Book Review: Artificial Intelegence in Society, by OECD, Paris, OECD Publishing, 2019, ISBN 978-92-64-54519-9

Diah Putri Anggun[1*], Miftahussa'adiah[2], RR Mini Sariwulan[3], Abdullah Husein[4]

[1-3]Prodi Pendidikan Biologi, UIN Raden Fatah Palembang, Jl. Prof. KH Zainal Abidin Fikri Km 3,5 Palembang, Indonesia
[4]Gleetrees Pte. Ltd. Singapore

[*]diahputrianggun@radenfatah.ac.id

Abstract. The primary objective of this book is to contribute to the establishment of a common comprehension of artificial intelligence (AI) in the current and upcoming periods. The book charts out the economic and societal consequences of AI technologies and their applications, along with the policy ramifications, by providing supporting data and policy choices. Furthermore, its purpose is to facilitate alignment and uniformity in discussions held in various global contexts, particularly within organizations such as the G7, G20, the European Union, and the United Nations. The book builds on the OECD October 2017 Conference "AI: Intelligent Machines, Smart Policies" (http://oe.cd/ai2017); on the activities and discussions of the AI Group of experts at the OECD (AIGO) from September 2018 through February 2019; and on the OECD *Recommendation of the Council on Artificial Intelligence*. In turn, it has contributed to the OECD Going Digital project and the OECD's publication *Going Digital: Shaping Policies, Improving Lives*.

1. Introduction

Artificial intelligence (AI) has rapidly evolved from a futuristic concept to an integral part of today's society. This transformative technology has become ubiquitous, influencing nearly every aspect of our daily lives. From the smartphones we carry in our pockets to the recommendation algorithms on streaming platforms, AI is deeply woven into the fabric of our modern world. In this introduction, we will explore how AI has transitioned from the realm of science fiction to a practical tool with real-world applications, impacting industries, healthcare, communication, and even the way we navigate the digital landscape. This book will delve into the opportunities and challenges posed by AI in contemporary society, shedding light on its far-reaching implications and the role it plays in shaping our future.

Artificial intelligence has undeniably brought about significant advancements in various fields, including social and educational domains. However, it is not without its challenges. In the social sphere, AI's impact on privacy and ethics has been a topic of concern. As renowned researcher, states in their book "Data & Society", [1], a AI systems, when not properly designed or regulated, can exacerbate existing social inequalities. AI algorithms used in hiring or admissions processes, for

instance, can inadvertently perpetuate biases and discrimination. In education, the integration of AI has raised questions about its role in personalizing learning experiences. As quoted in a UNESCO report [2], While AI can offer tailored learning pathways, it should not replace the essential human aspect of education. Striking a balance between the advantages of AI-driven personalized education and maintaining human touch and inclusivity is a challenge educational institutions are grappling with. These challenges highlight the need for careful consideration and ethical guidelines in the deployment of AI in these fields.

Simultaneously, AI is contributing to worries and ethical issues. There are uncertainties surrounding the reliability of AI systems, which include the risks of encoding and strengthening existing prejudices, like those linked to gender and race, and the potential for violating human rights and principles, such as privacy. There is a growing apprehension about AI systems aggravating disparities, climate change, monopolization of markets, and the technological gap. No single nation or entity possesses all the solutions to these issues. Therefore, international collaboration and the involvement of multiple stakeholders are necessary to steer the advancement and application of AI for the greater benefit of society. In today's world, AI's pervasive presence has undeniably brought about transformative benefits, but it has simultaneously given rise to a host of concerns and ethical dilemmas. The trustworthy implementation of AI systems is a pressing issue, as they can inadvertently perpetuate deep-seated biases, particularly concerning gender and race. The idea, if technological systems are not carefully crafted and regulated, they can embed and even magnify pre-existing societal biases [3]. Additionally, the ethical concerns go beyond just biases; they encompass fundamental human rights and values, with a significant focus on issues like privacy. This intricate predicament has given rise to growing concerns about AI systems exacerbating existing inequalities, contributing to environmental challenges like climate change, fostering monopolies in the market, and widening disparities in digital access. In light of these intricate challenges, it becomes apparent that no single nation or entity possesses comprehensive solutions. Consequently, international collaboration and engagement from multiple stakeholders, a recommendation echoed by numerous experts and organizations, are indispensable to provide direction and oversight in the development and application of AI, ultimately aiming for the greater good of society.

