

# GENERATIVE HUMANS & AI IN EARLY CAREERS

28 SEPTEMBER 2023

In partnership with

Institute of Student Employers **ise.** blackbridge Cappfinity



blackbridge **Cappfinity**



# #BNNews23





Caroline Dinenage



Sara McCorquodale



Josephine Fairley



Dame Tanni Grey Thompson



Priya Lakhani



Adam Gordon



Andria Zafirakou MBE



Terry Waite CBE



Chris Packham CBE

# Employers

UK / IRELAND / EMEA / USA



## Data-driven strategies

Brand & Attraction

Skills & Diversity Sourcing

Job Previews

Brand Ambassadors

Events, Awards & Competitions

## Brand building & engagement

## Candidate experience & pipeline insights

Early Careers ATS

## Screening, assessment and candidate care support



Resourcing Delivery

targetjobs Hired

Student  
Research

cibyl®



## In the last 12 months...



Countries

16



Attraction Campaigns

600



Applications

448,000



Assessments

180,000



Video Interviews

62,000



Telephone Interviews

2,700



Assessment Centres

310



AC Candidates

4,300

# Educators

UK / IRELAND / EMEA



**target**connect

## Data-driven strategies

## Maximising Student Outcomes

**Student  
Research**

**cibyl**<sup>®</sup>

### **Employability development**

Personalised advice and  
guidance at each stage of  
Career Readiness

### **Opportunities**

Large and relevant range of  
opportunities

### **Wellbeing and student support**

Case management and risk  
assessment

## In the last 12 months...



Countries

5



Universities & Colleges

91



Students

1.8m



Careers professionals

4,500



Student skills evaluations

47,000



Pathways started

115,000



User visits

16m

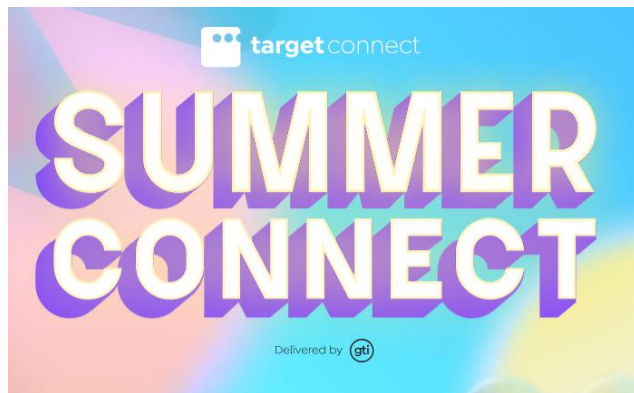


Events posted

55,000



# Early Careers and student community



# ECONOMIC AND BUSINESS OUTLOOK

DECLAN CURRY

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# WHO USES AI IN RECRUITMENT?

STEPHEN ISHERWOOD

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## Which activities in the recruitment process are the most automated (92 organisations)

Ranking



To pre-screen  
candidates



To analyse  
video interviews



To screen  
CVs

## Which sectors use AI the most in their recruitment process?

(92 organisations)

Ranking



Finance &  
professional  
services

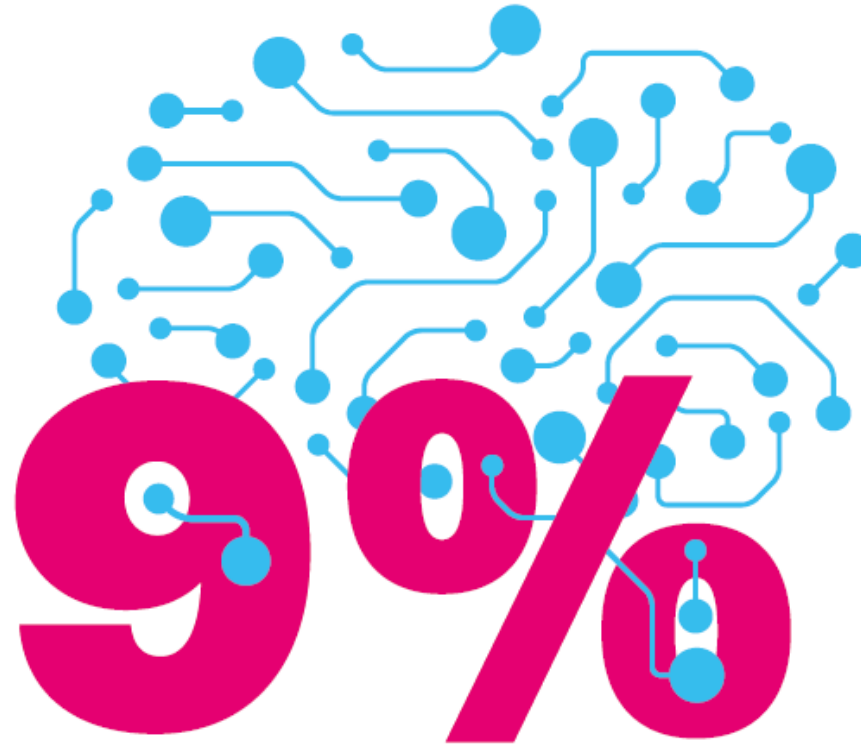


Digital  
& IT



\*Health &  
pharmaceuticals  
\*Legal  
\*Energy, Engineering  
& Industry

\*= Equal



**of employers use  
AI in the recruitment  
process**



## Why? Employers' reasons for using AI:

“It will help in the first stages of recruitment to make the process more agile and rank candidates”

“To reduce the initial volume”

“Free up time in the team for strategy that AI can't do, eg. automate the assessment centres, scheduling and on day attendance”

# HOW THE UK IS HARNESSING AI AND DATA SCIENCE TO BUILD A BETTER FUTURE

## VISCOUNT CAMROSE

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Viscount Camrose, Parliamentary Under Secretary of State (Minister for AI)

AI IN ACTION.  
PRACTICAL USE CASES FOR EMPLOYMENT  
AND GRADUATE OUTCOMES

TRISTAN MATHIESON

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# ChatGPT first encounters

# Key abilities of Generative AI

- Writing computer code
- Searching for and summarising text
- Extracting information from text

# AI in the recruitment process

# DATAPAL

Home

Data Tables

System

## What is datapal?

**Datapal** is a tool that allows you to query your ATS data using *natural language*. It allows you to quickly access both raw and aggregated data from your application pipeline, broken down in however you need.

## What can I ask datapal?

It may initially be a little overwhelming having such raw access to your data. Here are a few examples of things you can ask **datapal**:

- "What percentage of non-private-schooled candidates made it to each stage in 2022?"
- "Show me a stacked barchart of the number of applicants who made it to each stage, broken down by gender."
- "What is the average number of days candidates are stuck on the online test stage?"
- "What was the proportion of BAME applicants for each vacancy each year?"



Hello! I'm here to help you with your ATS data. What would you like to know?

# AI in training new recruits

# TARGETCONNECT FAQ

Ask a question about targetconnect

## Response console

This is where the response will be displayed

Generate Response



# AI in graduate-recruitment research

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Generative AI helps automate extracting information from large volumes of text

# Generative AI helps automate extracting information from large volumes of text

*Can AI also help us analyse this extracted information?*

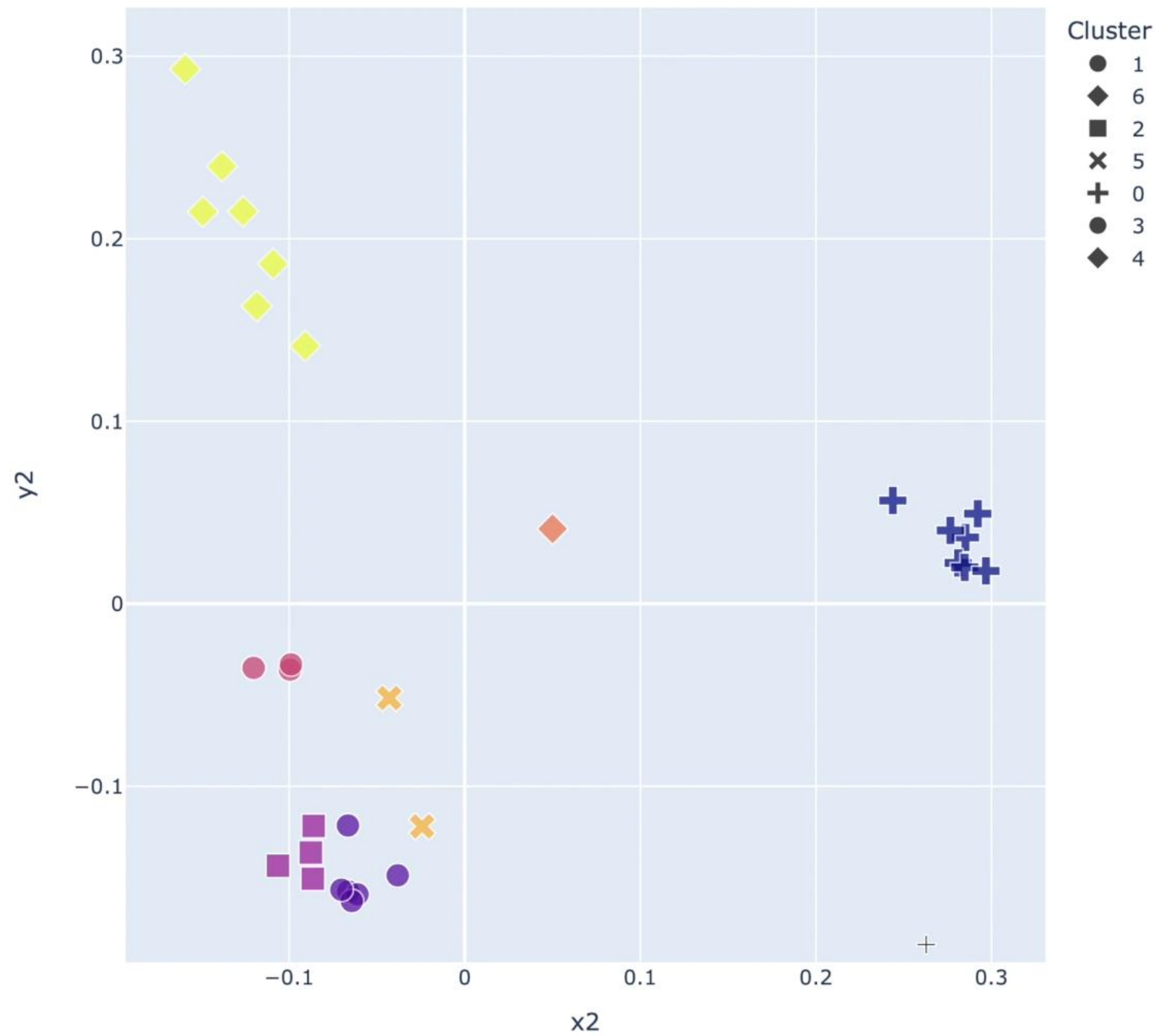
- One
- Two
- Three
- Four
- Five
- Six
- Seven

