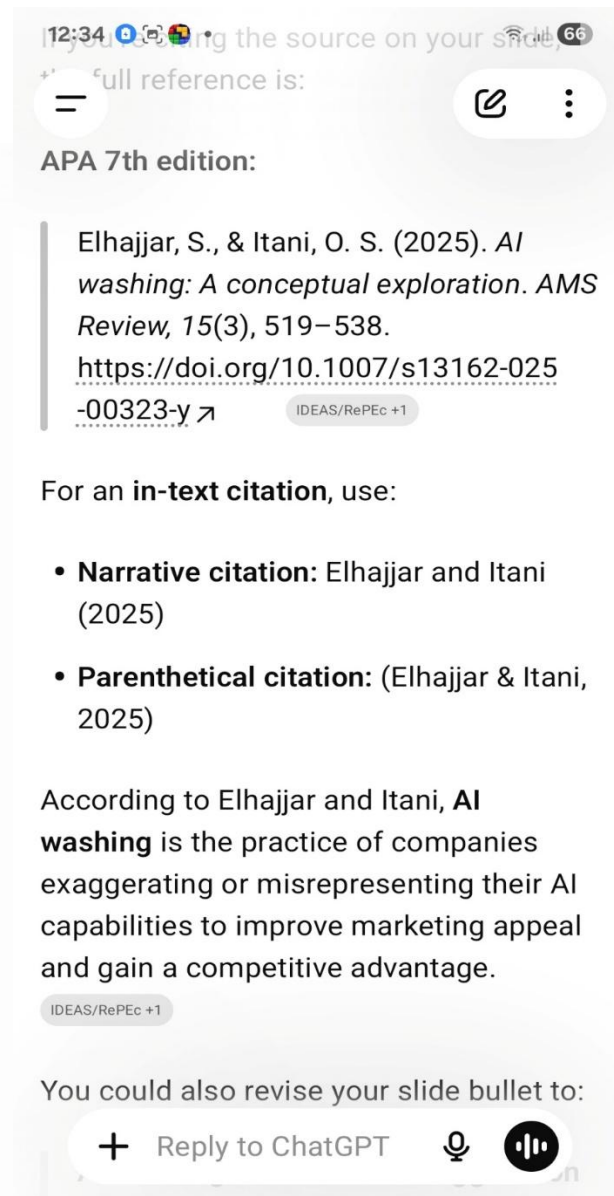
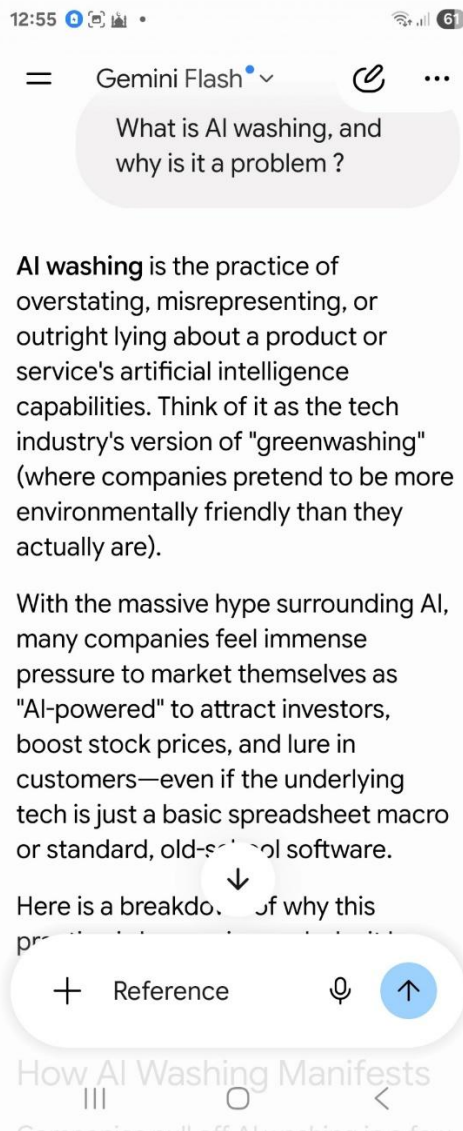


