Revista Processus de Políticas Públicas e Desenvolvimento Social, Ano 5, n.10, jul.-dez., 2023

(CC BY 4.0) | ISSN 2675-6595

DOI: 10.5281/zenodo.10160496

ARK: 69772/ppds.v5i10.1029

Reid Hoffman's Impromptu. Amplifying our humanity through AI[1]

Resenha do livro Impromptu de Reid Hoffman. Ampliando nossa humanidade por meio da IA

Reseña del libro Impromptu de Reid Hoffman. Amplificando nuestra humanidad a traves de la IA

Recebido: 20/05/2023| Aceito: 25/10/2023| Publicado: 20/11/2023

Alessandro Aveni[2]
https://orcid.org/0000-0001-6266-6818
http://lattes.cnpq.br/0679425851663633
Universidade de Brasília, UnB, DF, Brasil
E-mail: alessandro.aveni@institutoprocessus.com.br

Abstract

According to author Reid Hoffman the book Impromptu was written by Reid Hoffman and GPT-4. The book aim is to seek the the future and how to elevate humanity across key areas like education, business, and creativity. Written as a conversation using GPT-4 as his “author’s co-pilot,” Hoffman paints a picture where trouble may arise, but also what could possibly go right. Hoffman seek AI as a partner that can help us unlock our full potential as human beings. The book, according to Hoffman, answering to how might humanity use GPT-4 to continue our long-standing quest to make life more meaningful and prosperous. Impromptu aim explore also how we might address risk as we continue to develop AI technologies. AI can boost human progress at a time when the need for rapid solutions at scale has never been greater. The book could be used to discuss the definition of Industry 5.0

Keywords: AI.LLM. Hoffman Reid. GPT-4. Industry 5.0.

Resumo

De acordo com o autor Reid Hoffman, o livro Impromptu foi escrito por Reid Hoffman e GPT-4. O objetivo do livro é buscar o futuro e como elevar a humanidade em áreas-chave como educação, negócios e criatividade. Escrito como uma conversa usando GPT-4 como seu "copiloto do autor", Hoffman pinta um quadro onde problemas podem surgir, mas também o que poderia dar certo. Hoffman busca a AI como um parceiro que pode nos ajudar a desbloquear todo o nosso potencial como seres humanos. O livro, de acordo com Hoffman, responde a como a humanidade pode usar o GPT-4 para continuar nossa busca de longa data para tornar a vida mais significativa e próspera. O objetivo do livro ainda é explorar como podemos lidar com o risco à medida que continuamos a desenvolver tecnologias de IA. A IA pode impulsionar o progresso humano em um momento em que a necessidade de soluções rápidas em

[1] A revisão linguística foi realizada por Alessandro Aveni

[2] Bacharel em Administração e Mestre em Geografia pela Universidade de Brasília-UnB, Doutor em Ciências Políticas pela Universidade Statale de Milano e em Administração pela Universidade Cormerciale Luigi Bocconi di Milano ambas na Itália. Possui também Especialização em Estratégia Empresarial pela Fundação Getúlio Vargas-FGV.

escala nunca foi tão grande. O livro poderia ser usado para discutir a definição de Indústria 5.0

Palavras-chave: *IA. LLM.Hoffman Reid.GPT-4. Industria 5.0*

Resumen

Según el autor Reid Hoffman, el libro Impromptu fue escrito por Reid Hoffman y GPT-4. El objetivo del libro es buscar el futuro y cómo elevar a la humanidad en áreas clave como la educación, los negocios y la creatividad. Escrito como una conversación usando GPT-4 como su "copiloto del autor", Hoffman pinta una imagen donde podrían surgir problemas, pero también lo que podría salir bien. Hoffman busca la IA como un socio que pueda ayudarnos a desbloquear todo nuestro potencial como humanos. El libro, según Hoffman, responde de cómo la humanidad puede usar GPT-4 para continuar nuestra larga búsqueda para hacer que la vida sea más significativa y próspera. El objetivo del libro sigue siendo explorar cómo podemos lidiar con el riesgo a medida que continuamos desarrollando tecnologías de IA. La IA puede impulsar el progreso humano en un momento en que la necesidad de soluciones rápidas a escala nunca ha sido mayor. El libro podría usarse para discutir la definición de Industria 5.0

