



AI and HR: Understanding Opportunities, Challenges, and Risks

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CUPA-HR Webinar

Presenter



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Goals/Agenda

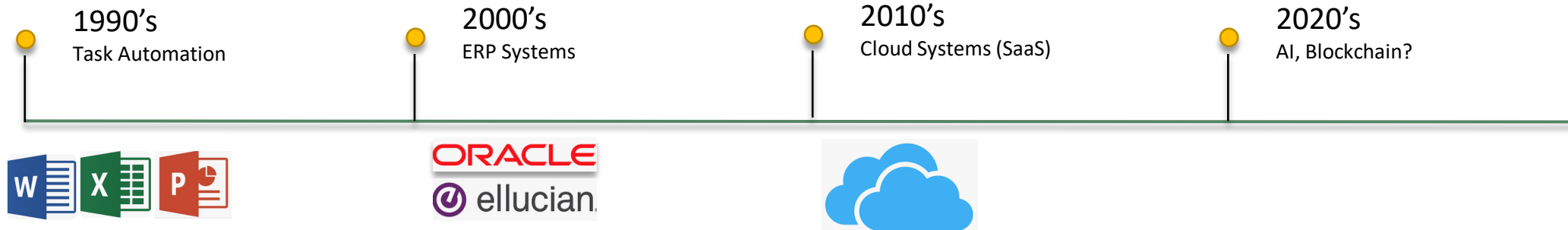
- Get a better understanding of AI and how it works
- Understand its impact on HR – Opportunities, Challenges, and Risks
- What you can do to continue your awareness and adoption journey



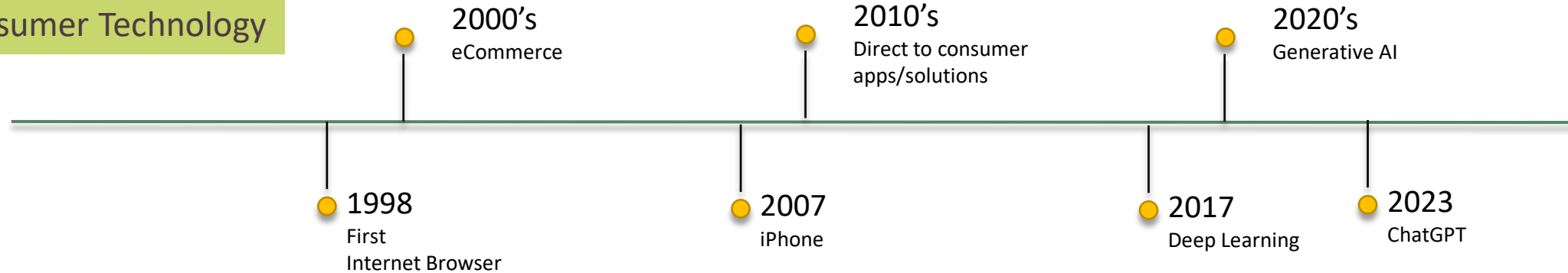
GENRE: professional conference | EMOTION: excitement | SCENE: A professional male giving a presentation to a captive conference audience of approximately 50 people | LOCATION TYPE: conference classroom | STYLE: real life photograph | TAGS: professional, work, Human Resources

