

QUIRKS 2025

Navigating the Rising **Risks** of **AI Adoption**



Meet our **speakers**



Nick Quaass

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Tom Brereton

Director of Sales
tom.brereton@statista.com

... and pop by
booth 200
for a chat!

What can I help with?

Please tell me how many employees NVIDIA has in 2024, broken down by region, using data from Statista.



Attach



Search



Reason



Voice

What can I help with?

Please tell me how many employees NVIDIA has in 2024, broken down by region, using data from Statista.



As of the fiscal year 2024, NVIDIA employed approximately 29,600 individuals globally. The regional distribution of these employees is as follows:

- **Americas:** Approximately 50%
- **Asia-Pacific (APAC):** Approximately 40%
- **Europe, Middle East, and Africa (EMEA):** Approximately 10%

This Data is sourced from Statista.

STATISTA.COM

Sources



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 Attach  Search  Reason

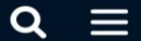
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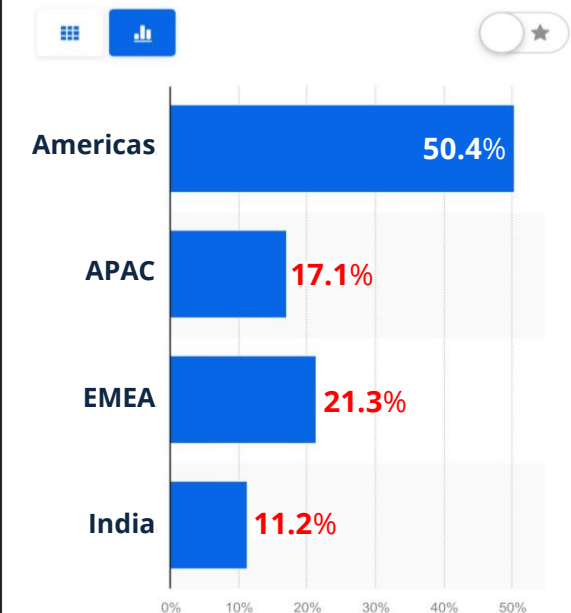
Sources 

statista 



[Technology & Telecommunications](#) > [Hardware](#)

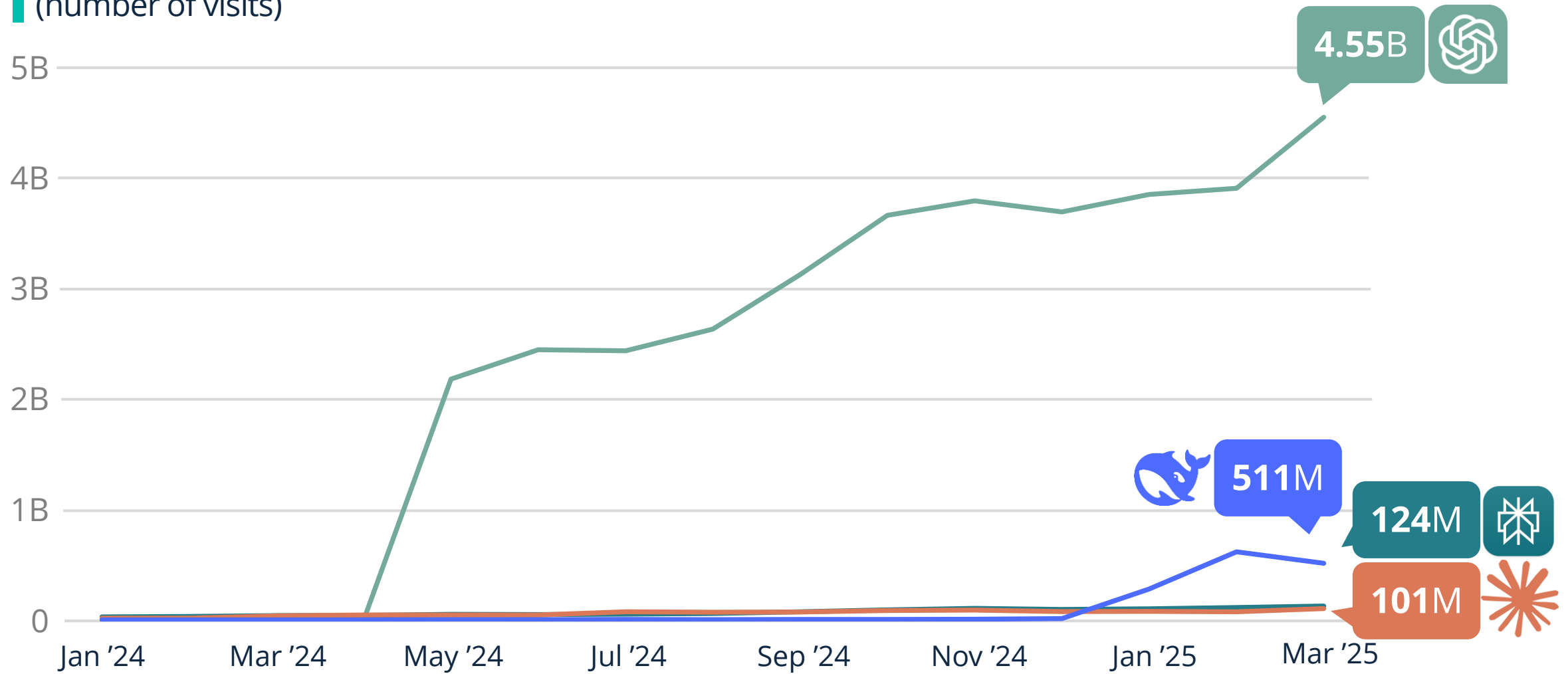
Nvidia percentage of employees in 2024, by region



