

KI: Quo vadis?  
20.02.24

---

# Agenda

1. Heute ist gestern, ...
2. ... morgen ist heute ...
3. ... und das halten Sie davon!





Heute ist gestern

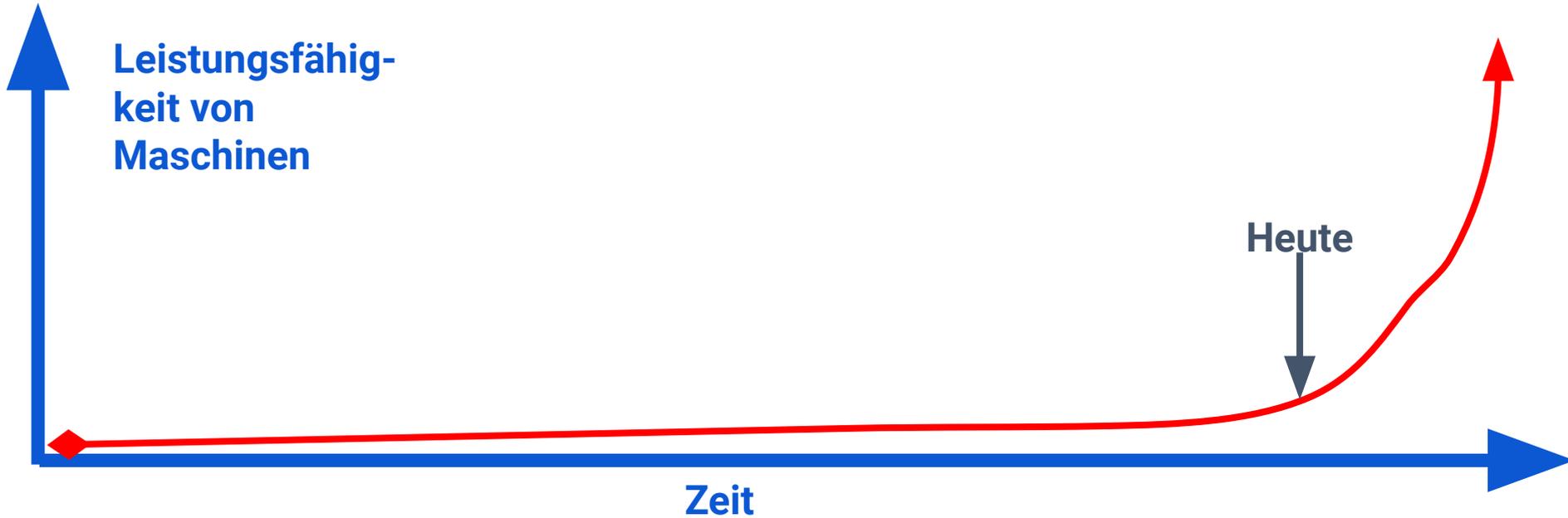


*Nur wer die Vergangenheit kennt, kann die Gegenwart verstehen und die Zukunft gestalten.*

