
Artificial Intelligence in the Professions

PIF Conference

Jason Nash and Sam Zaozirny

July 2023

**Browne
Jacobson**

Artificial Intelligence in the Professions

Introduction

The rise and rise of AI – where did it come from and what next?

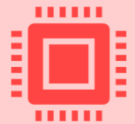
What might it mean for the professionals?

AI and why it is important

Change the world or destroy the world?



The rise of AI



Change lives in the way that computers, mobile phones, and the internet have in the past.



Revolutionise work, learning, healthcare, travel and communication.



Impact workforce - 80% of US workforce could have at least 10% of work impacted by technology.

Level of human intervention



Supervised - Labelled datasets. Input matched to output by humans.



Unsupervised - No human influence. Sorts data based on similarities and differences.



Semi-supervised - Combination of supervised and unsupervised.



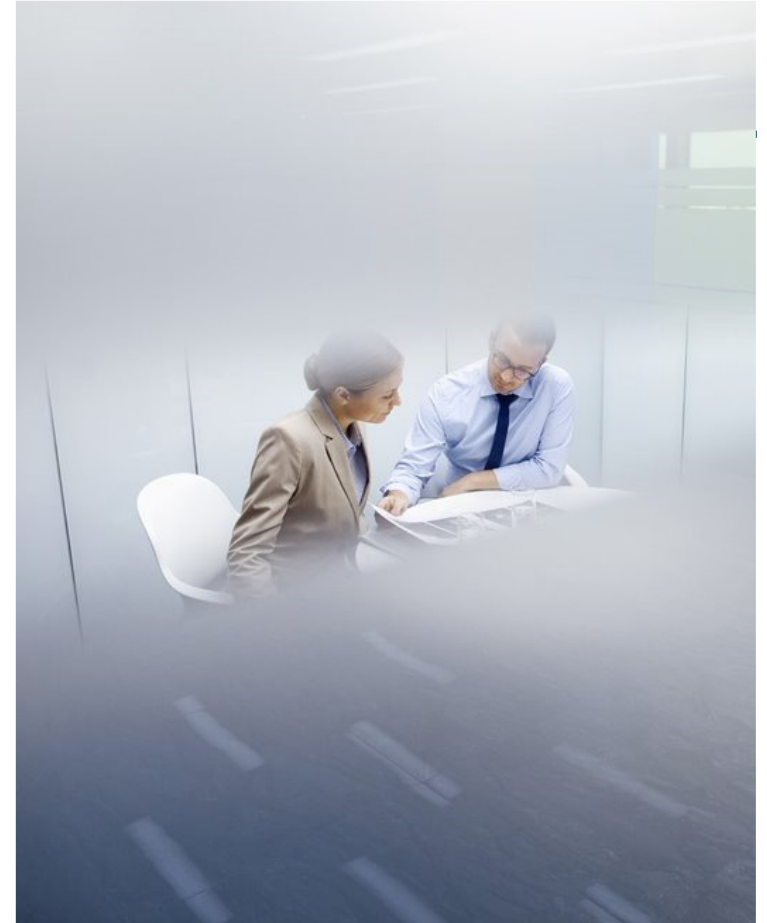
Reinforced - Desired behaviour rewarded and undesired behaviour punished.



Generative – Creates new content from trained data.

Limitations / Issues with AI (cont)

- Level of knowledge – Only as good as the dataset it relies on – rubbish in / rubbish out.
- Misinformation – Hallucinations and ‘fake news’.
- The Black Box Problem – How to understand when it goes wrong.
- Bias – Inequities in the system can show up in AI.
 - Human bias – Loaning to fewer minorities.
 - Hidden bias – Screening system rejecting candidates.
 - Data bias – AI is only as good as the data it reads.
 - Intentional bias – Hackers intentionally placing bias in the system.



Limitations / Issues with AI (cont.)

- Data protection – How is the data being processed and stored?
- Security risks – Potential to be used for nefarious purposes.
- Copyright issues – Infringement of third-party rights.
- Lack of human capabilities – AI cannot replace human judgment and expertise.
- How clever can it become – Can AI take over the world?

When AI goes wrong...

- Tesla
- Amazon
- Football
- Microsoft ‘Tay’
- Facial recognition
- Zillow

AI in the Professions



Solicitors - Document review / disclosure, legal research, provide advice, reviewing contracts – Latham & Watkins 'Contract Scout', 'DoNotPay'.



Accountants – Automate tasks, create invoices, analyse data.



Architects – Initial research, augmented reality, understand drawings, safer and more precise construction techniques.



Financial advisors – Automate portfolios, model the economy, make predictions.



Adjusters - Quick processing of awards, analyse previous conditions and cases, compare against other awards and claims.



Chartered Surveyors – Streamline drafting, surveying and data capture process.

Where the liabilities lie



How will the Courts look at liability?

Can there be a test for negligence, or must there be strict liability?

Challenges to use.

Can we learn any lessons from case law?

Regulation.

How to contact us to find out more...



Jason Nash

Partner

+44 (0)330 045 2181

Jason.Nash@brownejacobson.com



Sam Zaozirny

Senior Associate

+44 (0)330 045 2930

Sam.Zaozirny@brownejacobson.com

Thank you

brownejacobson.com
+44 (0)370 270 6000

**Browne
Jacobson**

To view our office locations visit [brownejacobson.com/contact-us](https://www.brownejacobson.com/contact-us)

Browne Jacobson is the brand name under which Browne Jacobson LLP and Browne Jacobson Ireland LLP provide legal and other services to clients. The use of the name "Browne Jacobson" and words or phrases such as "firm" is for convenience only and does not imply that such entities are in partnership together or accept responsibility for acts or omissions of each other. Legal responsibility for the provision of services to clients is defined in engagement terms entered into between clients and the relevant Browne Jacobson entity. Unless the explicit agreement of both Browne Jacobson LLP and Browne Jacobson Ireland LLP has been obtained, neither Browne Jacobson entity is responsible for the acts or omissions of, nor has any authority to obligate or otherwise bind, the other entity.