

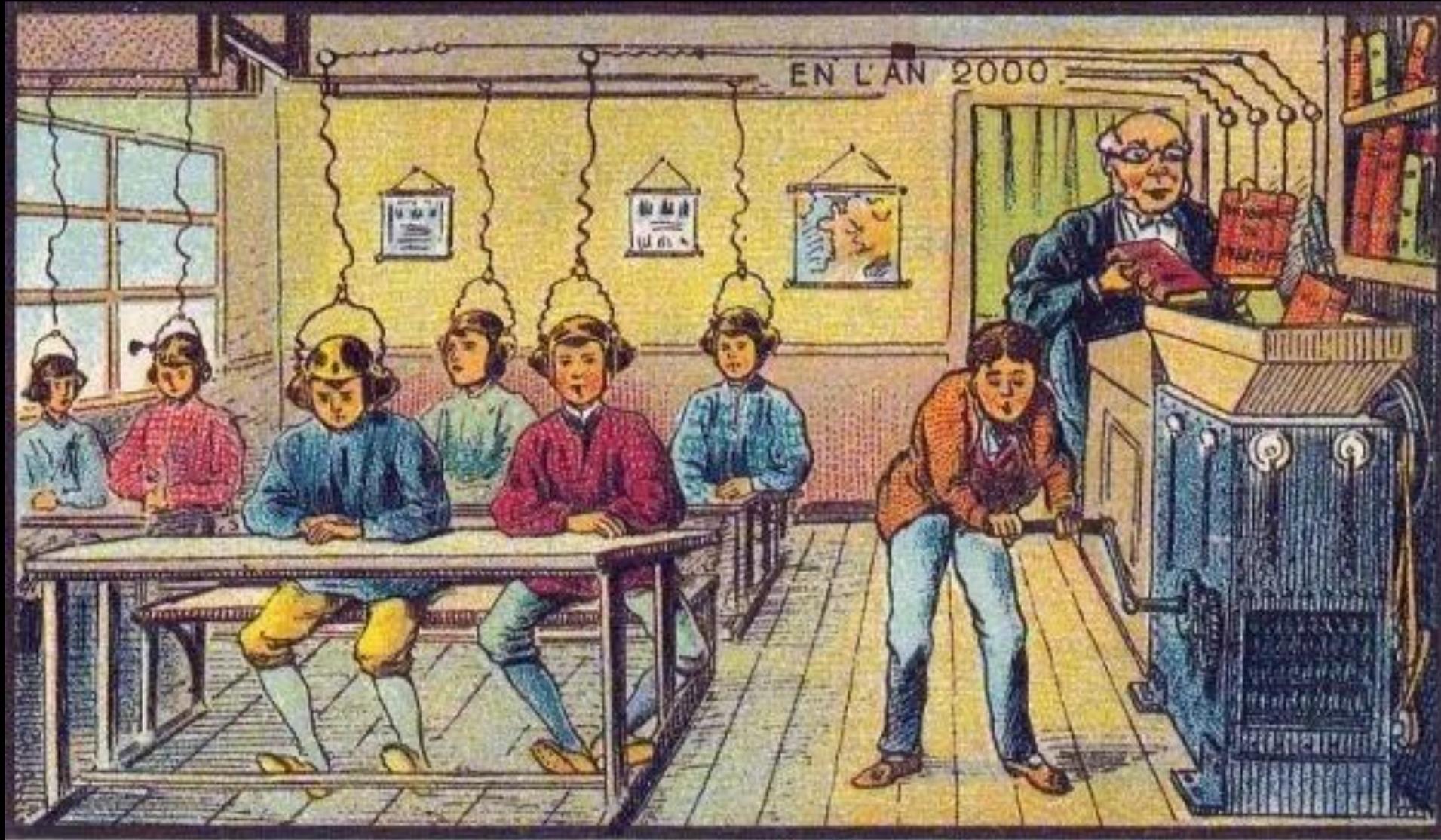
A woman with dark hair is shown in profile, looking upwards and to the right. Her hands are resting on her cheeks. The image is overlaid with a teal grid pattern, with some squares appearing as bright blue highlights. The overall color scheme is a monochromatic teal with some blue accents.

# AI for Social Good: addressing global challenges

Monchai Lertsutthiwong, Ph.D.