The book "Artificial Intelligence in Society" delves into the AI landscape and underscores significant policy inquiries. Its aim is to foster a collective comprehension of AI in the current and upcoming periods and to stimulate extensive discussions on vital policy concerns, including shifts in the job market and training for the digital era, privacy matters, accountability regarding AI-driven choices, as well as the ethical, security, and safety aspects that AI introduces.

Responsibility, security, and safety are paramount concerns in the ever-evolving landscape of artificial intelligence (AI). The deployment of AI technologies across various domains has raised profound questions regarding accountability and ethical considerations. As Nick Bostrom aptly notes in his work "Superintelligence," [4] The primary concern of the discipline of AI safety is to ensure that artificial general intelligence (AGI) systems do what their operators intend. The responsibility for AI outcomes, particularly when these systems exhibit autonomous decision-making capabilities, is a pressing issue that demands careful attention.

AI also brings to the forefront concerns about security, given its potential vulnerability to malicious exploitation. A report by the Center for a New American Security [5] highlights this, stating, The growing integration of AI into critical infrastructure creates new points of potential vulnerability that can be exploited by state and non-state actors. Safeguarding AI systems from adversarial attacks and protecting sensitive data is a challenge that requires continuous innovation and vigilance. Moreover, the safety of AI applications is essential, especially in sectors like autonomous vehicles and healthcare. In an article published. the authors emphasize, The deployment of AI systems, particularly in contexts where errors can lead to life-threatening

outcomes, underscores the critical importance of ensuring their safety [6]. Ensuring the reliability and robustness of AI systems to prevent accidents or errors is a pivotal aspect of AI development.

The responsible use of AI, along with security and safety considerations, is at the forefront of discussions in the AI community. These issues underscore the need for ongoing research, collaboration, and policy development to ensure that AI technologies positively impact society while minimizing risks and potential harm.

2. Method

The method used in this research is the conventional review method. Conventional review is a method commonly used to make literature reviews by researchers. We often find results using the traditional review method which is usually used to make literature reviews in survey papers. Therefore, the literature review produced using this method focuses more specifically on one topic. In addition, the author of the selected written work is known in advance

3. Result and Discussion

The book is an extension of the OECD conference titled "AI: Intelligent Machines, Smart Policies" held in October 2017 (accessible at http://oe.cd/ai2017). It also draws from the extensive work and discussions carried out by the OECD's group of AI experts (AIGO) between September 2018 and February 2019. Furthermore, it aligns with the OECD Recommendation of the Council on Artificial Intelligence. In reciprocation, this contribution has enriched the OECD's larger initiative, the Going Digital project, and the resultant publication, "Going Digital: Shaping Policies, Improving Lives".

This book consists of five main chapters, namely, the technical landscape, the economic landscape, AI applications, public policy considerations, and AI policies and initiatives. However, before entering the main chapter, we will be presented with an introductory executive summary which contains about machine learning, big data and computing. AI applications are seeing swift adoption across various sectors, where their ability to discern patterns in extensive datasets and model intricate, interconnected systems is enhancing decision-making processes and cost-efficiency. The examples of AI applications from several sectors, namely in the transportation industry, autonomous vehicles equipped with virtual driver systems, high-resolution maps, and optimized traffic routes offer potential advantages in terms of cost reduction, safety enhancement, improved quality of life, and environmental benefits. Autonomous vehicles have been invented to increase the safety of transportation users. These vehicles can sense their environment and make decisions without any external aid to produce an optimal route to reach a destination [2].