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Publisher

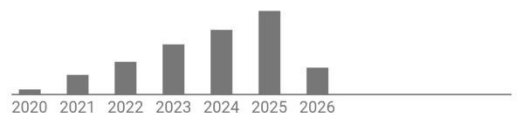
Nature Publishing Group UK

Description

Advances in machine learning (ML) and artificial intelligence (AI) present an opportunity to build better tools and solutions to help address some of the world's most pressing challenges, and deliver positive social impact in accordance with the priorities outlined in the United Nations' 17 Sustainable Development Goals (SDGs). The AI for Social Good (AI4SG) movement aims to establish interdisciplinary partnerships centred around AI applications towards SDGs. We provide a set of guidelines for establishing successful long-term collaborations between AI researchers and application-domain experts, relate them to existing AI4SG projects and identify key opportunities for future AI applications targeted towards social good.

Total citations

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Year	Citations
2020	10
2021	20
2022	30
2023	40
2024	50
2025	60
2026	50

Scholar articles

AI for social good: unlocking the opportunity for positive impact

N Tomašev, J Cornebise, F Hutter, S Mohamed... - Nature Communications, 2020

Cited by 494 Related articles All 20 versions

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12:44

Gemini Flash

Reference

The specific primary sources and foundational research that contextually map to the **AI Now Institute's 2020** analysis of tech industry dynamics, accountability evasion, and structural critique draw from several key publications and framework analyses:

Primary Institutional Analysis (AI Now Institute)

- Report Focus: *AI in 2020: A Year to Give us Pause* (AI Now Institute, 2020).

This direct statement signaled the Institute's pivot away from abstract "Ethical AI" scorecards, choosing instead to focus heavily

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structures, mask labor exploitation, and evade legal oversight.

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18:51

Problem: High defect rate in manufacturing

Category	Possible Root Causes
People	Operators not properly trained
Process	Work instructions outdated
Equipment	Machine calibration incorrect
Materials	Raw material quality inconsistent
Environment	Excessive humidity affecting product
Management	No quality review process

This structure helps teams systematically

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10:13

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Unlocking insights: evaluating 5Whys methodology for root cause analysis and employee problem-solving skills in 91 case studies