KBTG Labs

# A 19th century vision of their future



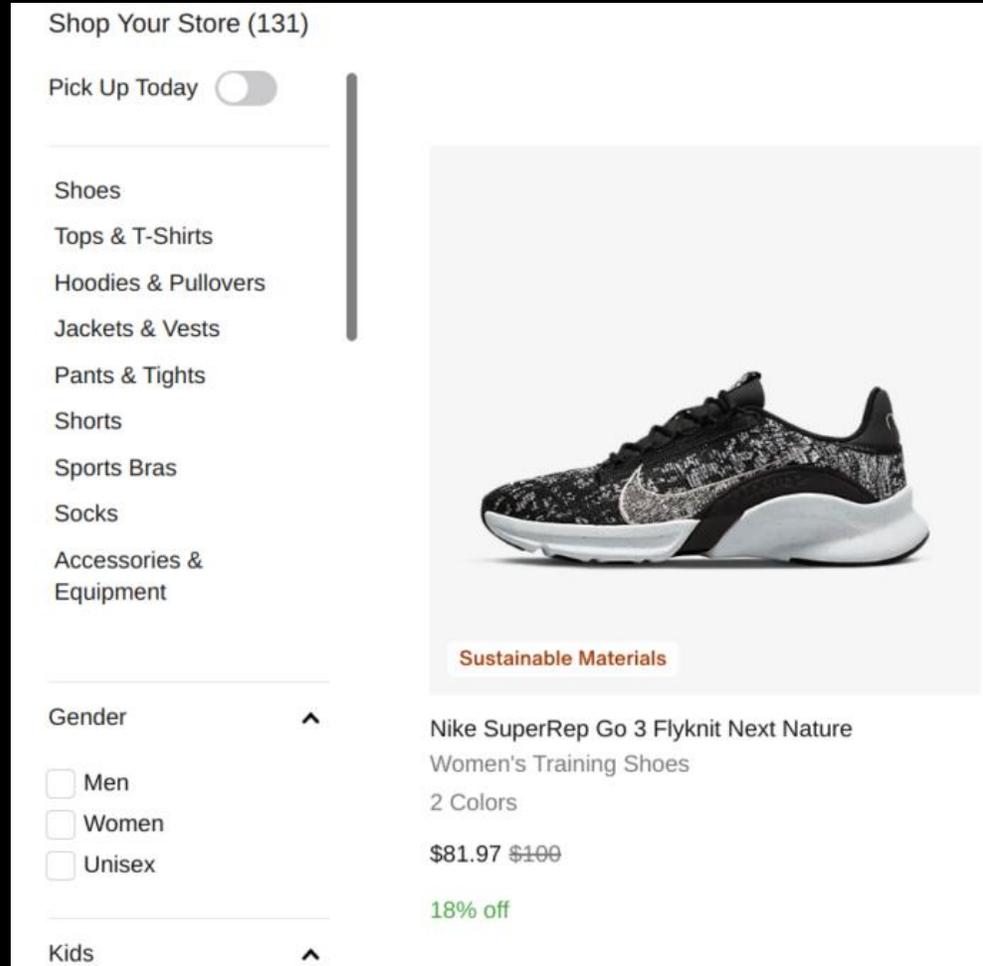
By French artist,  
Jean-Marc Côté  
and other artists  
issued in 1900's

