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# The Gartner Hype Cycle for Generative AI



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# Key Issues

1. What is the current state of generative AI?
2. What are the key technologies and techniques enabling generative AI?

# Generative AI — Evolution or Revolution



Stochastic  
Parrot?

Or

Birth  
of AGI?

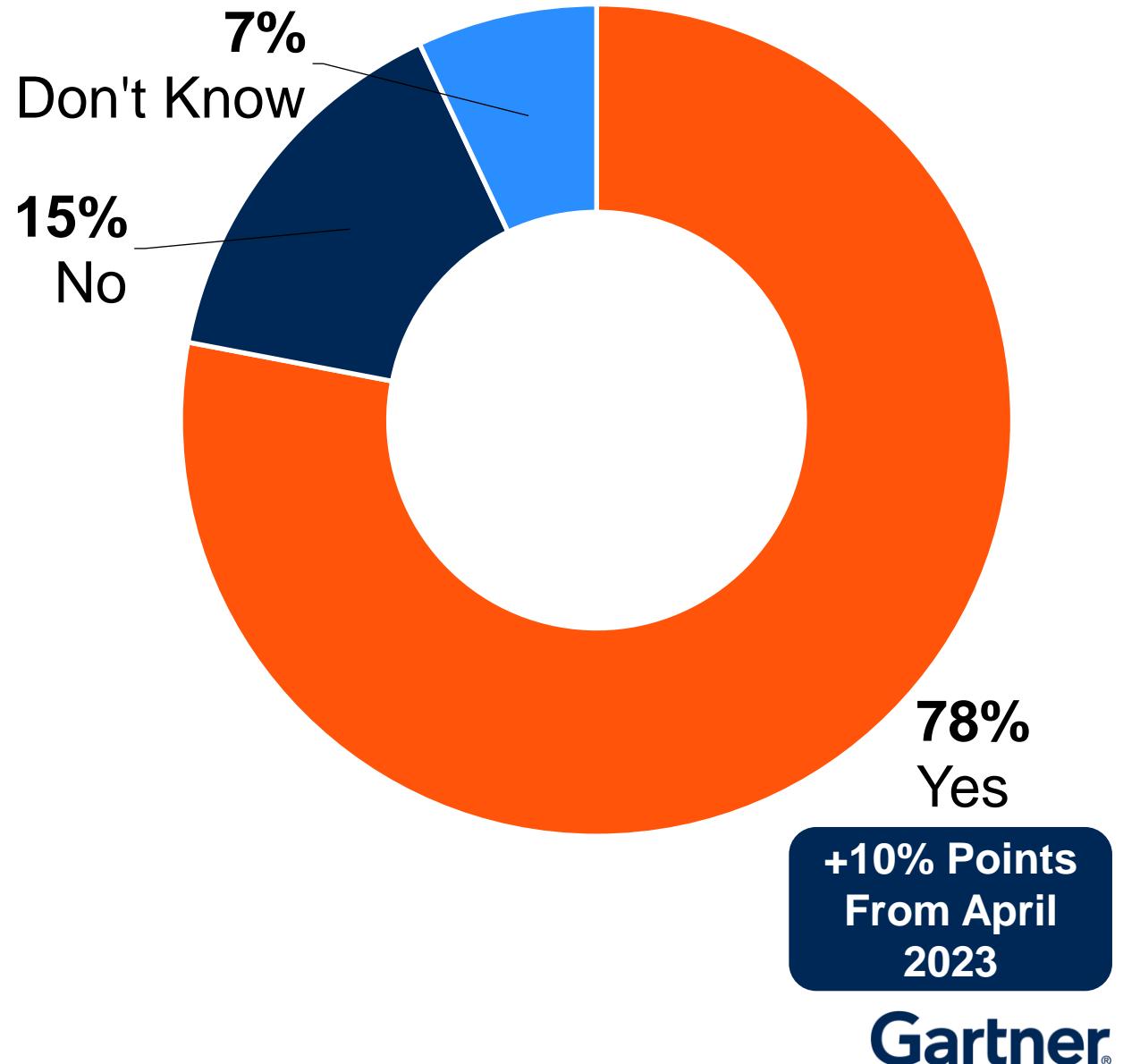


# Executive Views on Risks vs. Benefits of Generative AI

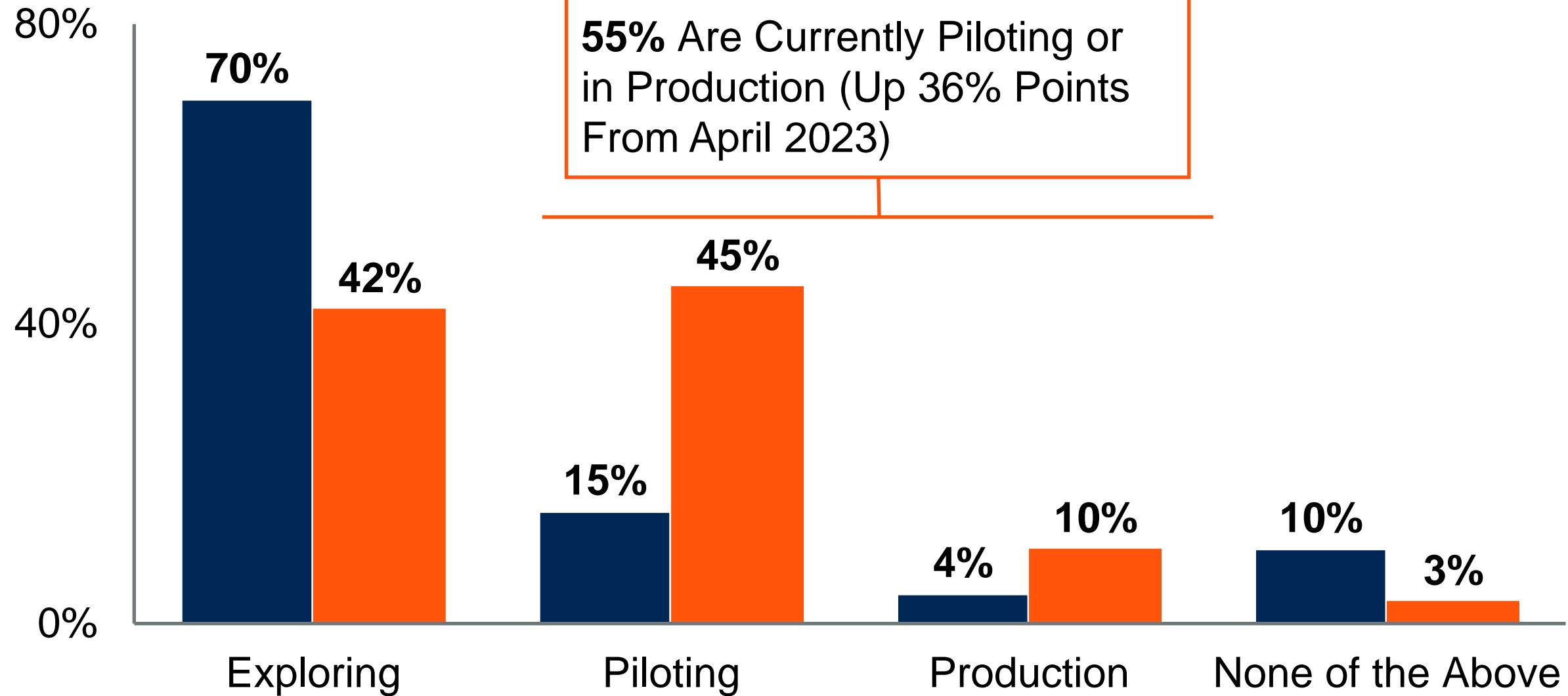
