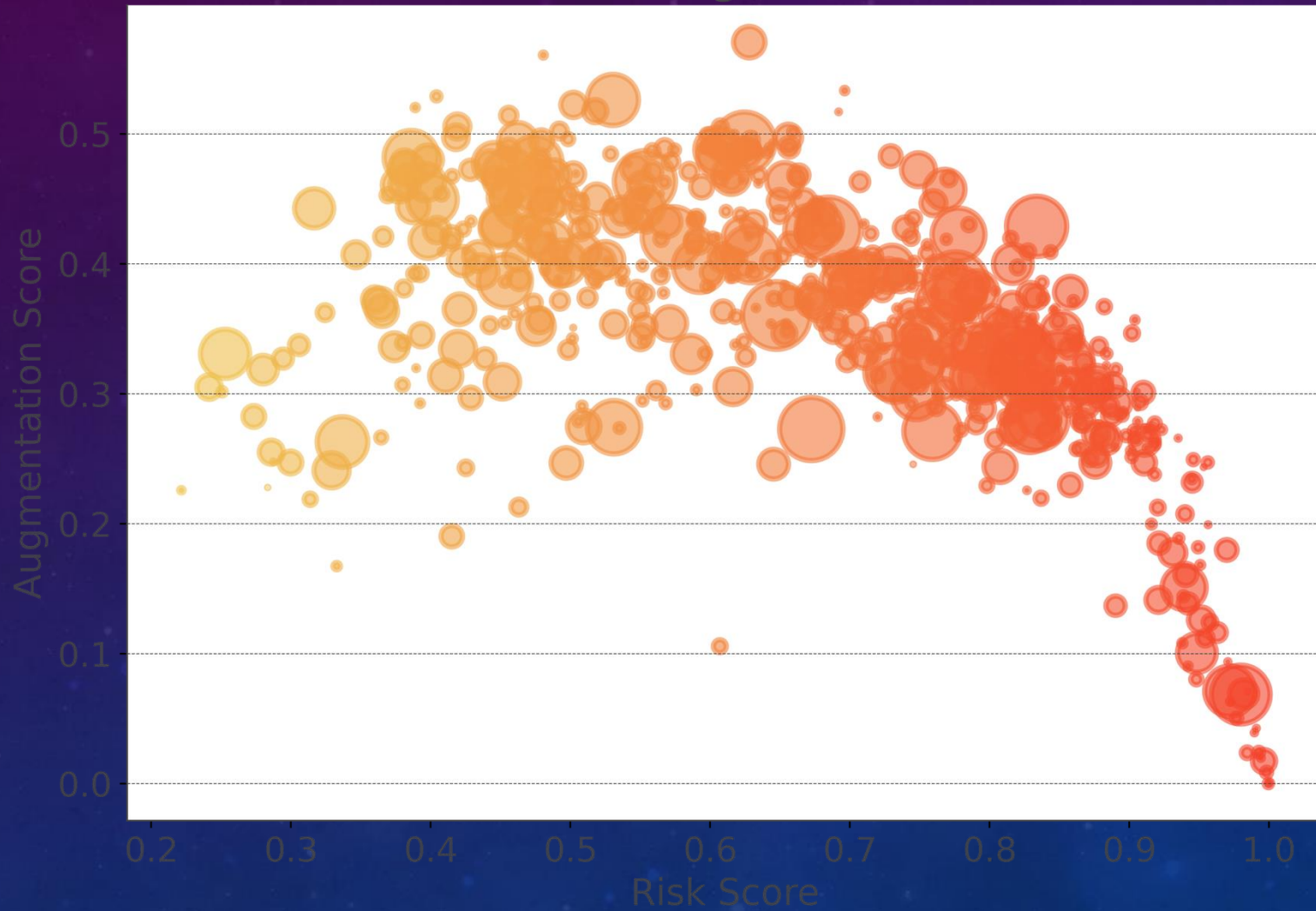


EPOCH Score for Sample Occupations

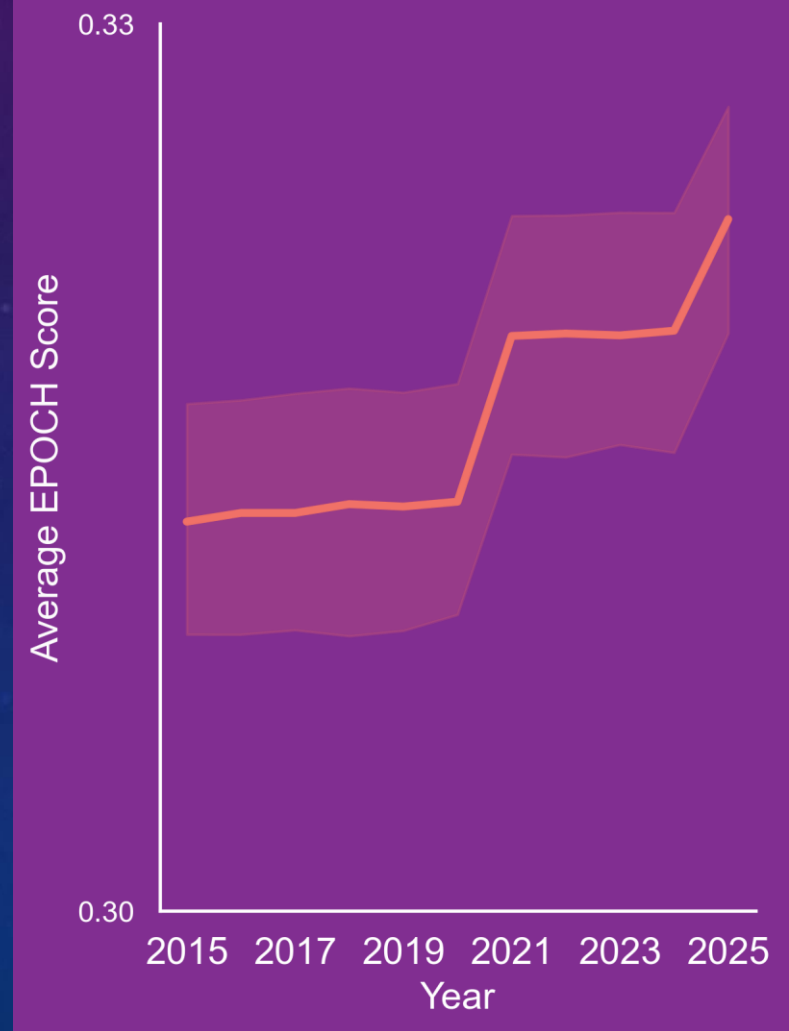


