

Let's Chat about the future

# AI and its impact on our world

people centred +  
tech powered





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We are **purpose-led**  
**and values-driven.**

We always have been. Through the actions we take and the choices we make, we aim to make a meaningful difference in the world, for our clients, for our people and for society.

# Introduction

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01



Who are the big players?



ChatGPT



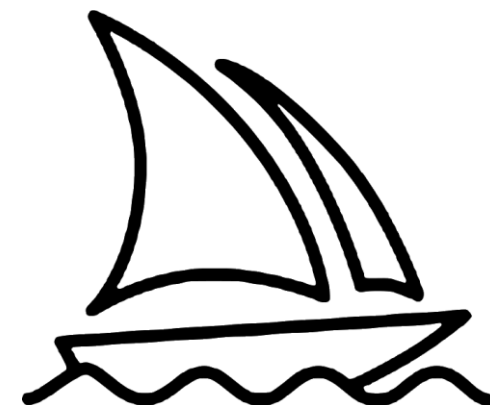
Bard

AI

Llama 2



DALL·E 3





My AI art



# Why the difference?



Hallucinations

Transparency

Deepfakes

Copyright

**RISKS**

Biases

Privacy & Security

Surveillance

Unemployment



Deepfake



Hallucinations

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## AI leaders sign statement

“Mitigating the risk of extinction from AI should be a global priority alongside other societal-scale risks such as pandemics and nuclear war.”

# Definitions

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02



# What Is Generative AI?



Generative AI, also known as GenAI, was born out of a Deep Learning branch of Artificial Intelligence. GenAI focuses on generating text, images, video and audio based on user prompts. GenAI can be used creatively to generate artwork, music, text and even 3D objects within virtual worlds. It's one of the major disruptions that may change the course of history.

2

## Definitions



**Artificial Intelligence**

**AI**

A field of computer science that seeks to create intelligent machines, as opposed to the natural intelligence that is demonstrated by humans and animals.

**Artificial General Intelligence**

**AGI**

A term used to describe future machines that could match and then exceed the full range of human cognitive ability across all economically valuable tasks.

**Machine Learning**

**ML**

A subset of AI that enables machines to learn patterns from sample datasets and improve upon that data to make decisions or predictions.

**Deep Learning**

**DL**

A machine learning technique in which layers of neural networks are used to process data and make decisions, effectively allowing machines to self-learn.

**Generative AI**

**GenAI**

A family of AI systems that are capable of generating new content (e.g. text, images, audio or video) based on "prompts".