Palabras clave: *IA. LLM.Hoffman Reid.GPT-4. Industria 5.0*

Resenha

One of the great AI venture influencers today is Reid Garrett Hoffman, as Elon Musk recently visited Italy looking for ventures. Hoffman was a member of the board of directors, during the founding of PayPal and was a founding investor in the artificial intelligence research company OpenAI. Hoffman was the co-founder and executive chairman of LinkedIn, a business-oriented social network used primarily for professional networking, is a partner at the venture capital firm Greylock Partners, and is a co-founder of Inflection AI in March 2022. With the co-founder Mustafa Suleyman, the co-founder of DeepMind, the new company will aim to develop AI software products that make it easier for humans to communicate with computers in the so-called Industry 5.0.

Thus since 2009, Hoffman has provided venture capital to dozens of businesses across industries, including consumer and transportation technology, finance, and artificial intelligence as Airbnb, Aurora Innovation, Taptap Send, and Helion Energy. He’s also involved in Zynga's board of directors and Aurora (autonomous trucking), Convoy (trucking logistics marketplace), Nauto (AI software for driver safety), Nuro (autonomous delivery vehicles for goods) and Joby Aviation (electric, aerial ride-sharing), and Microsoft. He’s involved in writing and teaching (Stanford University) and advocating for cryptocurrency leading Greylock's 2014 Series A financing round in Xapo, a company that developed a bitcoin wallet product but in August 2023 said he will not serve as a general partner for Greylock's upcoming funds.

Hoffman wrote an Impromptu book with GPT4. The book is divided into several chapters: Introduction: Moments of Enlightenment, Education, Creativity, Justice, Journalism, social media, Transformation of Work, GPT-4 In My Work, When AI Makes Things Up (“Hallucinations”), Public Intellectuals, Homo Techne and the Conclusion: At the Crossroads of the XX Century.

Hoffman starts the introduction by explaining the mechanism that motivated the book. In sum, he argues that the GPT-4 way for repackaging available information

describes an enormous share of human innovation, artistic or otherwise. Large language models
(LLMs) have and use fundamentally new knowledge organization of the web unfathomable amount of information or billions of individual pages written and stored.

He argues again: unless someone has already taken the trouble to compile and publish the exact information you're looking for, it could be very time-consuming to find. Even if that information exists on a single website it will likely be spread across multiple pages. Getting your answer will still chew up a lot of your time.

This is a fundamental observation being clear that the less time we have the information we need the more value the method/system/company is getting that information for us. It is simple to imagine how it is important to become the first in the market or a test. We are moving from a Service-based economy to an information economy in which the information value increases more than product or service values.

Hoffman roughly advocates a so-called Industry 5.0. This concept was, for example, developed by European industry as a key driver in the economic and societal transitions that are undergoing. Industry 5.0 must lead the digital and green transition and specifically put research and innovation at a sustainable, human-centric, and resilient Industry. It promotes the human-centricity as the core value. It has promoted the evolution of smart manufacturing systems (SMSs), using digital technologies to take up the socio-technical challenges and human-machine integration.

So, for Hofmann in Industry 5.0, situating human beings at the center of the new world GPT-4 makes it possible. It's possible to get the soundest formula for producing the best potential overall outcomes today. In Hoffman's approach, GPT-4 doesn't replace human labor and human agency but rather amplifies human abilities. If the AI uses is a risk is the same humanity always experimented with each innovation.

The former book's first chapter was dedicated to education. Thus the academic level of the text is not the outcome it is unwise to expect an academic discussion. The discussion uses questions and answers between Hoffman and GPT-4 to sustain the logic and the text. However, is significant the choice of education as a first chapter is significant because it is the core problem AI uses. AI must expand our skills, not only saving research time but also as a work method and learning. In fact with new skills, using AI as innovation, all the human decisions could be improved using a computational additional outcome.