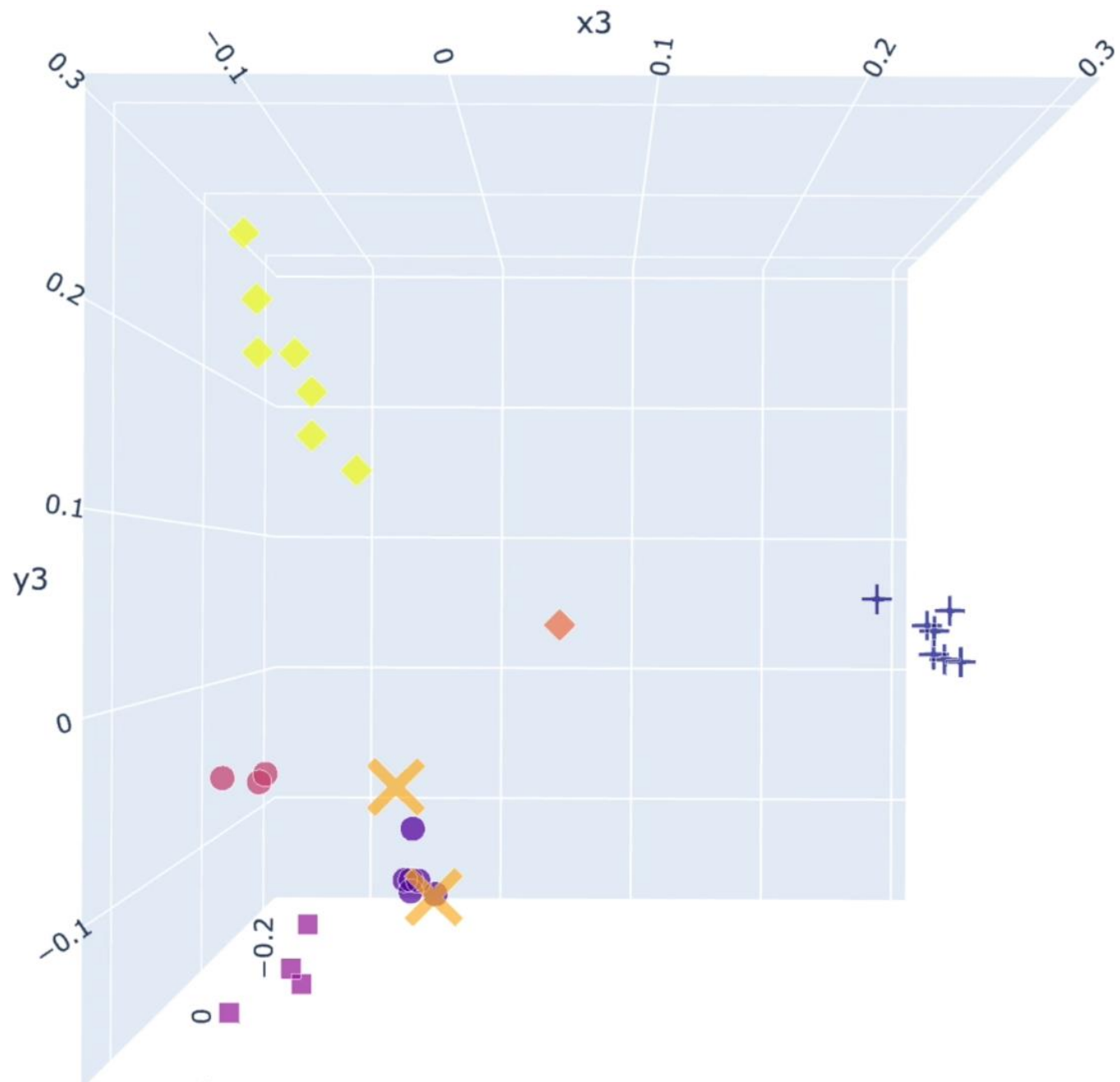
- Happy
- Sad
- Hopeful
- Relaxed
- Excited
- Angry
- Scared

- Cat
- Dog
- Horse
- Cow
- Sheep
- Pig
- Snake

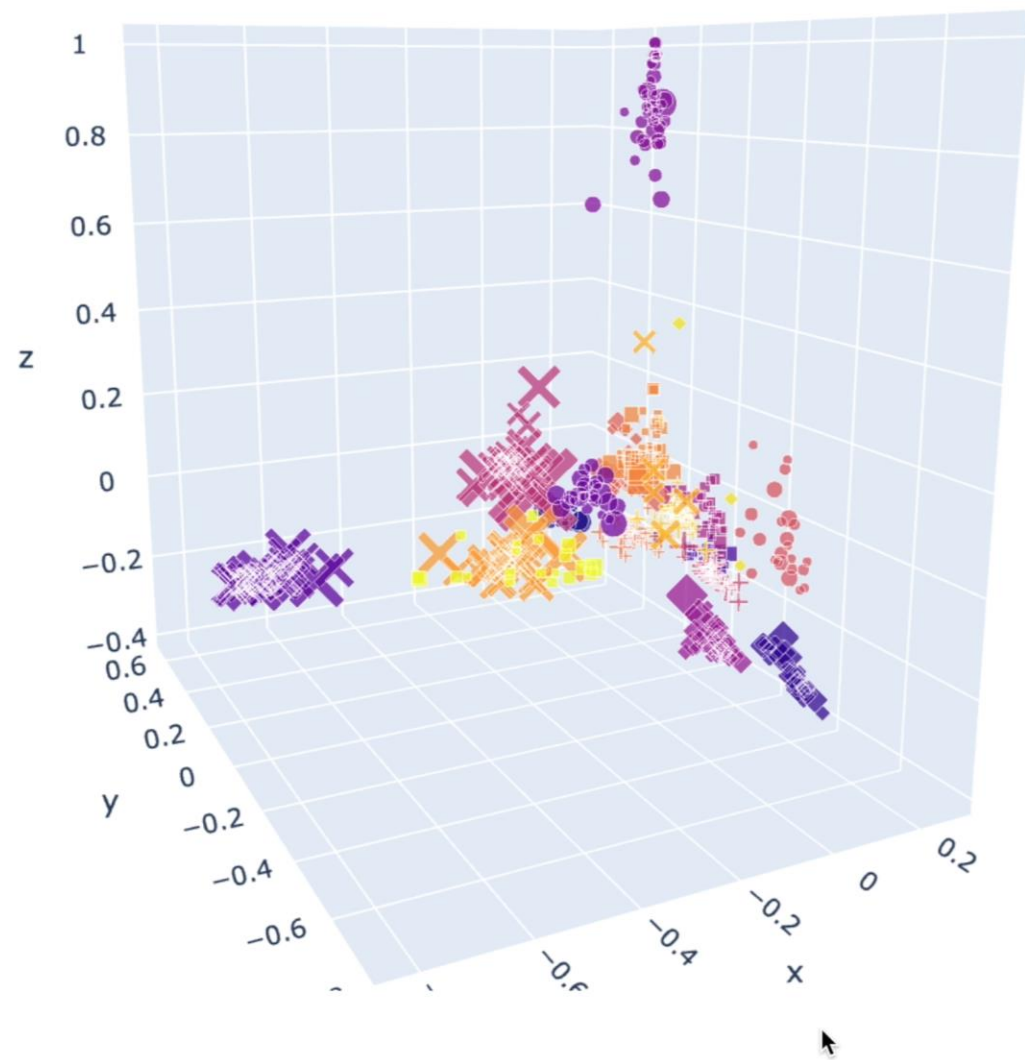
- Blue
- Yellow
- Red
- Green
- Orange
- Black

- Tree
- Chair
- Mathematics





# Using *Embeddings AI* to analyse skills-requirements

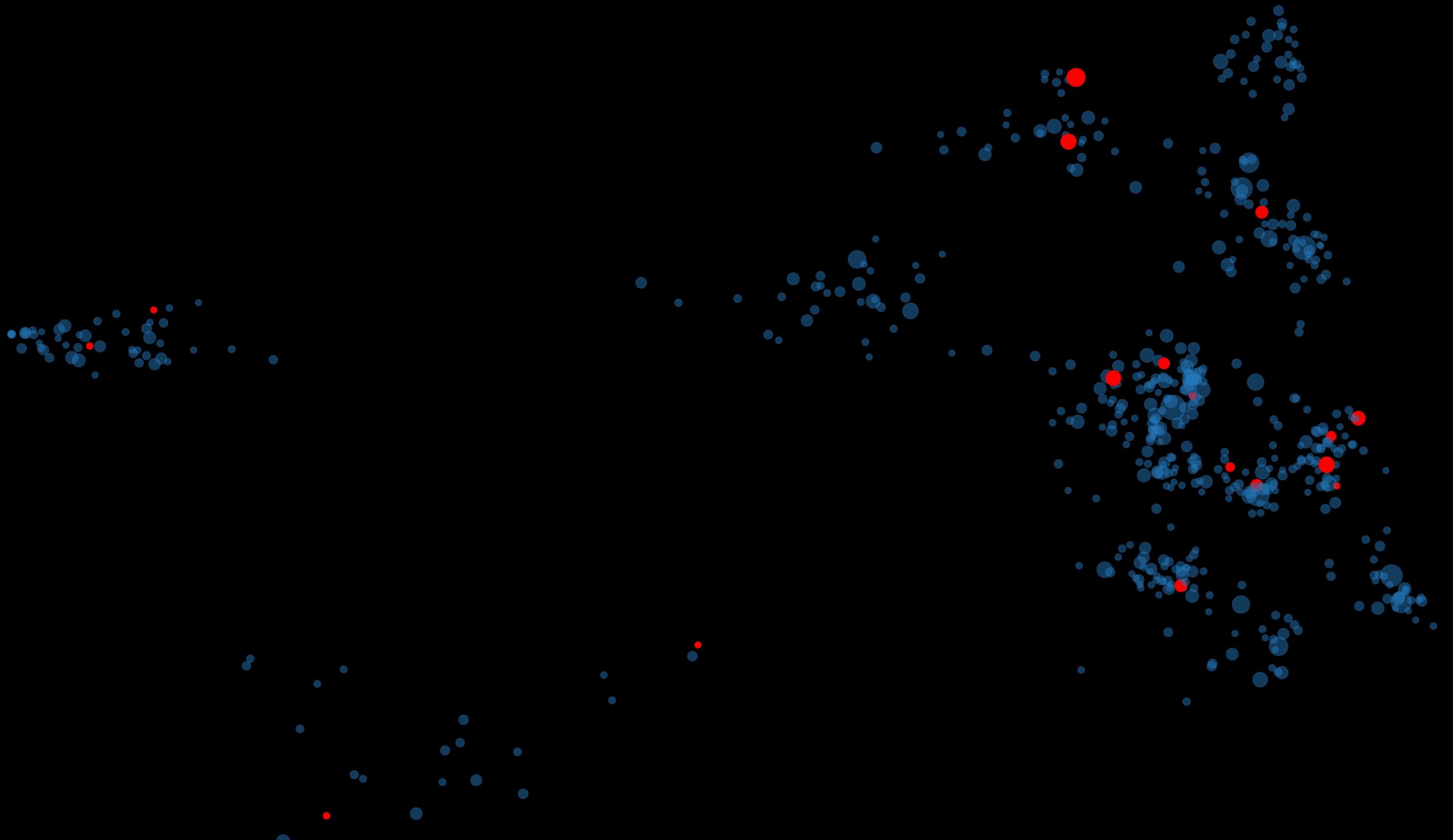


- Cluster
- 0
  - ◆ 1
  - 2
  - × 3
  - + 12
  - 5
  - ◆ 6
  - 7
  - × 8
  - + 9
  - 10
  - ◆ 11
  - 13
  - × 14
  - + 16
  - 4
  - ◆ 17
  - 18
  - × 15

# Comparing skills-requirements between jobs







# AI for job-hunting

# FAKEY MCDONTEXIST

---

01234 567 890  
fakey@fake.co.uk

123 High Street  
Anytown, County  
Postcode

---

## PROFILE

I am an very enthusiastic person, with a real passion for all things design. My experience working as a designer in the video game design industry, as well as my time working for [www.gamewebsite.com](http://www.gamewebsite.com), have provided me with real industry experience in how best to use my graphic design prowess.

