

BIG-DATA: Not as Big as we Think!

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Suddenly, just suddenly everybody has started talking about Big Data, Internet of Things, Machine Learning, Deep Learning and why the organizations need to take a very audacious leap of faith with an Artificially Intelligent Business Dashboard. Of course, it's not something new, it is a work-in-progress but 2022 is a dramatic year and it seems like all what humanity needed was a "wake-up call". Thus, the Artificial Intelligence and its sub-domains have suddenly come to limelight, and the "Big-Data" is right on top of the pyramid.

Before going ahead with my impression and what exactly I want to bring to attention of the AI fraternity. I want to let you my dear readers know that it might be a bumpy ride ahead. It doesn't mean that you need to agree with all what is detailed but yes, your disagreement will also be a sign that the theme of the article caught your "attention" (which thank God is not "Artificial" as yet, it's a light joke, come on smile!).

Anyways, all this hustle and bustle of AI and in specific the "intelligence" which is enabled through "Deep Learning" courtesy the breakthrough in neural networks back in 2012. It gave the machines ability to learn one of the key human traits, "pattern recognition". But the catch is how? What kind of patterns and where from? So that is the bigdata generated through online platforms and then churning it for the patterns to in fact develop a digital twin of an individual and make a "prediction".

In short, if anyone asks you to be as brief as possible with the definition of technological revolution. Just let them know that,

"It is a sea in which the distance you cover from patterns to predictions while boarding the boat called Big-Data" - Hanan Iftkhar

Then What's The Big Deal?

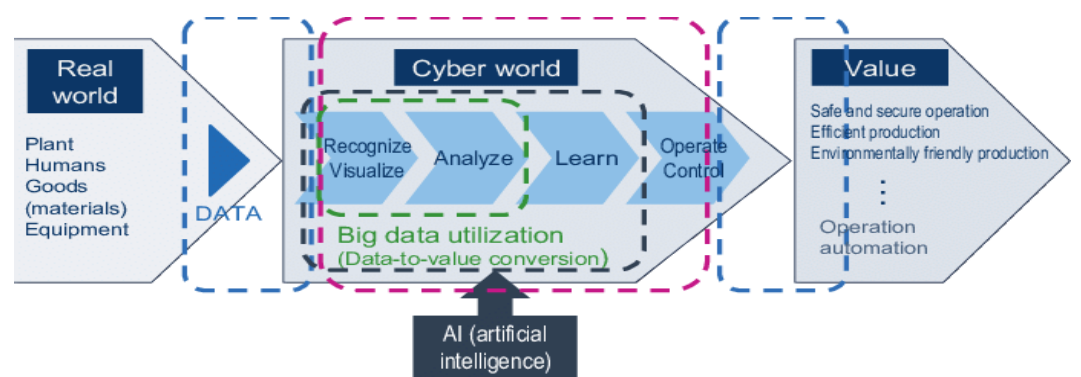
Well, exactly what is the big deal. You have a lot of data and you can make a lot of predictions and then you can make a lot of money as well. But where did the promise of all that facilitation through technological advancements go? We are talking about "Narrow-Intelligence" right? So, the AI actually riding on the Big-Data which actually is a reflection of the previous choices people made. The choices that were well thought, logical and in some cases a bit emotional.



But where is your Big-Data about the choices humans make in natural settings while satisfying their "natural instinct"? Do we have a lot of data about the choices humans make when they are in the famous "survival-mode"? Will anyone like to spend a lot of money on a privileged product while they are in for survival? The "survival" is the basic instinct of human beings and that's where everything else sprouts from. Is there any repository that is available yet that keeps record of the basic level decision a human makes other than using their "devices"? I mean can AI decode why I preferred a specific apple smaller than others while buying one from a fruit seller? Can AI determine and make a prediction why I suddenly pushed my foot on the gas and what did I gain (I probably saved a life or avoided a collision or maybe otherwise).

The Big Challenge!