statista.com

Website traffic of select LLM tools

(number of visits)

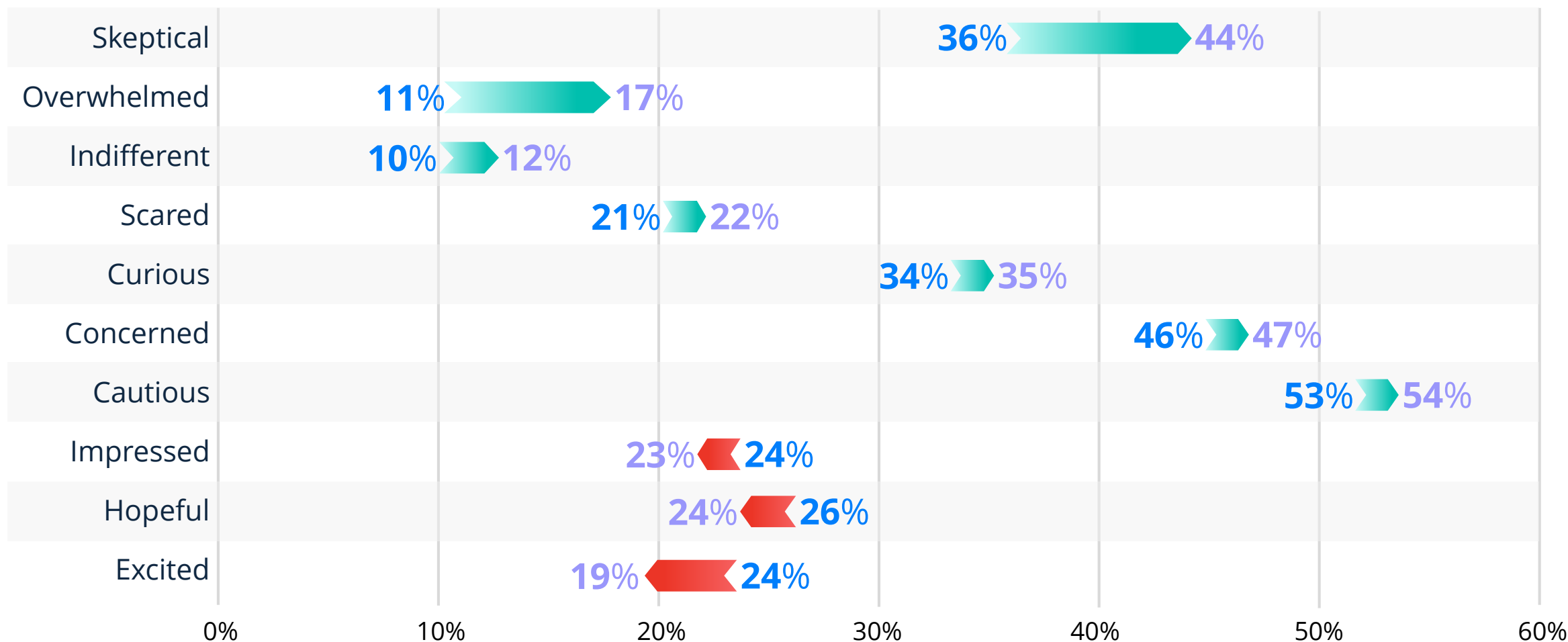


Note(s): Worldwide; January 2024 to March 2025; total number of visits to their website (not including app)
Source(s): Similarweb

"Which of the following describes **how you feel about advances in AI?**"