During my undergraduate years as a Graphic Design student, I learned to master time management skills, juggling both my degree and my role at [www.gamewebsite.com](http://www.gamewebsite.com).

I am a very energetic and personable, with a real desire to put my design skills to work.

## EXPERIENCE

### Content Creator, [www.gamewebsite.com](http://www.gamewebsite.com) — 2021-2022

During my time at GameWebsite, I published over 50 articles averaging more than 2000 view per page.

In addition to this, I was able to re-vamp their landing page UI, and the overall user experience flow of the website, using the skills acquired on my Graphic Design degree.

### Design Intern, Gaming Studio X, UK - 2022

My responsibilities at Gaming Studio X included designing character models for their new game "New Game 5: The Revenge" using Blender. In addition, I became very proficient with the Unity gaming engine, and was able to contribute to the level design of the game.

## EDUCATION

### University of College — BA Graphic Design, 2020-2023

## SKILLS

I have over 4 years of experience with the Adobe Creative Suite, and am especially proficient with Photoshop.

I also thoroughly enjoy working with design tools, such as Blender, and have experience designing digital assets within the Unity gaming engine.

# CV-JOB MATCH

Please upload your CV

Choose File no file selected

Extract CV Data

Technical

Soft Skills

Experience

Academic



How will we know when candidates use AI?

# The Cappfinity Integrity Dashboard

# Integrity Dashboard [DEMO WITH DUMMY DATA] ★

Please note that this dashboard displays dummy data.

Employer capp test api Assessment Group != behavioural practice assess... Completed Date (Select) Assessment Name (Select)

**Completions**  
All time

# 1,359

**Completions**  
This week

# 2

Week of 04/09/2023

↑ 100% (1) Week of 21/08/2023 >

**Average Score**  
This week

# 39.81

Week of 04/09/2023

↑ 111.39% (18.83) Week of 14/08/2023 >

**Average Completion Time (in minutes)**  
This week

# 1

Week of 04/09/2023

↑ 0% (1) Week of 21/08/2023 >

**Total Time/Score Outliers**  
This week

# 0

Week of 04/09/2023

-- (0) Week of 21/08/2023 >

**Average Tab Switches per Candidate**  
This week

# 3.7

Week of 04/09/2023

↓ 31.04% (5.3) Week of 14/08/2023 >

**Average IP Addresses used per Candidate**  
This week

# 1.0

Week of 04/09/2023

↑ 111.39% (0.5) Week of 14/08/2023 >

**Average Pastes Detected per Candidate**  
This week

# 5.9

Week of 04/09/2023

↓ 31.04% (8.5) Week of 14/08/2023 >

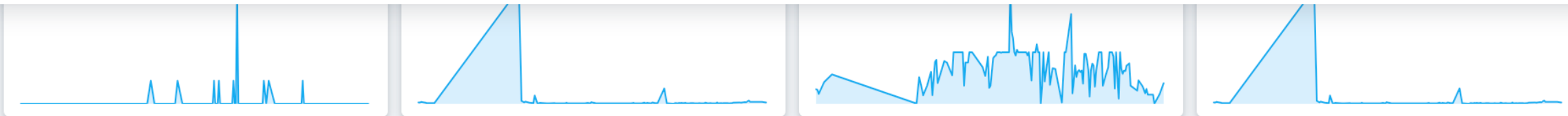
## Behavioural Events by Candidate





Integrity Dashboard [DEMO WITH DUMMY DATA] ★

Employer capp test api Assessment Group != behavioural practice assessm... Completed Date (Select) Assessment Name (Select)



Behavioural Events by Candidate

← Explore ...

Candidate ID	Completed Date	Score	Outcome	Total BE Flags	Outlier Flag	Tab Switches	IP Addresses	Total Text Pasted
3835692	22/03/2021 13:41:40	100	Consider	5	0	1	3	2
3913465	19/04/2021 15:39:52	100	Consider	5	0	1	3	2
3918860	07/07/2021 12:50:39	100	Pass	5	0	1	3	2
3916020	20/04/2021 11:48:10	100	Consider	5	0	1	3	2
3916563	20/04/2021 15:01:29	100	Consider	5	0	1	3	2
3333759	11/11/2020 19:13:42	100	Pass	5	0	1	3	2
4053275	08/07/2021 12:15:40	100	Pass	5	0	1	3	2
4072040	16/07/2021 14:28:39	100	Pass	5	0	1	3	2
4167689	03/09/2021 13:13:53	100	Consider	5	0	1	3	2
4167278	03/09/2021 09:23:34	100	Consider	5	0	1	3	2
4113854	09/08/2021 17:19:07	100	Consider	5	0	1	3	2
3826525	19/03/2021 13:39:17	100	Consider	5	0	1	3	2
3878494	05/04/2021 22:52:26	100	Consider	5	0	1	3	2
6182406	23/11/2022 08:52:59	100	Consider	5	0	1	3	2
6337277	23/12/2022 10:11:04	29.34	Fail	10	0	3	1	5
3914058	19/04/2021 18:16:22	100	Consider	5	0	1	3	2
3916020	14/07/2021 16:11:53	100	Pass	5	0	1	3	2
3932126	20/07/2021 17:19:32	100	Pass	5	0	1	3	2

# Sky's multimodal online assessments

### Sky Glass

Monitoring & Improving



0 / 7

### Sky Originals

Representative solutions



0 / 2

### Sky Sports

Engaging audiences



0 / 3

### NOW

Presenting key insights



### Sky Mobile

Promoting change



### Your Skills



Final thoughts...

# THE PSYCHOLOGY OF CANDIDATE INTEGRITY

NICKY GARCEA

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	Online	Interview	Group	Presentation
Cognitive Reasoning	✓		✓	✓
Business Curiosity	✓	✓		✓
Customer Centric	✓		✓	✓
Collaboration	✓	✓		✓
Relationship Builder	✓	✓	✓	
Drive	✓	✓		✓
Growth	✓	✓	✓	
Personal Responsibility	✓	✓	✓	

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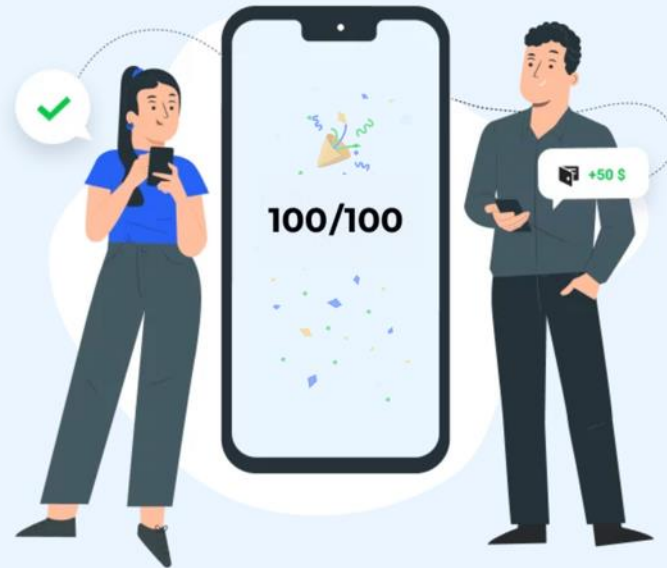
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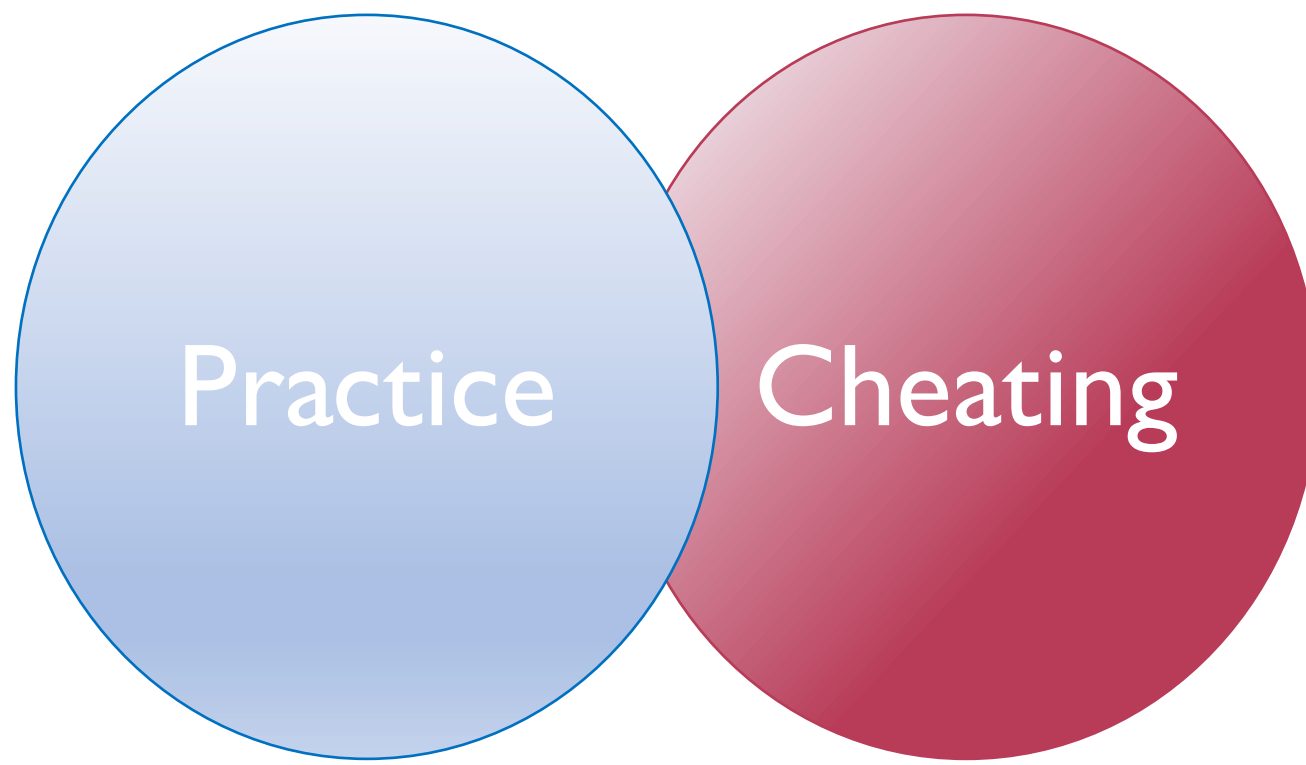
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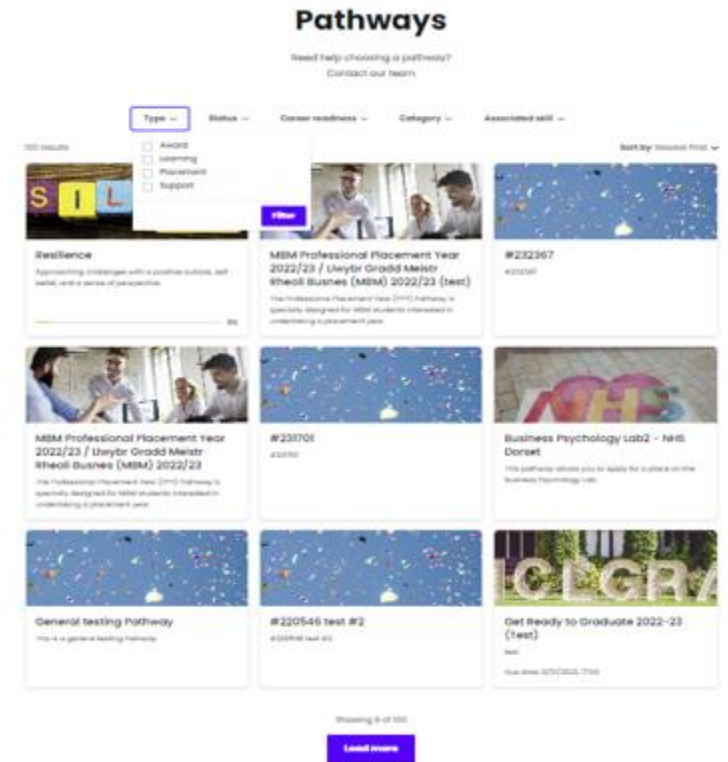
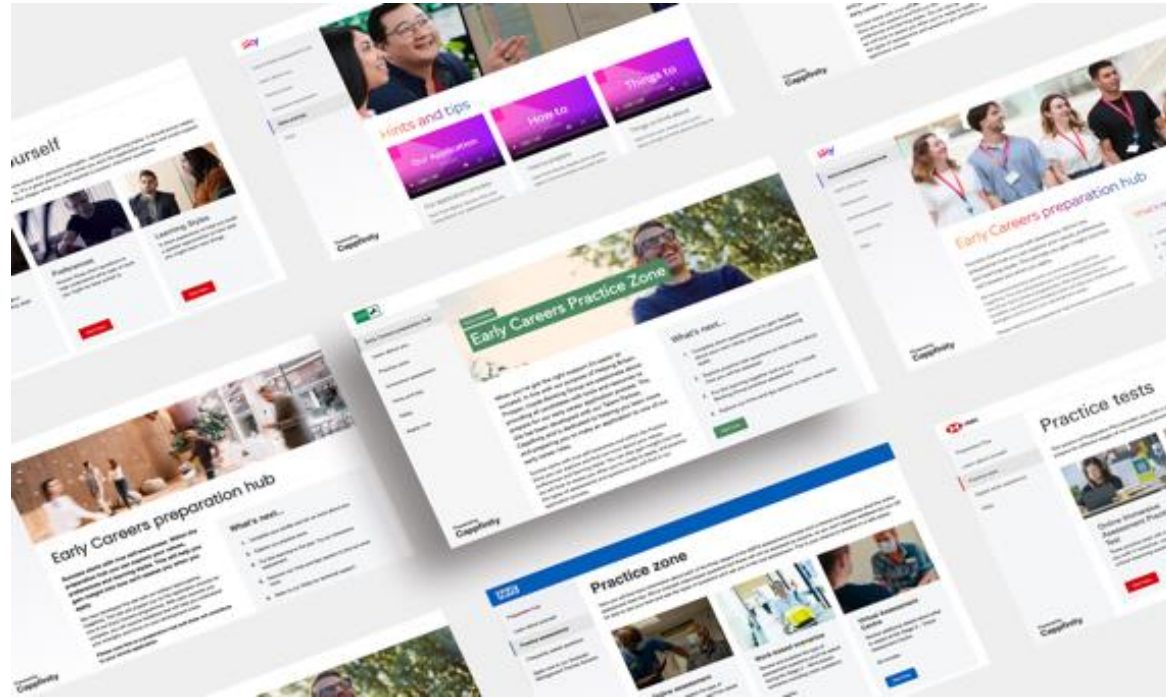
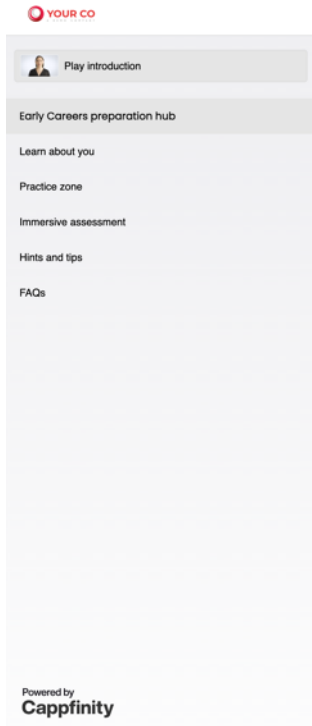
Design

