

Artificial Intelligence and You Prospective Guest Information

Thank you for your interest in you or your client appearing on the *Artificial Intelligence and You* podcast. This is to help you and us decide whether your proposed guest is a good fit for the show; if they are, these constraints will seem quite appealing.

We ask three questions:

- What is AI?
- Why will it affect you?
- How do you and your business survive and thrive through the AI revolution?

We welcome guests who can engage the audience with answers to those questions and/or thought-provoking extensions of the question space. We range over an enormous arena defined by what will be changed by AI or what can inform our evaluation of AI: this has taken us from politics to science fiction and from robotics to philosophy. We could easily embrace topics as far apart as computer science and theology in the same show.

Our listeners are educated, informed, and curious; think TED audience. They are not grouped into any particular specialty and so we will not get any more technical than we can explain at a high school or college level; but don't worry about getting too technical, Peter will ask for explanations where they are needed or provide an introduction in a prologue recorded later.

What is most important is to understand that this podcast is not an industry promotion platform and we are not here to provide infomercial space. We really don't want to talk with anyone functioning as a director of sales, marketing, public relations, or social media engagement, unless that person is primarily an engineer and for some reason wears multiple hats. The hat we want to talk with is the engineer. We are a show for nerds, wonks, and visionaries. Our peer shows are by Azeem Azhar, Lex Fridman, and Sam Harris.

We are not interested in your company's capitalization, how many of your customers are in the Fortune 100, what awards you've won, or how much your sales are growing. This audience is allergic to selling.

We want to know how your technology works; we do not want to hear "Here's a bad problem; this company solves it" with AI mentioned as the excuse to target *AI and You*. If your company is using AI to solve a problem for customers, we want to know how that happens, not just see a black box labeled 'AI'. How does AI play a role that could not have been satisfied by business analytics, data visualization, modern user interfaces, or statistical correlation? Have you used supervised learning, reinforcement learning, transformers? How much training data did you need and where did you get it? Is it embodied, running in the cloud, or depending on edge computing?

We may not ask those questions, but someone who doesn't know the answers is unlikely to be the right person for this interview. We want to explore the unique development that you have made, how it contributes to the expansion of AI science, what the experience of engaging with it is like, and what you think will be different in five or ten years. We want to explore the social, economic, and governance issues raised by this development, and talk to someone who thinks about those issues.

It is easiest to make a decision if you can point us towards a recording of you/your client talking in a way that demonstrates the behaviors listed above; it doesn't even necessarily have to be about this product or company. If the proposed guest has given a TED/TEDx talk then we know they already understand everything in this document; just give us a URL to it.

If the proscriptions on selling bother you, this is not an engagement you should pursue further. Our experience overwhelmingly supports the contention that any interest that is to be generated in your company will emerge as a byproduct of an engaging discussion about technology and its impact, and we're looking for people who love to do that. For examples of interviews with company representatives that demonstrated this principle, see:

- Paulo Pirjanian, CEO of Embodied: <https://aiandyou.net/e/012-guest-paulo-pirjanian-embodied-robotics-ceo/>
- Sathish Sankarpandi, Chief Data Scientist of Orbital Media: <https://aiandyou.net/e/063-guest-sathish-sankarpandi-digital-avatar-scientist/>

The notes at each link contain links to the shows' transcripts.

Thank you.