With the Big-Data and the AI in action and given their narrow approach totally based on object recognition instead of "intent recognition" the current AI paradigm is well short of its target i.e. human level intelligence and why? The arrogance! Yes indeed (I told you its s bumpy ride). The tech-giants know that with Deep Learning they can recognize patterns, pixels etc. but not the "common sense" that a human carry and uses more than anything during their waking hours (of course when they are not using smart devices huh!).

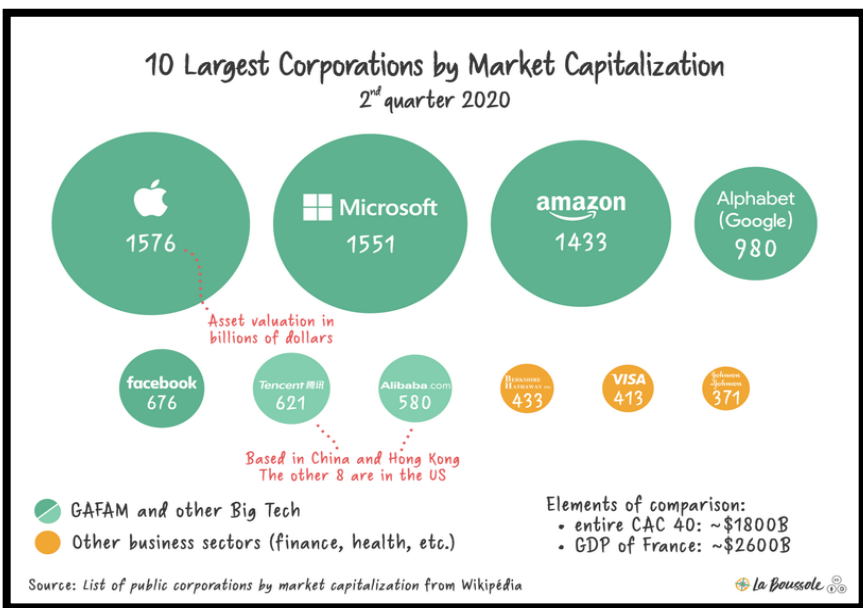


In short, we humans make two kinds of choices regularly, calculated and instinctive. The Big-Data is based on the choices made in a controlled and well-orchestrated environment that the tech-giants have provided, it is actually about the choices made for the "wants & desires" of people. But what about the instinctive choices like the choice of apple and more importantly preferring a smaller sized apple over a bigger one while both cost different. That's what I want to highlight, the choices humans make on the basis of "need" and need to "survive" of which the Big-Data has almost nothing to offer.

The instinctive choices made by humans are based on "common sense" and most importantly considering "survival mode". While driving a regular car the driver can apply emergency brakes why because someone crossed the road running looking backwards and they did this to survive a vicious attack from someone chasing them with an intent to harm. But how about the autonomous car? Will it recognize the turn of events and do the same or try running over the individual because it missed the gist of the situation?

The Bigger Challenge!

If you are still with me until now, it means the idea caught your attention and now you are ready for something lot more intense (relax, it's just another of my jokes, no not the intense things coming up!). Now on one hand the algorithms are based on Big-Data that is based on decisions made in "calculated" manner. The same algorithm will predict the same behavior which is extremely limited when it comes to a human being. Thus, the current Big-Data and AI connection is just predicting the buying and spending patterns and that too in a specifically conditioned environment. Of course, all the social platforms and other such apps that are main source of such data are actually made with a more psychological than technological intent.

