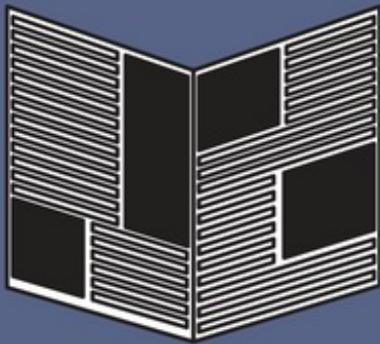


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ATWOOD, LLC NEWSLETTER

Opinions and Updates
Colleen Atwood - Virtual Assistant



Question of the Week: Can Someone Do Too Much Research?

This last month has been crazy. If you don't already know, I do monthly theme blog posts: Manufacturing, Transportation, and Supply Chain Activities. The whole purpose is to give potential customers detailed information on subjects they already know something about but add in a few extra details they might *not* have known before. Okay, great. What is my point, you ask. The question that has been burning in the back of my brain this last week is: *am I doing too much research on these subjects?*

Let's take my last blog post [The Many Faces of Road Infrastructure - Roads, Tunnels, Bridges, and Trucks](#). As the title clearly indicates, I touched on each subject within the blog. Okay, wonderful. But was it all necessary?

When I first started the research, I realized that simply talking about how a road is designed wasn't going to work. Yes, I would have answered the question of what road infrastructure is but it seemed much too incomplete to me. And frankly, quite vague and boring. Unless you enjoy reading about the mechanics of road building and maintenance and nothing else, I presume that is the same for most people as well.

When reading an article, blog, or really anything else, I like to have context - a little history, some good examples, things that keep my interest. I presume that others do as well. So while writing my posts, I strive to do just that. But where does the research stop? Is there a definitive place or is it something you just know?

I would love to hear your thoughts on this. Please visit us at [Atwood, LLC - Little Nuggets](#) and drop me a line.

Artificial Intelligence: Where Do You Stand?

One of the significant discussions out there is how artificial intelligence (AI) can impact jobs: will it harm the market, or will a boom ensue? And where, exactly, would they be used?

Sounds like odd questions, right? Not really. For anyone who has been paying attention, this is an important topic that should remain in everyone's mind – primarily as it will impact all (or nearly all) aspects of our world at some point. Yup, I know you're thinking – oh lord, another looney blonde talking gibberish about something she knows nothing about. If I were I sitting next to you, I would have laughed hard at that comment because there are times when I honestly wonder ...

Anyway, the reason I mention it is because my husband and I were keeping our eye on the re-run of *Westworld* on HBO. When the show first started (I believe it was around the time *Black Sails* was still running but I could be wrong), I found it fascinating. And why not? Who wouldn't want to go to 'another world,' experience everything they can in the other world, and know that nothing that happens to you happens for real? Cool! Sign me up!

But as the show progressed toward the season finale (the second season was beginning later that night), I started to get a bit uncomfortable with the idea of what

was happening. By the season finale itself, I knew that while I would continue to watch it (fascination can do that to you), there would be no way I would want to have anything to do with that sort of scenario. No thank you.

“But you just said ...” Yes, I’m aware of what I stated two paragraphs ago. I am also mindful that when I watched iRobot with Will Smith, I was uncomfortable with it as well. Why? I have this wacky idea that if you try to make a machine smarter than it should be, it could turn on you at some point.

“Well, that makes no sense, woman,” someone out there says. “That laptop you’re clicking away on is smarter than you.” (and no, I wouldn’t take offense to a comment like that, especially if it’s true). True, it is. And that is fine, and I’m not bothered in the least by that. And I certainly hope this laptop is smarter than I – I didn’t pay an arm and a leg for something that is dumber than me.

What I *am* bothered by is the idea that something you create from the ground up – not including biological creation – is smart enough to have the correct logistical algorithms to outthink the one who made it. It can decide based on mathematical computations what the 'correct' action should be. And even if that causes harm to one set of living beings over another, the robot will know the action it took was the 'right' one – all because the calculations specified what was best.

Take the one robot that saved Will Smith in iRobot in the past (there was an accident, and both vehicles ended up in the water). Based on a calculated logic, it saved him over the little girl from drowning, even though she had a -% chance of survival (Smith's chances of survival weren't much higher). Really?

I suppose that makes me a bit paranoid – there is no clear indication that something like what happened in iRobot or even in the season finale of Westworld will happen in real life. But the idea that it could, even remotely, makes me nervous. If I don’t tolerate a human being telling me what to do and how to do it, how on earth would I stand a machine doing such a thing to me?

My whole point here is: artificial intelligence has both positives and negatives. We’ve seen some of the good that has come from AI, and we’ve seen how it can turn in an instant (and yes, I do understand they are fictional movies and shows). I believe we need to have a compromise of somewhere in the middle – or what we think is the middle; if that’s even a possibility. But until something happens one way or another, all we can do is wait.

What are your thoughts on this? Visit [Atwood, LLC - Little Nuggets](#) and drop me a line. I look forward to hearing from you!

Upcoming Events



With April almost over and May just around the corner, there are a few events I would like to give a heads-up on:

Upcoming Blog Posts

1. *April 30*: Security Infrastructure
2. *May 7*: Warehousing Management
3. *May 14*: Customer Relationship Management
4. *May 21*: Project Management
5. *May 28*: Total Quality Management

Local Events

1. *May 10-12*: Seattle Maritime Festival

Holidays

1. *May 13*: Mother's Day
3. *May 28*: Memorial Day

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