Detect

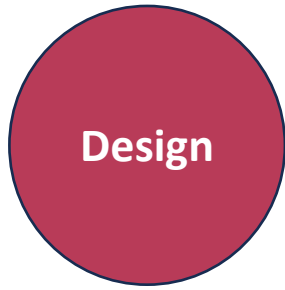


*Candidate cheating occurs when a candidate deliberately takes steps to simulate their application, or uses a third party, human or AI, to complete the application on their behalf. However, different companies, countries and cultures have a variety of expectations around what is and is not acceptable, so it is important for companies to set out their own expectations, clearly and unambiguously.*

**Be clear and define what  
cheating is**



Prepare build confidence in skills



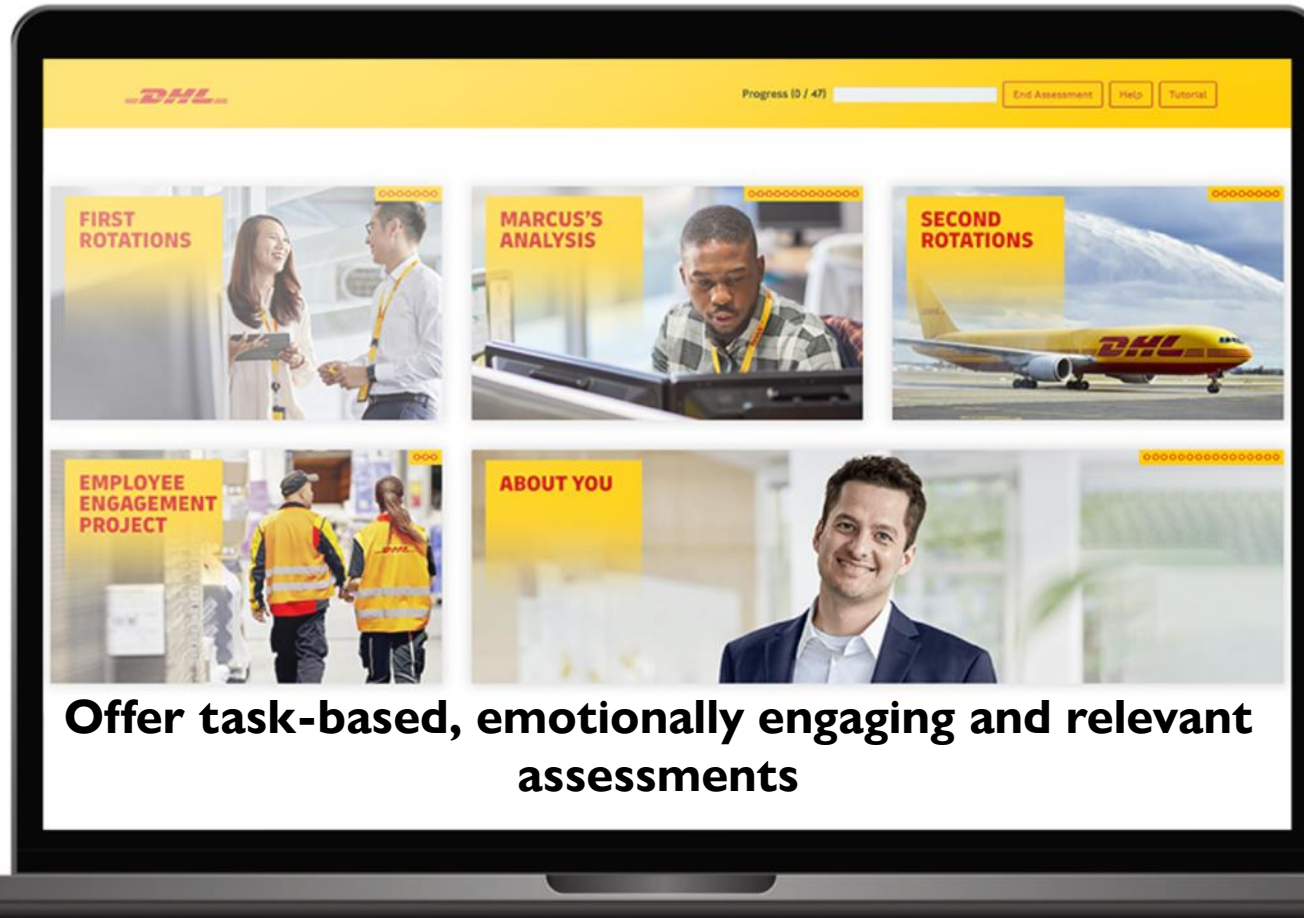
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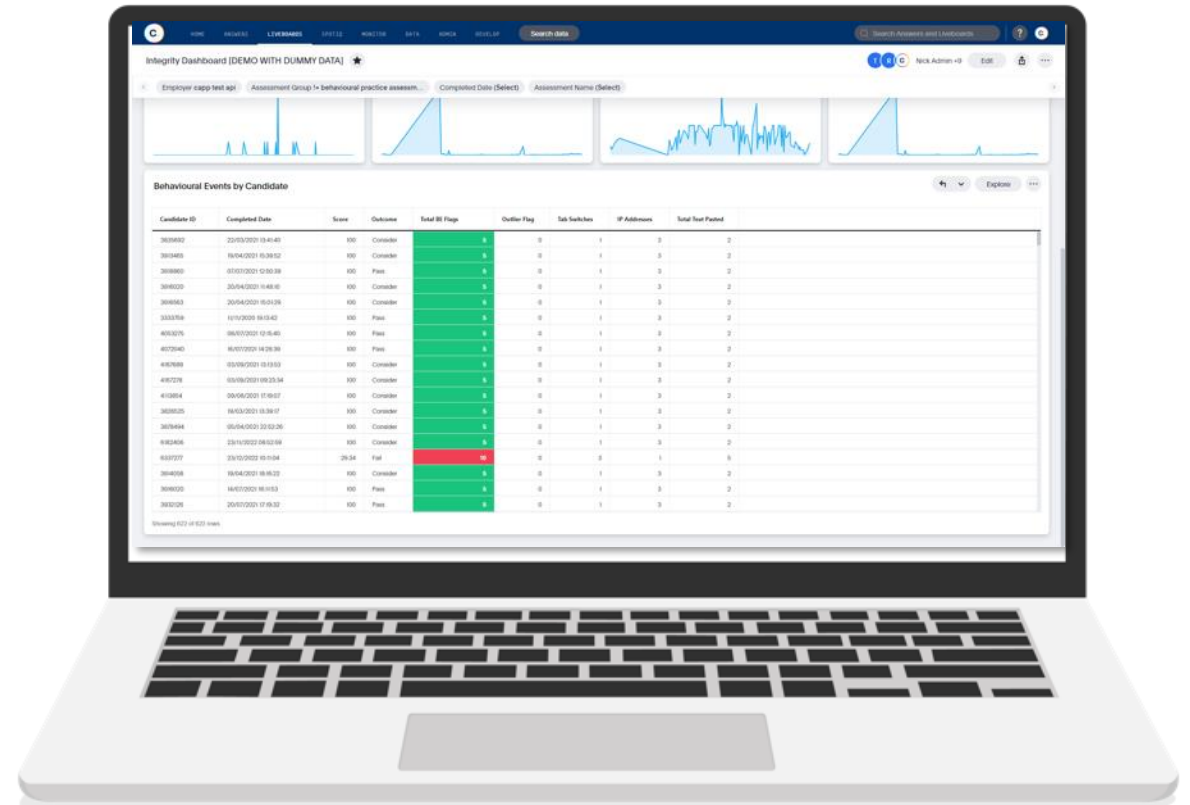
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50,000 candidates applied for roles in September 2023 their average scores are 1.5% times higher than the comparable mean scores of last year. This variation is entirely consistent with the typical historical variations we have seen across campaigns from year-to-year.