Mohammad Al-Rifai

International Journal of Lean Six Sigma 16 (5), 1276-1304, 2025

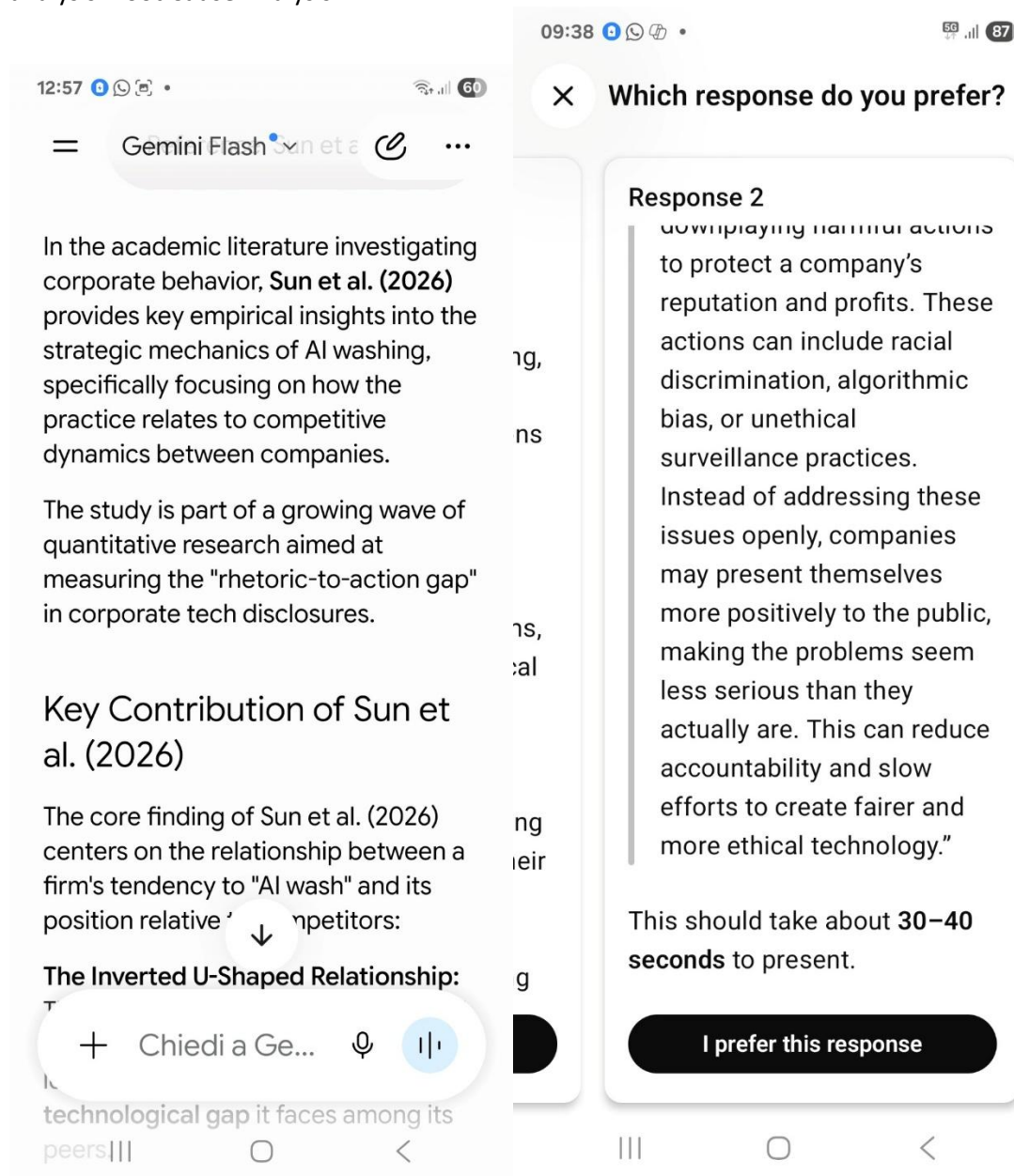
Purpose

The 5Whys methodology is a problem-solving technique used across diverse fields to unearth the root causes of issues. Despite its widespread use, challenges persist with adequately using the tool and effectively eliminating the root cause. The purpose of this study is to assess the effectiveness of using the 5Whys technique and employees' proficiency in problem-solving.

