

Some Remarks on Artificial Intelligence and Big Data in the Digital Era

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Nowadays, when we talk about new technologies that set the path in this technological era, there are many of them that we can mention, nevertheless it becomes an increasingly imperious need to understand, comprehend and explore further, to regulate two fundamental technologies such as Artificial intelligence and the Big data, because both of them go hand in hand and are allies in different scopes of everyday life, for example, in the fight against Covid-19 in health matters.

That is why, it can be stated with total emphasis, based on several investigations and years of studies, carried on with total veracity. security and responsibility, that the artificial intelligence is a fact of a reality that cannot be contrasted, thus it is more than necessary to approach these issues that are inherent in humanity and the immediate environment thoroughly, in the same way it can be said that the Big Data is also an element that goes hand in hand with the artificial intelligence, for its derivative notion that emanates from its conception such as the storage and management of a highly quantity of data.

Thus, following a compact logic, as this topic is the Artificial Intelligence, plus the internet of the things, the robotization, cybersecurity, the algorithms (the system that orders operations that allows calculations to be made), the cloud computing (the cloud chere files and programs are moved to a stored), the Augmented reality (the computer process where real and virtual are combined) among others, they converge directly in what we denominate the Fourth Industrial Revolution, or 4.0 Industry, that is intrinsically linked with the Big Data, that is not more than the management and the breakdown of huge amounts of data, this is impossible to process with conventional tools. Now well, the so-called Artificial Intelligence or also called Computational Intelligence, it is the intelligence shown by machines. That is why, this word is applied to a machine when it imitates cognitive functions that human beings associate with other human minds, an example of that would be learning and solving daily problems or big problems.

This is also defined as a multidisciplinary area through sciences such as computing, logic and philosophy studies the creation and design of entities capable of solving daily problems by themselves, using as a paradigm human intelligence. In other words, we are talking about a non-alive entity that uses algorithms and statistics to solve problems and emulate human intelligence, from there, its direct relation with Big Data.

In what respects to the big companies, they are very obsessed with Artificial Intelligence and their interest is becoming bigger, due to this technology is every

time more embedded in the day by day of everybody, in what we do, what we choose. In the decisions of big companies, of public health entities, of security entities and the world of finance, in the governance itself, this technological issues become very important because the Artificial Intelligence and the Big Data, constitute the central axis for the future of a new world, the sameworld that is among us, as also for the human being mostly, modifying without a doubt many customs, but without losing our essence.

Even though it is true, on one side, that technology has knocked mostly to the doors of companies, still remains and with total right guess, the uncertainty of fear about the fact that this could create a total uncontrolled situation in the way of working, since the traditional point of view has become one of the most important impediments in the race to the future, and that constitutes a truth with all the letters, because we don't have a regulatory frame suitable for the times that go by yet, leaving the human being, at least at the short term, in a space of helplessness in respect of what is coming, and that in a lot of advanced countries is already a reality.

We are in a technological revolution that will fundamentally modify the way in which we live, work and relate to each other. In its scale, scope and complexity the transformation will be different to anything that human gender has experienced before, doubtlessly that this will be so, due to the acts that arouse daily and that are a proof of that. So it is that the repercussion will impact how we are and how we relate to each other, even in the furthest places on the planet. The new technological revolution will affect "the employment market, the employment future, the income inequality" and its slaps will impact the geopolitical security and the ethical frames, if not, there is not a right global regulation in cyberspace, that is still being awaited. The important thing that theorists highlight of the idea, is that it is not about the developments, but about the findings of those developments. In that sense, it represents a paradigm change, instead of a new step in the frenetic technological race.

According to the majority of experts, it is considered the technology of the decade. Because of that, the Artificial Intelligence, that is willing to change even to the society as a whole, has been the object of several studies of the PwC, because, according to what announces the British consultant, it will allow us, as time goes by, to be more productive and to start to exploit the potential of other sciences such as Big Data. Likewise, other predictions of the company say it will affect the employment themselves before the employees, where new jobs will replace the ones that will disappear, but "always counting on the people and helping them to be more efficient". In 2022 the percentage of posts of jobs with high risk of disappearing as a consequence of the automatization will be only of the 20%, though this percentage would raise due to the Covid-19 pandemic that nowadays affects all the world, and where technology is playing a protagonist and fundamental role, in several areas of society, mostly in health.