n = 1,419

Q: Do you believe the benefits of generative AI outweigh its risks?

Source: September 2023 Gartner IT Executives Webinar Poll



# Generative AI Adoption



n = 2,554 (April'2023); n= 1,1419 (September 2023) ; Gartner IT Executives Webinar Poll

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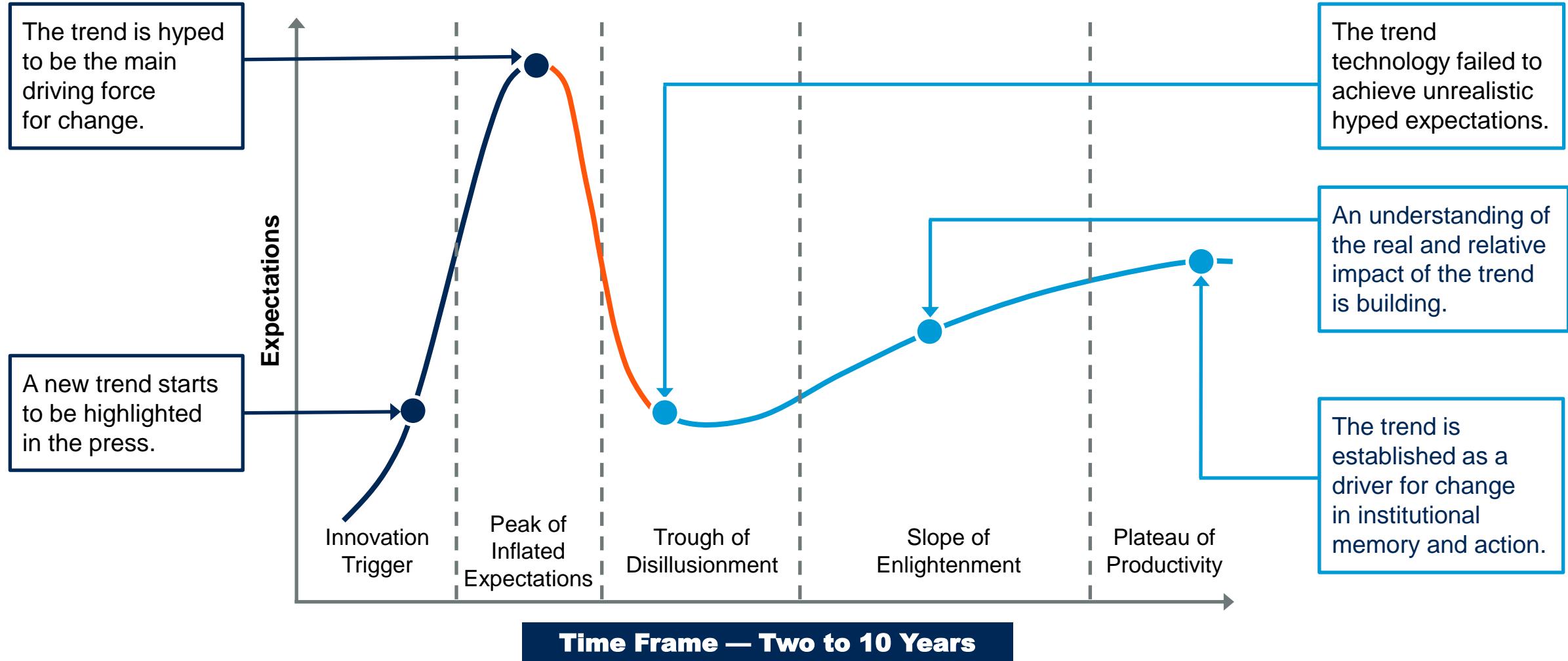
**“We tend to **overestimate** the  
effect of a technology in the short  
run and **underestimate** the effect  
in the long run”**