# A 19th century vision of their future

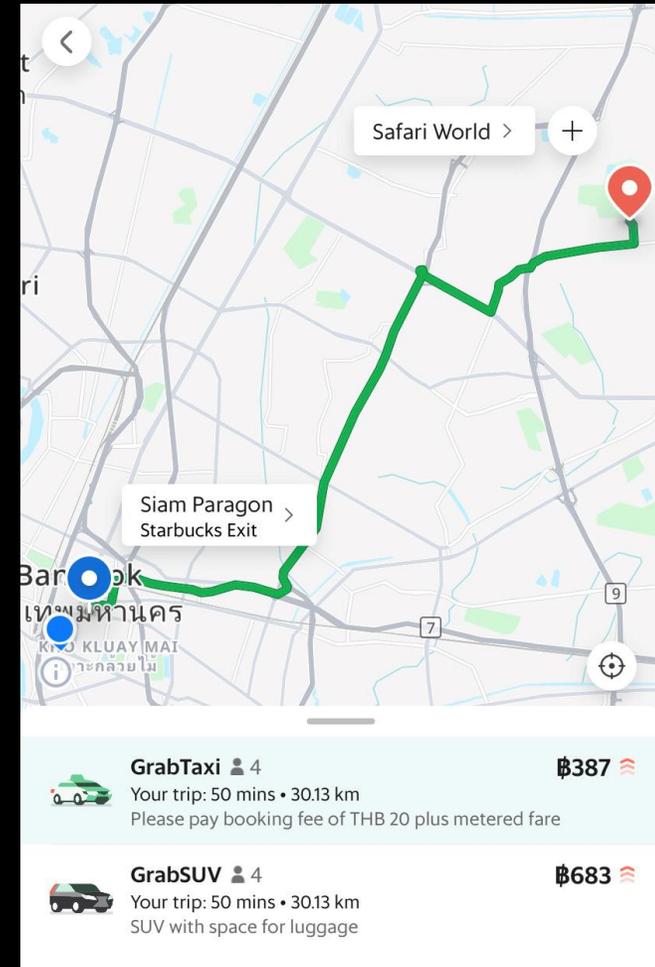


By French artist,  
Jean-Marc Côté  
and other artists  
issued in 1900's

# Some data & AI use cases in everyday finance

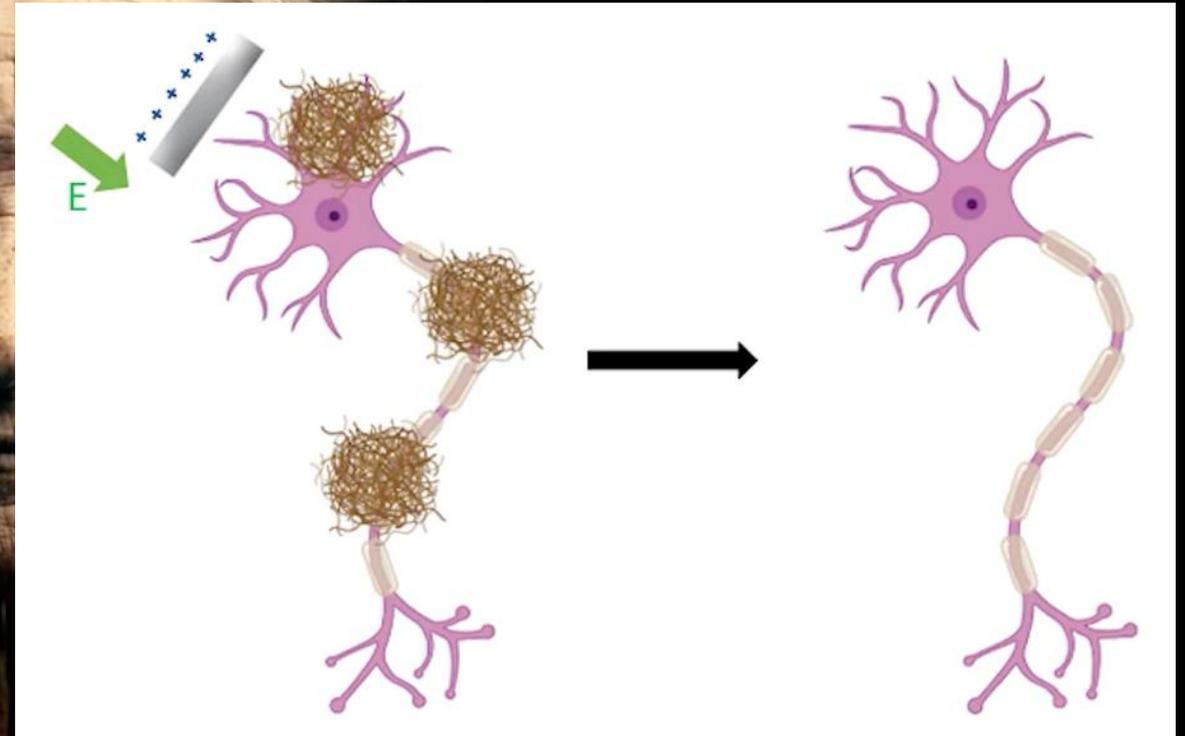


Product recommendation



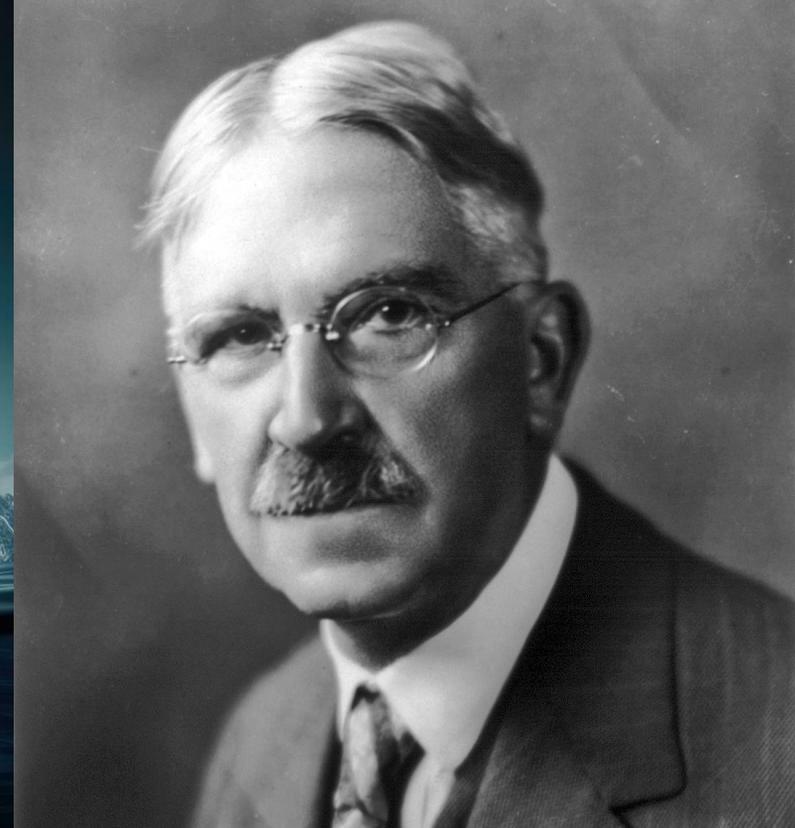
Dynamic price

# Reversal of AGING



Modify the course of disease going beyond symptomatic benefits and even reverse cell in younger and healthier state.

by Prof. Deblina Sarkar, MIT Media Lab



**John Dewey**

American Educator and  
Psychologist

We do not learn from experience.  
We learn from **reflecting** on experience.



What does human **hope** for from technologies?

Are we living in the age of AI?



AI = Artificial Intelligence



AI = **Augmented** Intelligence

Without meaningful diversity, equality and accessibility,  
AI will benefit some children **but sideline many more.**