Scientific research relies on AI for the collection and analysis of large-scale data, contributing to the replication of experiments at a lower cost and expediting the pace of scientific discoveries. The application of AI in the field of science to collect large data from various sources can be a way to analyze problems such as pandemics [7]. And then within the realm of healthcare, AI systems play a pivotal role in early disease diagnosis and prevention, drug and treatment discovery, personalized interventions, and the facilitation of self-monitoring tools. In the domain of criminal justice, AI is employed for predictive policing and the assessment of reoffending risks.The domain of digital security harnesses AI systems for the automated detection and real-time response to threats, bolstering cybersecurity measures.

Returning to the discussion of this book, the first chapter discusses the technical landscape. where this book explains in detail the brief history of AI, the definition of AI, the AI system lifecycle and several research on AI. The chapter delineates the evolution of the "artificial intelligence (AI) technical landscape," which has undergone substantial transformations since Alan Turing's initial

inquiry in 1950 regarding the capacity of machines to exhibit thought. Notably, since 2011, significant advancements have occurred within the subset of AI known as "machine learning." In this context, machines harness statistical methods to glean insights from historical data and provide predictions in novel situations. The current expansion of AI is largely driven by the maturation of machine-learning techniques, complemented by the availability of extensive datasets and enhanced computational capabilities. Furthermore, the chapter furnishes a broad comprehension of AI systems, which serve the functions of prediction, recommendation, and decision-making to influence their surroundings. Additionally, it elucidates the typical lifecycle of an AI system, encompassing phases like design, data and model development, verification and validation, deployment, and operation and monitoring. Finally, the chapter introduces a research classification system aimed at aiding policymakers.

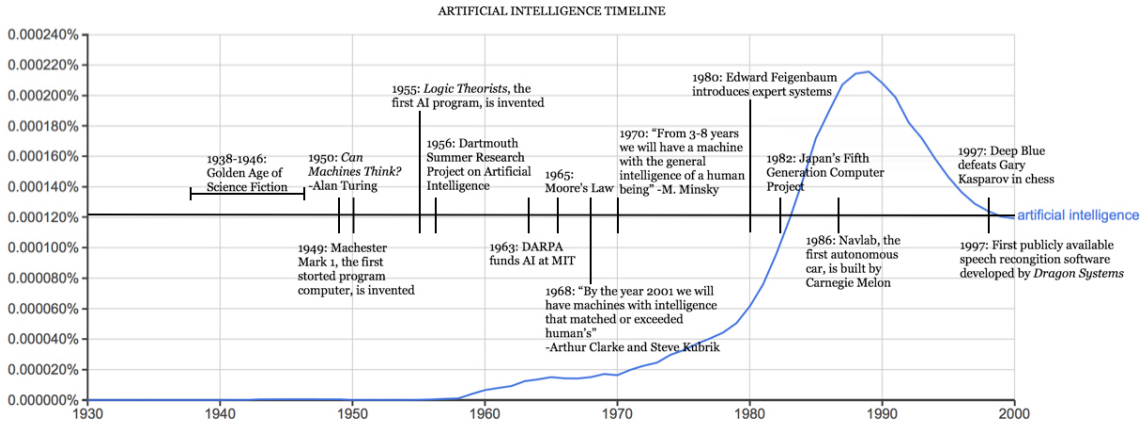

Figure 1. The History of Artificial Intelligence
[8]