Amara's Law

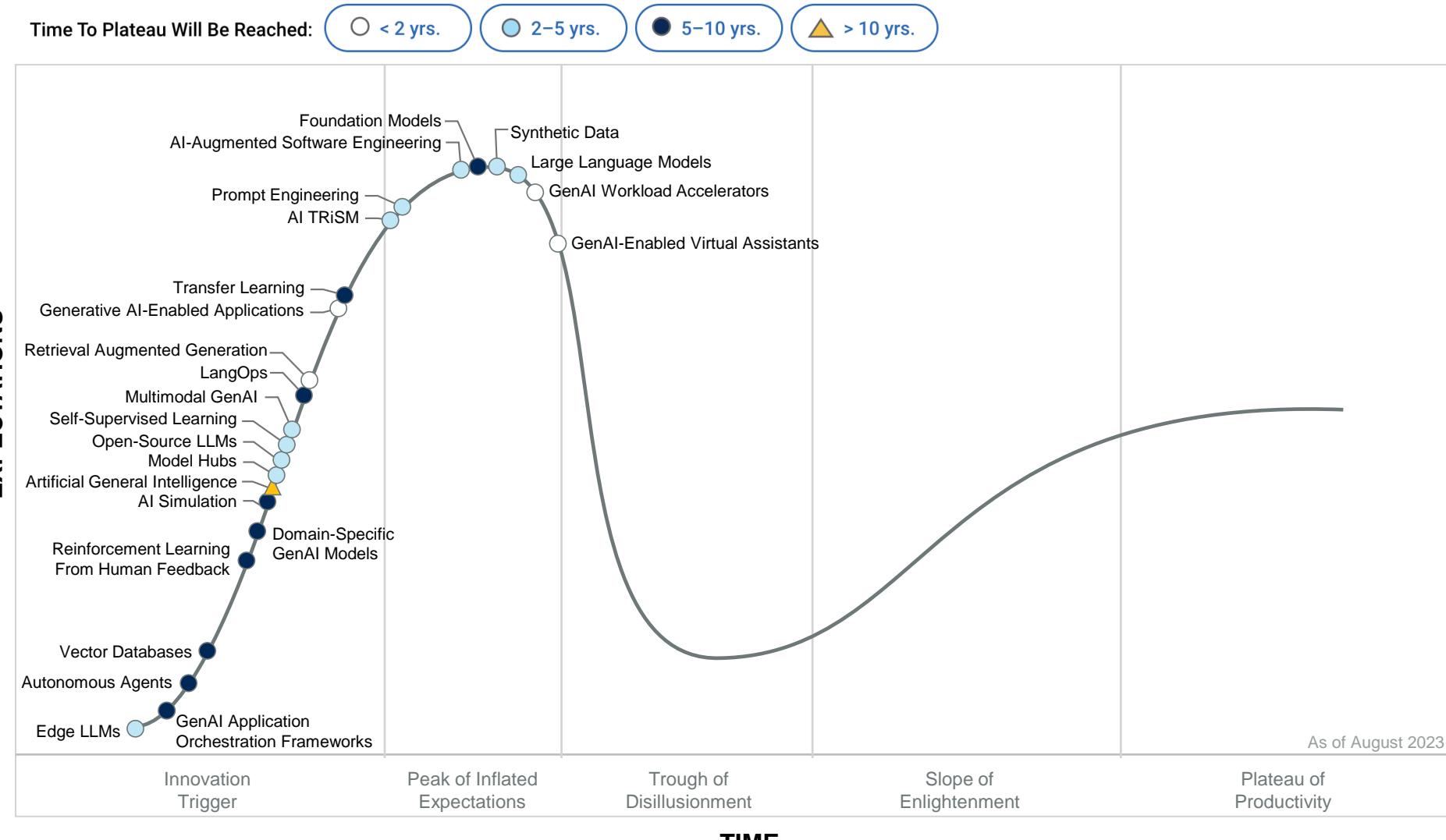
# Key Issues

1. What is the current state of generative AI?
2. What are the key technologies and techniques enabling generative AI?

# Explaining the Hype Cycle Stages