**Detect and act, know your next action. Be prepared to evolve**

# STUDENT PANEL

MURTADA DAFALLA, MASHARAH POWELL,  
HEENAL VYAS, JOSH SEARSON

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# DEPLOY RESPONSIBLY - THE OPPORTUNITIES AND PITFALLS OF AI IN RECRUITMENT AND RETENTION

TRISH SHAW

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# Quiz time

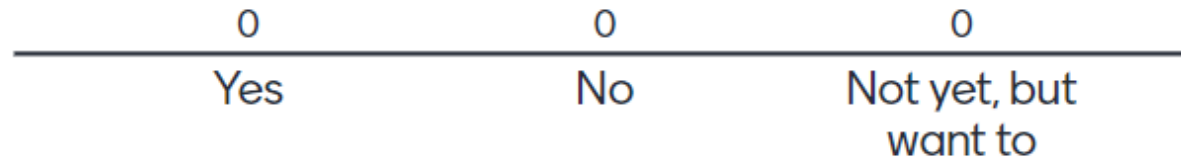
Go to Menti.com and type in Access code **7525 7909**

OR use the QR Code below:



# Recruiters: Have you used AI for talent acquisition?

Mentimeter



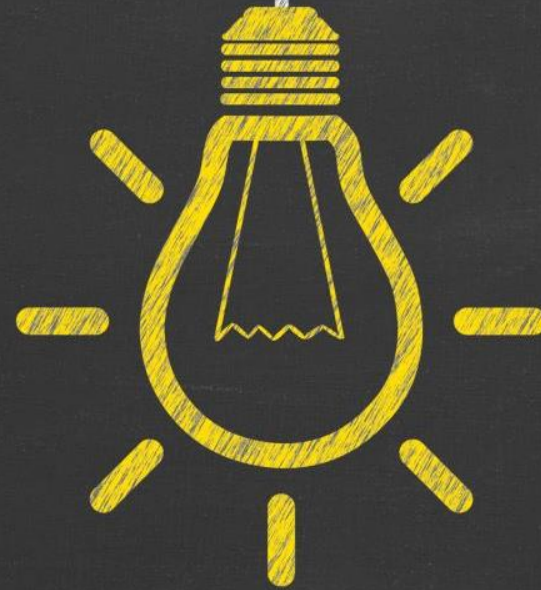
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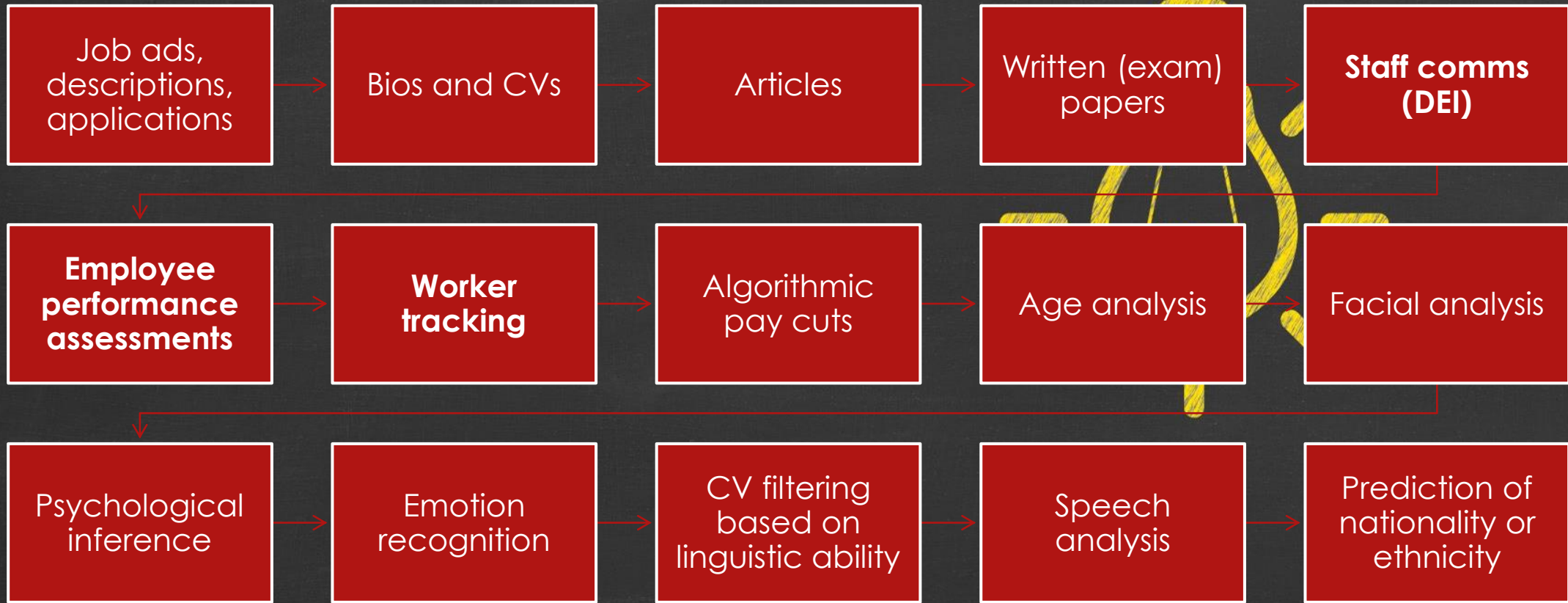
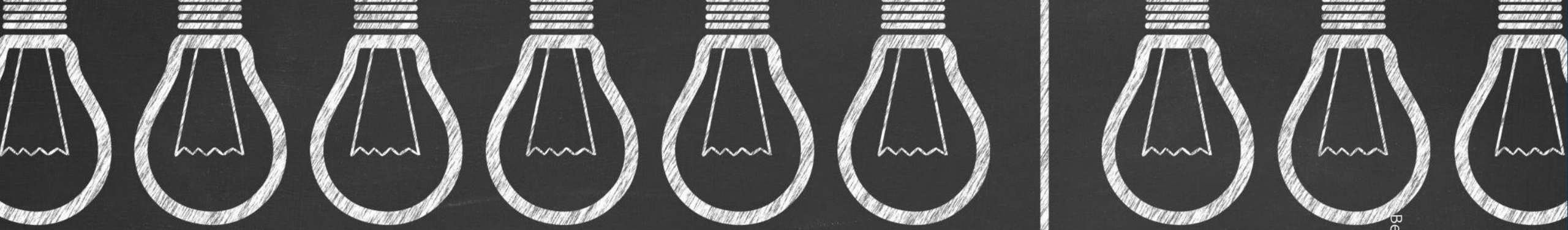
# Applicants: Have you knowingly used a recruitment tool which used AI?



Login to edit this Mentimeter

# What AI is happening in HR?







## Risks?

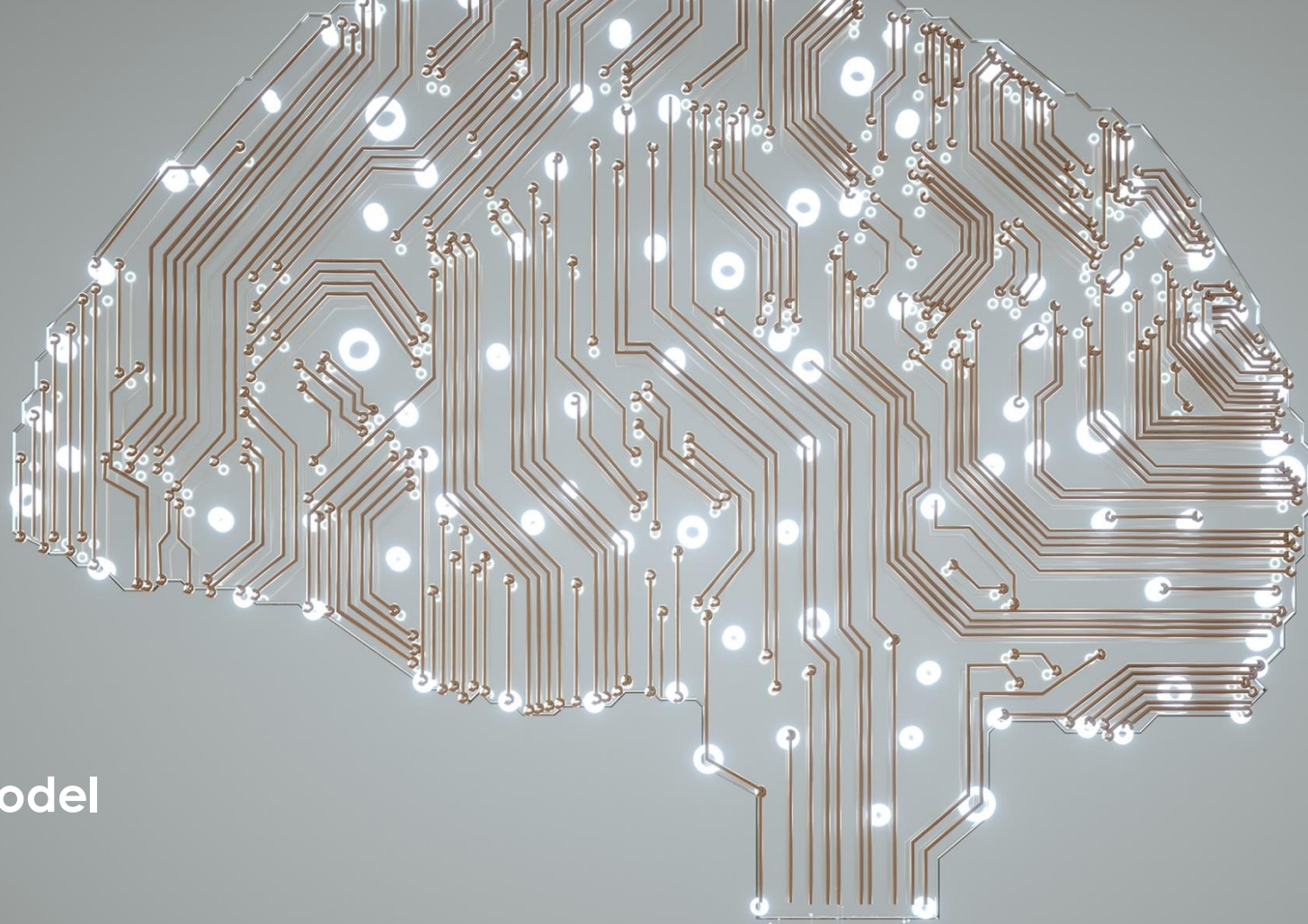
- Map
- Measure
- Manage
- Mitigate
- Monitor