RISK VERSUS AUGMENTATION

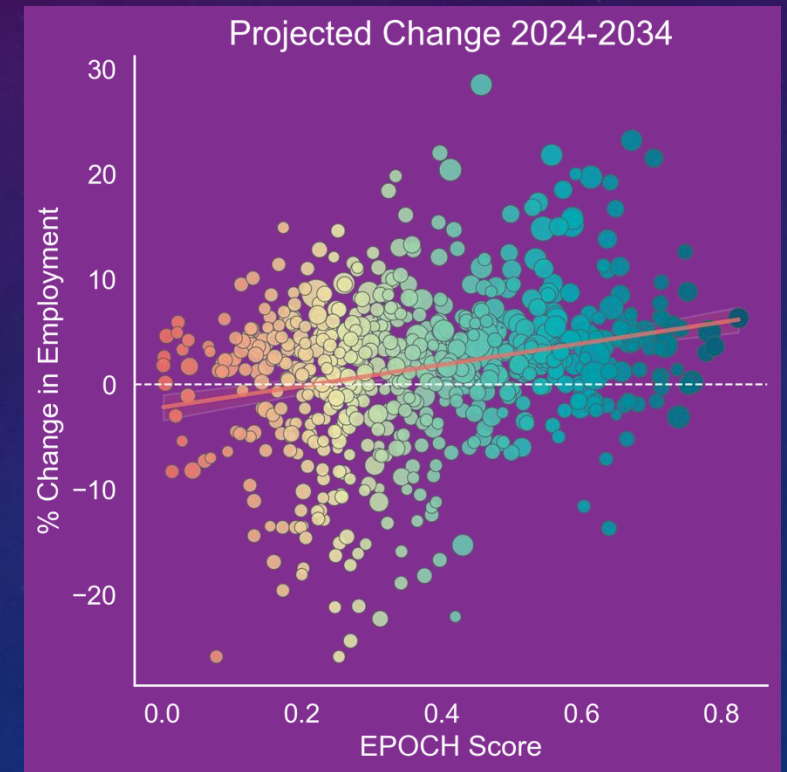