Hoffman cites professors who have accepted to use of AI integration in the basic teaching methods and evangelization of existing teaching for all ages. As feedback, by Hoffman, the GPT-4 give some example of quality improvement in teaching with AI/LLM. For example: a teacher can use LLMto create customized quizzes or tests for each student based on their learning goals, progress, and preferences; LLM could help teachers create personalized learning paths for large classes of students; LLM could help teachers design and facilitate collaborative learning experiences for large classes; a teacher can use LLMto facilitate interactive discussions because the use of AI can provide prompts, questions, facts, opinions, or counterarguments that stimulate critical thinking and dialogue.

So the argument is that the teacher could save time to perform the preparation of all material and could focus on observations of the interactions and intervene when necessary, or join the conversation and provide guidance or feedback. The teaching job needs to have a skill to balance all teaching tasks and a time-saving tool could be extremely useful and extend benefits to students.

Hoffman adds an interesting observation, that became clear if the tool is widely extended all over the world to basic students: more education for all. It will become

more likely to use AI and computer programs than to skill teachers, especially in poor countries. But it is not only a matter of the number of teachers, the cost of basic education could dramatically drop. Of course, middle and high education will be a shock. But as AI is managed by skilled people with university degrees education on, is likely that access to such education will be higher and the price is also due to the demand to access such university programs. Is possible to have a diverging trend of low-cost education and high-cost education from now on?

Hoffman's creativity chapter it's a bit under-expectative. The idea, expressed with GTP-4, is that as long is respected the copyright and privacy of others, you can use the GPT tool to spark your imagination. But fail a deep discussion about creativity and AI.

In fact, following Hoffman, AI could be used: a) as a creative assistant or b) as a creative competitor because could generate autonomous creations that means ethical and legal implications of AI authorship and ownership, and finally c) as a creative catalyst inspiring new form of creative expression and cultural participation. GPT is transforming creative work and cultural production in an unprecedented way.

Creativity is the ability to produce or use original and unusual ideas. So, using this definition seems AI possesses this ability because even a reorganization or an analysis of old material or texts is a creative process. AI's creativity process is based on the algorithms stated, as a human brain is based on cultural and social imprinting.

The problem is that human creativity is more complex because could create something new not based on previously stored skills or the history written. So the difference between machine creativity and humans is great because they also can create, and usually, this is done when people use previously known ideas or process-changing contents or aims. Clair's example of this is, perhaps, the use of two-wheel vehicles that were developed in the XIX century for fun at the weekend time in parks, and now, with new materials, are developed again to reduce pollution and have locomotion alternatives in greater cities.

AI use could develop faster and more support of human creativity processes and productions and writing scripts or TV serials. These are entertainment standard business models and processes that could be supported by AI creativity to reduce costs and improve the processes.

One must develop a legislation mark because the AI algorithm uses published work and unpublished. AI doesn't pay for intellectual property. When AI imitates or mimics and develops images with different styles that outcome could confuse the not expert users and generate confusion. People could not differentiate the original masterpiece from the imitation. This is dangerous and could not be allowed without regulations and clear communication from the AI producers.

But the creativity process implies also a large social model as Joasson's (2006) book "Medici Effect" explained very well, using the Italian Renaissance of the XV century, the first in Europe, that initiated a wide renaissance and cultural model all over Europe. Niu, Weihua; Sternberg, Robert J. (2006). New ideas that lead also to innovations are certainly a single human product. In the past books, and writings were vehicles for new ideas, as well as meetings with academics. Today there are many more vehicles much faster to communicate these new ideas and research.

But in reality, the property of an idea is a virtual fiction to attribute value to someone's work. The creativity process is always a social process. From the Renaissance, the creativity theory grew with a huge number of contributions which, between them, Götz (1981), Munford (2003) and Kaufmann James K. Beghetto, Ronald A. (2009) outstanding contributions. Somehow creativity is associated with

multicultural and gender and certainly with location if we look at the amount of property rights patent databases. The increasing process of Asia patents is a consequence of the world economic development not an outcome of a purely location generation. But some world areas are less “creative” in terms of quantity.

So Hoffman’s discussion of creativity leads to a complex definition of creativity and doesn’t fit well with the author's pretension of AI supremacy or the best model even to support human creativity. We know very little about how our brain creates new ideas, the use of AI is a threat because could consume brain energy and deviate focus from basic research and human new ideas. In other words, human creativity doesn’t need AI support to have good quality. AI imitation and outcomes depend form algorithms and these are the “creativity” motor of the AI performances. All algorithms could be changed or reformulated and refined during the time. So there is competition not from AI but from human algorithm creators. This again is a social and spacial production because hardware and software facilities are not available in all parts of the world and, even if it is possible to access facilities these could be restricted by market and political strategical decisions.