The appropriation of advanced technologies such as computing on the cloud, robotics, artificial intelligence, or big data is relatively few and slow but constant. This is one of the more recent conclusions of the Observatory of Digital Economy accomplished by the Min TIC. Because of that, there must be a primordial goal in the companies to get to an optimal digital transformation, overlooking the lack of confidence in the adoption of new technologies, even more in the sector of the technologies and information (IT).

The dynamic of the technology innovations is increasing exponentially day by day. When different technologies are combined, there seems to be no limits for its multiple uses in the different scopes of daily life and the organization of every sector. Since the era of the internet, connectivity has generated a lot of changes, but one of the biggest one has been the constant generation of data. There is no going back on these issues, the Big Data and Artificial Intelligence (AI) work every time in a more complementary way.

But in a constant way, many questions arise, and they are repeated til satiety and this is unavoidable and reasonable, when we talk about technology and companies: In which way will this affect employment? Will it harm the technological immersion to the human abilities in the labor scope? Who wins and who loses in all this process? Really, beyond the relevant debates about robotization and employment, the truth is that from a time, technology is helping an endless number of companies in their tasks and daily tools.

Now well, in a separate paragraph and analysing as always about our region and our country, as regards these topics of World Agenda, the governments as state policy a lot of them have voiced their concern not only in the labor scope, but also in others, where the power of these technologies grows because sensitive information is managed and the investments fully impact in the economy and employment. In this new context, countries must develop a techno-diplomacy: the strategy that allows them to build their digital agenda.

In 2017, Denmark was the first country to create the figure of Digital Ambassador, who lives in Silicon Valley and it was the Danish Chancellor, Anders Samuelsen, who voiced that the technology must be a priority of foreign policy, because of its huge influence in every aspect of society. According to a publication of the Intal-BID, the Latin American countries signed 146 agreements with technological clauses that allowed them to increase up to a 29% the exports with high content of technology. To integrate them in the world of the "Fourth - industrial Revolution", Latin America needs a techno-diplomacy. That is to say, incorporating the scientific and the technological agenda in of the big treaties and agreements of international commerce. In this line, the ex-owner of the Intal-BID Dr Gustavo Beliz highlights the importance of that the diplomats and international commercial negotiators "Know about Artificial Intelligence, Big Data, Digital Regulation and governance" and added "that they should know the new language that is spoken in the negotiation tables where commerce and the integration of the XXI th Century are defined".

The questions such as formulations, voiced in one way or another, being kinds of answers to multiple concerns, arise unavoidably from the whole society, because they need every day to be imminently and constantly to be updated about these topics. It is therefore that the constant work to be avoided being relegated from this agenda that is strategic for the future, but with clear rules and conditions, and that they don't harm human beings, thus it is necessary to understand that the solution and the key mediate to all these truths, that are already among us, resides in the innovation and the ability to be creative permanently.

At last, we must understand the technology issue and mostly in matter of Artificial Intelligence and Big Data, constitutes a must to have a debate, because these topics have become something usual in our society, maybe many people don't understand with enough precision and depth, the magnitude of them, but they have a complete idea of what that could mean in a wide dimension.

The data and technology are essential resources for the digital transformation, but this transformation has to do with the convergence of people and organization, that is why we believe it is even more important, to consider the ethics and clear games rules, repeating, fearless to be wrong, that these are the kick start to the majority of our society, to believe in the goodness of technology and also in the ability to innovate and create, as inalienable virtues or gifts of the human beings, given by God, impossible to be substituted by any other kind of intelligence. The most important thing is not to delay and start to work in the face of the vertiginous advance of time.

"The problem are not the robots that think, the problem are the human beings that stop dreaming, let`s be successful makers of our own destiny".

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