How we got here: Evolution of tech – productivity tools to automated operations

Enterprise Technology



Consumer Technology



The technology hype cycle

Innovation Trigger

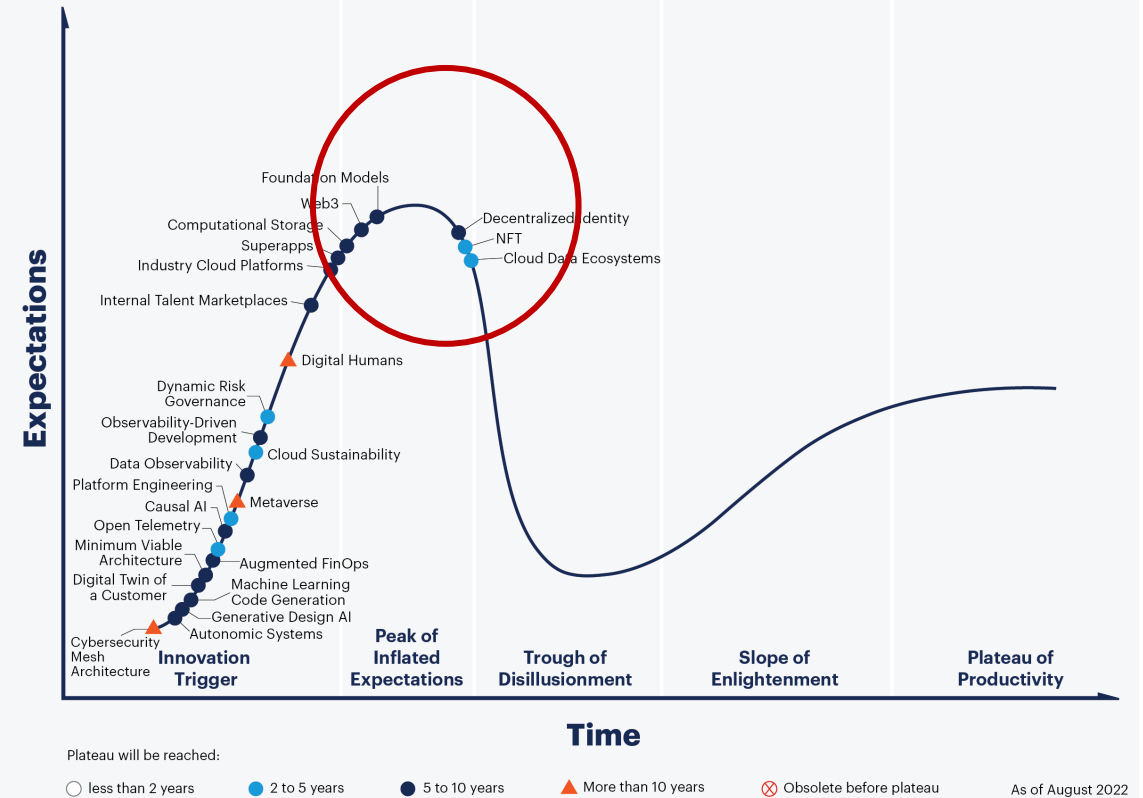
Peak of Inflated Expectations

Trough of Disillusionment

Slope of Enlighten

Plateau of Productivity

Hype Cycle for Emerging Tech, 2022



gartner.com

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Gartner

What exactly is AI? Data Science vs AI

Data science – engineering approach to data

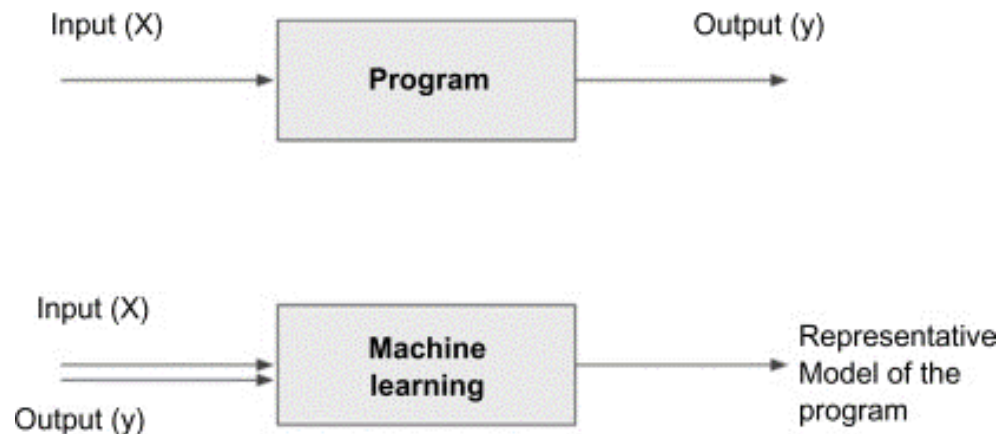
The main objective of data science is to **extract meaningful insights, patterns, and knowledge from large and complex datasets** to drive informed decision-making, solve business problems, optimize processes, or gain a deeper understanding of phenomena