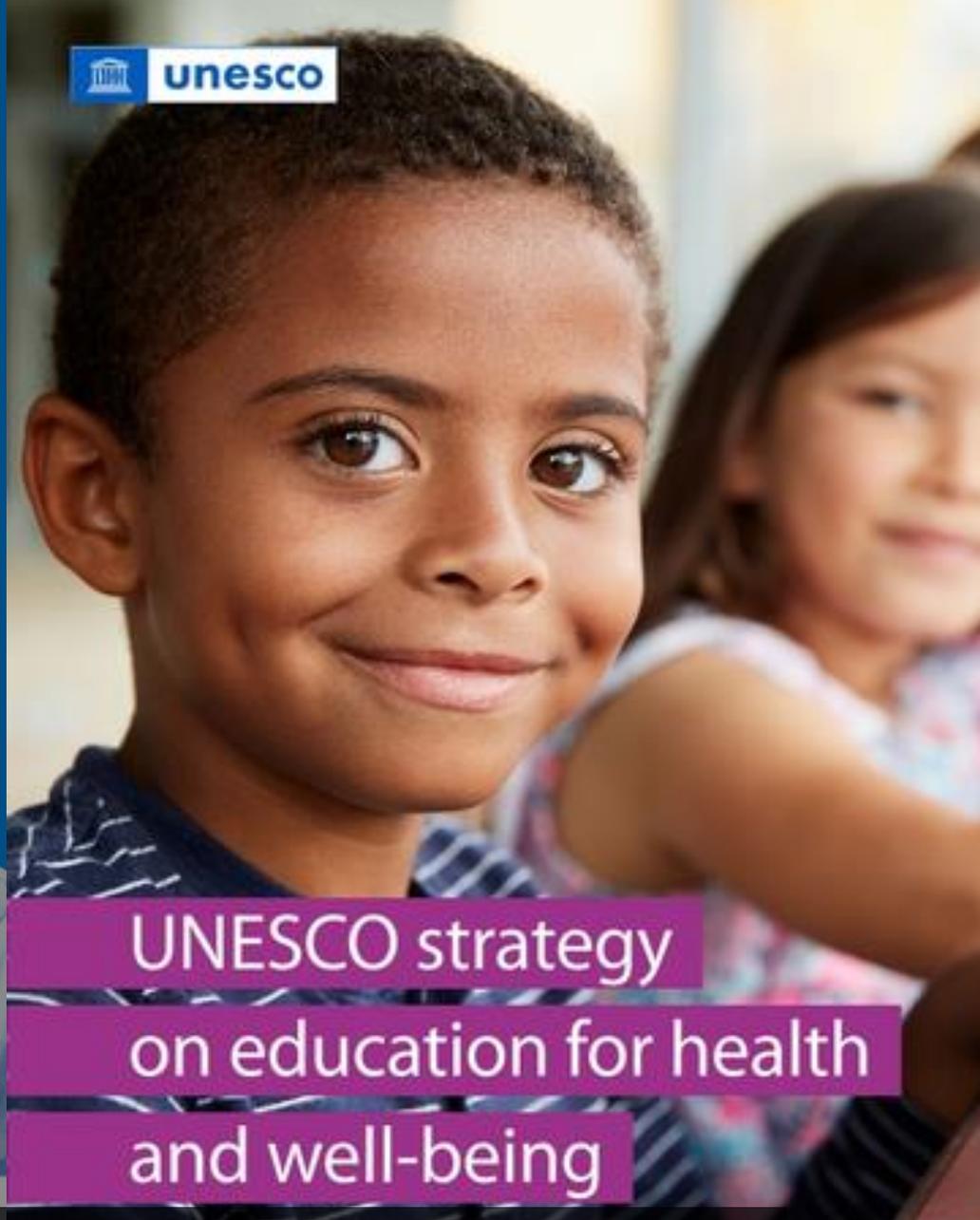


unesco

# 1 in 6 children live in EXTREME POVERTY



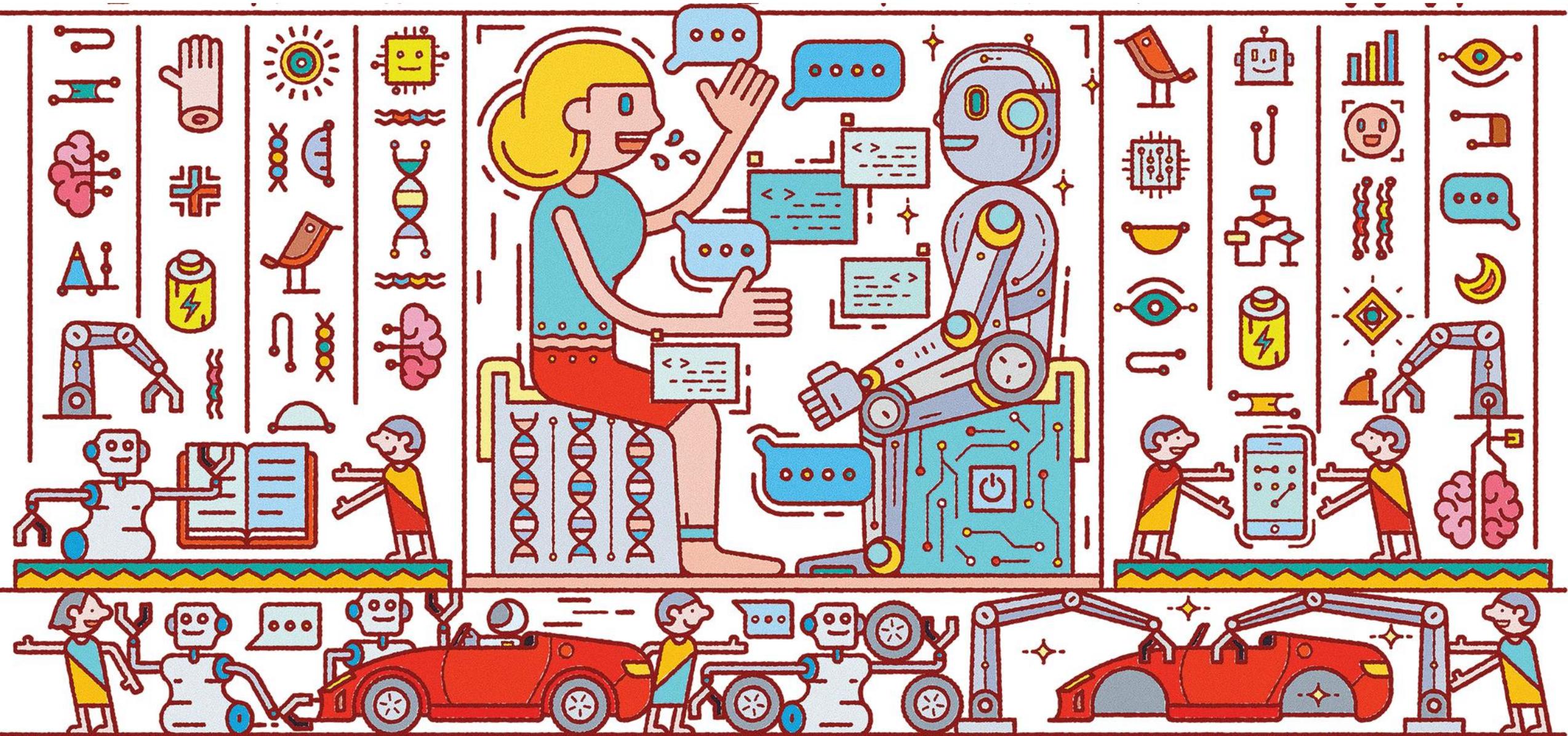
unesco



UNESCO strategy  
on education for health  
and well-being

Make better education with TECHNOLOGIES





As technology drives more decisions,  
human creativity must augment further

A white humanoid robot with a circular logo on its head is sitting on a couch next to an elderly woman with short grey hair and glasses. The robot is holding the woman's hand. The scene is set in a dimly lit room with a bookshelf in the background.

## Co-Imagine

How might we encourage people to imagine and dream with AI?

## Co-Exploring

How might we inspire people to explore new possibilities/frontiers/questions with AI?