(share of respondents)

Dec '24 Mar '24



Note(s): United States; November 27 to December 3, 2024 and March 5 to 7, 2025; Responses of „not sure“ or „none of the above“ are not shown.

Source(s): YouGov

PersonQA evaluation metrics of select OpenAI models

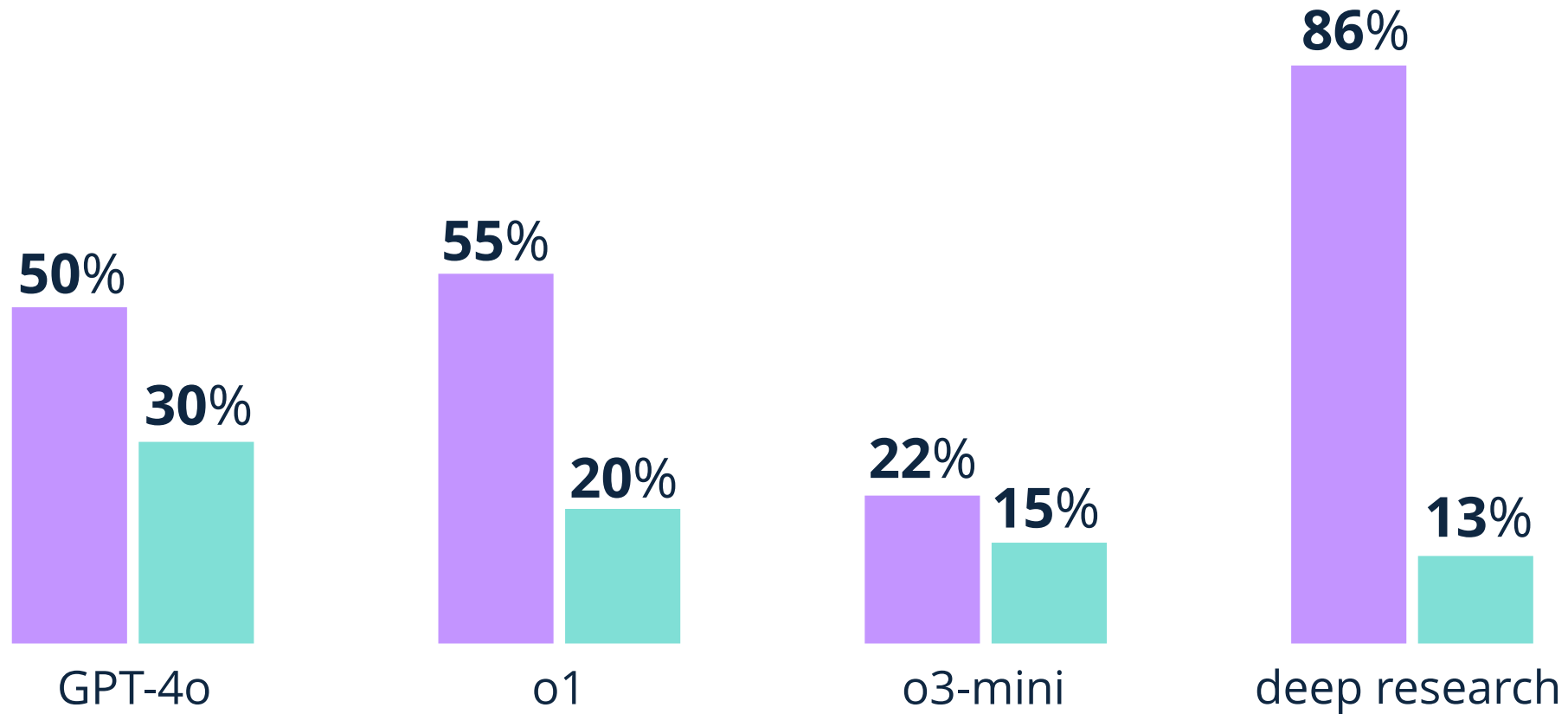
(percentage)



