From the Planners' Bookshelf...
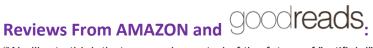
The Big Nine.

How the Tech Titans & Their Thinking Machine Could Warp Humanity.

Amy Webb, Public Affairs, Hachette Book Group, NY, 2019.

Implications for the American City.

Artificial Intelligence [AI] is, and will continue to, inculcate every aspect of human endeavors. While the technology is rocket science, ordinary people, including the leaders in city hall, can understand the concepts, the goals of the providers and the applications. *The Big Nine* is a great read, a great education and a great reminder that things can get out of control without vigilance by citizens, users and governments, city governments included. Learning about AI is now part of very city builders' job. *The Big Nine* is a good primer.

Reviews From AMAZON and goodreads:

"We like to think that we are in control of the future of "artificial" intelligence. The reality, though, is that we--the everyday people whose data powers AI--aren't actually in control of anything. When, for example, we speak with Alexa, we contribute that data to a system we can't see and have no input into--one largely free from regulation or oversight. The big nine corporations--Amazon, Google, Facebook, Tencent, Baidu, Alibaba, Microsoft, IBM and Apple--are the new gods of AI and are short-changing our futures to reap immediate financial gain.

"In this book, Amy Webb reveals the pervasive, invisible ways in which the foundations of AI--the people working on the system, their motivations, the technology itself--is broken. Within our lifetimes, AI will, by design, begin to behave unpredictably, thinking and acting in ways which defy human logic. The big nine corporations may be inadvertently building and enabling vast arrays of intelligent systems that don't share our motivations, desires, or hopes for the future of humanity.

"Much more than a passionate, human-centered call-to-arms, this book delivers a strategy for changing course, and provides a path for liberating us from algorithmic decision-makers and powerful corporations."

Links: https://www.goodreads.com/book/show/41717507-the-big-nine
https://www.amazon.com/Big-Nine-Thinking-Machines-Humanity/dp/1541773756

YouTube: In addition to the reviews cited below, the following link is interesting:

Who are the #BigNine and what do they have to do with you? Our lives are being run by nine companies at the forefront of #AI and their presence will only continue to grow. How can we set ourselves free? Find out in Amy Webb's new book #TheBigNine.
https://www.youtube.com/watch?v=smw9SxUrDUY