## People are essential to the ethical application of AI

Measuring the Future: AI and San Diego's Economy is the first in a series of reports detailing key industries and clusters where AI and machine learning (ML) have been implemented in San Diego, a global leader in deploying AI. The research reveals that

- 54% of respondents said that AI is increasing the need for more workers at their businesses
- 63% said that the use of AI has created new job opportunities at their firm
- 62% of AI developers expect to see the number of employees specifically engaged in AI-related work grow over the next 12 months - despite current economic conditions

The findings emphasise the importance of keeping "humans in the loop" as the technology evolves, said Joe Rohner, Principal at Booz Allen and leader in the firm's analytics practice and AI services business. Indeed, the study references research conducted by MIT Sloan Management Review and Boston Consulting Group that found returns on investment for AI are greatest among firms that incorporate the technology alongside the workforce, rather than using it as a substitute for workers.

"One of the biggest takeaways from this report is that local respondents indicate that AI is truly helping the San Diego economy by creating more jobs rather than eliminating them," Rohner said. "People are essential to the ethical application of AI, and this technology will empower organisations and – importantly – their workforce to increase productivity, quality, and efficiency."

According to the study, 31% of jobs in AI-concentrated fields require only a high school diploma, with this segment of jobs paying an average of $22.42 per hour. Looking more broadly at the workforce and economy, every new 1,000 jobs in the AI-concentrated industries launches 1,400 jobs in other industries.

This finding - that the best AI talent is found in people who have *avoided* going to university - echoes research carried out elsewhere.