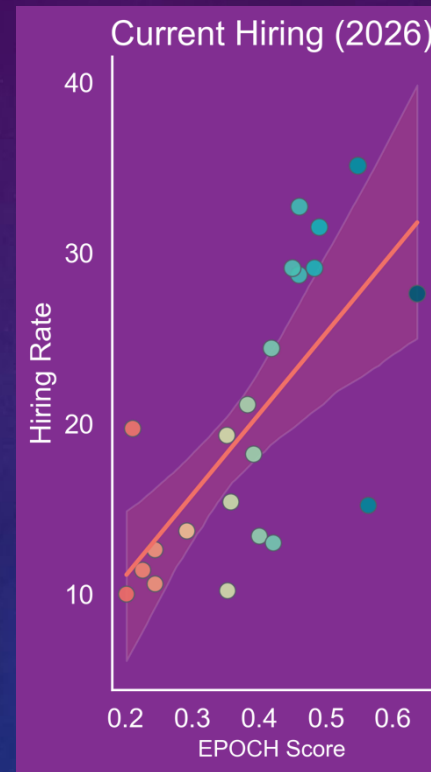
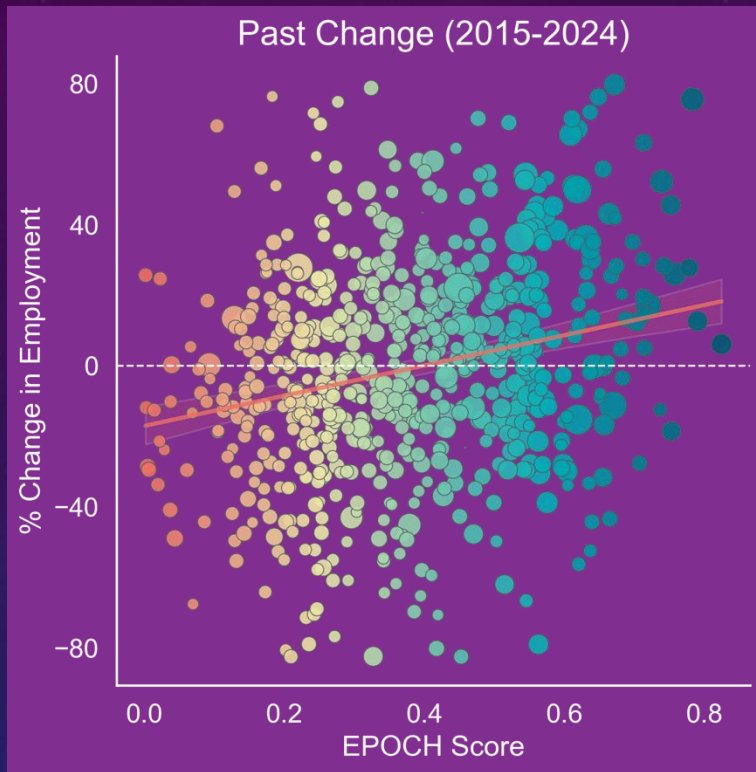
Risk Score vs Augmentation Score