A universally agreed-upon definition for artificial intelligence (AI) does not exist. However, in November 2018, a subgroup within the AI Group of Experts at the OECD (AIGO) was established with the purpose of formulating a comprehensive description of an AI system. This description seeks to be comprehensible, technically precise, free from technological biases, and relevant for both short- and long-term perspectives. Its scope is intentionally broad to encompass a wide range of definitions of AI that are commonly employed within the scientific, business, and policy sectors. Additionally, this effort contributed to the development of the OECD Recommendation of the Council on Artificial Intelligence [9]. In November 2018, a subgroup was established by AIGO with the specific purpose of providing insights into the OECD Recommendation of the Council on Artificial Intelligence (OECD, 2019). This subgroup aimed to offer a detailed framework for the AI system lifecycle. It's important to note that this framework does not introduce a new set of standards for the AI lifecycle or propose prescribed actions. Instead, it serves as a tool for contextualizing other international endeavors concerning AI principles.

The AI system lifecycle encompasses several phases that draw from conventional software development lifecycles and broader system development lifecycles. Nonetheless, the AI system lifecycle typically revolves around four distinct phases. The initial phase, encompassing design, data, and models, is a sequence that is influenced by context and comprises activities such as planning, design, data collection, processing, and model development and interpretation. Subsequently, there

are phases for verification and validation, deployment, and operation and monitoring (as depicted in Figure 2: AI System Lifecycle). Importantly, these phases frequently occur iteratively and need not be strictly sequential. The decision to retire an AI system from operation may occur at any point during the operation and monitoring phase. To summarize, the AI system lifecycle can be described as consisting of the following phases: design, data, and modeling; verification and validation; deployment; and operation and monitoring.

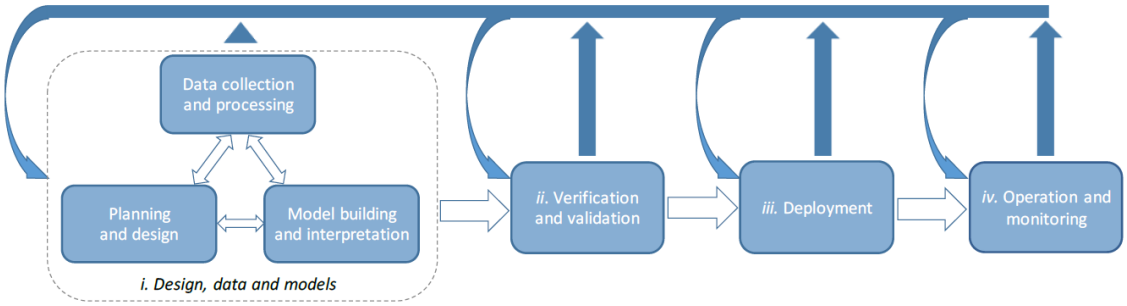

Figure 2: AI System Lifecycle
[10]

Moving on to the second chapter, we will be presented with the economic characteristics of artificial intelligence. This chapter provides an analysis of the economic attributes of artificial intelligence (AI) as an emerging, versatile technology with the potential to reduce the cost of prediction and enhance decision-making. By offering more cost-effective and precise predictions, recommendations, and decisions, AI holds the potential to foster productivity enhancements, enhance quality of life, and contribute to resolving intricate challenges. The pace of AI adoption varies among companies and industries, contingent upon their capacity to make concurrent investments in data, expertise, digitalizing workflows, and adaptability of organizational processes necessary for effective AI implementation. Furthermore, AI has emerged as a focal point for investment and business expansion. Since 2016, private equity investment in AI startups has seen a remarkable upswing, doubling from 2016 to 2017, reaching a total of USD 16 billion. Notably, AI startups attracted 12% of global private equity investments in the first half of 2018, marking a substantial rise from the mere 3% recorded in 2011. As AI technologies continue to mature, the trajectory of investment in these technologies is anticipated to continue its upward trend. These facts are unsurprising, considering that the United States accounts for 70-80% of global venture capital investments across all technologies [11].

