

The Rise of 'Pseudo-AI': How Tech Firms Quietly Use Humans to Do Bots' Work | The Guardian

By Olivia Solon

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Olivia Solon looks at several opinions about artificial intelligence across industries, asking when and for what it is appropriate for AI to do humans' work and vice versa. She suggests that transparency may be crucial in any case to make the work ethical.

It's hard to build a service powered by artificial intelligence. So hard, in fact, that some startups have worked out it's cheaper and easier to get humans to behave like robots than it is to get machines to behave like humans.

"Using a human to do the job lets you skip over a load of technical and business development challenges. It doesn't scale, obviously, but it allows you to build something and skip the hard part early on," said Gregory Koberger, CEO of ReadMe, who says he has come across a lot of "pseudo-AIs".

"It's essentially prototyping the AI with human beings," he said.

Source: [The Rise of 'Pseudo-AI': How Tech Firms Quietly Use Humans to do Bots' Work | The Guardian](#)