# What is GPT?

Large Language Model

Universal approximator

Generative AI

Neural network

Artificial intelligence

Simulator

Text predictor

Writing assistant

Content generator

Agent

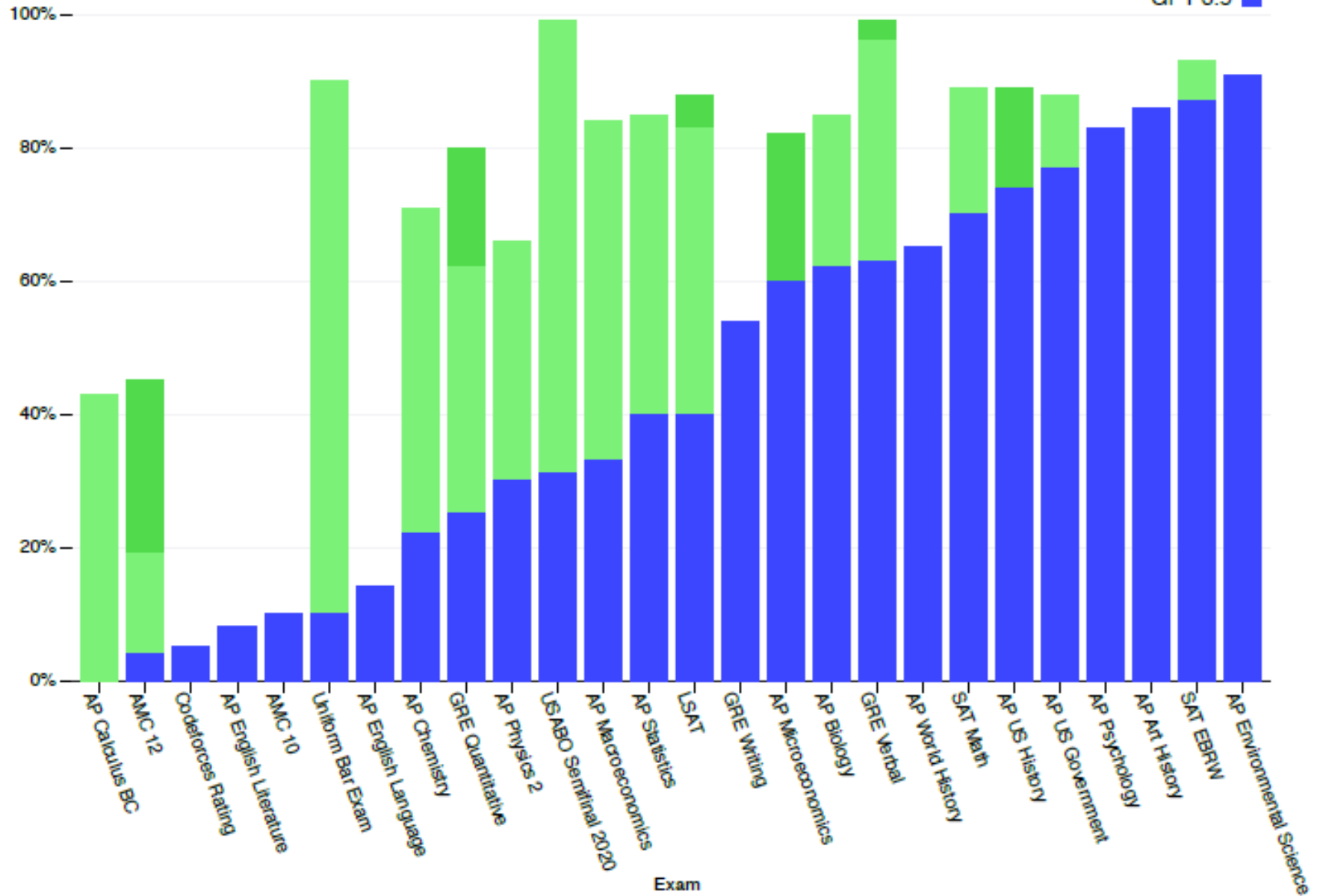
Chatbot

Transformer

# Exam results

Exam results (ordered by GPT 3.5 performance)

Estimated percentile lower bound (among test takers)