Hoffman's discussion about Justice is not about rights but again about processes and discrimination in the USA. So the AI potential could be used to improve potential issues, real fails, and inefficiency in the Justice system. Also, the Journalism chapter lacks a deep definition of what is journalism today. The chapter discusses the faking news and the trusting news that could be discharged using AI. More than journalism the book could have defined relationships between communication and the way, tolls, and broadcasting today’s business model. Today’s gossip model of journalism it’s weak not because of faking and badly packaged news but because lack of new communication models and specializations of channels. The news generic container should be improved with creativity, not reengineering processes.

Hoffman's vision of social media is that AI could recast broadcast media’s monolithic and passive audiences as interactive, democratic communities, in which newly empowered participants could connect directly with each other (HOFFMAN 2023 pg 108).

The chapter on social media too is a general discussion about the actual use of AI to develop social media messages and chat. It is well known the power of social media but the point here is not AI but the industry built on the pear-to-pear social exchanges. Till social media rose social communication was fragmented into a wide number of devices like fixed telephones, letters, printed photos, and paints, but also with local and personal meetings. With computers and mobile smartphones it is possible in few sec share our records with everyone in the world. That is a huge amount of people when before our audience was limited to relatives, parents, colleagues, and friends. Only music and movie stars encompassed millions of people.

Another Hoffman chapter discusses the transformation of work. Following Hoffman's opinion ignoring AI is like ignoring blogging in the late 1990s, or social media circa 2004, or mobile in 2007. The degree of facility with these tools could be a primary driver for new opportunities and new jobs. But it means also a transition from the “old form” to the process of production of goods and services and new ones. The transition is faster than in other ages and needs political choices to optimize the trend. However, all economic development passed through these market destructive trends several times during the centuries, even if this time the transaction period seems a stinking alternative option.

Hoffman wrote many books about new careers and he’s actively working to create job new opportunities financing start-ups. Some ways to fill the gap are to use

AI as an allied tool to grow our skills, to become prepared in less time, and also to use new opportunities in the market,like the sharing economy and alliances. These two are facilitated again with information technology tools like AI. Another insight is to control the career strategy and the job more often, eventually daily. This is for sure a new behavior for people who usually doesn't evaluate a career in term of years.

The new worker must pay attention to customers more than ever before, these are his customers if he works in sales or his colleagues and boss if he works for a corporation or a firm. The new information technology tools could help to understand trends more quickly and more precisely. That is a transformation of the way people have to work. Even with issues Ai could reply in a short time to all questions about a job and could help the choices aggregating more knowledge in the matter, and the cost is less than to pay external consultants. So for recruiters is a very useful form to define the best options to hire in the market.

Hoffman cites Opportunity@Work as a site to help transactions, recruiters, and job seekers relocate people in the market. Many other companies are doing this in many countries. So the Western economy now is using more and more tools. The success of social media Linkedin, launched by Hoffman is a clear example of that.

Also, the success of the November 30, 2022, launch had a result In just five days, one million people signed up to give ChatGPT a spin. In the chapter called AI Makes Things Up ("Hallucinations"), Hoffman defends AI with several well-known benefits of GPT- as a tool that functions both as a source of truth and a source of inspiration. This chapter is, in my opinion redundant.

In the next chapter, Hoffman compares AI chat to possible and impossible interviews. It is a good outcome to interrogate AI about well-known authors of all areas of human knowledge. The AI possibly summarizes and replays with a good abstract and even a "creative" text to our answers. The chapter is about fascinating impossible interviews between people who never met or thinkers who never were in touch. It seems a weird game, but it is interesting because with Ai is possible to compare the author's point of view about some definitions. It helps the student and the researcher to better understand how close or far are theories and which of them could be compared.

That is hard work for the researcher because of their specialization. It is difficult to manage and know in another knowledge area outside the one people are specialists. The cross-over exercise could help not only to open the mind but also in group work when groups are composed of specialists in different knowledge areas. AI can facilitate the overall sharing moment as can easily replay people's doubts. But that benefit could be extended all over human relations and co-working.