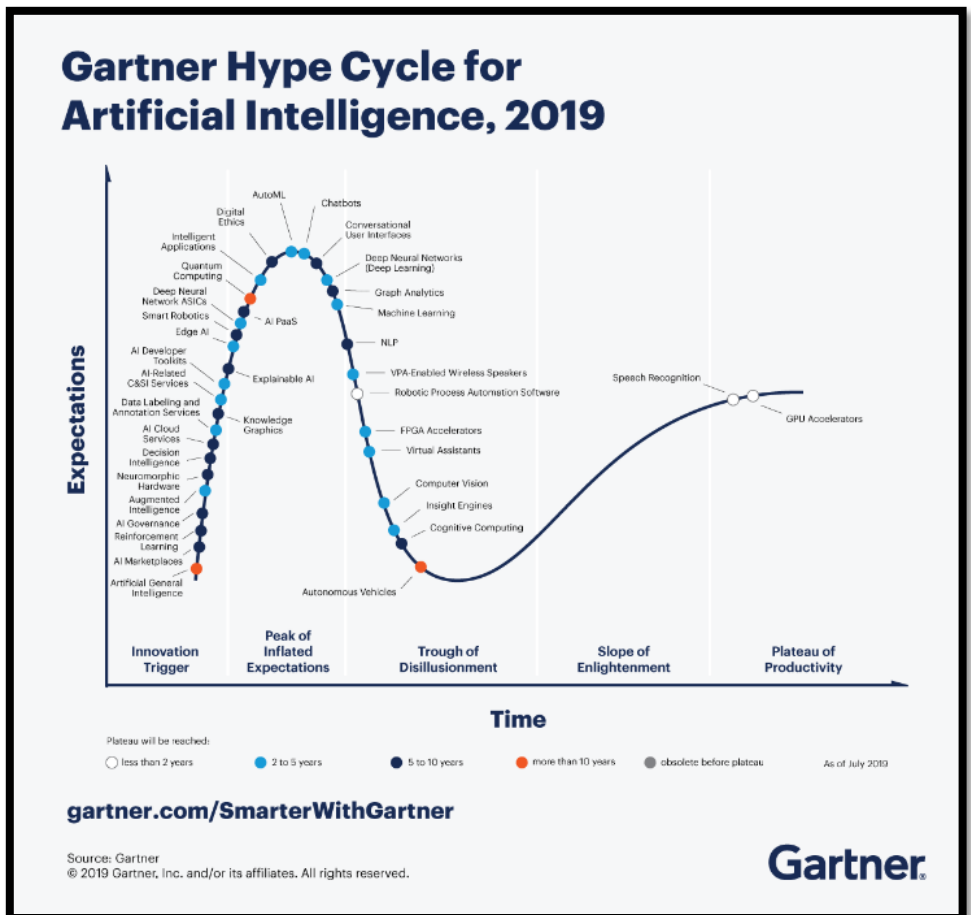


So, the more glued the user is to the app the more data they generate but again the generated data is a very limited reflection that is to fulfill "desires" and the data that humans are generating for fulfilling their "needs" to "survive", is not even being reported. Thus, this arrogance of the tech-companies to make money out of the usual organizations by selling them a hope to make a lot of money in the form of a technological system based on "pattern & predictions", is not going to take AI anywhere.

The Biggest of all Questions!

If AI is the breakthrough technology, then why the pioneers are using it on such a limited level and for specific gains which I reckon is nothing else but "Consumerism 2.0" (its my own term I added the 2.0 myself okay, so a little clap maybe). And if that's the case then the whole hype around AI is just like a balloon that needs a needle pinch called reality shock! And the balloon goes wroooooom! That's the question I am leaving you my kind readers with. If we have invented something so powerful and impactful, why is it so that its actual deployment is to fulfill the same requirements by the giant companies as a 100 and 200 years ago.

And if every organization turns to the upgrade and starts utilizing the AI



systems, what about the competition? Why AI is only limited to increase profits be it any sector including health care and pharma.

The Biggest Fear!

If we are unable to get the AI systems to understand from the basics of human "common sense", in future we may have to resort for a different sense of intelligence totally unique and maybe way ahead of human beings. So unfortunately, AI may go the other way round and do whatever it wants to us, either to consider us a friend and go hands in hands or foe that is a nuisance which must be eliminated like homo-sapiens did to someone else, thousands of years ago.

I conclude the discussion with these simple lines for you to ponder:

"If Human Intelligence is not catching up with Artificial Intelligence, then Artificial Intelligence is also not catching up with the basic human instincts and that is the biggest PARADOX! for human level intelligence" -Hanan Iftekhhar

* Alumni Memoirs *

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Linta Jamil

LLB
Alumni TMUC Islamabad