Average EPOCH for all Tasks



EMPLOYMENT GROWTH



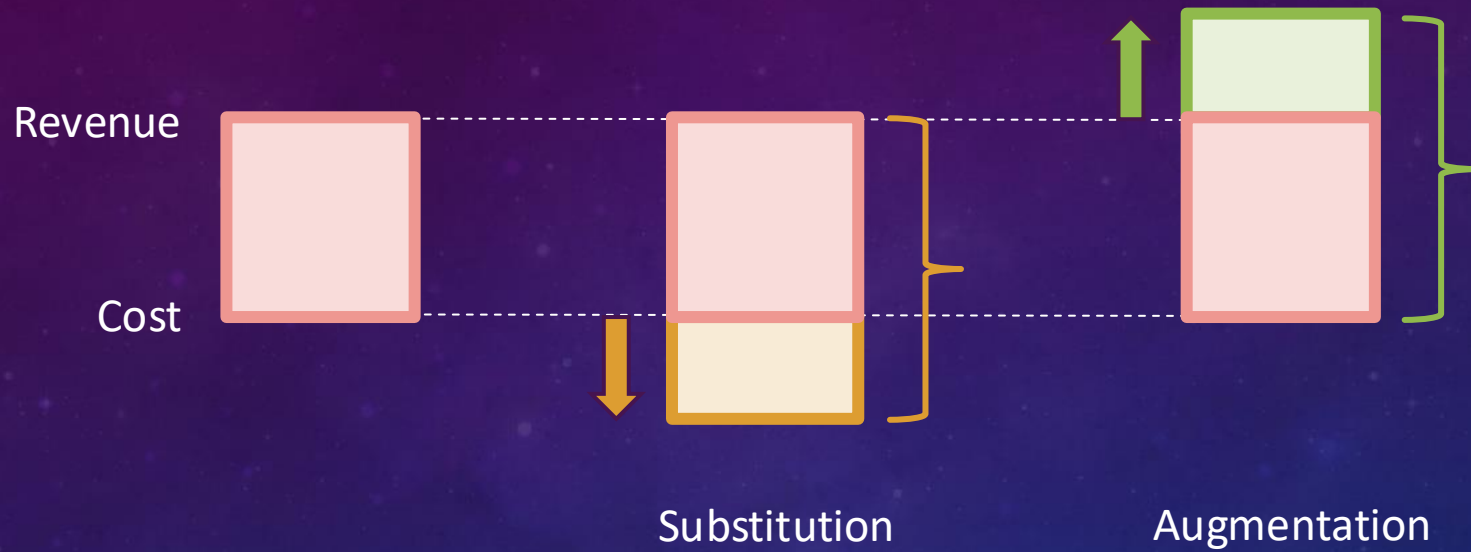
All effects are positive and statistically significant.

DIFFERENT APPROACHES

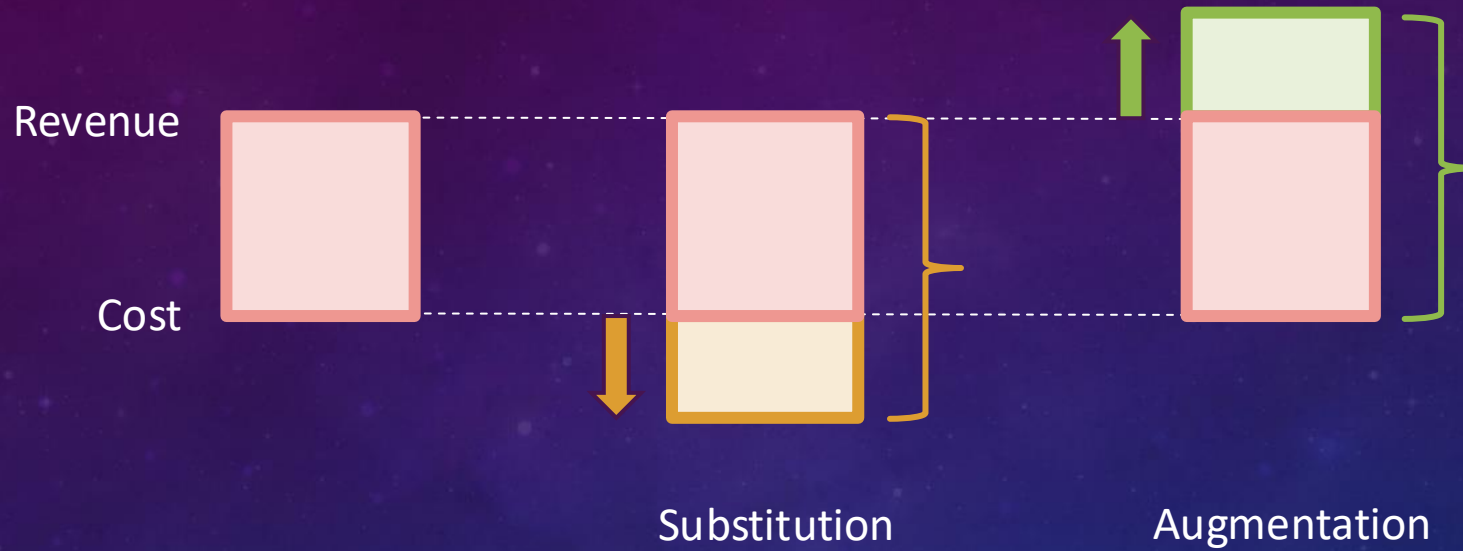
	Emphasizes	Strategy
USA	Best Product	Build the best possible technology
China	Implementation	Build the best possible application given the current technology
Europe	Safe	Build the best possible technology that does not produce harm

What can firms learn from these approaches?