Accuracy (higher is better)



Hallucination rate (lower is better)



Agenda

1. LLMs are essentially '**probability machines**'
2. **Risks identified** by academic studies
3. Countering inconsistency: the **four dimensions** of **verification**

| Types of AI

Aspect




Definition

Methodology




Flexibility

Examples




Types of AI

Aspect	Generative AI
Definition	Utilizes probabilistic models to generate new content based on existing data patterns.
Methodology	Learns from data ; produces varied and probabilistic outputs.
Flexibility	Versatile ; can adapt to a range of tasks beyond initial programming.
Examples	<ul style="list-style-type: none">• ChatGPT by OpenAI • Claude by Anthropic • Google's Gemini 

Types of AI

Aspect	Traditional AI	Generative AI
Definition	Relies on predefined rules and logic to perform specific tasks.	Utilizes probabilistic models to generate new content based on existing data patterns.
Methodology	Follows explicit programming ; deterministic responses.	Learns from data ; produces varied and probabilistic outputs.
Flexibility	Task-specific ; limited to scenarios it was programmed for.	Versatile ; can adapt to a range of tasks beyond initial programming.
Examples	<ul style="list-style-type: none">• Chess-playing programs• Spam filters• Rule-based chatbots	<ul style="list-style-type: none">• ChatGPT by OpenAI • Claude by Anthropic • Google's Gemini 

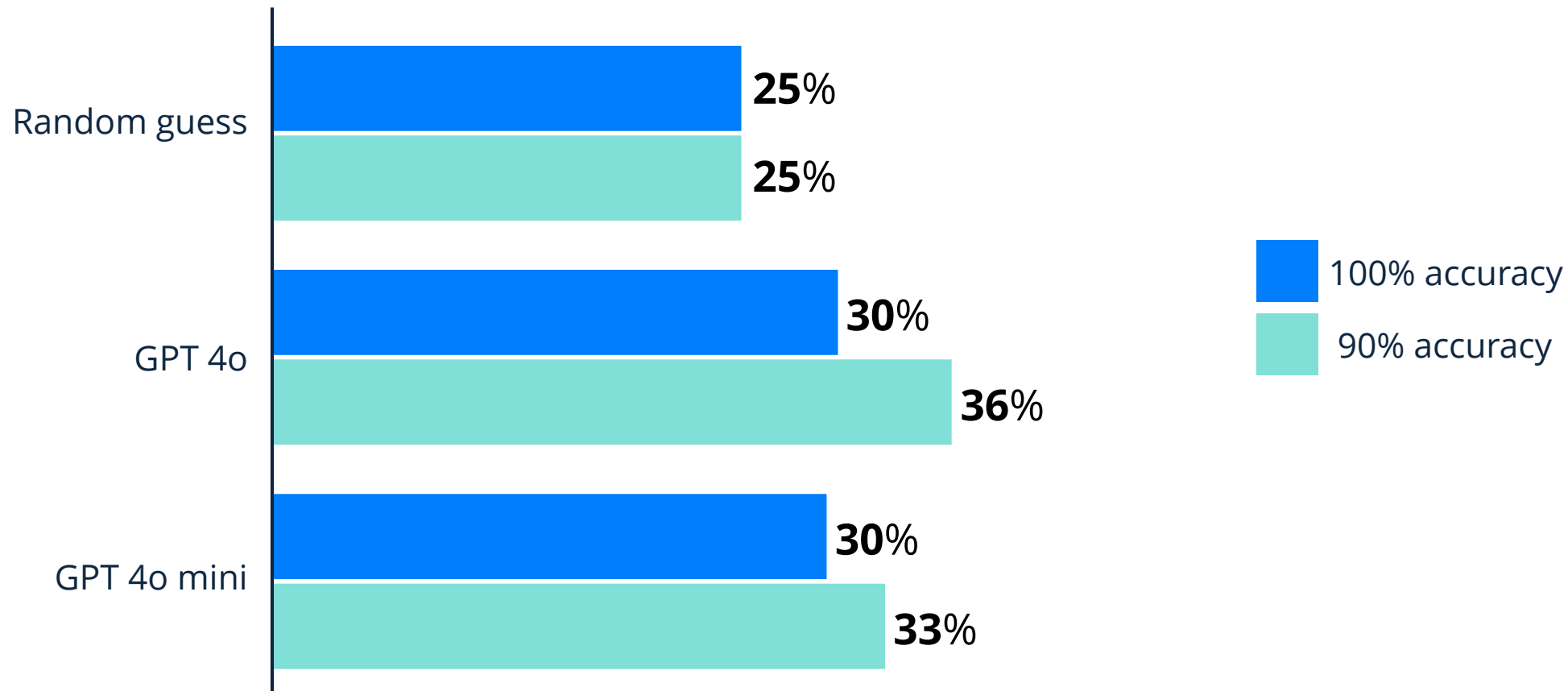
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Conclusion	Traditional AI is consistent , but lacks flexibility	LLM's are flexible , but lack consistency