# Training Data



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AI System or Model



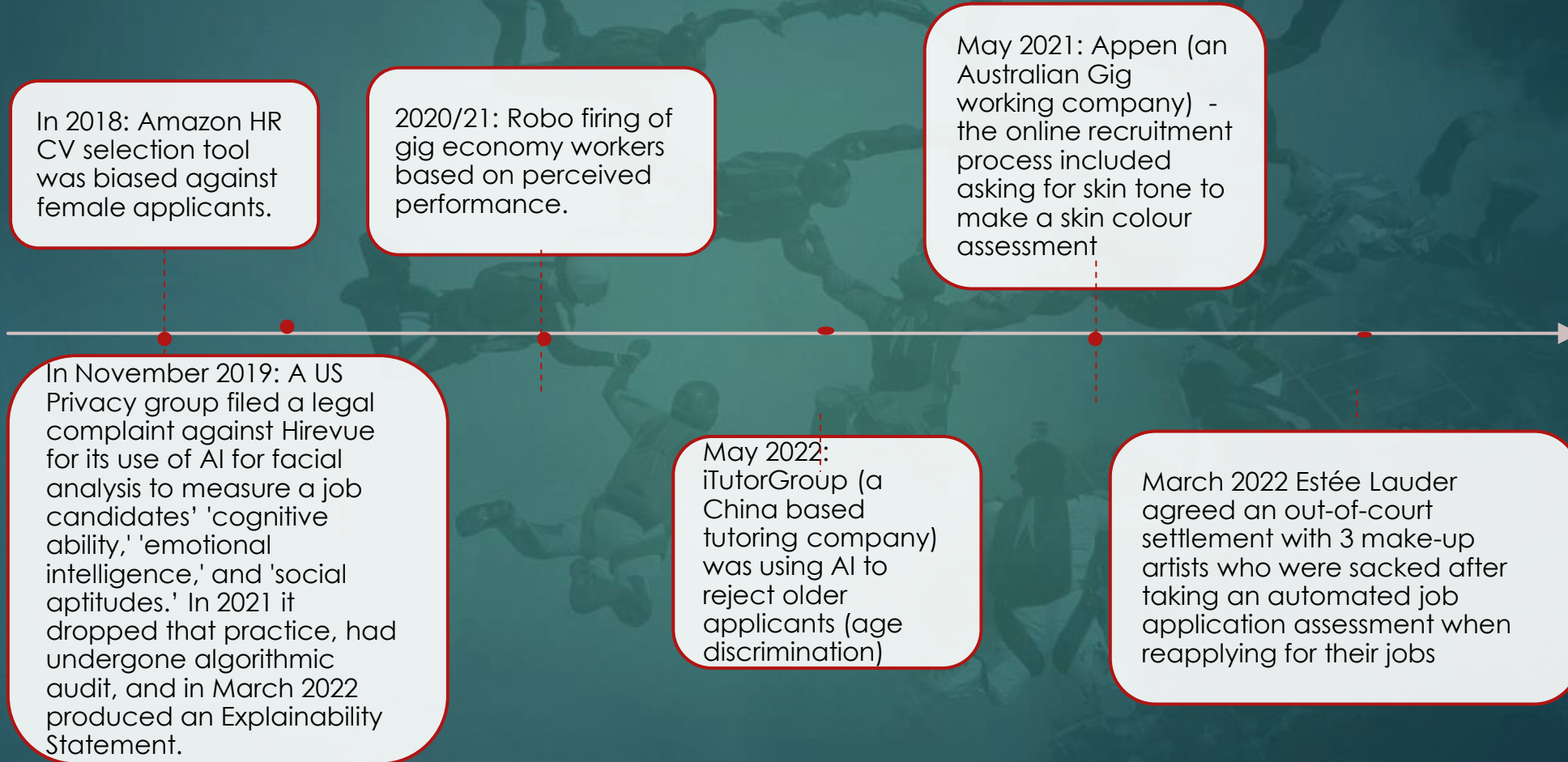




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PEOPLE

# A few of the Use Cases



# Deploying AI responsibly?



- ▶ Find your principled approach
- ▶ Consider the “real world” impact your AI implementation and use is going to have by engaging with your stakeholders
- ▶ Do your due diligence on any AI you procure or use (including open source)
- ▶ Build competence, capability, capacity and budget to oversee AI deployments and monitor them
- ▶ Prevent the creation, amplification and reinforcement of unwanted and unjustifiable bias
- ▶ Be clear with your users and staff what AI is being used and how it works
- ▶ Be prepared to give an explanation for decisions made using AI
- ▶ Be accountable for both the good and the bad outcomes
- ▶ Respect privacy, human dignity and flourishing
- ▶ Listen to your feedback

# Brief A-Z of AI Terminology

AI Lifecycle	The phases involved of an AI system including concept, design, data, development, deployment, operation and monitoring, and sunseting.	Hallucination	Where Generative AI produces an output which seems plausible, but which is not factually correct
<b>Artificial Intelligence (AI) tool or AI system</b>	An AI system is a machine-based system that is capable of influencing the environment by producing an output (predictions, recommendations or decisions) for a given set of objectives. It uses machine and/or human-based data and inputs to (i) perceive real and/or virtual environments; (ii) abstract these perceptions into models through analysis in an automated manner (e.g., with machine learning), or manually; and (iii) use model inference to formulate options for outcomes. AI systems are designed to operate with varying levels of autonomy. (OECD Definition)	<b>Large language model (LLMs)</b>	Machine learning model that can generate text based on patterns from massive datasets. LLMs work by predicting the next term of sequence of words to devised a sentence.
<b>Algorithm</b>	A software program that interacts with humans through conversational-style text or voice, as if it were a real person.	<b>Machine Learning</b>	A type of AI where the machine accesses data to acquire new learning without it being explicitly programmed (often within parameters)
<b>Algorithmic Bias</b>	A skewed (often adverse and unwanted) result produced in and by an AI system which can be introduced at a number of stages of the AI lifecycle (including but not limited to through the data used to train the AI tool, or through the coded instruction that tells the AI tool how to function) which if perpetuated can lead to the AI tool creating discriminatory content or decisions. Bias can be unintentional and unconscious or deliberate and conscious.	<b>Predictive AI</b>	An AI tool that analyses data to make predictions.
<b>Chatbot</b>	A software program that interacts with humans through conversational-style text or voice, mimicking a real person.	<b>Prompt</b>	A word, question or request you write for the AI tool to answer or solve. They can be simple or complex.
<b>Extractive AI</b>	An AI tool that extracts data from the dataset it has been trained on (but can't create data)	<b>Statistical accuracy</b>	How often the AI system produces the anticipated output
<b>Generative AI</b>	An AI tool that generates new, realistic content in the form of text, audio, computer code, data or images etc	<b>Training data</b>	Data used to train the AI tool
<b>Guardrails</b>	The rules that determine what an AI Tool can or cannot do. In the case of Generative AI, the AI Tool may be programmed not to give instructions or provide information in certain circumstances	<b>Testing data or validation data</b>	Data used to check the accuracy of the AI tool

# Plotting Requirements and Responsibility

<b>Description of AI Tool and its Intended purpose</b>	<b>Stakeholder(s) affected</b>	<b>Describe the requirements necessary to manage / mitigate / monitor the AI Tool</b>	<b>What if it goes right?</b>	<b>What if it goes wrong?</b>	<b>Consider who is best placed to manage / monitor and mitigate the AI Tool (RACI)</b>

Patricia Shaw LLB (Hons), LLM, MIEEE, FRSA

## CEO Beyond Reach Consulting Limited

Contact details:

- ▶ Email: [Trish@beyondreach.uk.com](mailto:Trish@beyondreach.uk.com)
- ▶ LinkedIn: Patricia Shaw



# How can Beyond Reach help you?

We're a Responsible AI and governance  
Consultancy

Design and implement:

- ▶ AI/data ethics strategy
- ▶ AI/data ethics risk and impact assessment
- ▶ AI/data ethics public policy engagement
- ▶ Bespoke AI/data ethics Governance Operating Models

Provide:

- ▶ Expert advisor services
- ▶ Access to multidisciplinary and multi-jurisdictional experts and AI/data Ethics Advisory Boards.

# CHATACLYSM! AI, ROBOTICS, AND THE END OF THE WORLD OF WORK AS WE KNOW IT

DR PAUL REDMOND

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UNIVERSITY OF  
LIVERPOOL

# **CHATACLYSM!** AI, Robotics and the end of the world as we know it!

---

**Dr Paul Redmond**

# Doctors deploy AI to analyse cancer scans

## The (robotic) doctor will see you now

Study finds patients are receptive to interacting with robots designed to evaluate symptoms in a contact-free way.

# **AI is already more creative than YOU: ChatGPT outperformed humans in creative thinking experiment**

- Three chatbots were found to outperform 256 humans in creative thinking tests
- The task was to devise alternative uses for everyday objects

**Google AI will be able to go to meetings  
for you – and help you out when you are  
late**

**3 Points**

# #1. SCALABILITY

**‘Technology will enable more professions to become **SCALABLE**. It will allow more individuals to serve more customers in more locations. These individuals will take business away from their peers.’**

**#2. 'EVERY GENERATION IS  
A NEW PEOPLE.'**

**Alexis DeTocqueville, 1831**

# Generation Z was born into a world of ...

- **Ubiquitous computing**
- **Ubiquitous communication**
- **Ubiquitous information**
- **At unlimited speed**
- **About everything**
- **Everywhere**
- **From anywhere**
- **On all kinds of devices**



**#3. YOU'RE NOT PAYING  
ATTENTION.**

**‘Attention is a commodity. A person has only so much of it.’**



**[linkedin.com/in/drpaulredmond](https://www.linkedin.com/in/drpaulredmond)**

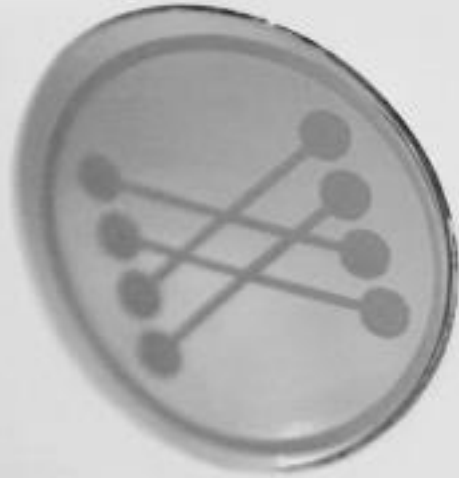
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# NOT BUSINESS AS USUAL. AI AND THE FUTURE OF JOBS