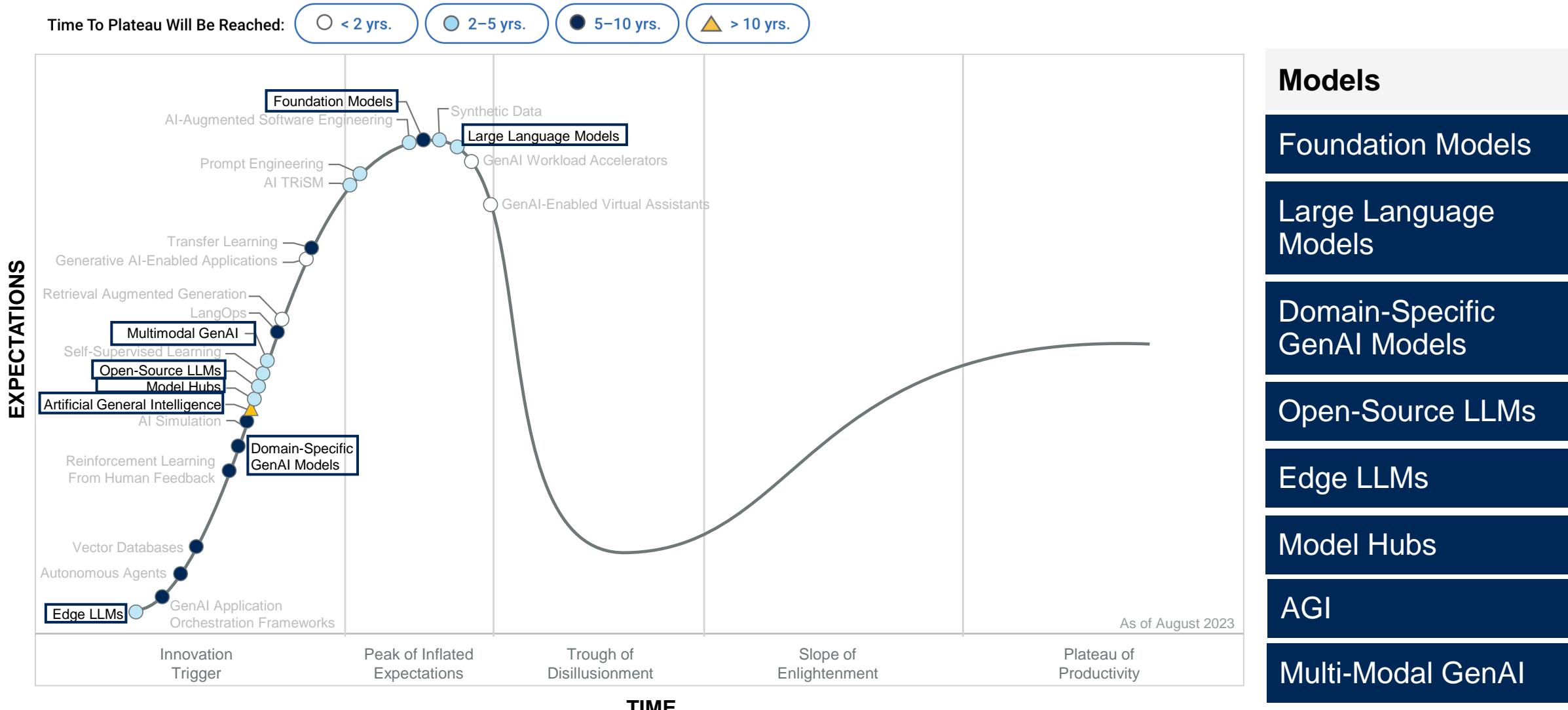


# Hype Cycle for Generative AI



Source: Hype Cycle for Generative AI

# GenAI: Models



# GenAI: Engineering Tools

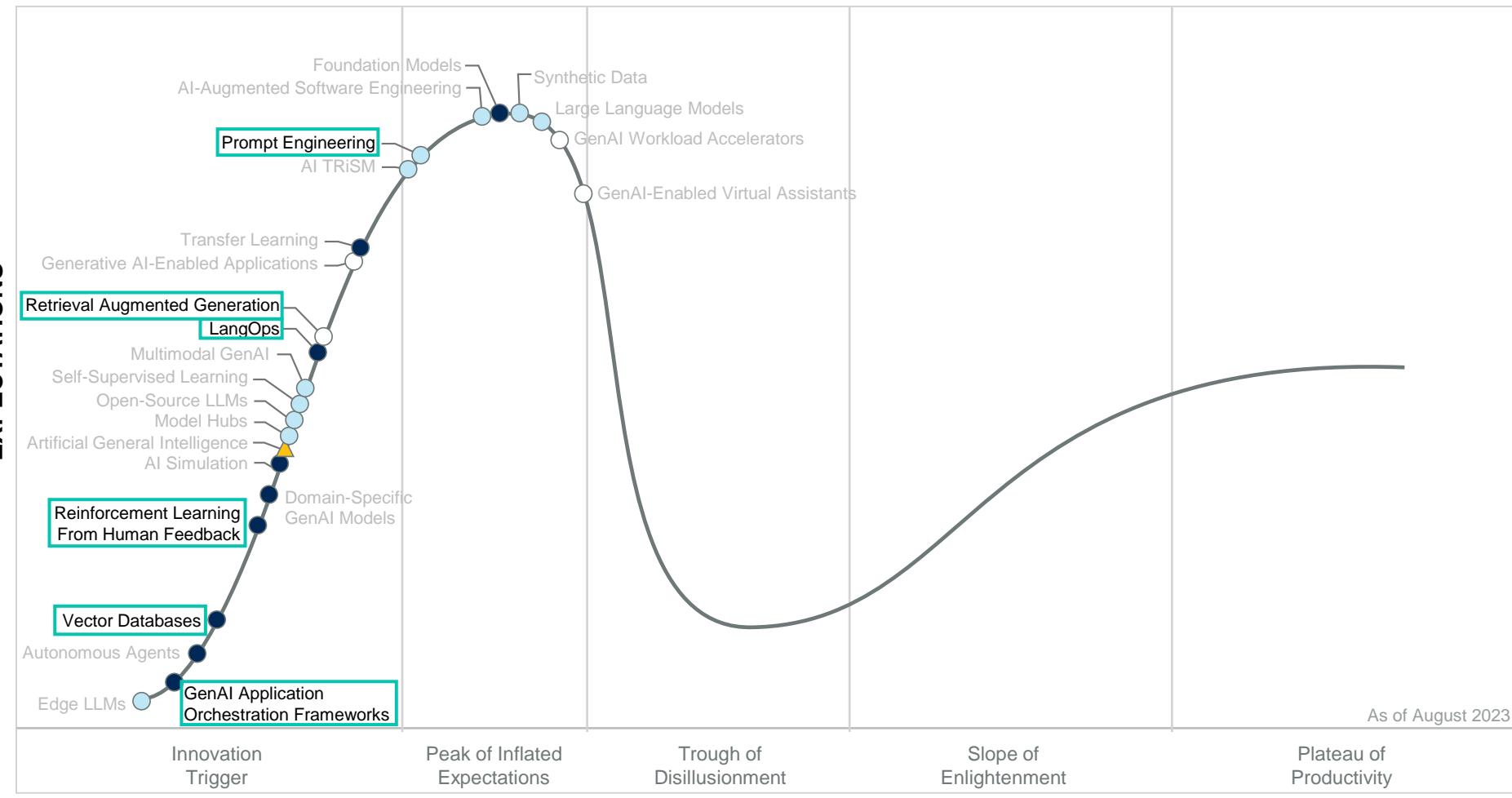
Time To Plateau Will Be Reached:

○ < 2 yrs.

○ 2–5 yrs.

● 5–10 yrs.

△ > 10 yrs.



Source: Hype Cycle for Generative AI

# GenAI: Applications

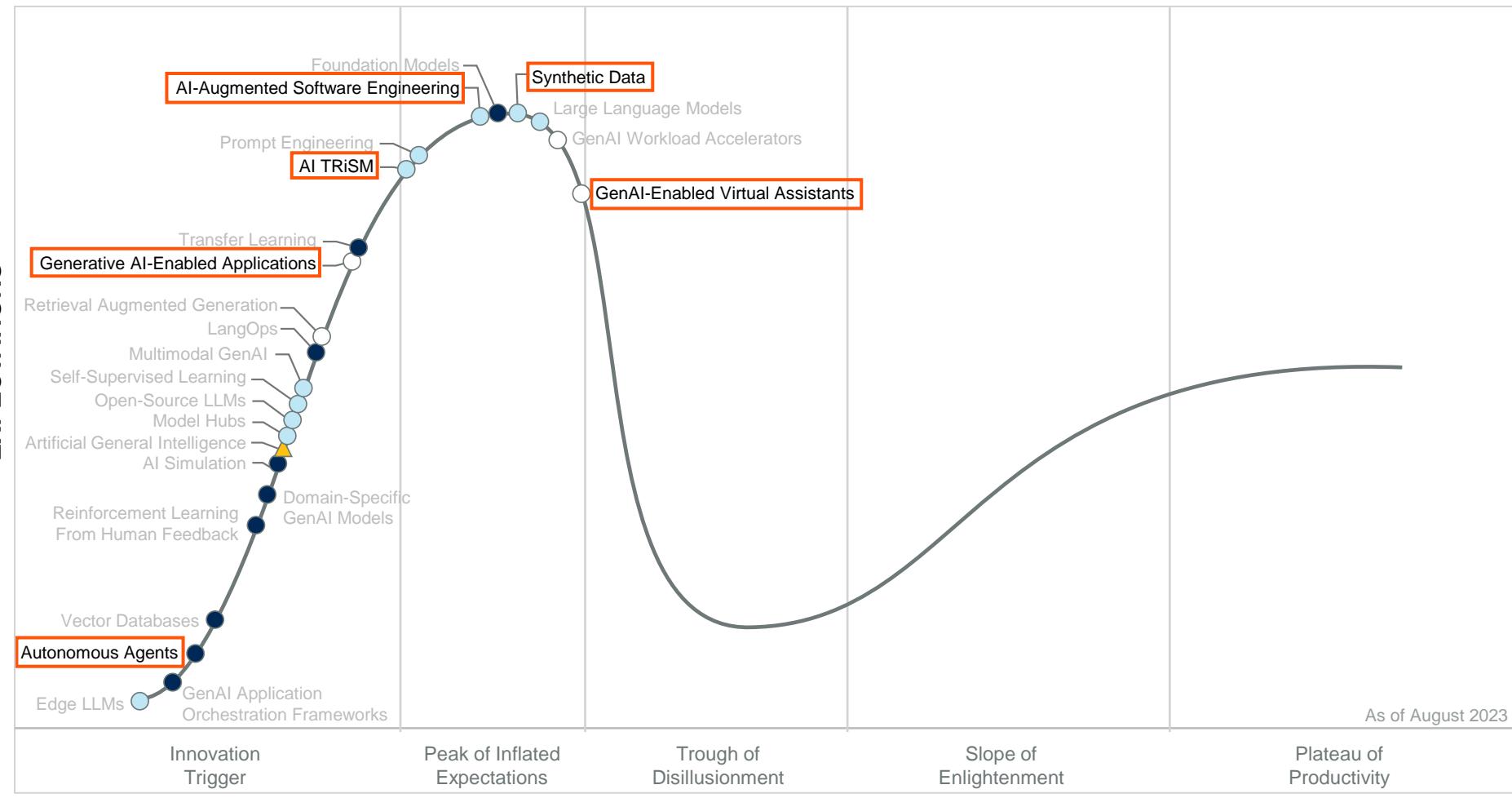
Time To Plateau Will Be Reached:

○ < 2 yrs.

○ 2–5 yrs.