# The state of GenAI in 2023

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03





# Current state of GenAI?



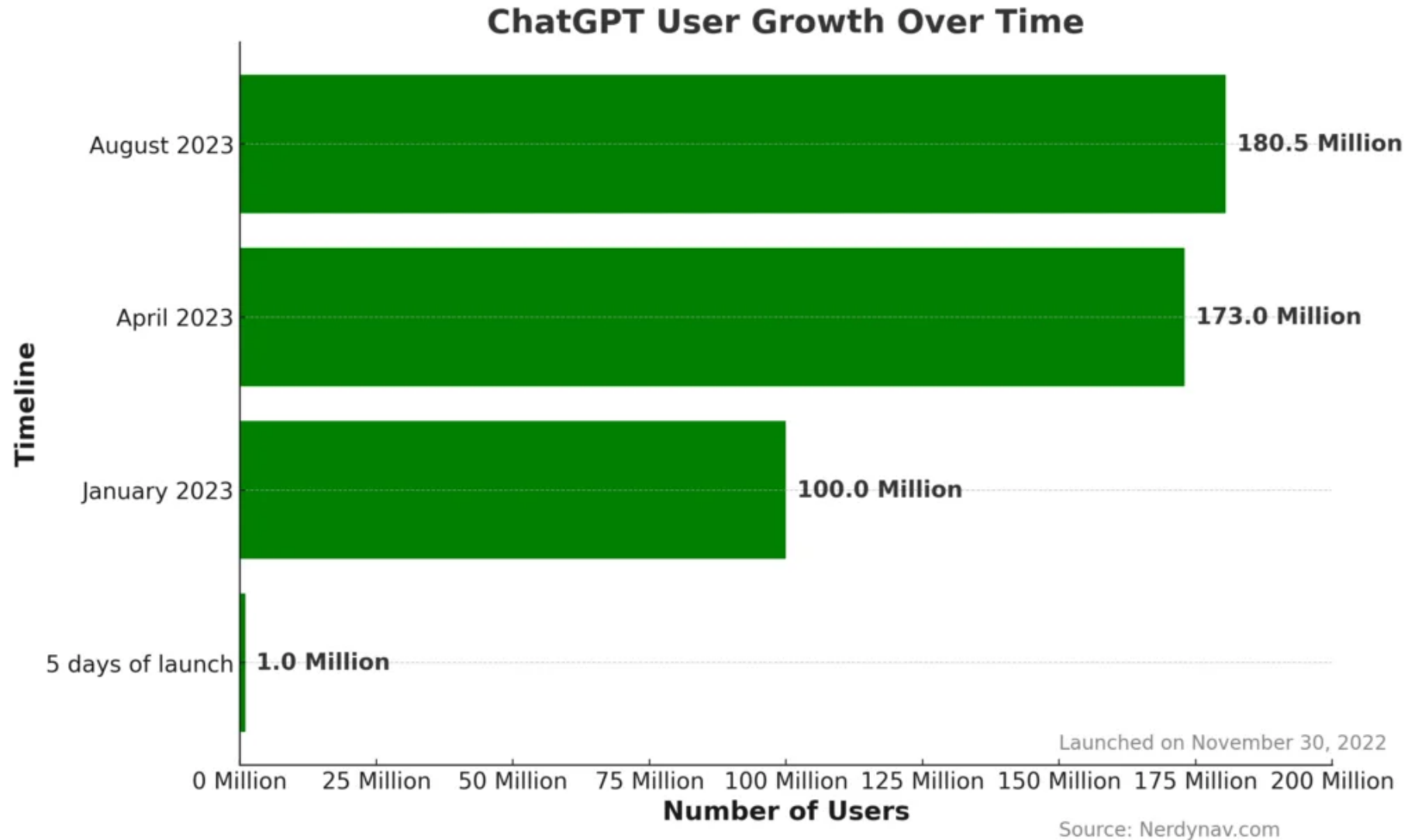
**1** | OpenAI's ChatGPT leads the way

**2** | Widespread usage of GenAI by general population

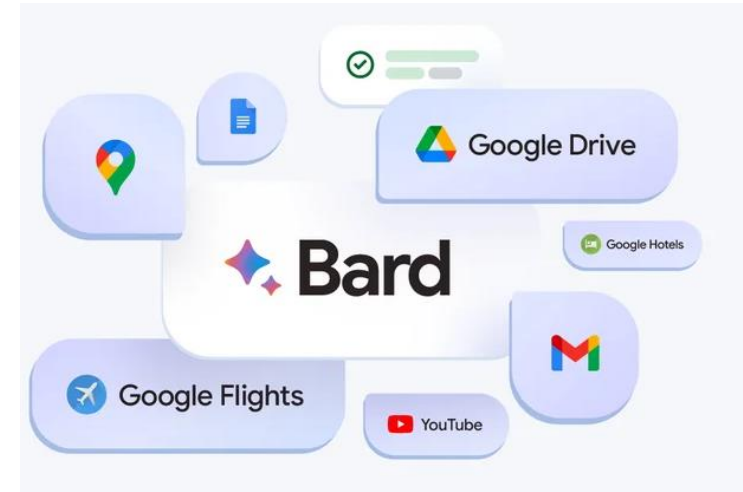
**3** | Massive investment in GenAI by leading tech companies