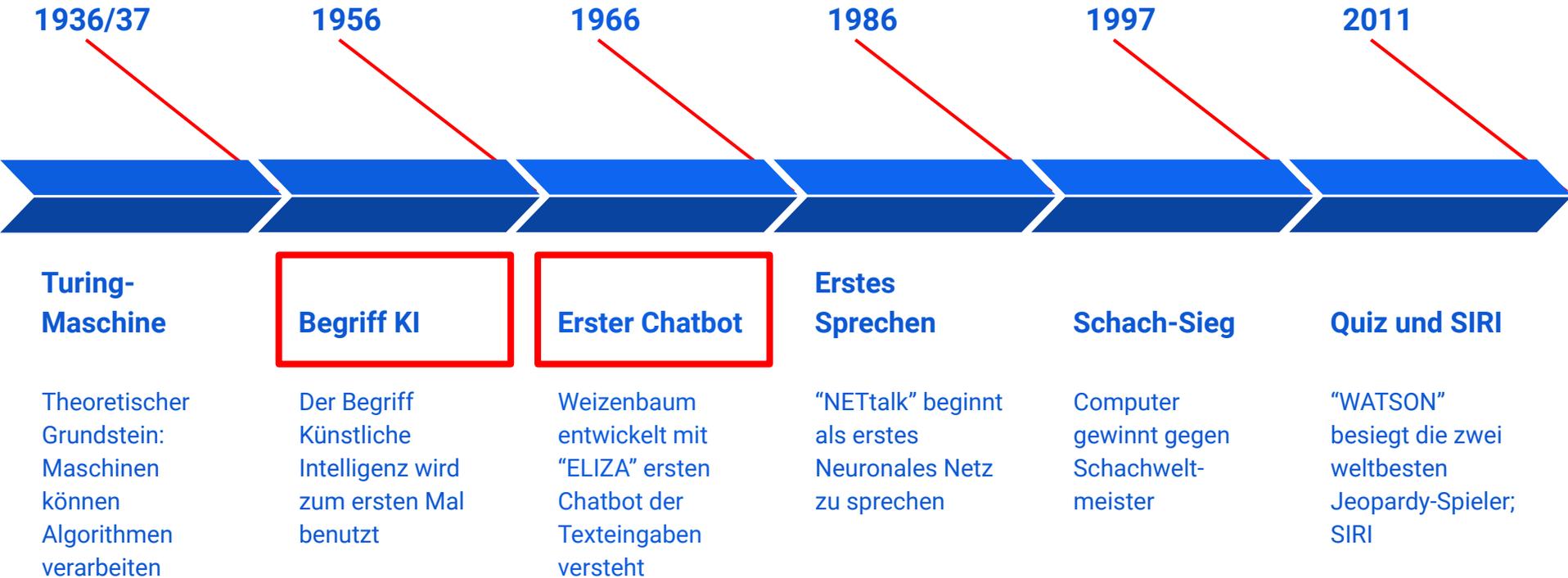


August Bebel

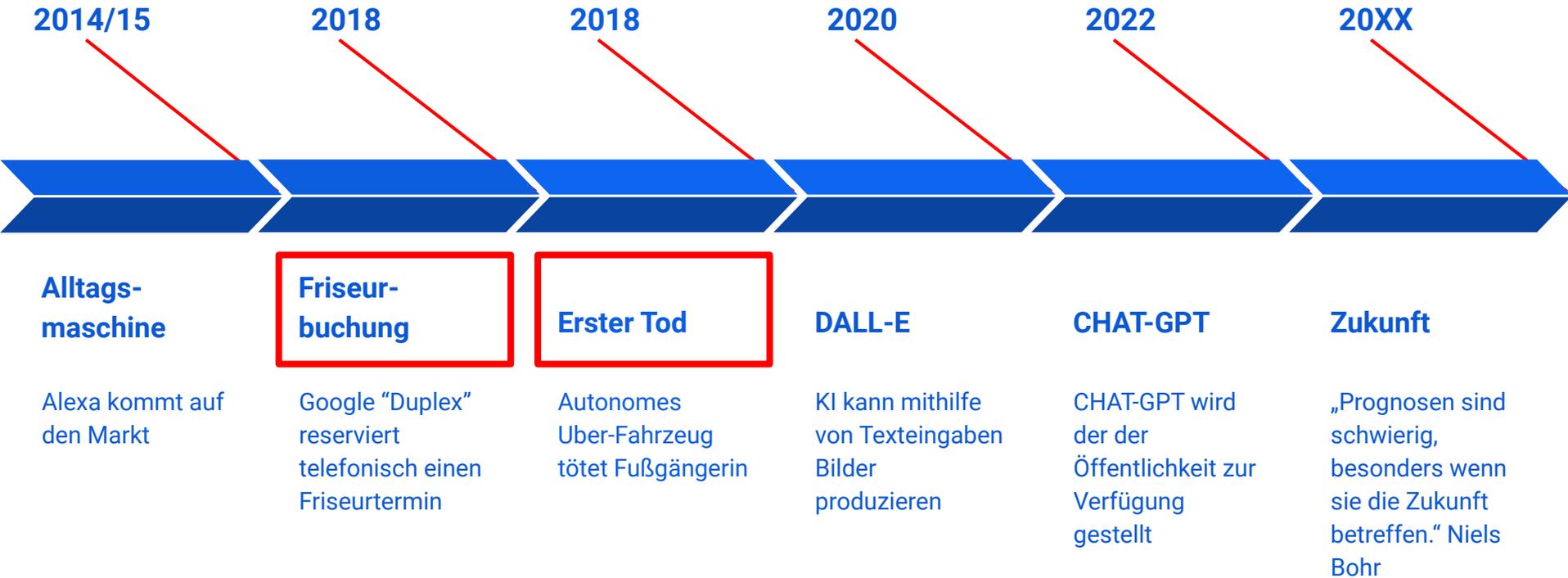
# Exponentielles Wachstum



# Historie der intelligenten Maschine (grob)



# Historie der intelligenten Maschine (grob)

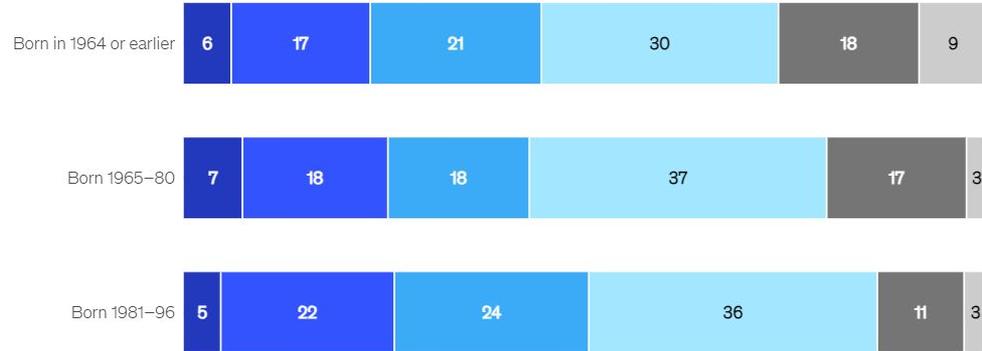


## Respondents across regions, industries, and seniority levels say they are already using generative AI tools.

Reported exposure to generative AI tools, % of respondents

Select demographic

■ Regularly use for work   
 ■ Regularly use for work and outside of work   
 ■ Regularly use outside of work  
■ Have tried at least once   
 ■ No exposure   
 ■ Don't know



Note: Figures may not sum to 100%, because of rounding. In Asia-Pacific, n = 164; in Europe, n = 515; in North America, n = 392; in Greater China (includes Hong Kong and Taiwan), n = 337; and in developing markets (includes India, Latin America, and Middle East and North Africa), n = 276. For advanced industries (includes automotive and assembly, aerospace and defense, and