

# Dear reader,

Don't believe the internet. We are not in the middle of an AI hype cycle. We are facing an historical AI induced paradigm shift. The implications on ethical matters, business opportunities, organisational and regulatory challenges are both complex and connected. The question arises: What does this all mean for our clients? For research? Join us in this edition as we'll venture forth into this brave new world.

We have recently conducted research on public perception of large language models. Through 3D topic cluster analysis, we identified creative and educational threads, but also societal concerns around job displacement and automation. Emotionally, we saw a contrasted picture of hope, fear and curiosity. Media analytics showed more factual coverage focused on features and practical uses of generative AI. Beyond analytics, a sense of losing control to machines or corporations echoes respected voices. The solution requires aligning AI to human values through oversight and regulation. But we must avoid overcorrection that could stifle progress - a delicate balance. We've seen papers on the negative impact of reinforcement learning from human feedback (RLHF) - in simple terms, humans can inadvertently make models perform worse. Effective alignment needs collaboration between policymakers, companies, researchers and civil society. After initial fear last spring, the momentum has shifted to a more practical approach. We've included links illustrating this political, business and research shift.

I'm often asked the best way to make sense of this AI whirlpool. Get involved, be curious, read and listen actively. In short, approach this with optimism and drive. There's no hype cycle here - the transformation is already happening. While risks are real, opportunities are endless. "What a time to be alive!"



## Rubiklab headlines

### Rubiklab in Africa

We're pioneering AI-powered insights across Africa in collaboration with Field Scope International. Our partnerships now extend to NGOs, banks, media groups, and government agencies, heralding a new research era tailored for the continent. The horizon is promising!

### Ensuring Authenticity

Our latest innovation employs a blend of statistical methods and machine learning to weed out dubious survey responses. From intricate pattern recognition in grid questions to an authenticity score for respondents, we're raising the bar on data validity with an industry leading solution. Talk to our experts to learn more.

### Rubiklab at AURA

Join us at the AURA event on September 27th at the RAF Club in London. Our team, alongside other industry mavens, will demystify AI's practical applications and challenges. [\[Link for event details and registration\]](#)

## AI News Roundup

- . [ChatGPT Enterprise offers advanced capabilities, productivity gains, and privacy protections.](#)
- . [Anthropic's Constitutional AI promotes helpful, harmless, honest chatbots and new business solutions.](#)
- . [White House gets voluntary AI safety commitments from tech giants, but regulations likely ahead.](#)
- . [MIT AI model predicts extreme weather events - showcasing safety applications.](#)
- . [Europe's pioneering AI Act must spur innovation while addressing risks.](#)
- . [Godfather of AI claims AI chatbots could very well already have emotions](#)

Thank you for reading! Let us know your thoughts and keep the conversation going.

Until next time,  
The Rubiklab Team