## Co-Thinking

How might we educate people to use AI to think deep, good and think beyond?

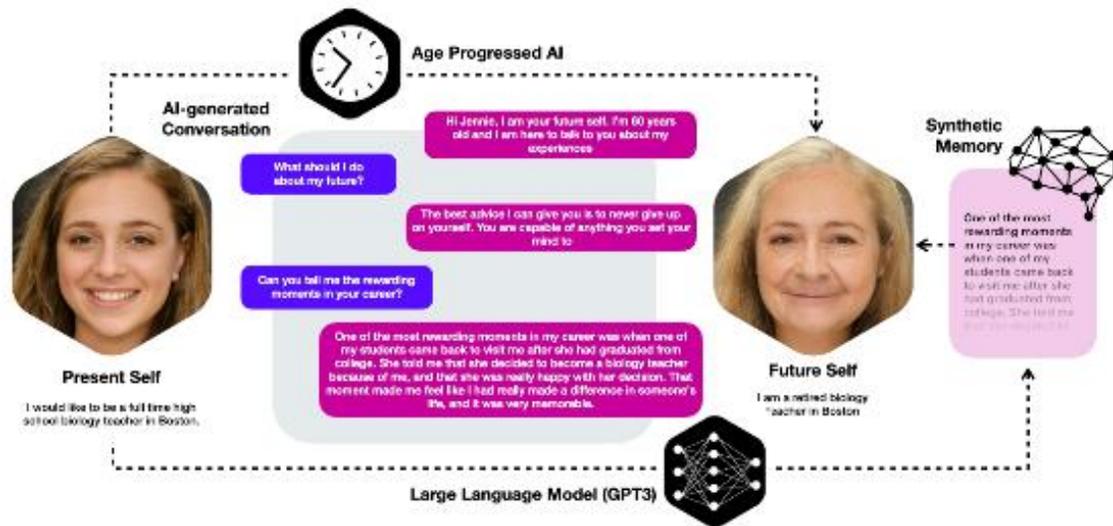
## Co-Creating

How might we empower people to co-create powerful innovation with AI?