advanced electronics), n = 96; for business, legal, and professional services, n = 215; for consumer goods and retail, n = 128; for energy and materials, n = 96; for financial services, n = 248; for healthcare, pharma, and medical products, n = 130; and for technology, media, and telecom, n = 244. For C-suite respondents, n = 541; for senior managers, n = 437; and for middle managers, n = 339. For respondents born in 1964 or earlier, n = 143; for respondents born between 1965 and 1980, n = 268; and for respondents born between 1981 and 1996, n = 80. Age details were not available for all respondents. For respondents identifying as men, n = 1,025; for respondents identifying as women, n = 156. The survey sample also included respondents who identified as "nonbinary" or "other" but not a large enough number to be statistically meaningful.

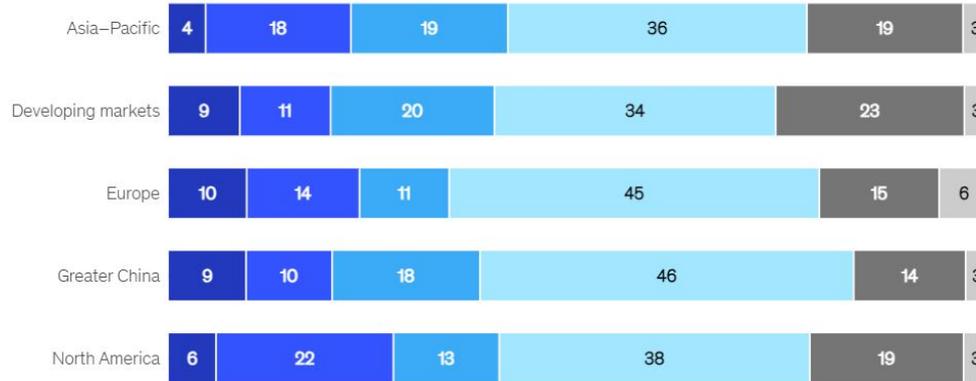
Source: McKinsey Global Survey on AI, 1,684 participants at all levels of the organization, April 11–21, 2023