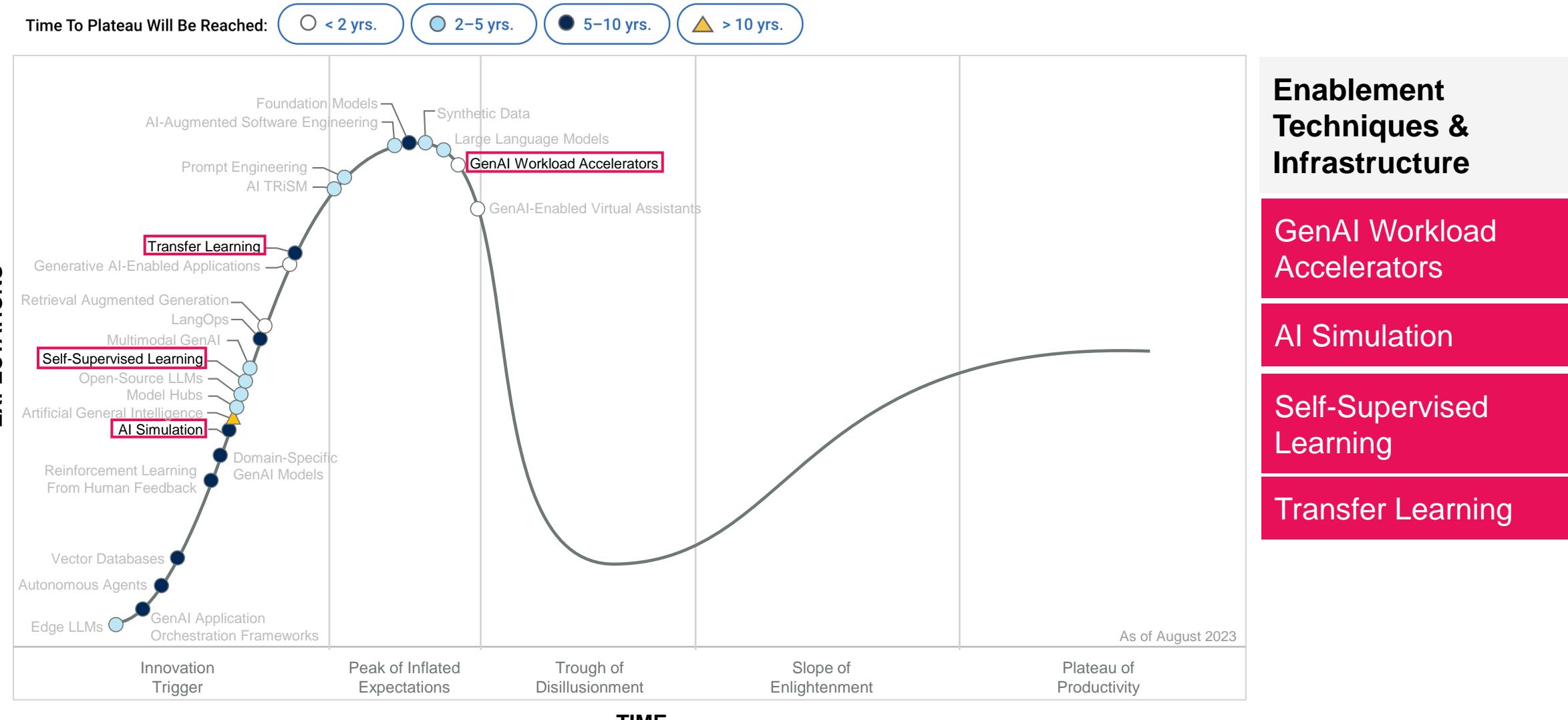
● 5–10 yrs.

△ > 10 yrs.