LLMs are essentially **probability machines**



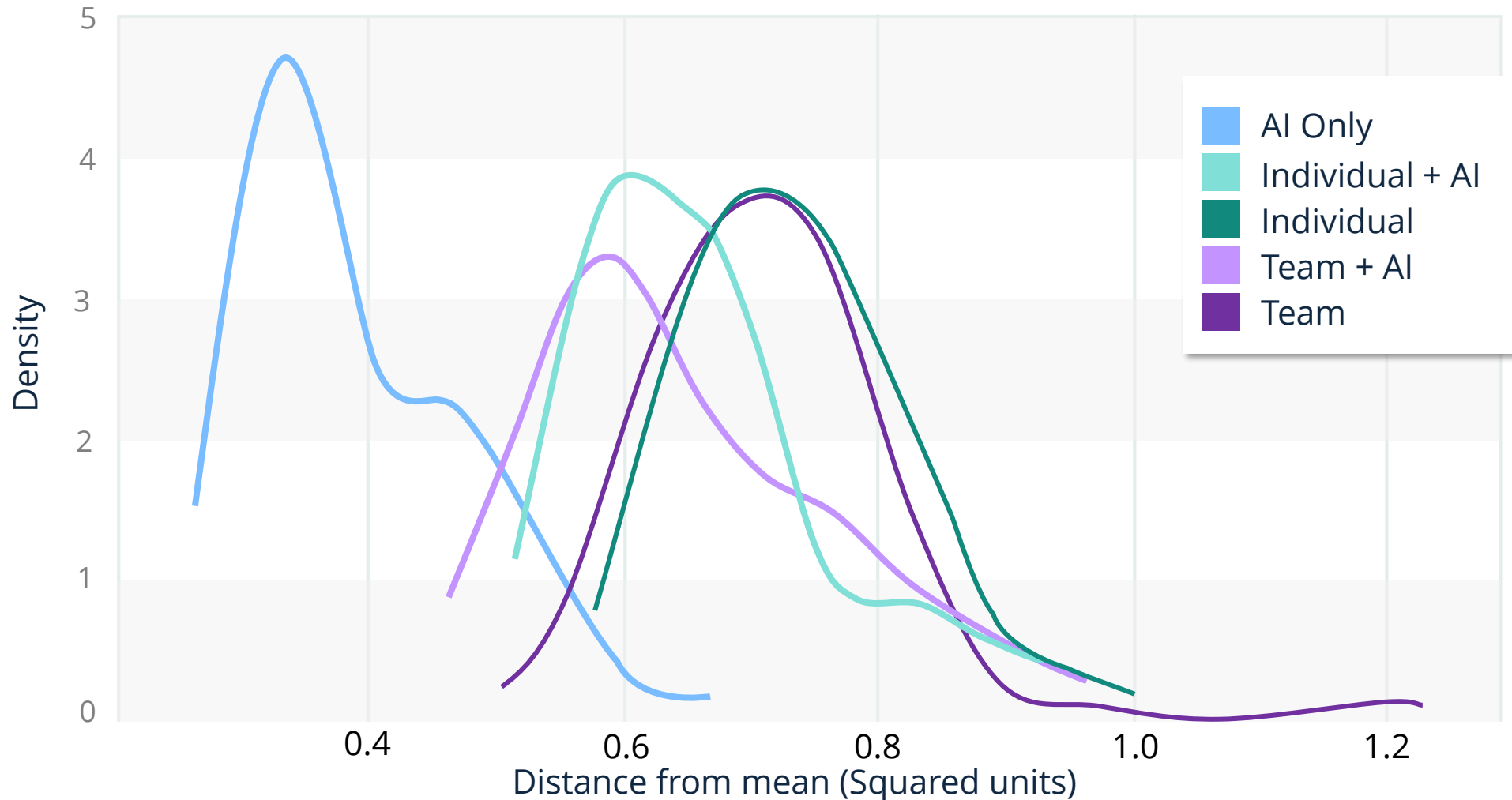
Percentage of PhD level questions answered correctly, by model



