



## Expert's Warning: Master AI, Data, and Gamification or Risk Going Out of Business in 5 Years!

### Description

Made you look, made you stare, made you mess your underwear!

We have all seen the headlines like "Expert says if you don't know AI, you won't be in business next week". But the truth is, that's **bollocks**.

Now, you may not be in as great a shape as those in a similar line of work that do understand AI, but you won't be out of business if you remember this one simple rule. **People make a business.**

The truth is that most people don't even understand what any of this stuff is. AI isn't AI for the most part, it is just clever algorithms (even ChatGTP agrees with me there – see the end of this post). Very few people really understand data and big data, they just think it is Google Analytics. Even fewer seem to understand Gamification still, relying on parlour tricks rather than good game and behaviour-based design.

What businesses should be focusing on is understanding people, what motivates them, what makes them happy, what makes them productive and how to keep them engaged and loving their jobs.

All this talk of AI and the like does the exact opposite. AI, Gamification, Data etc are all tools for people to make use of. They certainly will make some jobs much easier – the graphic for this article was created with Stable for instance as I am an appalling artist. It will even make some jobs redundant – but that is what technology always does, and we adapt and do more incredible things.

How many **Leeries** (Lamplighters) do you see these days – yet we still have lights on the streets and people who have to manage and maintain them.

So this expert says

If you don't understand people, you are going out of business – sooner rather than later

*Andrzej Marczewski 2023*

As promised, here is what ChatGTP had to say when I asked it “Is ChatGTP True AI?”

ChatGPT is a type of artificial intelligence known as a language model. It processes and generates human-like text based on the input it receives. While it can produce coherent and contextually relevant responses, it's important to note that it doesn't possess consciousness, emotions, or understanding in the same way humans do. It's a highly advanced algorithm that can mimic human language patterns and generate text, but it's not considered a true sentient AI.

*ChatGTP 3.5 17/08/2023*

### **Category**

1. Gamification

### **Tags**

1. ai
2. artificial intelligence
3. engagement
4. Gamification
5. leerie
6. Leeries
7. motivation

### **Date Created**

17/08/2023

### **Author**

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