## Respondents across regions, industries, and seniority levels say they are already using generative AI tools.

Reported exposure to generative AI tools, % of respondents

Select demographic

■ Regularly use for work    
 ■ Regularly use for work and outside of work    
 ■ Regularly use outside of work  
■ Have tried at least once    
 ■ No exposure    
 ■ Don't know



Note: Figures may not sum to 100%, because of rounding. In Asia-Pacific, n = 164; in Europe, n = 515; in North America, n = 392; in Greater China (includes Hong Kong and Taiwan), n = 337; and in developing markets (includes India, Latin America, and Middle East and North Africa), n = 276. For advanced industries (includes automotive and assembly, aerospace and defense, and advanced electronics), n = 96; for business, legal, and professional services, n = 215; for consumer goods and retail, n = 128; for energy and materials, n = 96; for financial services, n = 248; for healthcare, pharma, and medical products, n = 130; and for technology, media, and telecom, n = 244. For C-suite respondents, n = 54; for senior managers, n = 437; and for middle managers, n = 339. For respondents born in 1964 or earlier, n = 143; for respondents born between 1965 and 1980, n = 268; and for respondents born between 1981 and 1996, n = 80. Age details were not available for all respondents. For respondents identifying as men, n = 1,025; for respondents identifying as women, n = 156. The survey sample also included respondents who identified as "nonbinary" or "other" but not a large enough number to be statistically meaningful.

Source: McKinsey Global Survey on AI, 1,684 participants at all levels of the organization, April 11–21, 2023

# 2023: Das Durchbruch-Jahr für KI

● Rat der EU Pressemitteilung 9. Dezember 2023 01:27

**Gesetz über künstliche Intelligenz: Rat und Parlament einigen sich über weltweit erste Regelung von KI**

Und mit "Now and Then" kommt 2023 die vielleicht letzte Beatles-Single auf den Markt, auf der der 1980 verstorbene John Lennon zu hören ist und der ohne KI wohl nicht hätte in den Charts landen können.

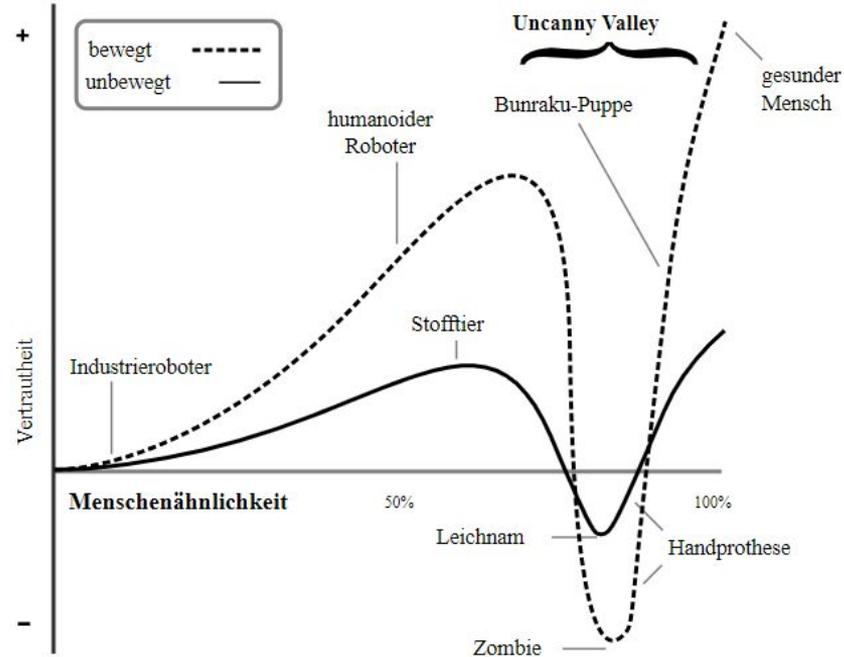
WIESBADEN – Etwa jedes achte Unternehmen (12 %) in Deutschland – erfasst sind rechtliche Einheiten mit mindestens zehn Beschäftigten – nutzt künstliche Intelligenz (KI). 11/23





Hal?  
Bist du es?