In the third chapter, it showcases opportunities in various sectors where artificial intelligence (AI) technologies are rapidly gaining traction. These sectors encompass transportation, agriculture, finance, marketing and advertising, science, healthcare, criminal justice, security, the public sector, and augmented and virtual reality applications. Within these domains, AI systems can recognize patterns within vast datasets and model intricate, interconnected systems to yield outcomes that enhance decision-making efficiency, reduce expenses, and enable more effective resource allocation. The portion discussing AI in transportation was crafted by the Internet Policy Research Institute at the Massachusetts Institute of Technology. Numerous sections draw from ongoing efforts

within the OECD, including contributions from the Committee on Digital Economy Policy and its Working Party on Privacy and Security, the Committee for Scientific and Technological Policy, the e-leaders initiative of the Public Governance Committee, and the Committee on Consumer Policy and its Working Party on Consumer Product Safety.

Transportation stands as one of the most substantial sectors in the economies of OECD member countries. In 2016, it contributed to 5.6% of the gross domestic product across the OECD nations [12]. The potential economic ramifications of integrating Autonomous Vehicles (AVs) into the transportation landscape are noteworthy, primarily due to anticipated benefits such as reduced accident rates, alleviated traffic congestion, and other positive outcomes. It has been estimated that with a 10% adoption rate of AVs in the United States, there could be savings of 1,100 lives and an annual economic benefit of USD 38 billion. If adoption were to reach 90%, the potential is even more substantial, with 21,700 lives saved and a remarkable reduction of annual expenses by USD 447 billion, as indicated by research[13].

More recent research has found significant cost differences per kilometre for different transportation modes with and without vehicle automation in Switzerland [14]. Their findings suggest that taxis will enjoy the largest cost savings. Individuals with private cars will receive smaller cost savings (Figure 3). Not surprisingly, the savings for taxis are largely due to elimination of driver wages.