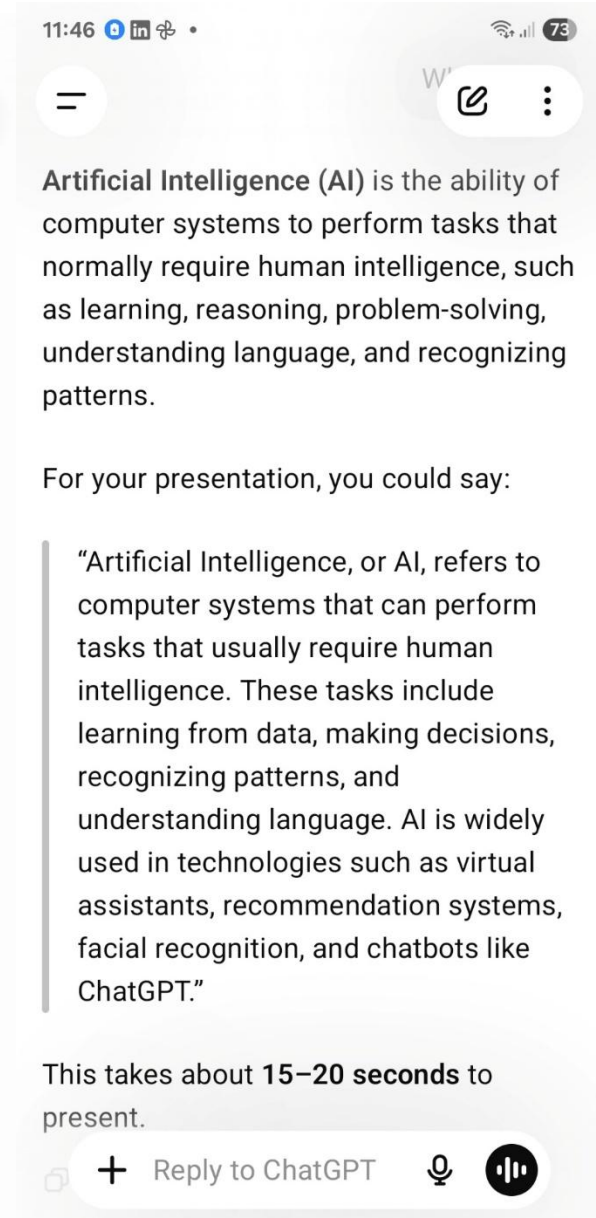
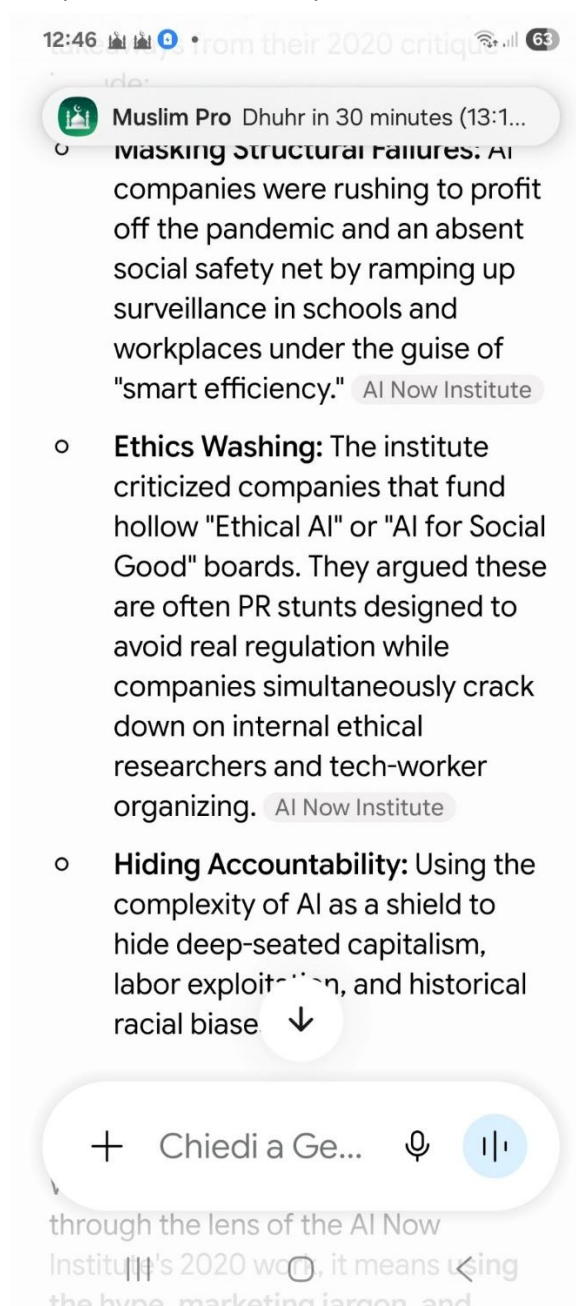
Design/methodology/approach

The research methodology uses a 91 completed 5Why case studies data set. It involves systematically retrieving 5Whys

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18:51 (Manpower)

Causes related to individuals in the process:

- Lack of training
- Insufficient skills
- Human error
- Poor communication
- Fatigue or low morale
- Inadequate staffing

2. Process (Methods)

Causes related to how work is performed:

- Unclear procedures
- Inefficient workflow
- Lack of standardization
- Poor process design
- Inadequate control
- Inconsistent instructions

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3. Equipment (Machines)

Causes related to tools and machinery:

12:58 Gemini Flash

Decoding the Inverted U-Shape

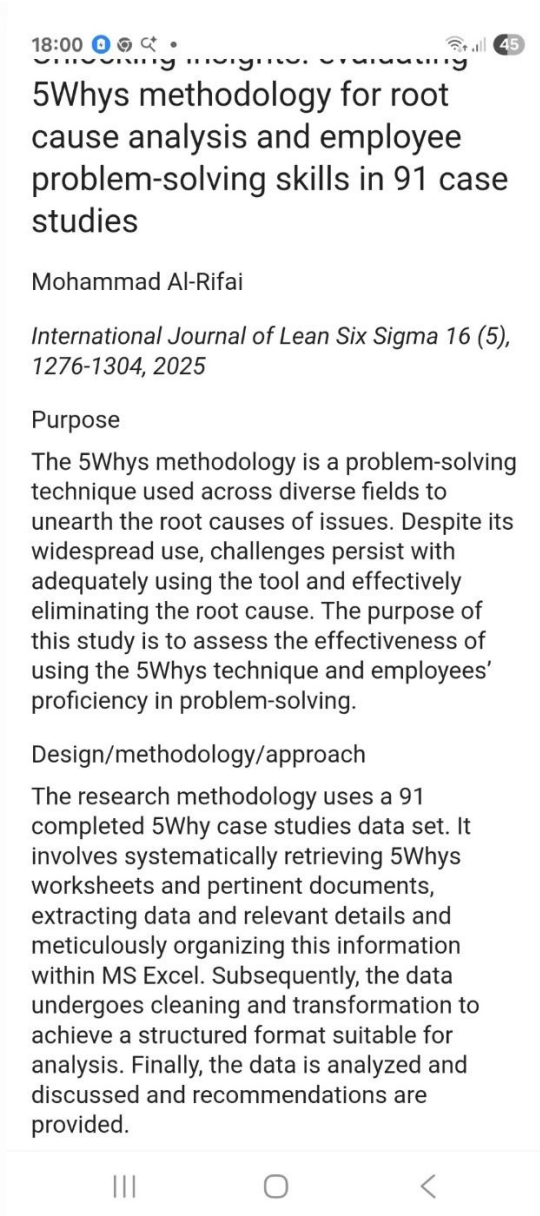
This pattern reveals the specific economic pressures that drive companies to exaggerate their AI capabilities:

- **Low Technological Gap (The Leaders):** Firms that are already close to the cutting edge—or lead their industry technologically—have a low technological gap. These firms engage in **less AI washing** because they have actual substantive AI outputs, patents, and technical infrastructure to showcase. They don't need to fake it.
- **Moderate Technological Gap (The "Desperation Zone"):** Firms that are moderately lagging behind their industry peers experience the **highest levels of**