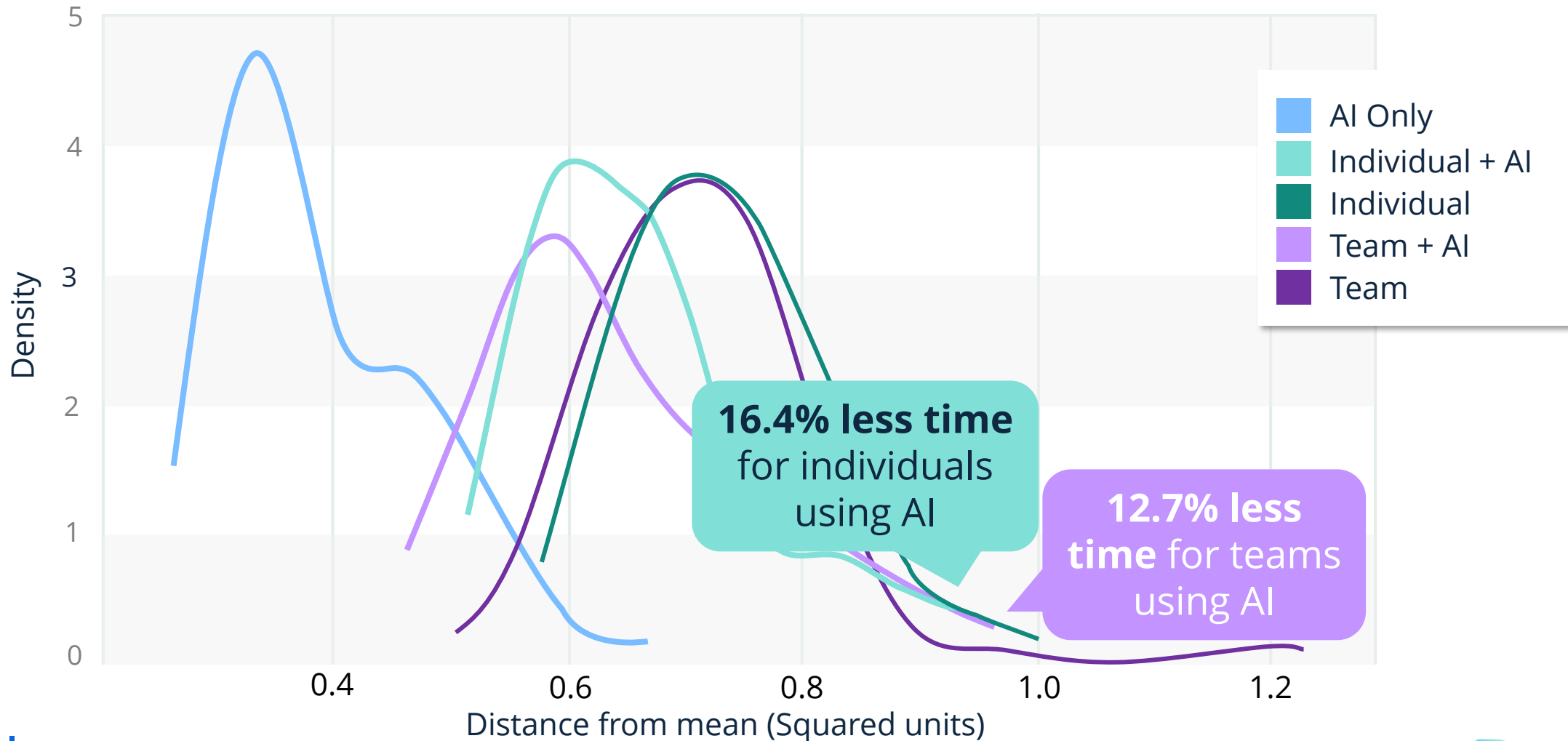
Note(s): March 2025

Source(s): University of Pennsylvania; The Wharton School

