# Artificial intelligence and its complex relationship with human intelligence in business



The landscape of artificial intelligence (AI) and its impending impact on business practices has garnered significant attention from experts and commentators alike. A recent commentary by Professor Geoffrey Hinton, often referred to as the "godfather of artificial intelligence," has sparked further discussion on the relationship between human intelligence and AI. Speaking to The Guardian, Hinton candidly noted his struggle to identify examples of "more intelligent thing[s] being controlled by … less intelligent thing[s]," referencing the mother-baby dynamic as an exception. This assertion raises questions about the broader implications of AI autonomy in various sectors.

At the heart of the ongoing discourse is the emergence of AI technologies that increasingly influence decision-making within businesses. As corporations adopt AI solutions for tasks ranging from data analysis to customer service, the dynamics of control and intelligence remain pivotal topics for consideration. Hinton’s remarks suggest a lack of awareness regarding the complexities of intelligence and control within the broader context of non-human agents shaping human behaviours and decision-making.

The Guardian also highlights that several theorists—such as Graham Harman, Timothy Morton, and Bruno Latour—argue that human actions are often governed by non-human forces, including biological and ecological factors. This perspective contends that while humans may preside over technology, they are not always the dominant force—an assertion that could have profound implications as AI technologies develop further.

The dialogue surrounding AI is not limited merely to ethical considerations but extends into forecasts about the future of industries heavily reliant on intelligent systems. As companies integrate AI into their business models, the potential shift in control raises concerns about dependency on these technologies and the implications for human oversight. As Rachel Withers from London noted in her letter to The Guardian, the uncontrolled rise of AI is indeed a pressing concern. She emphasised the necessity for humans to acknowledge their complex relationship with non-human entities and to critically examine how such systems govern human activities in return.

Conversely, George Burt from Glasgow offered a contrasting view by pointing out that institutions of oppression throughout history, such as slavery and political subjugation, illustrate instances where less intelligent beings have exerted control over more intelligent ones. This perspective highlights that the historical context of control and intelligence can be nuanced, questioning the validity of Hinton’s claim.

As AI continues to evolve and integrate into business practices, industry forecasts suggest varied outcomes depending on how these technologies are harnessed. Analysts predict that businesses equipped with advanced AI capabilities will gain competitive advantages in operational efficiency, customer engagement, and decision-making processes. Yet, the ongoing dialogue touches upon larger ethical and existential challenges posed by increased reliance on AI, raising questions about corporate governance and the accountability of AI systems in business environments.

Overall, the integration of AI into business practices is not merely a technical endeavour but a complex interplay of intelligence, control, and the ethical dimensions of technology. With contributions from thought leaders and practitioners, the discourse will likely evolve as the technology matures and its societal implications become increasingly apparent.

Source: [Noah Wire Services](https://www.noahwire.com)

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