

How AI leaders are shaping the discourse of Artificial Intelligence: A topic modelling approach

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Abstract

AI leaders influence the development and ethical perception of artificial intelligence (AI). They may impact policies, industry norms, and public views by occupying central roles in AI leadership. The study delves into their roles in shaping AI's technological, societal, ethical, and regulatory aspects. Their public statements and actions play a vital role in the AI discourse, influencing its progression and ethical considerations. Focusing on the influential AI leaders, we analyze their interviews and opinions to understand AI's impact on society and the environment. Through topic modeling of relevant interviews, we uncover diverse narratives, both positive and negative, spanning artificial general intelligence, AI's economic effects, governance, and human-centric AI. The spectrum of narratives revealed through our analysis highlights the complexity of AI's journey, emphasizing the need for ongoing dialogue and responsible leadership in shaping the AI future.

Subject Areas: *Consumer Behaviour, Decision-Making, Market Orientation, Marketing Strategy, Public Policy*

Track: Social Responsibility & Ethics