4C for Human-AI collaboration and learner



# FUTURE YOU



# คู่คิด By K-GPT



## Learning from Virtual Idols: The Use of AI-Generated Characters for Enhancing Motivation in Online Learning



World Health  
Organization

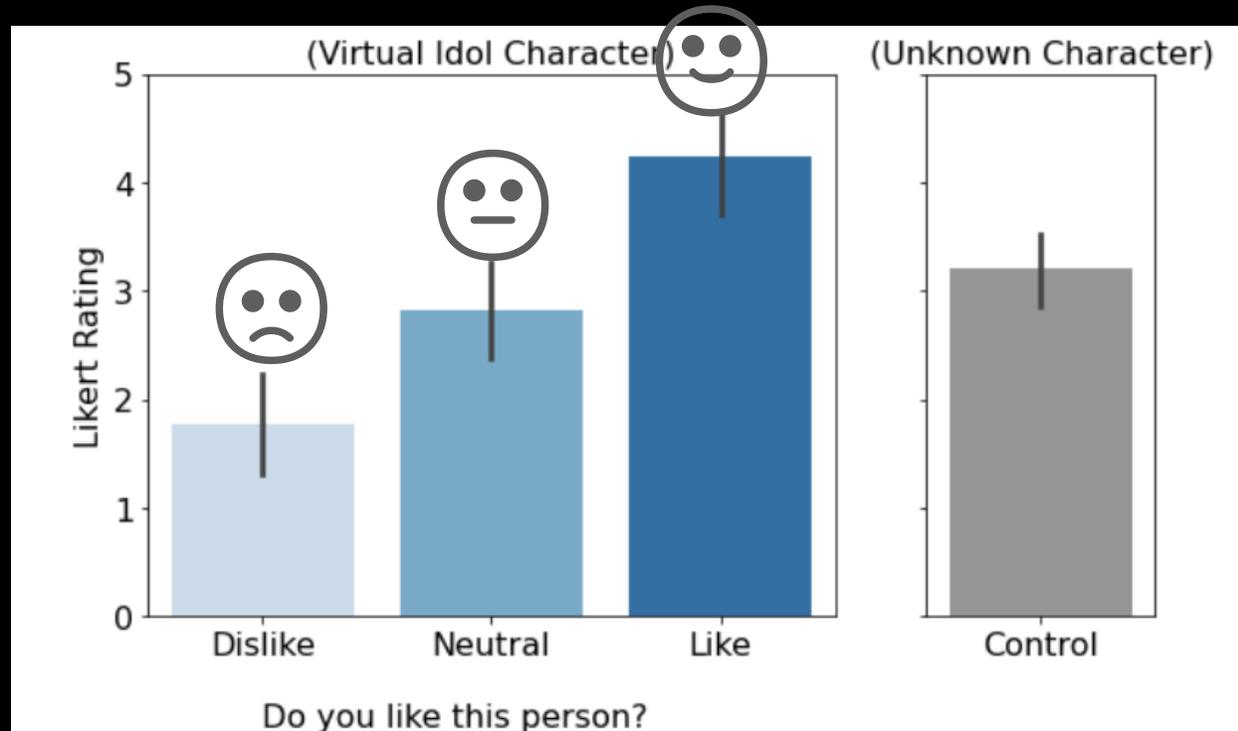
Based on WHO E-Learning Class



World Health  
Organization

Based on WHO E-Learning Class

I would like more advanced material from this instructor.  
 The instructor led me think more deeply about the presentation.



A woman with dark hair, wearing glasses and a red textured sweater, is seated at a white desk. She is looking towards a tablet computer that is propped up on a black stand. In her right hand, she holds a white pen, and she appears to be writing in a notebook or tablet that is open on the desk. The background is a blurred office or study environment with a window and a purple chair.

**For instance, we can revive  
Albert Einstein to teach us physics.**

**What if we can choose virtual idols as an instructor?**



Children can see their doctor as a more fun, comforting character.

What if we can apply virtual idols in mental health?

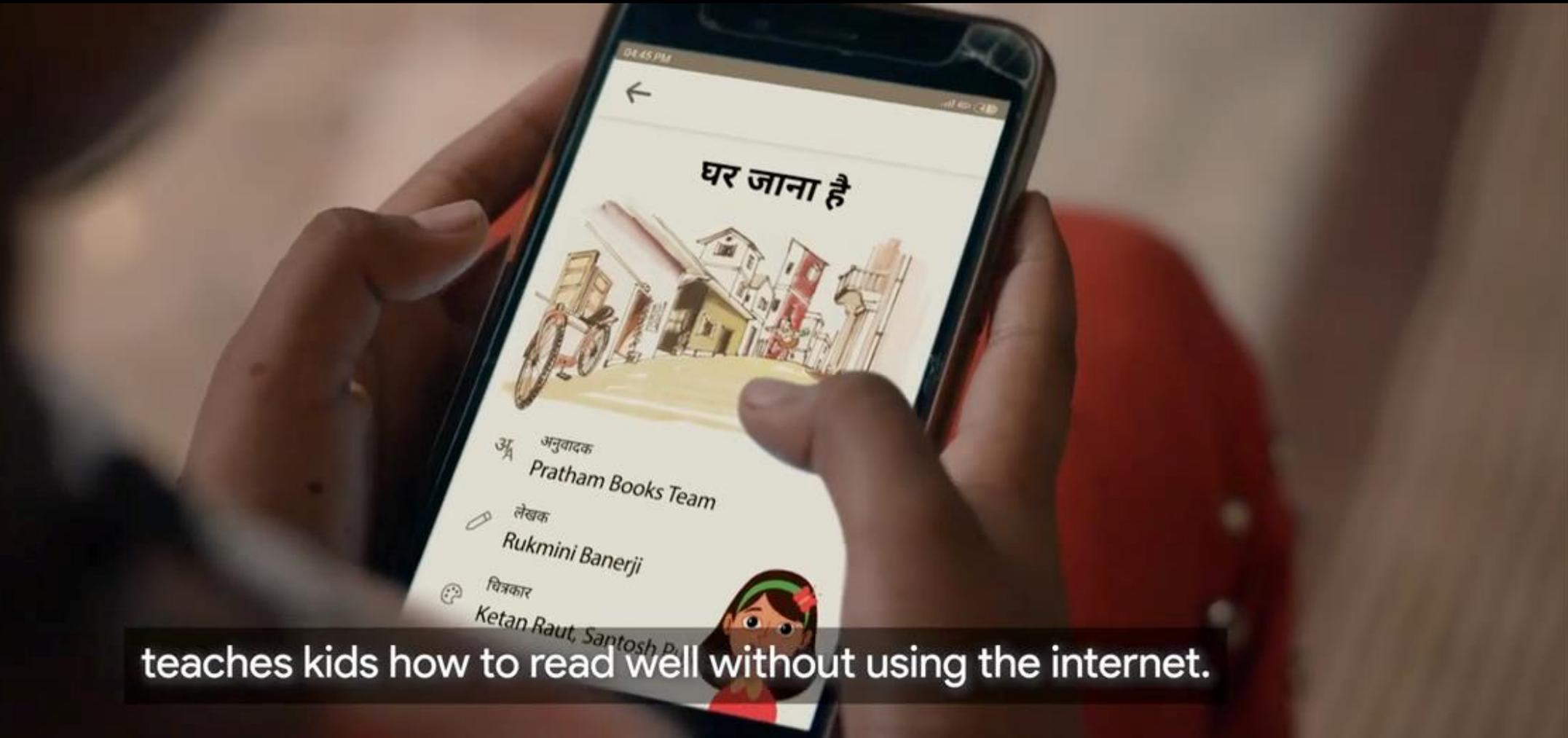
What if we can choose virtual self in different occupations?