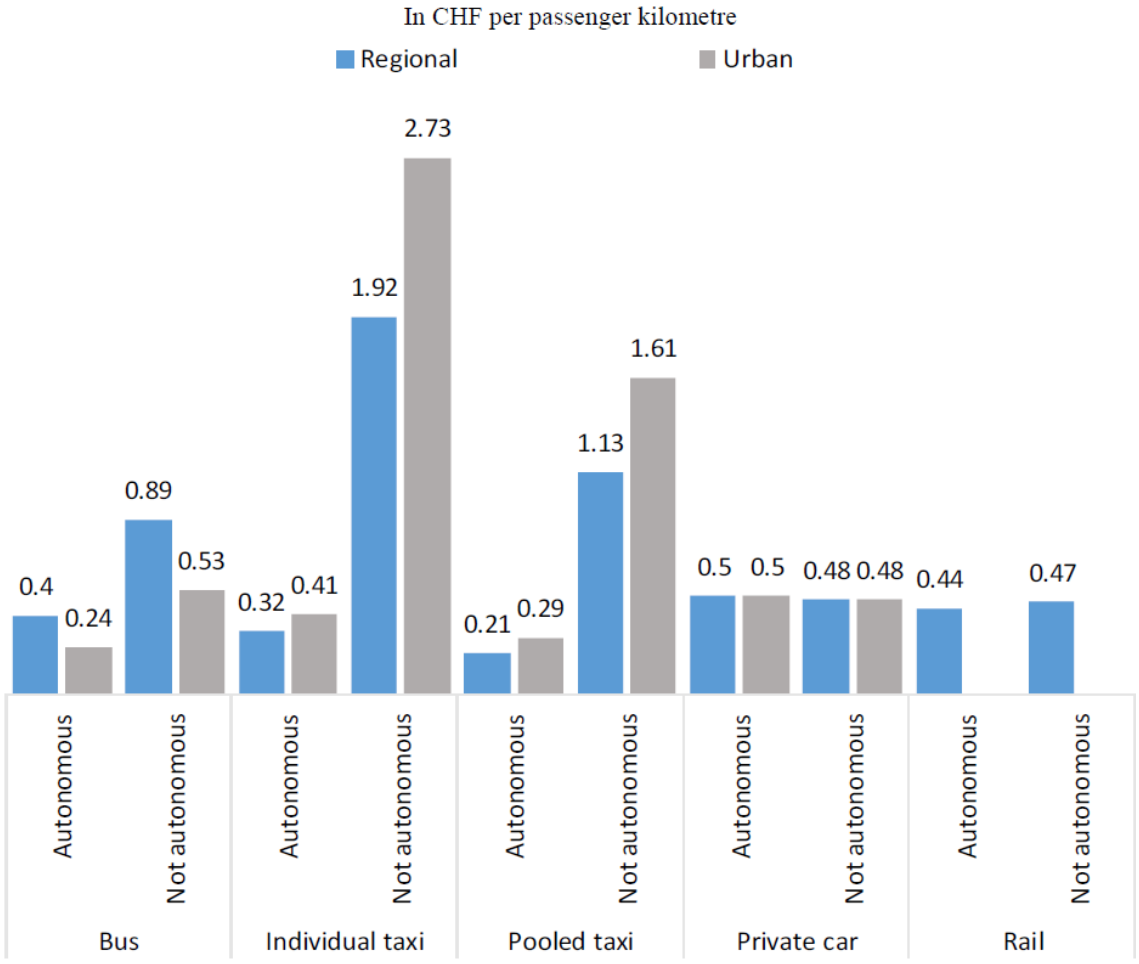

Figure 3. Cost Comparison of Different Modes with and without AV Technology [14]

The intersection of AI and robotics presents numerous potential advantages for the field of science. Automated laboratory systems have the capacity to employ AI methods to carry out scientific experiments. For instance, in a laboratory situated at the University of Aberystwyth in Wales, there is a robot named Adam that utilizes AI techniques to autonomously conduct cycles of scientific experiments. Notably, it has earned recognition for being the first machine capable of independently discovering novel scientific insights. One of its remarkable achievements was the identification of a compound called Triclosan, which has demonstrated efficacy against both wild-type and drug-resistant strains of *Plasmodium falciparum* and *Plasmodium vivax*, as documented research [15].

AI applications within the healthcare and pharmaceutical sectors play a pivotal role in the early identification of health conditions, the delivery of preventative healthcare services, enhancing clinical decision-making processes, and even contributing to the discovery of novel treatments and medications. Furthermore, AI technologies are instrumental in promoting personalized healthcare and precision medicine, facilitating self-monitoring tools, applications, and tracking systems. The integration of AI into healthcare holds significant potential for enhancing the quality of care and managing costs efficiently. Notably, AI's use in medical diagnosis has gained momentum, underscored by a landmark approval from the United States Food and Drug Administration. This authorization marked the marketing of the initial medical device leveraging AI for the detection of diabetic retinopathy beyond a mild level in diabetic adults [16]. Similarly, machine learning techniques have been harnessed to train models capable of classifying eye images, potentially allowing for the incorporation of cataract detection tools in smartphones, reaching even remote areas [17], [18]. In a recent study, a deep-learning algorithm, after being exposed to over 100,000 images of malignant melanomas and benign moles, surpassed the performance of a group of 58 international dermatologists in the detection of skin cancer [19].

Certain AI systems necessitate extensive training data, yet the persistent challenge of data scarcity remains a significant concern[20]. An illustrative example pertains to AI systems employed in autonomous vehicles, where the training process must encompass responses to critical scenarios such as children unexpectedly darting onto the road—a situation for which limited real-world data is available. One viable solution lies in the development of a digital reality, wherein AI systems undergo training within a computer-simulated environment designed to faithfully replicate essential real-world attributes. This simulated environment also holds potential for evaluating the performance of AI systems, akin to a "driver's license test" for autonomous vehicles, as proposed [21]