Source: Hype Cycle for Generative AI

# GenAI: Enablement Techniques & Infrastructure



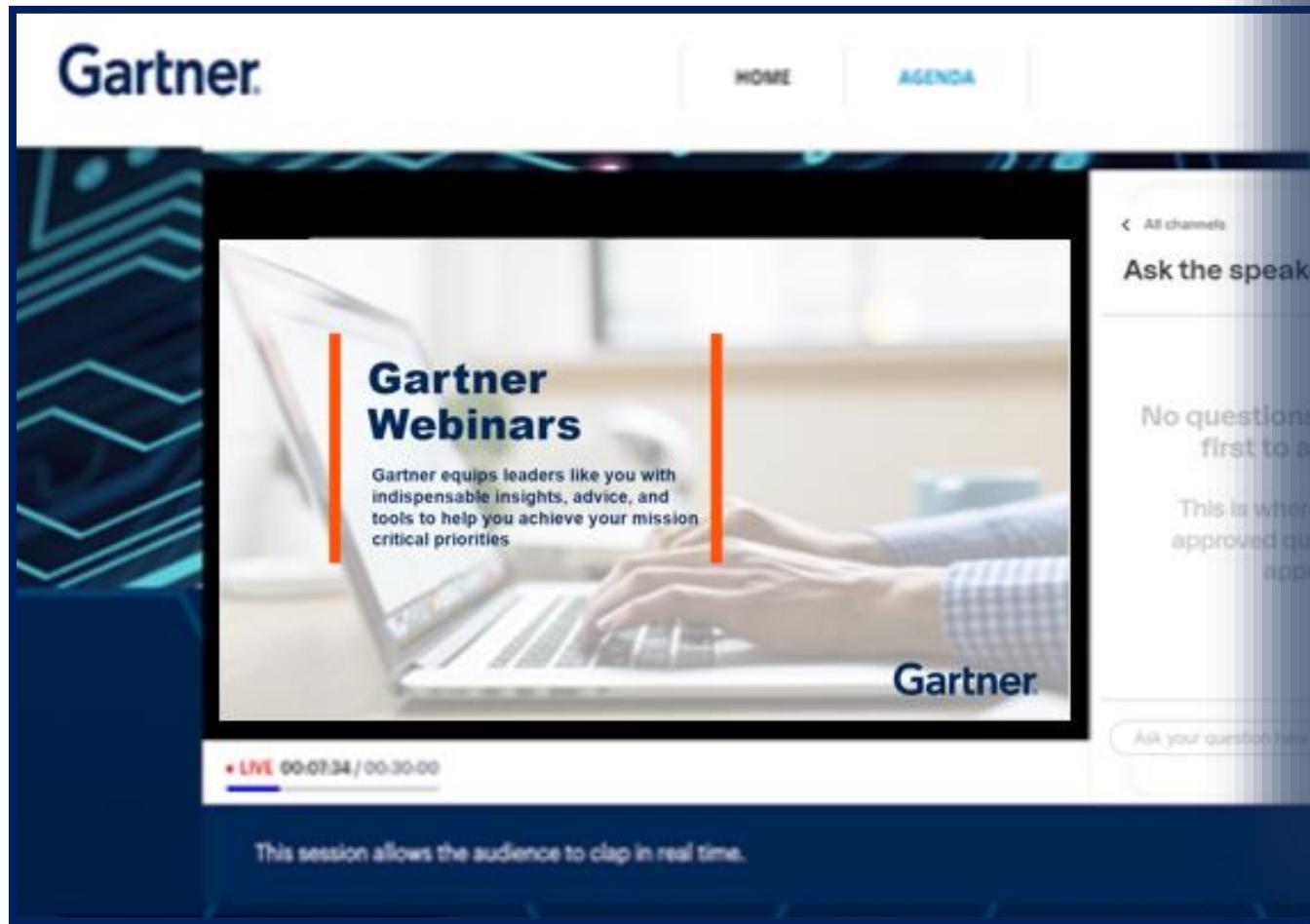
Source: Hype Cycle for Generative AI

# Priority Matrix for Generative AI

Benefit	Years to Mainstream Adoption			
	Less Than 2 Years	2 - 5 Years	5 - 10 Years	More Than 10 Years
Transformational		<ul style="list-style-type: none"><li>• AI-Augmented Software Engineering</li><li>• Large Language Models</li><li>• Multimodal GenAI</li><li>• Self-Supervised Learning</li></ul>	<ul style="list-style-type: none"><li>• Autonomous Agents</li><li>• Foundation Models</li></ul>	<ul style="list-style-type: none"><li>• Artificial General Intelligence</li></ul>
High	<ul style="list-style-type: none"><li>• GenAI-Enabled Virtual Assistants</li><li>• GenAI Workload Accelerators</li><li>• Generative AI-Enabled Applications</li><li>• Retrieval Augmented Generation</li></ul>	<ul style="list-style-type: none"><li>• AI TRiSM</li><li>• Edge LLMs</li><li>• Model Hubs</li><li>• Open-Source LLMs</li><li>• Prompt Engineering</li><li>• Synthetic Data</li></ul>	<ul style="list-style-type: none"><li>• AI Simulation</li><li>• Domain-Specific GenAI Models</li><li>• GenAI Application Orchestration Frameworks</li><li>• LangOps</li><li>• Reinforcement Learning From Human Feedback</li><li>• Transfer Learning</li><li>• Vector Databases</li></ul>	
Moderate				
Low				

Source: Hype Cycle for Generative AI

# Ask the speaker



The screenshot shows a Gartner webinar interface. On the left, there's a main content area with a video player showing a person typing on a laptop. The video player has a red border around its central content. To the right of the video player is a sidebar with the title 'Ask the speaker' and a sub-section 'No questions yet. Be the first to ask one!'. At the bottom of this sidebar is a red-bordered input field labeled 'Ask your question here' with a small icon to its right. A large orange arrow points from this input field towards the 'Ask your question here' text in the main 'Ask the speaker' section of the slide.