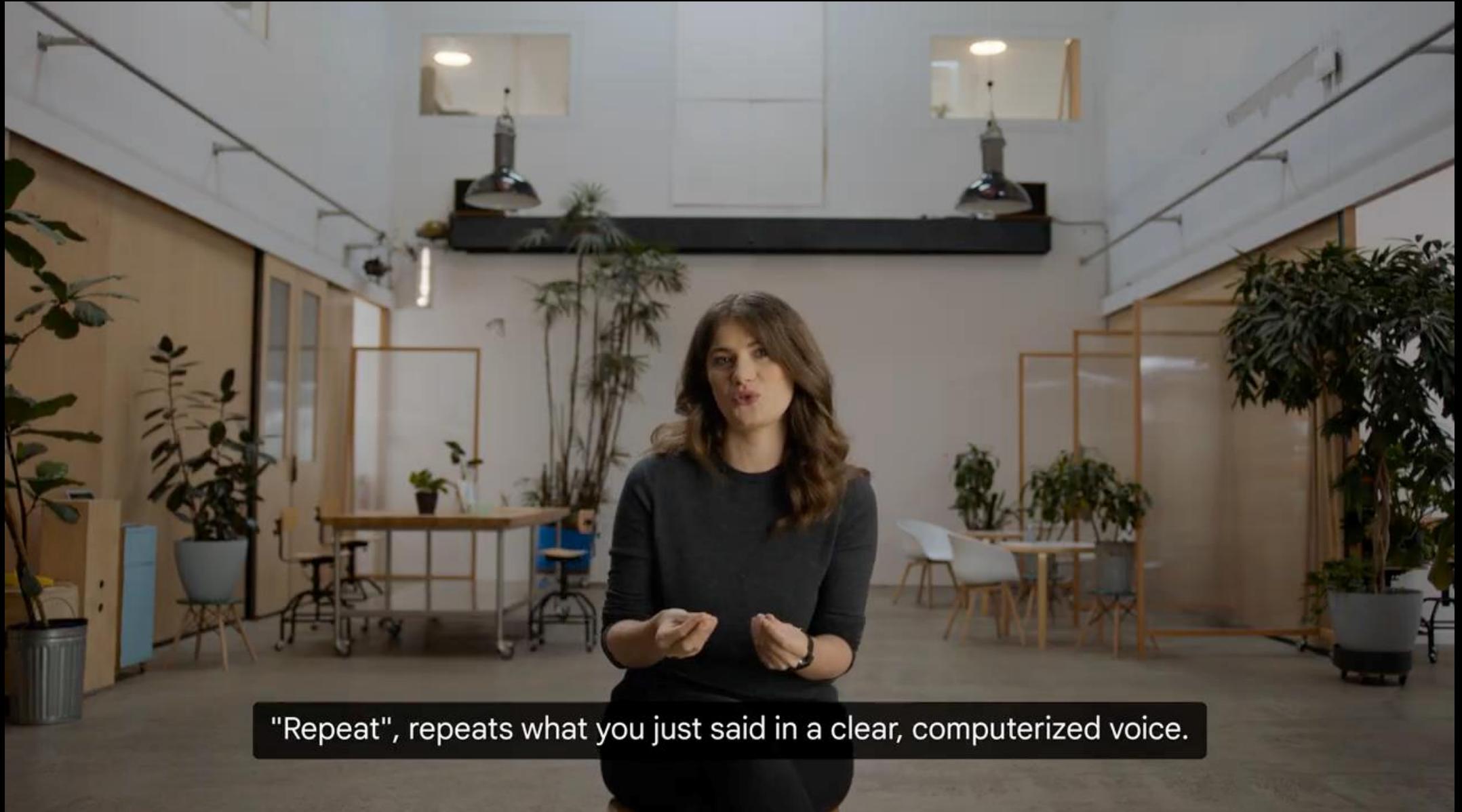
Use technologies to teach financial literacy for kids

Use a mobile app to help kids read and pursue their dreams



teaches kids how to read well without using the internet.

Help people with non-standard speech, **make their voices heard**



"Repeat", repeats what you just said in a clear, computerized voice.

# Technical challenge of responsible AI

- AI training
- Reliability
- Controllability
- Interpretability
- Real-Time Interaction



# Ethical challenge of responsible AI

- Trust
- Bias and Fairness
- Intellectual Property
- Ownership
- Accountability
- Privacy and Security





Build **Social Good** for everyone ... together