This concept extends beyond autonomous vehicles, as demonstrated by researchers who devised the Household Multimodal Environment (HoME), a platform intended to furnish a simulated setting for training household robots. HoME encompasses a comprehensive database of over 45,000 diverse 3D household layouts, offering a realistic arena for artificial agents to learn by engaging with visual, auditory, semantic, physical, and interactive aspects, as articulated by Brodeur et al. in 2017. The potential of cloud-based VR simulation, which permits AI systems to learn through trial and error, is particularly pertinent for training in critical situations. With the continual advancement of cloud technology, there are promising prospects for the realization of such environments. For instance, in October 2017, NVIDIA unveiled a cloud-based VR simulator capable of replicating precise physics within real-world settings, foreshadowing the creation of new training environments for AI systems in the coming years, as anticipated [22]

In the fourth chapter, this book takes us to investigate public policy considerations with the goal of ensuring the trustworthy and human-centered nature of artificial intelligence (AI) systems. The

discussion covers a wide range of concerns, including issues related to ethics and justice, upholding democratic values such as privacy, and the dangers associated with transferring existing biases from the physical world to the digital world, particularly those related to gender and race. . The overall emphasis is on the need to progress towards more robust, secure and transparent AI systems, while establishing clear accountability mechanisms for the results.

Policies aimed at developing trustworthy AI systems include a variety of approaches, such as encouraging responsible AI research and development through investment. They also facilitate the creation of digital environments where data accessibility does not come at the expense of privacy. These policies aim to enable the development of small and medium-sized businesses, support competition while preserving intellectual property, and ease the transitions that arise as employment expands, thereby enabling workers to move from one job opportunity to the next smoothly.

In the fifth paragraph, the book describes the policies and efforts of artificial intelligence (AI) that are increasingly gaining attention among government agencies, companies, technical organizations, civil society and labor unions. Additionally, we are witnessing the emergence of intergovernmental initiatives focused on AI. This chapter serves as a comprehensive compilation of AI policies, initiatives, and strategies originating from diverse stakeholders at both national and international levels around the world. A thorough look reveals that, on a national scale, government initiatives are largely concentrated on leveraging AI to increase productivity and enhance competitiveness. Their action plans are centered on strengthening various aspects, including i) AI research capabilities, ii) stimulating demand, iii) cultivating related and supporting industries, iv) establishing strong strategies, structures and competition, and v) improving domestic governance and coordination. At the same time, at the international level, initiatives such as the OECD Recommendations of the Council on Artificial Intelligence stand out. It serves as the first intergovernmental policy guide for AI, outlining the principles and policy priorities important for the responsible management of AI.

4. Conclusion

This book review concludes that the book consists of five captivating chapters that elucidate the role of AI in society. In essence, the book offers a historical perspective on the evolution of AI, spanning from the emergence of symbolic AI in the 1950s to recent accomplishments in machine learning and engineering. The review presents the outcomes of the OECD's AI Group of Experts (AIGO) work, which endeavors to elucidate AI systems—those capable of predicting, recommending, or deciding outcomes that impact the environment—and their life cycles.

Furthermore, it delves into AI's role as a general-purpose technology in economics and investment, followed by a comprehensive exploration of ten domains that have integrated AI, including transportation, agriculture, finance, marketing, science, health, criminal justice, security, public administration, and augmented/virtual reality. The book also highlights the advantages of AI, such as enhancing decision-making efficiency, reducing costs, and optimizing resource allocation.

In addition, the book delves into significant accompanying policy issues related to AI diffusion, underscoring the mounting significance of AI in policy considerations at both national and international levels. Various stakeholder groups—governments, intergovernmental organizations, corporations, technical organizations, academia, civil society, and trade unions—are actively engaged in dialogues concerning the guidance of AI development and application, with the aim of serving society as a whole. It's important to note that this book was declassified by the OECD

Committee on Digital Economic Policy (CDEP) on April 10, 2019, through written procedures and subsequently prepared for publication by the OECD Secretariat.

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