AI

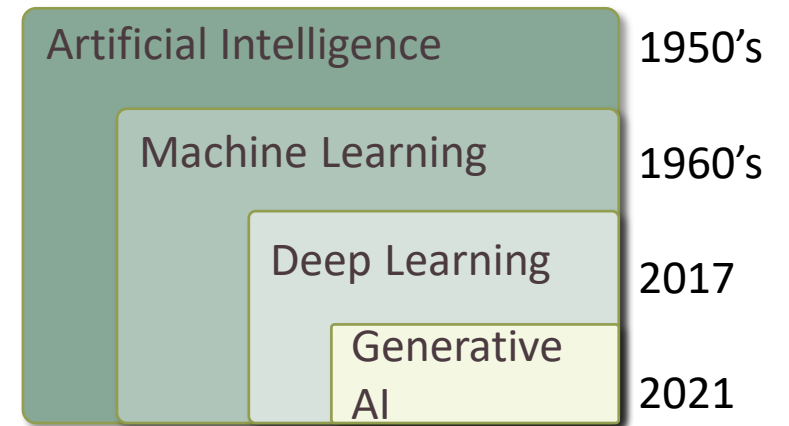
The primary objective of AI is to develop systems that can **simulate human intelligence, understand, reason, and perform tasks autonomously** or with minimal human intervention. AI aims to create intelligent agents capable of learning, adapting, and making intelligent decisions.

How does AI work?

Machine Learning (ML): Provide a way for systems to synthesize data, learn from it and use the insights to improve over time. ML turns the traditional programming model upside down



Rule Based or Pattern Recognition



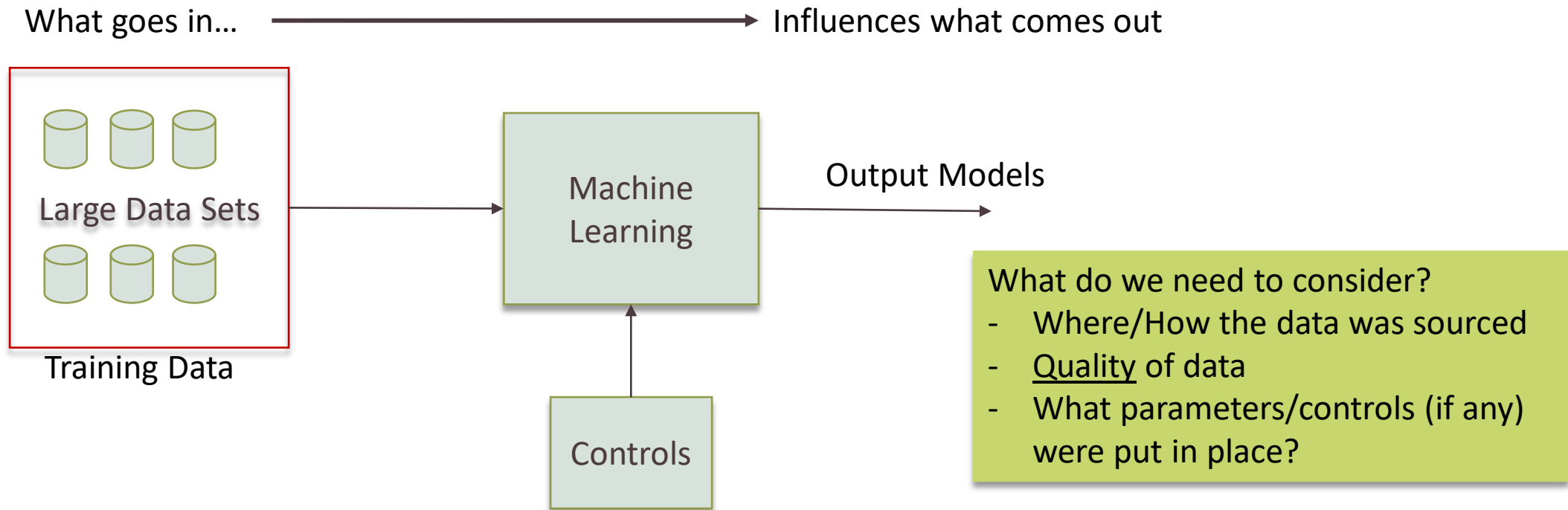
Deep Learning

A ML technique in which layers of neural networks are used to process data and make decisions