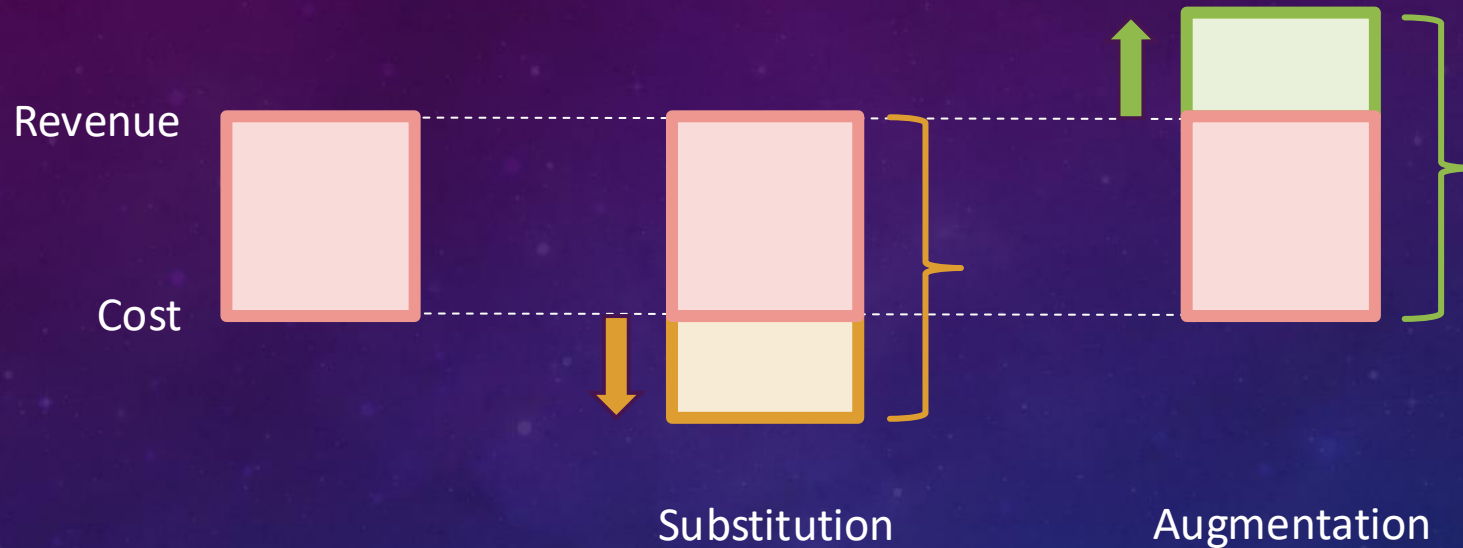
WHY THE DESIGN MATTER?



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- If you design an AI application to **replace workers**, you may increase profits by reducing costs—but you'll **never know** the potential gains you might have achieved had you implemented it for **augmentation instead**.

WHAT ARE THE IMPLICATIONS ON ATTITUDES?

	Implicit Promise	Attitude
USA	AI will do everything humans do and better	Fear of Job Substitution
China	Implement AI (immediately) for any application that can improve manufacturing or services.	No fear at all
Europe	AI will be safe, even if that implies it is not as good	Fear of Technology itself

WHAT ARE THE IMPLICATIONS ON TRUST?

	Infrastructure	Risks	Trust / Integrity
USA	Privately developed	Monopolies: Transfer of wealth	Trust in monopolies?
China	Public	Command and Control: (for China) loosing control on what the technology "says" or "recommends"	Trust in an AI that is censored?
Europe	Public	Infant	Trust in a lesser technology?

HYBRID APPROACH

- Which strategy is better?
 - Imagine a Corporate Lawyer
 - Imagine two attributes: Integrity and Knowledge.
 - How much more integrity is needed if the Lawyer has 10% less knowledge?
 - How do we substitute between
 - Safety versus Quality versus Integrity?

THE AI TRILEMMA

Safe

Experimentation: Low
Norms: High
Market: Competition
Public Good: Infrastructure / Trust
Risks: Infant

Best Product

Experimentation: High
Norms: Low
Market: Monopolies
Public Good: None
Risks: Job Losses / Inequality

Implementation

Experimentation: High
Norms: Arbitrary
Market: Autocracy
Public Good: Control / Access
Risks: No Trust / Limited adoption