**4** | Increasing investment by corporates in GenAI

# ChatGPT Growth



# 2023 Investment and catch-up



Llama 2



# But it's not just the big guys

## Linguistic Creativity

### ALL-Purpose Text Generation



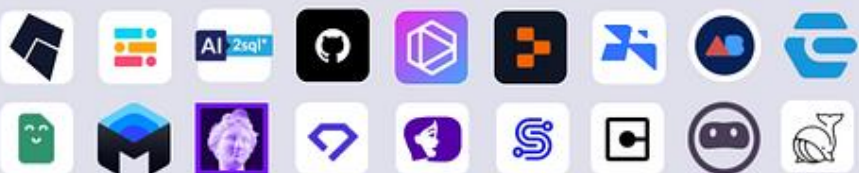
### Marketing & Sales Copy



### Text Optimization



### Coding & Web Development



## Musical Creativity

### Sound & Music Generation

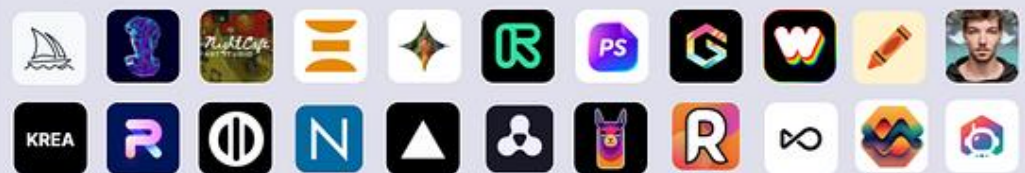


### Voice Synthesis



## Visual & Artistic Creativity

### Image Generation



### Video Generation



### Design

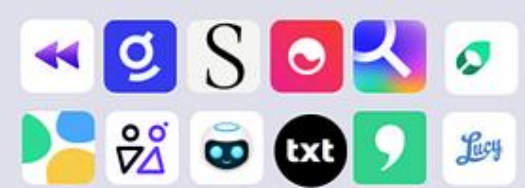


## Scientific Creativity



## Other

### Knowledge Management & Search



### Customer Support & Automation



### Characters



### Gaming



### Erotica



### Market Intelligence



# Beyond 2023...economic gains

**Things are moving at an incredible rate**

**Models will get better, more reliable & robust**

**OpenAI expect GPT to become a lot better at reasoning**

”It’s unthinkable for any company, anywhere, today to not have a robust website and mobile presence, right? It’s becoming similarly unthinkable for AI-based intelligence to not be baked into every product and service.”

Sam Altman (OpenAI)



# Workforce Intelligence

Harnessing AI for enhanced People insights

**Human-led, data-backed, tech enabled**



**2000-2009x**

**Wellness Age** 

Focus on well-being and work-life balance initiatives. Beginning acceptance of working from home for set days.

**2010-2019**

**Digital age** 

Focus on creativity and collaboration to drive digital innovation. Coworking and hoteling become the norm.

**2020-2021**

**Virtual age** 

Focus on COVID return to work approaches and defining permanent future work virtual/flexible/remote model.

**2021+**

**Personalised Age** 

Work empowers the individual employee to satisfy their preferences to ‘consume’ work where and how they perform at their best.

**Companies should be focusing here now**

**2023+**

**Intelligent age** 

Work empowers individual, team and organisational performance through real-time scientific intelligent analytics.

# AI in Education



03



# Technology impacts education



- Mechanical systems such as typewriters

- Electricity, first use of computers and calculators

- Computers and widespread use of internet

- Information technologies, digitalisation

- AI has moved from helpful knowledge gathering to creative assistant

From mass-produced books to education on demand

Evolution of the teacher from sage to mentor, coach, curator and collaborator

Evolution of the student from passive learner to active, independent and creative thinker





# Teachers protest against the calculator



AP photo

**Elementary school teachers picket against use of calculators in grade school**  
The teachers feel if students use calculators too early, they won't learn math concepts

## Math teachers protest against calculator use

A very different headline

# Artificial intelligence such as ChatGPT to be allowed in Australian schools from 2024

**'Kids are using it right across the country. We're playing catch-up,' federal education minister says as states back national framework**

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What's happening with education is incredibly gratifying. The ingenuity of teachers, of entrepreneurs building ed tech companies, and of the students themselves, finding new ways to use ChatGPT to learn is quite remarkable.

**We see a path forward with a combination of humans and AI, enabling one-on-one tutoring to everybody in the world.**

Sam Altman, OpenAI CEO

# Risks vs Opportunities

**Your  
Institution**

- Policies, Governance
- Ethics
- Safeguards (Tools)
- Bridge the gap
- Break down Barriers
- Differentiator

**Your  
Students**



# The way forward for Education?

## Consider:

### Policies

- Stakeholder management
- Communication

### Set the expectations

- Stakeholder management
- Communication

### Training

- Ethics
- Governance

## Ask yourselves:

### How do we work with it?

- Lay the ground rules

### Teaching and learning

- **Change the way we assess?**
- **Curriculum transformation with less focus on how we attain the knowledge?**

### Leverage for the enterprise?

- APIs
- Integration
- Process Automation



So, what's next?

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06



# What should we be doing?



## Individuals

- Understand
- Upskill
- Use



## Organisations

- Impact - industry & organisations
- Impact - day-to-day tasks
- Invest - in tools?
- Use cases and Opportunities

We are going to have to rethink the way we do things, the way we work and the way we interact with technology.





Strong roots to grow  
your digital  
tomorrow

The new equation of  
**people + technology**

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