# Uncanny Valley Effekt



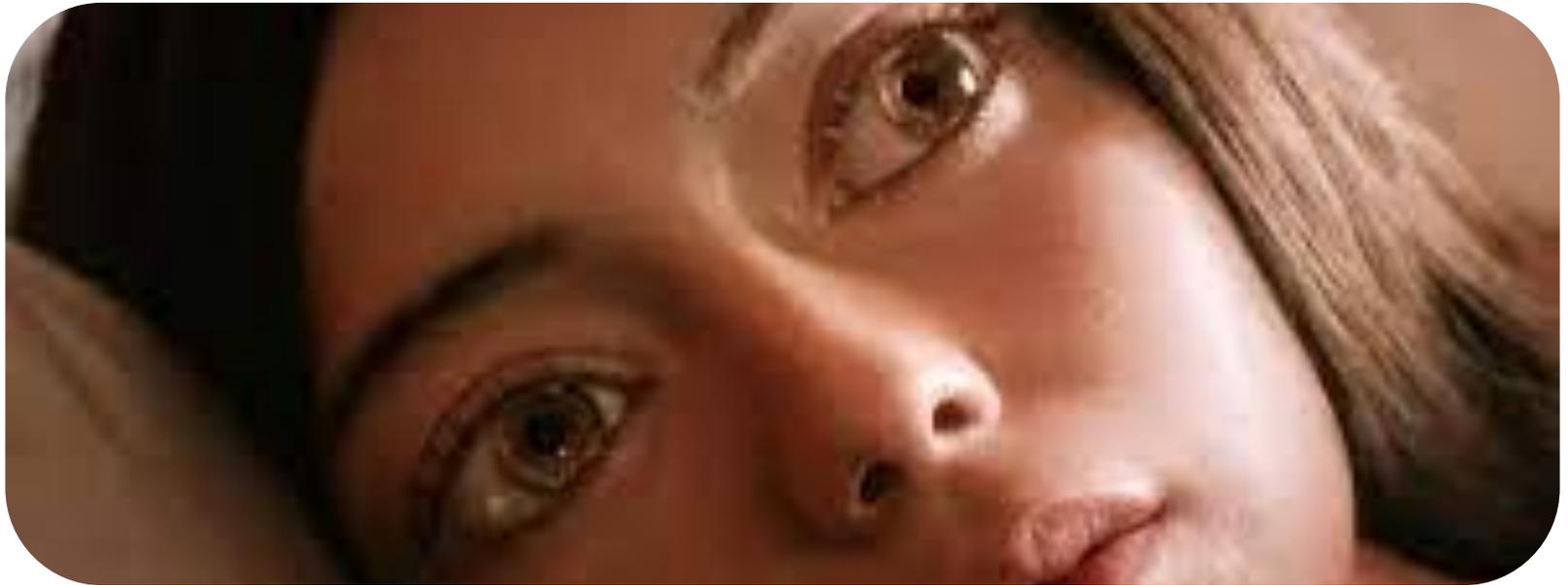
Von Tobias K. - translation of Image:Mori Uncanny Valley.svg by Smurrayinchester (which is based on image by Masahiro Mori and Karl MacDorman at <http://www.androidscience.com/theuncannyvalley/proceedings2005/uncannyvalley.html>), CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=3579536>