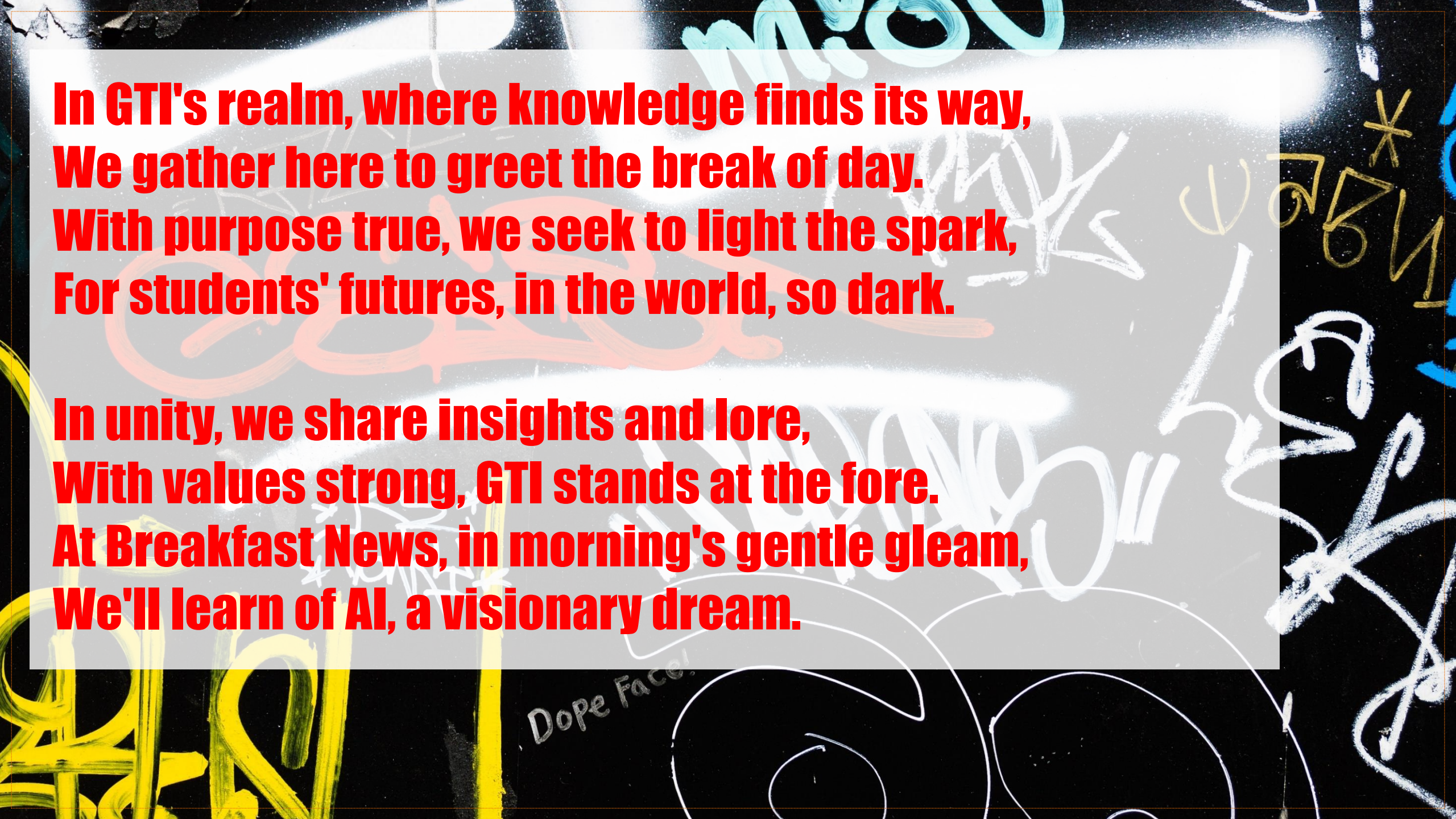
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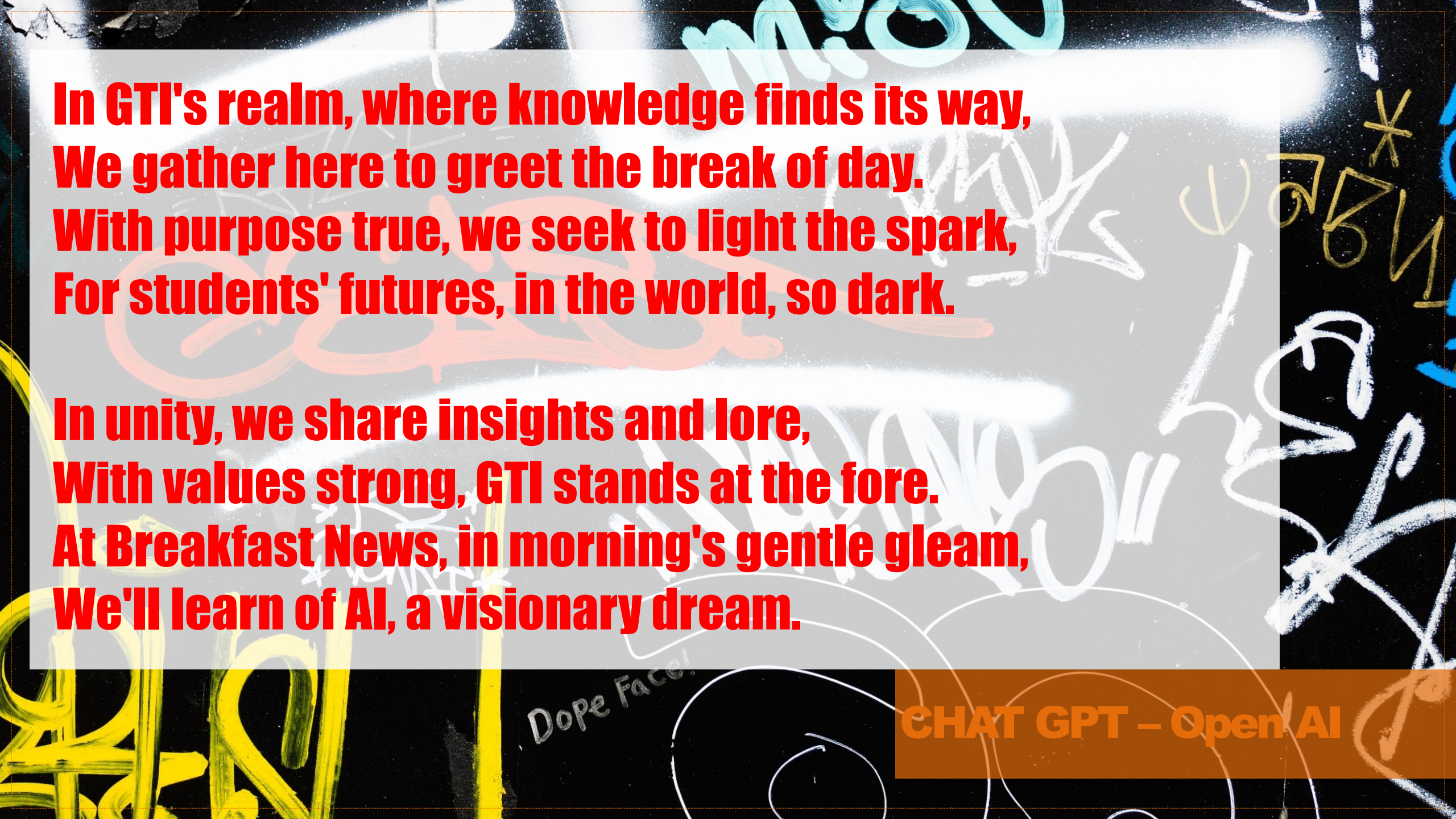


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**In GTI's realm, where knowledge finds its way,  
We gather here to greet the break of day.  
With purpose true, we seek to light the spark,  
For students' futures, in the world, so dark.**

**In unity, we share insights and lore,  
With values strong, GTI stands at the fore.  
At Breakfast News, in morning's gentle gleam,  
We'll learn of AI, a visionary dream.**



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**CHAT GPT – Open AI**

# sinclair ZX80

INTEGRAL FUNCTIONS  
CHR B    PEEK    LSR  
STP S    CODE    ARR  
TL S    RND

NOT	AND	THEN	TO	←	↓	↖	↗	HOME	PUR OUT
1	2	3	4	5	6	7	8	9	0
NEW	LOAD	SAVE	RUN	CONT	REM	IF	INPUT	PRINT	
Q	W	E	R	T	Y	U	I	O	P
LIST	STOP	DIM	FOR	GOTO	POKE	RAND	LET	EDIT	
A	S	D	F	G	H	J	K	L	NEW LINE
	CLEAR	CLS	GOSUB	RET	NEXT		BREAK		
SHIFT	Z	X	C	V	B	N	M	.	SPACE















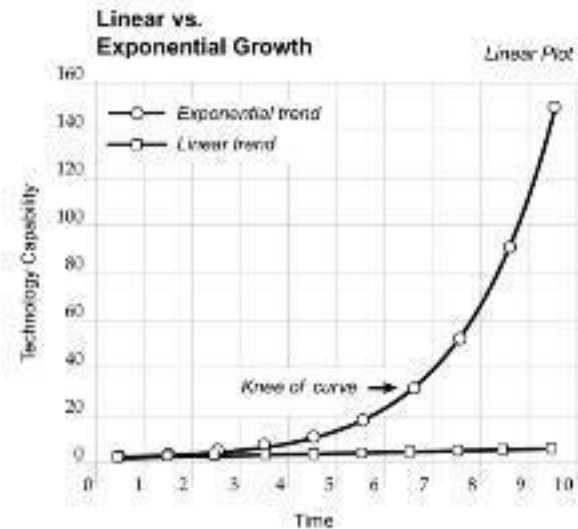


## The Intuitive Linear View Versus the Historical Exponential View

When the first transhuman intelligence is created and launches itself into recursive self-improvement, a fundamental discontinuity is likely to occur, the likes of which I can't even begin to predict.

—MICHAEL ANTISSIKOV

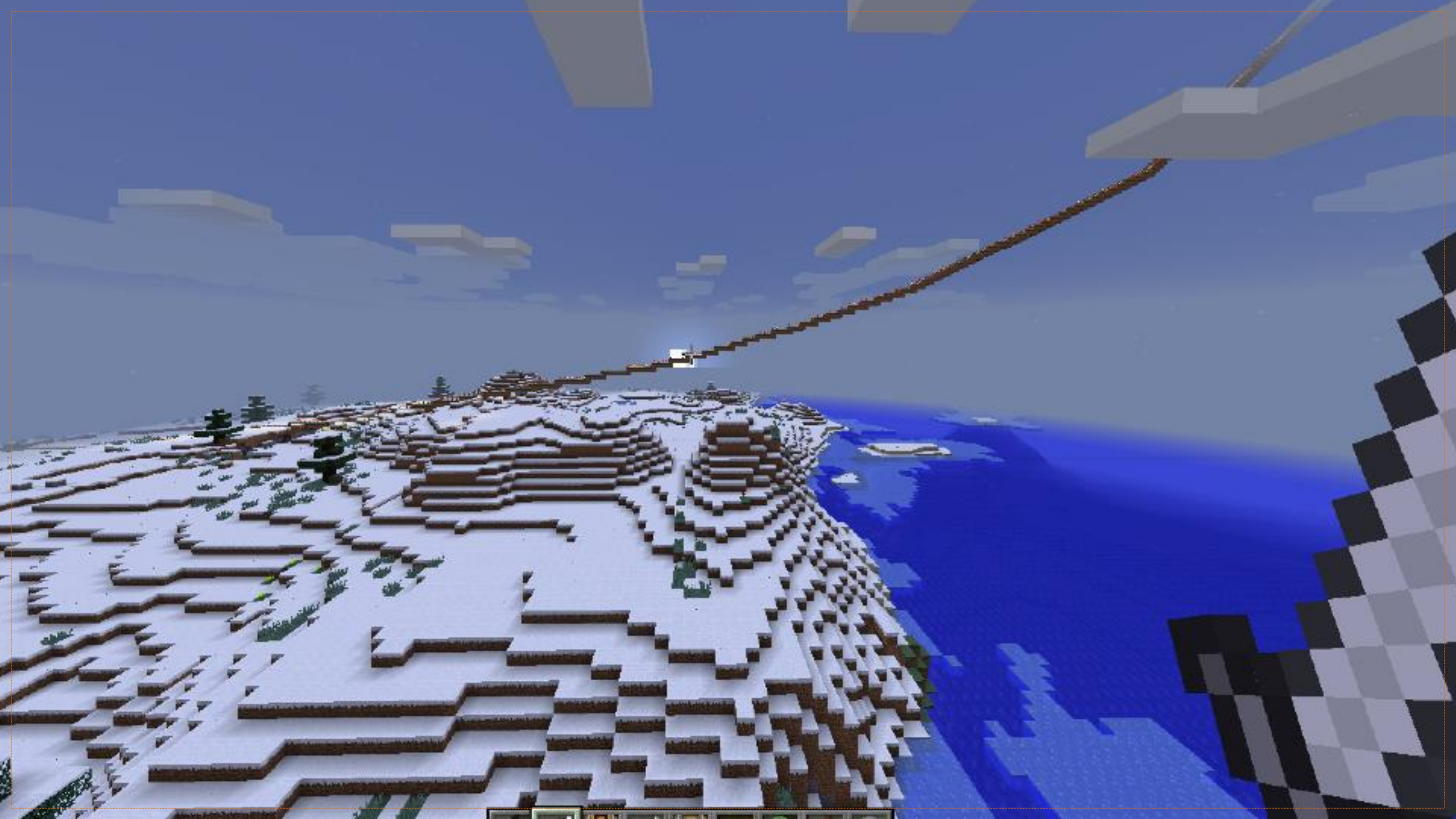
In the 1950s John von Neumann, the legendary information theorist, was quoted as saying that “the ever-accelerating progress of technology . . . gives the appearance of approaching some essential singularity in the history of the race beyond which human affairs, as we know them, could not continue.”<sup>23</sup> Von Neumann makes two important observations here: *acceleration* and *singularity*. The first idea is that human progress is exponential (that is, it expands by repeatedly *multiplying* by a constant) rather than linear (that is, expanding by repeatedly *adding* a constant).