In the last chapter, Homo Techne Hoffman explores the fact that many sci-fi authors laughed at ideas that in a few years became realities. It seems that the technological progress in the last year's overpass every human dream, in terms of speed and goods and services we have today. Normal people today have so many devices and services many more than aristocrats and reached people 100 years ago. However poverty exists and even with the reduction rate today is not possible to reduce it, also because of the rate of population growth. Today the better definition of human is homo techne.

Technology has grown up with the human progress. The first transaction from the Stone Age to the Metal Age needed thousands of years and the Industrial Revolution hundreds of years. Today new information technology progress is coming

within decades. And for sure all changes initially seem naive. But the point I discard with Hoffman is that today we cannot afford to leave the progress unchained and neutral as before. The social adjustment between centuries and a thousand years was somehow less dramatic, especially with a low number of people living in wide spaces.

What we see today is a concentration of people in large cities and fast crazy growth and progress concentrated in a few areas. The spread of new technology is known worldwide but the use or the main process is well known by very few people. Ai can't do anything to reduce the gap, even if it were worldwide disposable. So the naive perception that liberal or *laissez-faire* could be helpful today *is not correct.* Liberalism and capitalism are at a crossroads. For sure we can't go back and accept socialism as was proposed until now. We need a new form of economy and democracy to manage such new progress.

At the Crossroads of the XXI Century is the title of the last chapter of Hoffman's book. There is a risk of adopting new technologies. Zero risk and zero regulations are only possible in a world where there is zero progress. Regulations have become the central problem of today's AI acceptance. But which regulations? And it is correct to regulate?

Hoffman replay is creating AI tools that can be used *by* individuals rather than *on* them happens when we give millions of people from around the world opportunities to participate in AI development. In sum evangelize and teach the way to use new technologies to have democratic and popular actions. For Hoffman, we face a paradox of the AI era. Today's LLMs require less and less from us, but on the opposite, *we will need to demand more from ourselves*. In other words, in the back office of our actions, we need to be more prepared to manage the outcome of the front office that uses new and powerful tools that make it simple to make everything.

Final Remark

Although the book wasn't written as an academic essay, it explains Hoffman's perception and vision of AI. It's good to have the perception of the motivation of the author. He claims that AI could help democratization, education, and human progress. However, the use of technology is always a matter of who uses it and the aim of that action. It seems naive to accept only a positive use of AI helping humanity. When an investor like Hoffmann explains AI's positive impacts he's not naive. He knows very well that the misuse of AI is implicit and depends on the use value.

The chapter's sequence is also a choice to develop a linear discussion about the possible positive influence of AI. When he starts with education and the democratization of education, Hoffman's speech tries to prioritize what is the opposite of the actual use of AI. If we seek AI internet use, most are entrainment or communication.

With these warnings, the book has an innovative style or a dialogue with the machine. That style, from an academic point of view, must be used as a standard method to annex to methodology when researchers use AI. That explains the transparent methodology and support of AI to work.

The book bypasses the great question of AI use: property rights. First, AI impacts the "author" of a patch of intellectual property-protected works without correct references, and second could develop "fake works" using an author'style.

In my vision, there is another point that Hoffman tries to avoid discussing. The working changes implicit in the AI use are not a private or public matter. It's an investment like

the TNT. We use it differently: to extract minerals or to kill people. Who can discuss the use?

It seems wise to have an international discussion and a Guarantee agency to avoid misuse and reduce business impacts when dramatically changing the structure of a national workforce. Because it is difficult to foresee it in an integrated economy a fund to help convert workers is necessary. The fund must be not a national fund but a tax on the use of AI. Ai also must pay for the use of internet storage data. It must be an environmental tax for a corporation that is using natural resources (even if most of them avoid paying, but it is another matter).

A final remark about the book and a possible link with the industry 5.0 discussion. The book endorses the idea of Industry 5.0, even not referencin

References

Hoffman Reid. **Impromptu. Amplifying Our Humanity Through AI.** Edited by the Author Reid Hoffman. 2023. https://www.impromptubook.com/