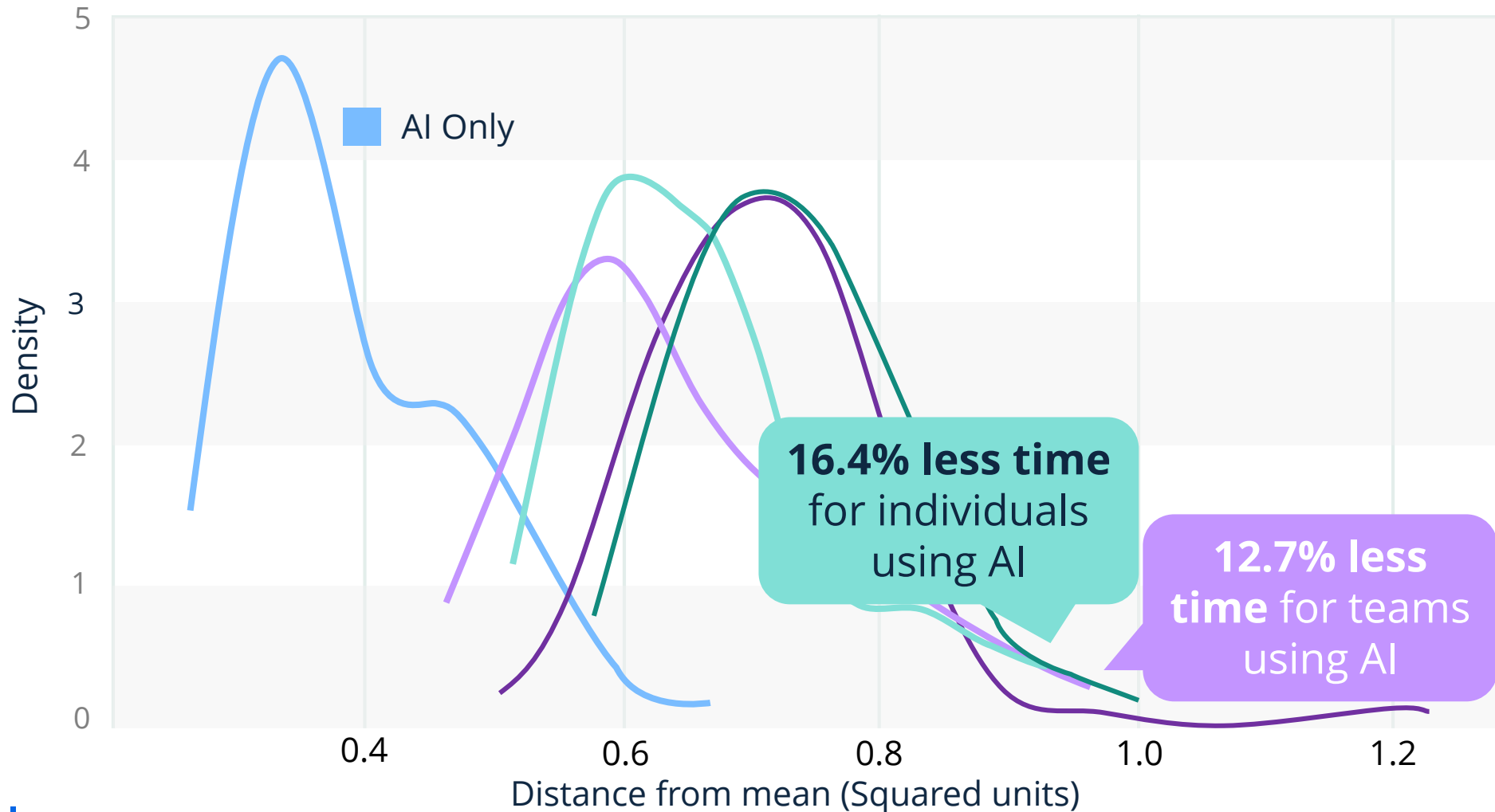
Difference between **AI only content**, and content produced with **human involvement**