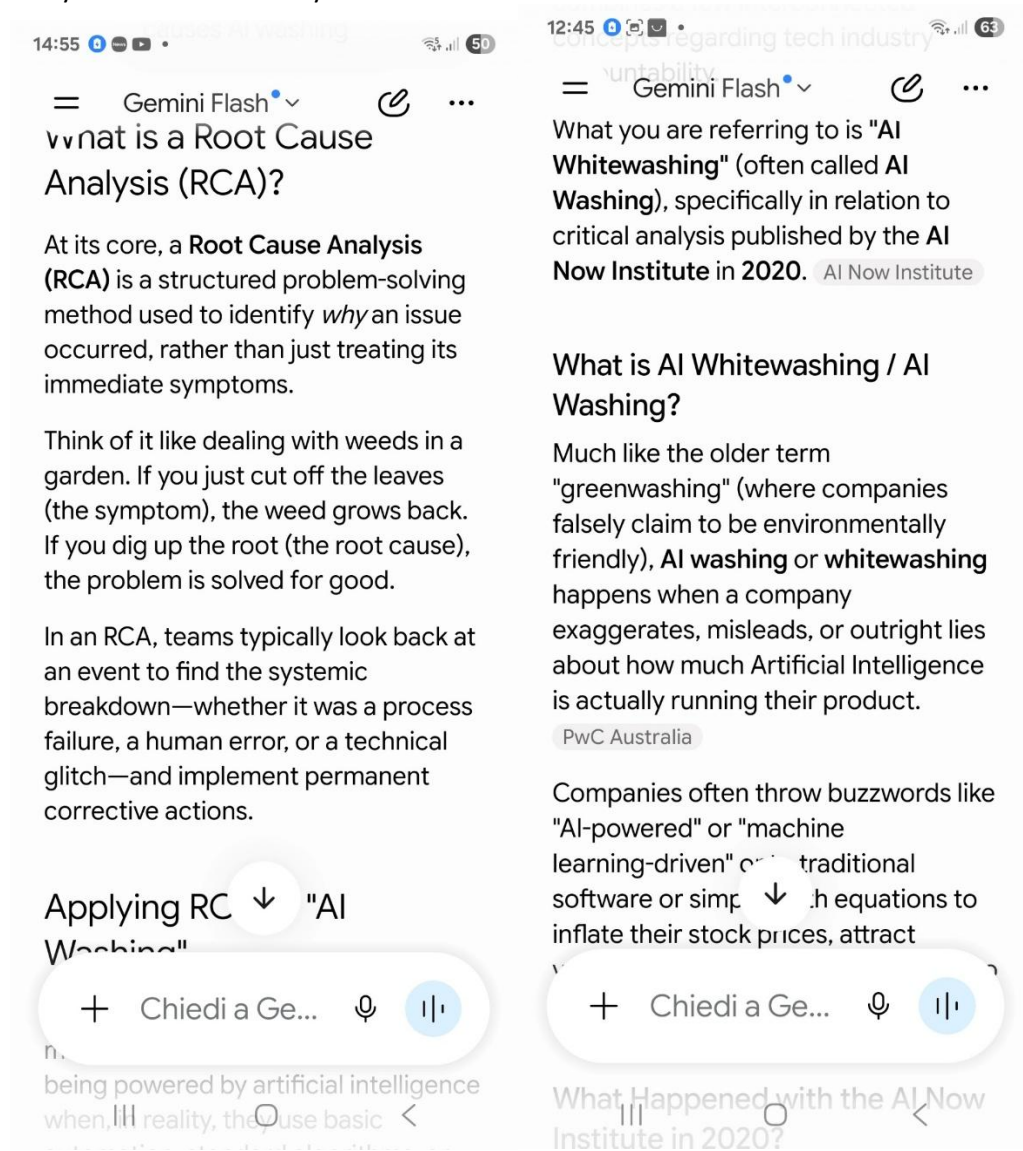
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investors and customers, but they lack the immediate R&D capabilities or capital to bridge

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Problem solving innovation BMSW4014

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18:23  

and employee problem-solving skills in 91 case studies 🛒

Mohammad Al-Rifai ✉

+ Author & Article Information

International Journal of Lean Six Sigma (2025) 16 (5): 1276–1304.

<https://doi.org/10.1108/IJLSS-04-2024-0077>

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Purpose

The 5Whys methodology is a problem-solving technique used across diverse fields to unearth the root causes of issues. Despite its widespread use, challenges persist with adequately using the tool and effectively eliminating the root cause. The purpose of this study is to assess the effectiveness of using the 5Whys technique and employees' proficiency in problem-solving.

Design/methodology/approach

The research methodology uses a 91 completed 5Why case studies data set. It involves systematically retrieving 5Whys worksheets and pertinent documents, extracting data and relevant details and meticulously organizing this information within MS Excel. Subsequently, the data

12:37   Misleading AI claim 

=

Leading AI claim is a state

exaggerates, overstates, or falsely represents the capabilities, performance, or use of artificial intelligence in a product or service.