# Beispiel Uncanny Valley Effekt



# Beispiel Uncanny Valley Effekt

---



# Beispiel Uncanny Valley Effekt





## **Text-to-Video**

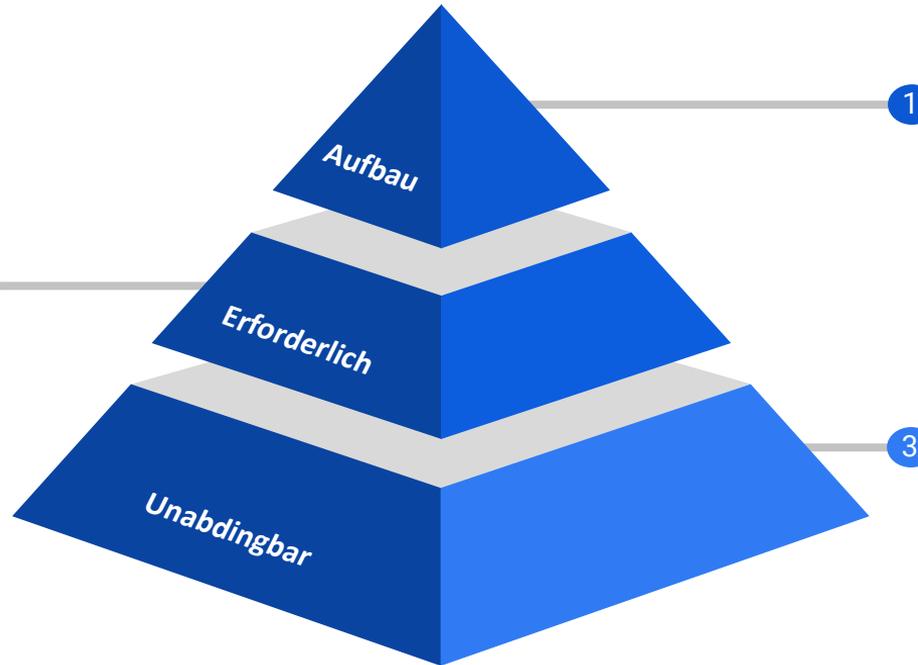
**<https://openai.com/sora>**

# Notwendige Kompetenzen

## Datenschutz

- Umgang mit und Pseudonymisierung von Daten
- Erkennen und Filtern von personenbezogenen und sensiblen Daten

2



## Nutzungskompetenz

- Korrekte Erwartungshaltung
- Gute Formulierungen
- Datenaufbereitung
- Erkennen von KI-Inhalten

## Fachkompetenz

- Bewertung der erhaltenen Informationen
- Fähigkeit, die richtigen Fragen zu stellen
- Kritische Auseinandersetzung



# Richtlinien

1. Ihre Arbeitsassistentenz
2. Verantwortungsbewusster Einsatz
3. Transparente Nutzung
4. Datenschutz und Vertraulichkeit
5. Ethische Verwendung
6. Informieren Sie sich
7. Kommunikation und Austausch

# Kostenlose Tools

---

**(KEINE SENSIBLEN, PERSONENBEZOGENEN  
ODER VERTRAULICHE DATEN!**

→ Instant-Bilder: <https://sdxlturbo.ai/>

→ Vielzahl LLMs und eigene Bots. Beispiel:  
<https://poe.com/PariEinfacheSprache>

→ Echte KI-Suchmaschine: <https://www.perplexity.ai/>

The image features a central silhouette of a group of people walking across a bridge. The bridge is set against a background of a dense field of various digital icons, including smartphones, laptops, and social media symbols. The overall color palette is a dark, monochromatic red. The text 'Was denken Sie?' is overlaid in white on the bridge. A small horizontal bar with blue and red segments is visible on the left side of the image.

Was denken Sie?



# Wie und wo werden wir KI nutzen?

1 Minute alleine

5 Minuten zu zweit

10 Minuten zu viert

30 Minuten alle



# Hypothese 1

“

*Die Nutzung von KI ist eine Chance für  
die Verbesserung der Arbeitsbedingungen.*

”



# Hypothese 2

“

*Die Nutzung von KI führt zur  
Entmenschlichung unserer sozialen Arbeit.*

”



# Hypothese 3

“

*KI zerstört Arbeitsplätze.*

”



# Hypothese 4

“

*KI ist die nächste Schere in der Gesellschaft.*

”