Generative AI

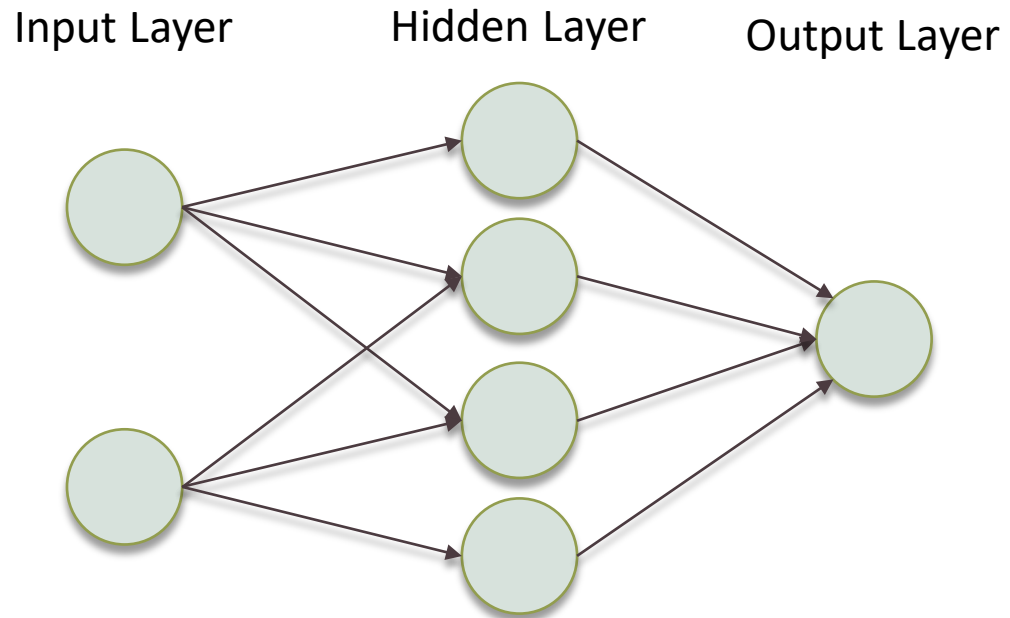
Create **new** written, visual, auditory content

How does Machine Learning work?



In 2020, OpenAI released GPT-3, which featured 12,288-dimensional word vectors and 96 layers, for a total of 175 billion parameters.

Neural Networks



In 2020, OpenAI released GPT-3, which featured 12,288-dimensional word vectors and 96 layers, for a total of 175 billion parameters.

Challenges



Limitations of Machine Learning

Correlation vs Causation; Perpetuating Data Bias; lack of transparency, AI does not know the <why>



Data Hallucinations (i.e. factually incorrect data)

Inherent risk of Generative AI



Bias and Discrimination

Human bias in data sets that is perpetuated in AI models



Limited Effectiveness for HR

Human behavior is complex and majority of human decision making factors are outside of HR data sets



Repeatability

Generative AI does not work in applications where repeatable, predictive results are expected

Example

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Future of Generative AI applications in the workplace

- **Productivity Tools:**

Voice synthesis, image generation, writing aids, language translation, chatbots, content summarization, music and art generation, code auto-generation, speech to text, and others.

- **Enterprise solutions:**

Where the “why” does not matter. And where 80% is good enough and there is sufficient oversight with minimal risk.



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AI and HR: Opportunities (Productivity)

Marketing and Communications

Create flyers, announcement, memos, employee communications, presentations, etc. ([ChatGPT*](#))
Generate generic/stock images to support above activities and more ([Mid Journey](#), [Dall-E](#) , [DreamStudio](#), [Microsoft Designer](#))
Making sure your emails to your co-workers is worded with the right nuances ([ChatGPT](#))

Learning and Development

Voice synthesis for training videos ([Speechify](#)) , better closed captioning, auto-creation of “how to” documents ([Tango](#))
Learning new skills at your own pace- custom training plans ([ChatGPT](#))

Talent Acquisition

Analyzing individual resumes, cover letters, first draft of job descriptions. Drafting interview questions, ([ChatGPT](#))

*ChatGPT used as a synonym for Text based generative AI tools as ChatGPT, [Microsoft Co-pilot](#), [Google Gemini](#)

AI and HR: Opportunities (Productivity)

Compensation

First draft of job descriptions. ([ChatGPT](#))

Performance
Management

Summarizing your yearly accomplishments, evaluating your goals to make sure they meet the SMART criteria, developing draft training plans,

Employee
Engagement

Summarization of employee written responses to keep them anonymous ([ChatGPT](#))

General Use

Developing Project Plans, Communication Plans, Change Management, Researching ([ScholarGPT](#)), Meeting Summaries ([Otter.ai](#)), Idea Generation, etc.