*Linear versus exponential:* Linear growth is steady; exponential growth becomes explosive.

The second is that exponential growth is seductive, starting out slowly and virtually unnoticeably, but beyond the knee of the curve it turns explosive and profoundly transformative. The future is widely misunderstood. Our forebears expected it to be pretty much like their present, which had been pretty much











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Position: 1. 1. 1 Length: 1. 0. 0

Signature: Groove

Warp: Follow

Beats: Preserve Transients

BPM: 92.54

Gain: 0.00 dB Pitch: st



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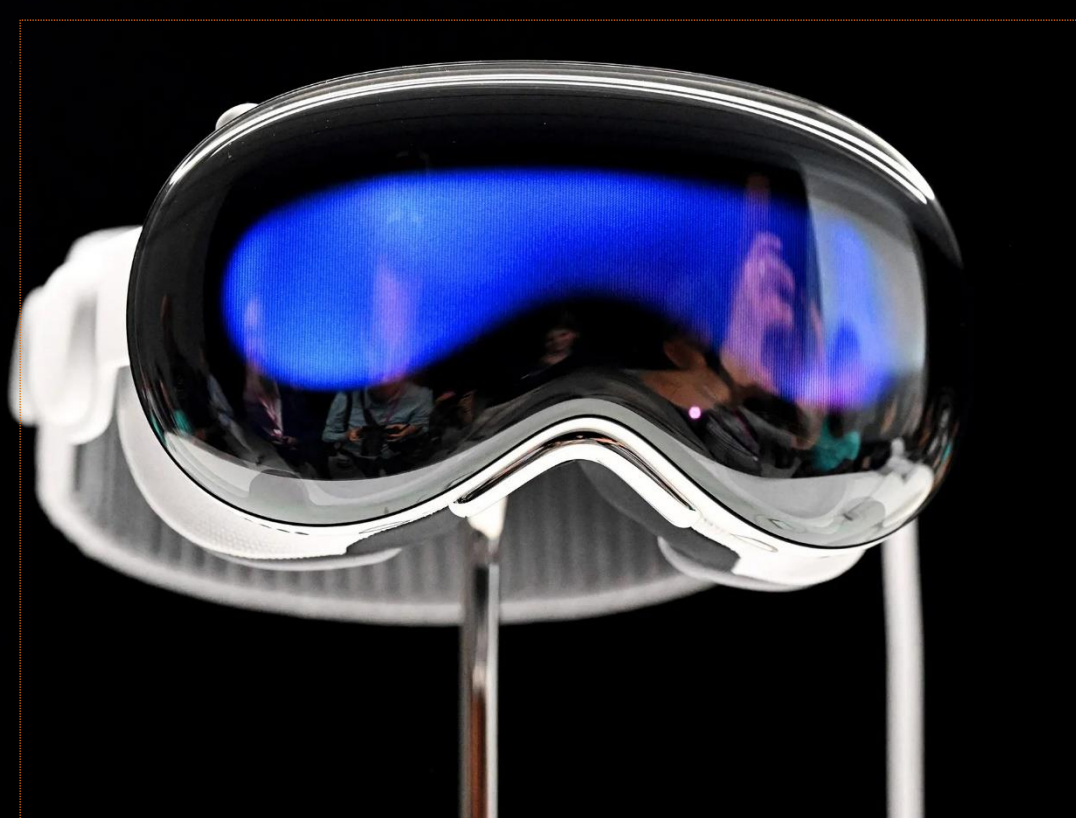
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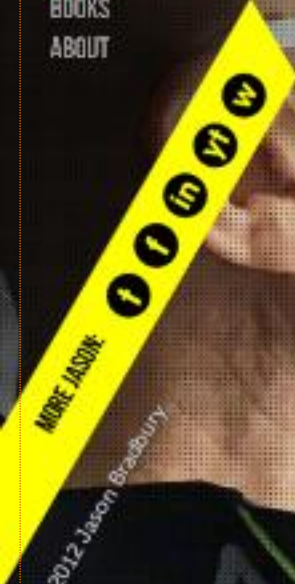
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## High Level AI Classifications:

**Machine Learning:** Includes everything from basic algorithms to deep learning and reinforcement learning (Pattern Recognition)

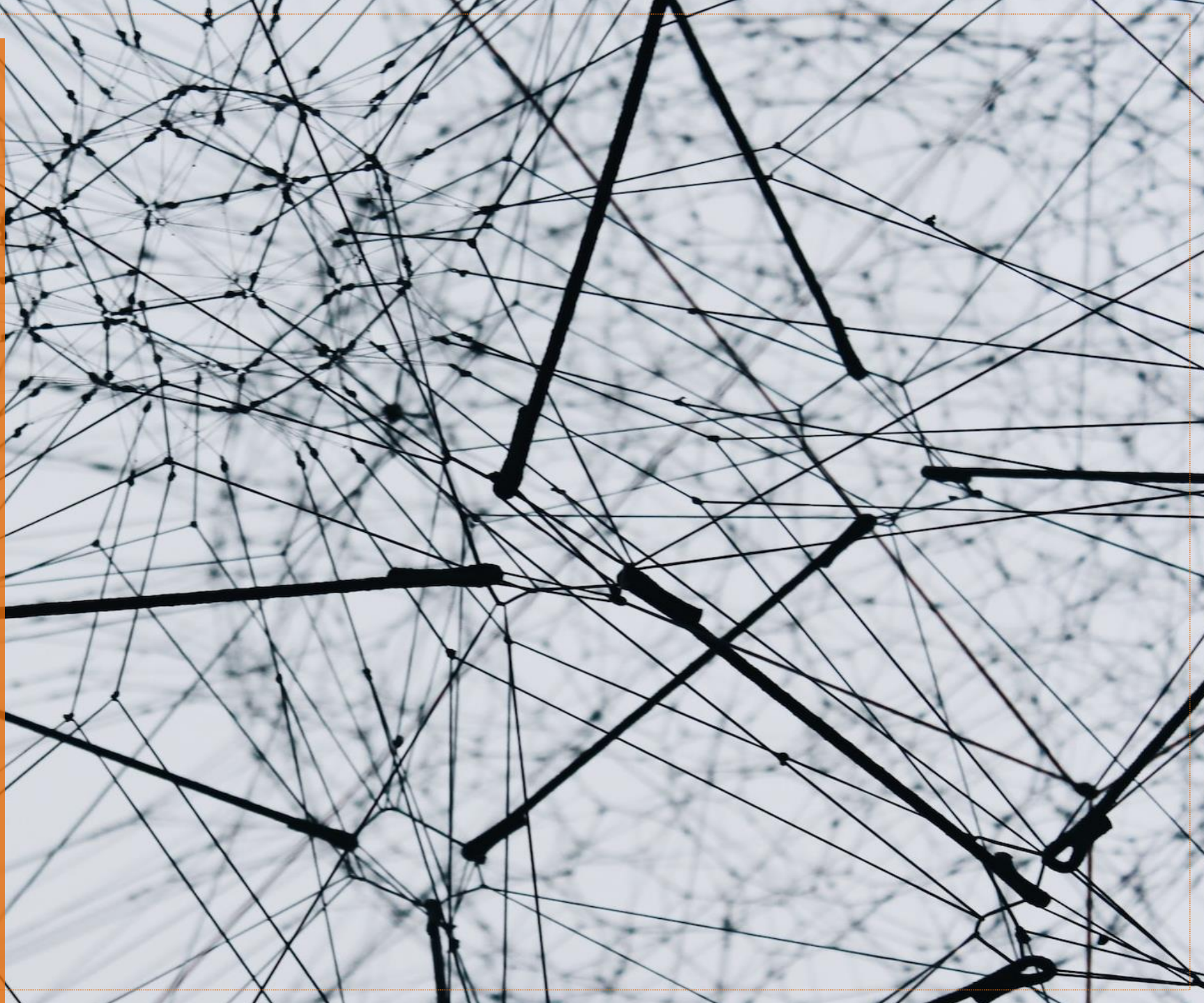
**Natural Language Processing (NLP):** Deals with understanding, generating, and translating human language.

**Computer Vision:** Involves processing and understanding visual data.

**Robotics:** Entails AI systems that interact with the physical world.

**Knowledge-based Systems:** Involves systems that mimic human decision-making using domain-specific knowledge.

**Predictive Analytics and Decision Systems:** Uses AI to predict future events and make recommendations.



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## Legal Profession



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## Legal Profession



## Car Repair Industry



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## Legal Profession



## Car Repair Industry



## Recruitment

# UPSIDE DOWN Q&A

INCLUSION  
WELL-BEING  
RETENTION

*Data Privacy*

**AI Best Practice**

AI Bill of Rights

ALGORITHMIC  
**BIAS**

**PROGRAMMING  
FOR DIVERSITY**

Unlocking the AI black box

BESPOKE  
RECRUITMENT

CV's for software or humans?


HUMAN ALTERNATIVES



**“We need to move from thinking about ‘humans in the loop’ to ‘computers in the group’”**

**Prof Thomas Malone** MIT

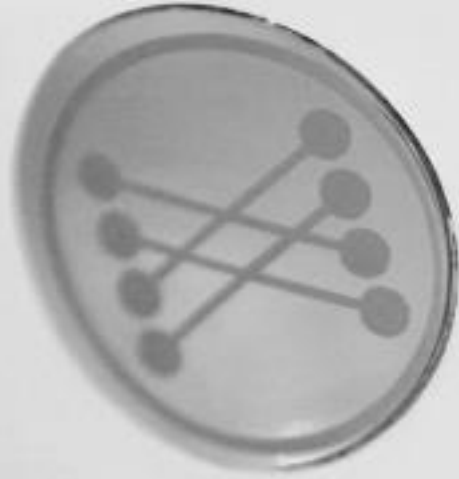
Superminds: How humans and machines can work together



**“We invented fire, repeatedly messed up, and then invented the fire extinguisher, fire exit, fire alarm and fire department.”**

**Max Tegmark**

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