For example:

- Claiming a product is "AI-powered" when it uses simple automation.
- Advertising AI as fully accurate or unbiased when it has significant limitations.
- Suggesting AI can perform tasks autonomously when substantial

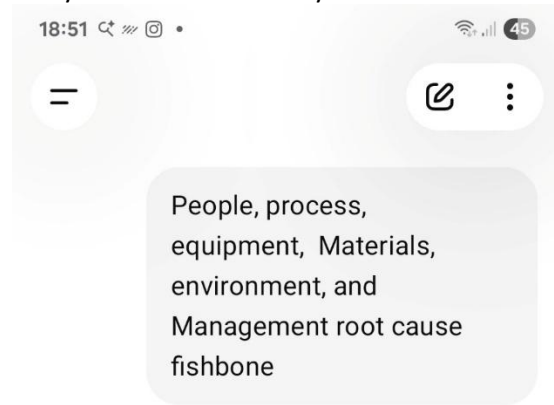
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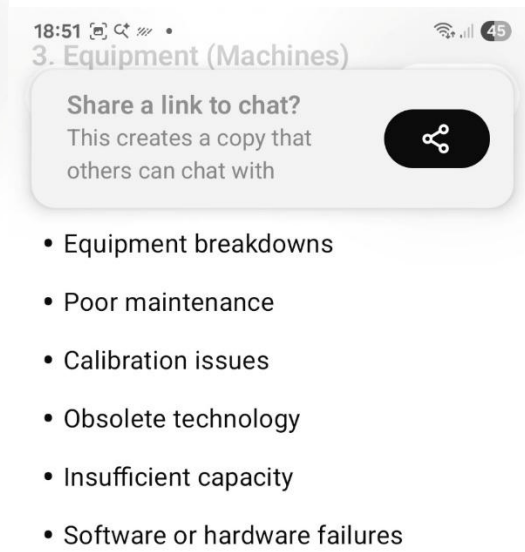
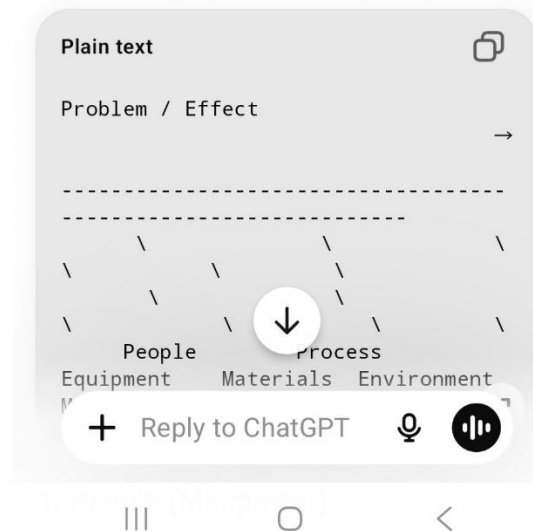
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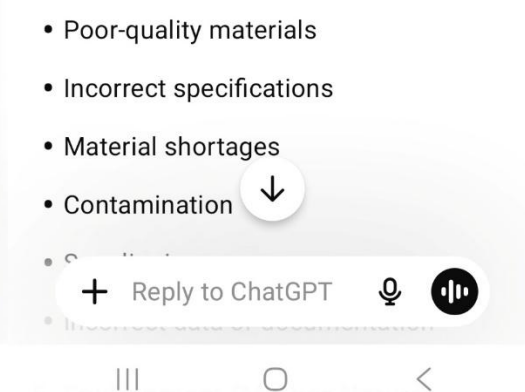


A Fishbone Diagram (Ishikawa Diagram) is a root cause analysis tool used to identify possible causes of a problem. One common version uses the **6 Ms** (or similar categories):



4. Materials

Causes related to raw materials, supplies, or information:



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Supplier issues

18:51

incorrect data or documentation

=

✎

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5. Environment (Mother Nature)

Causes related to surroundings or working conditions:

- Temperature or humidity issues
- Noise and distractions
- Poor lighting
- Workspace layout
- Regulatory changes
- Weather conditions

6. Management

Causes related to leadership, planning, and organizational factors:

- Lack of supervision
- Poor planning
- Inadequate resource allocation

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🔊

18:51

18:51

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trained

Process	Work instructions outdated
Equipment	Machine calibration incorrect
Materials	Raw material quality inconsistent
Environment	Excessive humidity affecting product
Management	No quality review process

This structure helps teams systematically brainstorm and identify root causes before implementing corrective actions.

📄👍👎🔊🔗⋮

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