◀ All channels

## Ask the speaker

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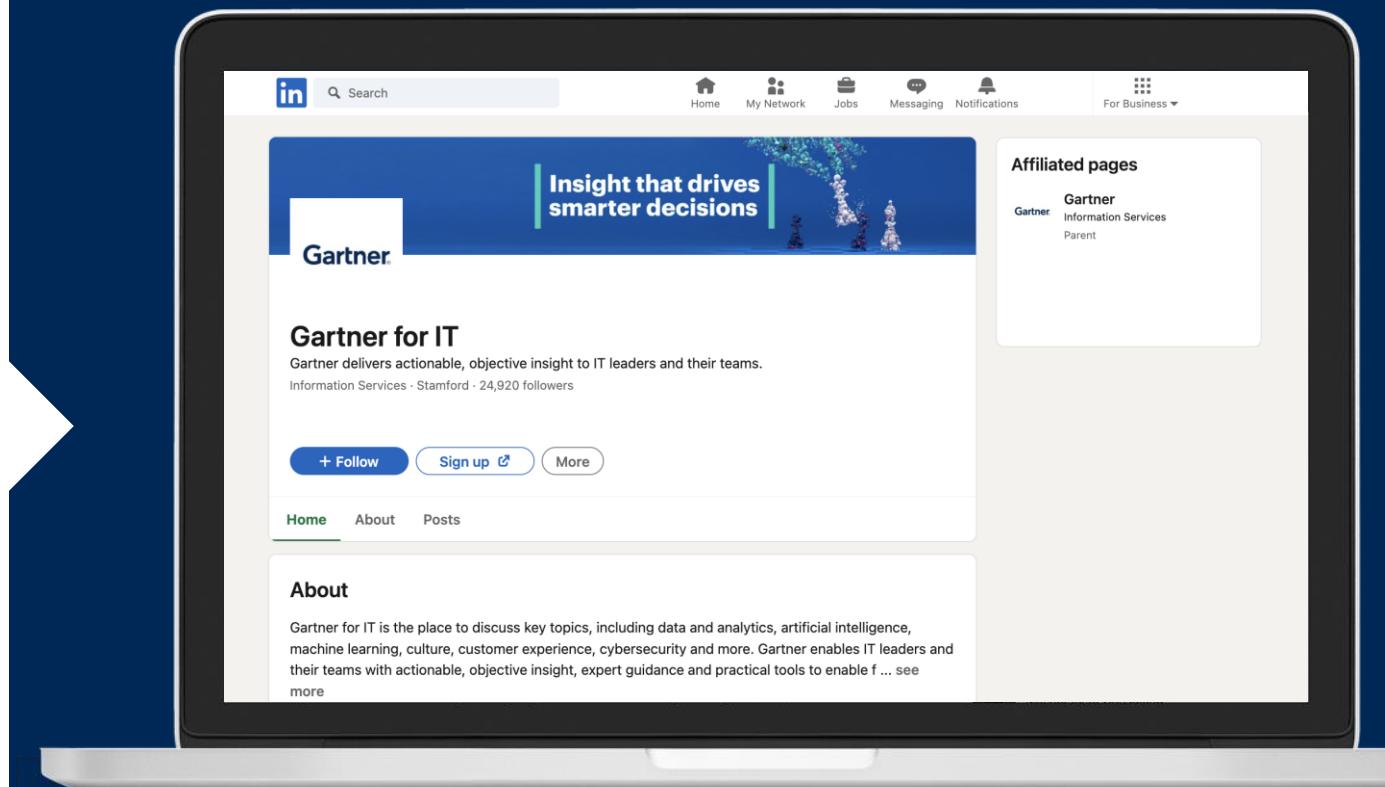
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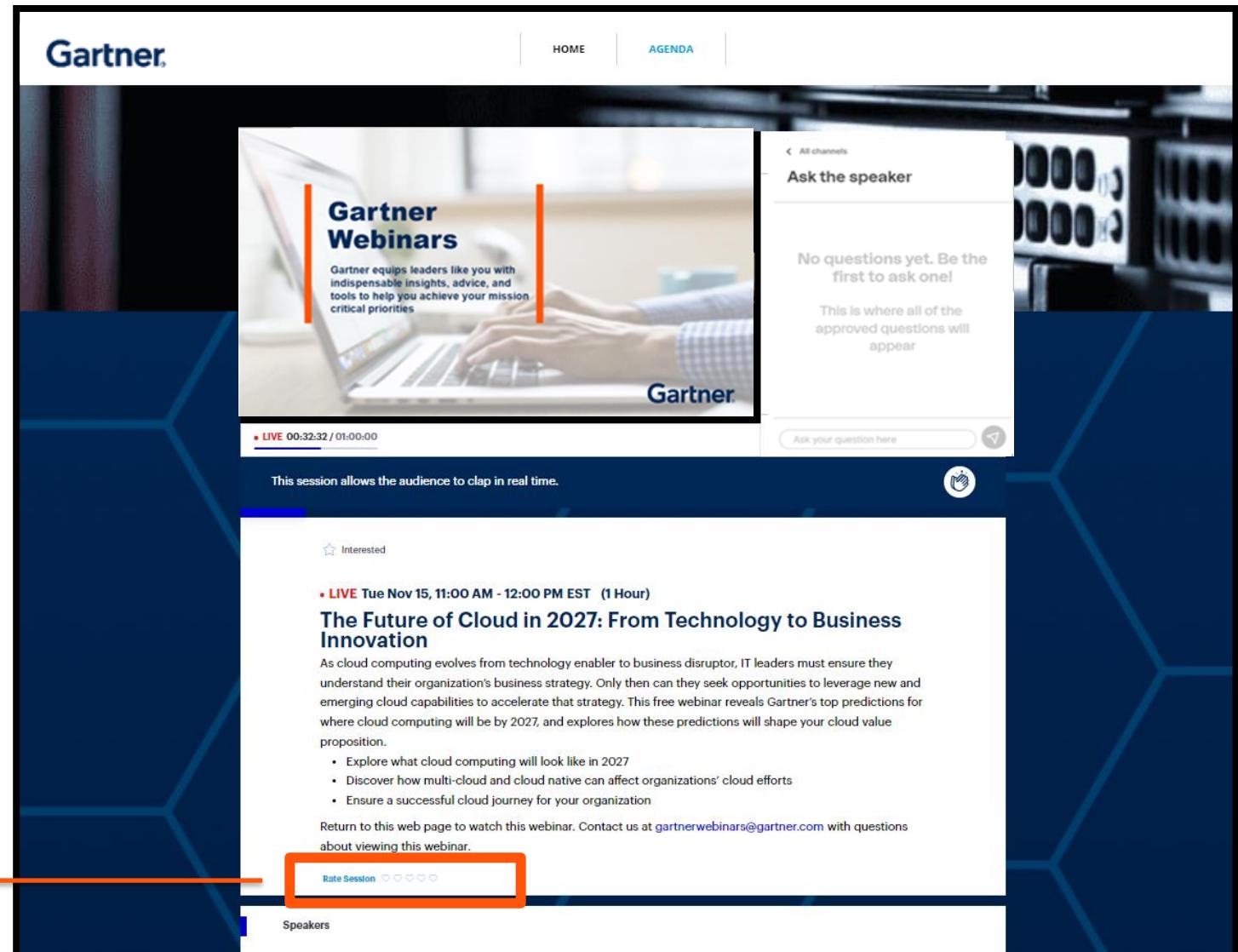
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