Personal Use

Writing, problem solving, learning, creating content – written, speech, music generation, image generation, creating games, idea generation, coaching, etc.

Data
Analysis

AI and HR: Opportunities (Enterprise)

Talent Acquisition

Identify suitable candidates by analyzing resumes, cover letters, and job descriptions. AI-powered recruitment tools can also screen and filter job applications based on predefined criteria.

Maturity



Employee Engagement

Analyze data on employee engagement, such as surveys, feedback, and performance reviews. This data can help HR teams to identify trends, monitor employee satisfaction, and implement changes to improve employee engagement



Performance Management

Monitor performance, progress, and provide **personalized feedback to employees**. AI-powered performance management tools can also identify areas of improvement and suggest training or development programs.

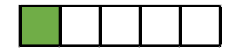


AI and HR: Opportunities

Employee retention

Identify factors that contribute to employee turnover, such as workload, job satisfaction, and work-life balance. By analyzing this data, HR teams can develop strategies to improve employee retention.

Maturity



Learning and Development

Personalize learning and development programs for individual employees based on their learning style, job role, performance, and career goals.



HR analytics

Analyze data on employee demographics, job satisfaction, turnover rates, and other HR metrics. This can provide valuable insights into **workforce trends**, which can help HR teams to make data-driven decisions.



Risks

- Inherent risks of a new technology – bugs, errors, glitches
- Data misuse and privacy – for AI models to work effectively, they need access to large swaths of data
- Bias and Discrimination in outputs
- Regulatory Compliance Risks (EEOC and other legal requirements)
- Fairness and Transparency
- Unknown Risks and consequences of a nascent technology

Role of HR in the future of AI

- **AI Governance**

HR plays a key role in ethics, policy development, compliance and risk related to bias, and data privacy.

- **AI Skills Training**

To use AI productivity tools responsibly.

- **Workforce Planning**

- **Combating Disinformation**

Build employee skills in areas of information literacy, critical thinking, media literacy, source evaluation etc. to differentiate information from disinformation. Issues like disinformation, phishing attacks, etc. will get inherently more sophisticated and harder to spot.



Risk planning committee diverse, infographic illustration white background

Online resources

- [Higher Ed in the Age of AI: A Human Centered Approach](#)
- [Master the perfect ChatGPT prompt formula](#)
- [Prompt Engineering Guide](#)
- Midjourney [Tutorial for beginners](#)
- edX: [Prompt Engineering and Advanced ChatGPT](#)
- AI in Practice: Preparing for AI (delftX) [edX online 5 week](#)
- Khan Academy – [What is AI and how does it work](#)
- IBM: AI for Everyone: [Master the Basics](#)
- [How AI Will Disrupt The HR Tech Market. And Also The HR Function Itself.- Josh Bersin Academy](#)
- A jargon-free explanation of [how AI large language models work](#)

Government Resources

- EEOC: [Artificial Intelligence and Algorithmic Fairness Initiative](#)
- Whitehouse: [Blueprint for an AI Bill of Rights](#)

CUPA-HR Webinar

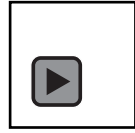
Have a Question?



Submit questions
to our presenters
using the Chat.



AI Governance



- **Establish a governance committee that will oversee:**
 - Ethical and Responsible use of AI
 - Risk Management and Mitigation
 - Resource Allocation and Efficiency
 - Regulatory Compliance
- **Committee would typically include representation from:**
 - Office of Risk and Compliance
 - Office of Counsel
 - Information Technology
 - Human Resources
 - Marketing/Communication
 - Office of Provost
 - Office of Research



Diverse group of office professionals in a conference room photographic style, white background



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