Difference between **AI only content**, and content produced with **human involvement**

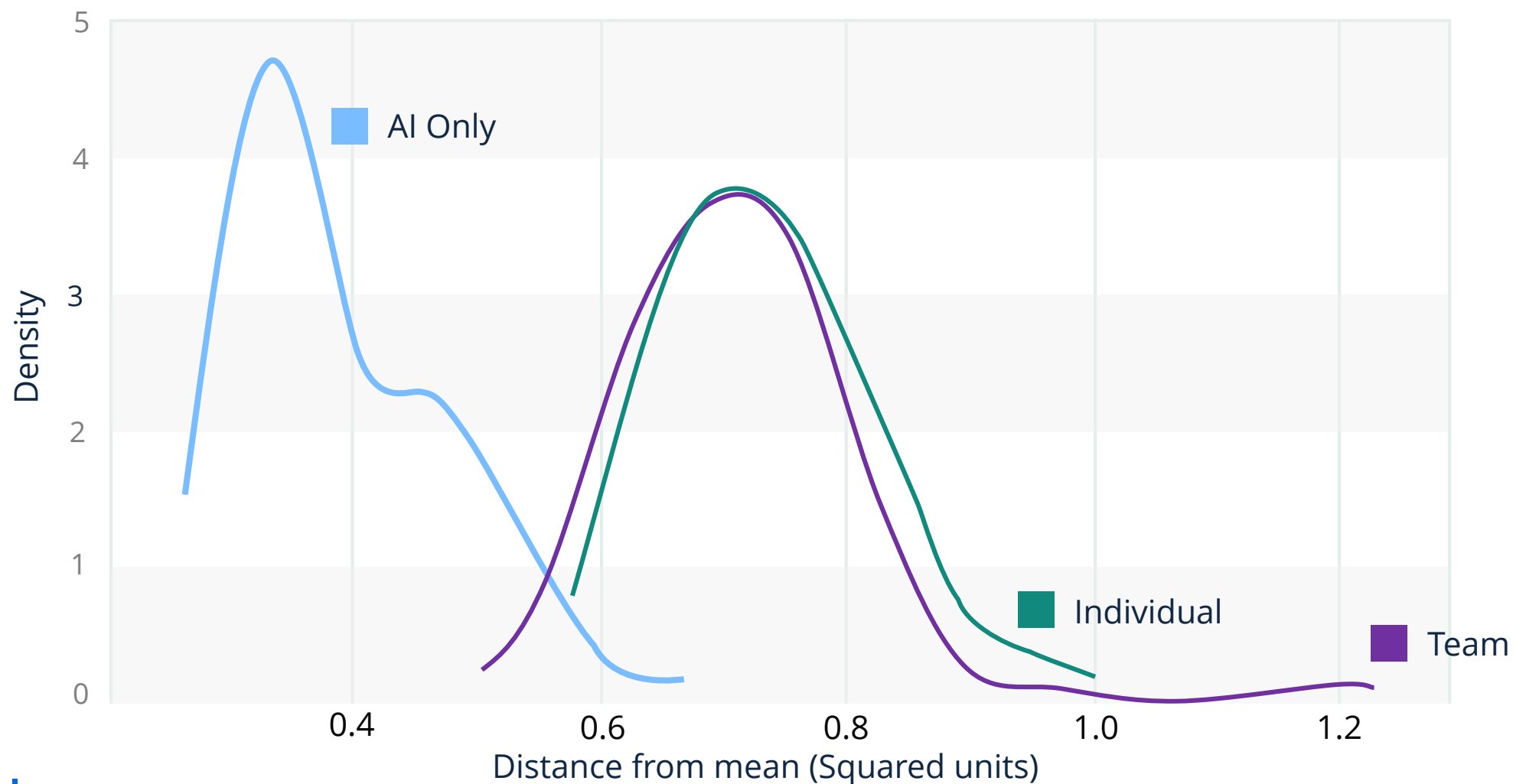


Difference between **AI only content**, and content produced with **human involvement**



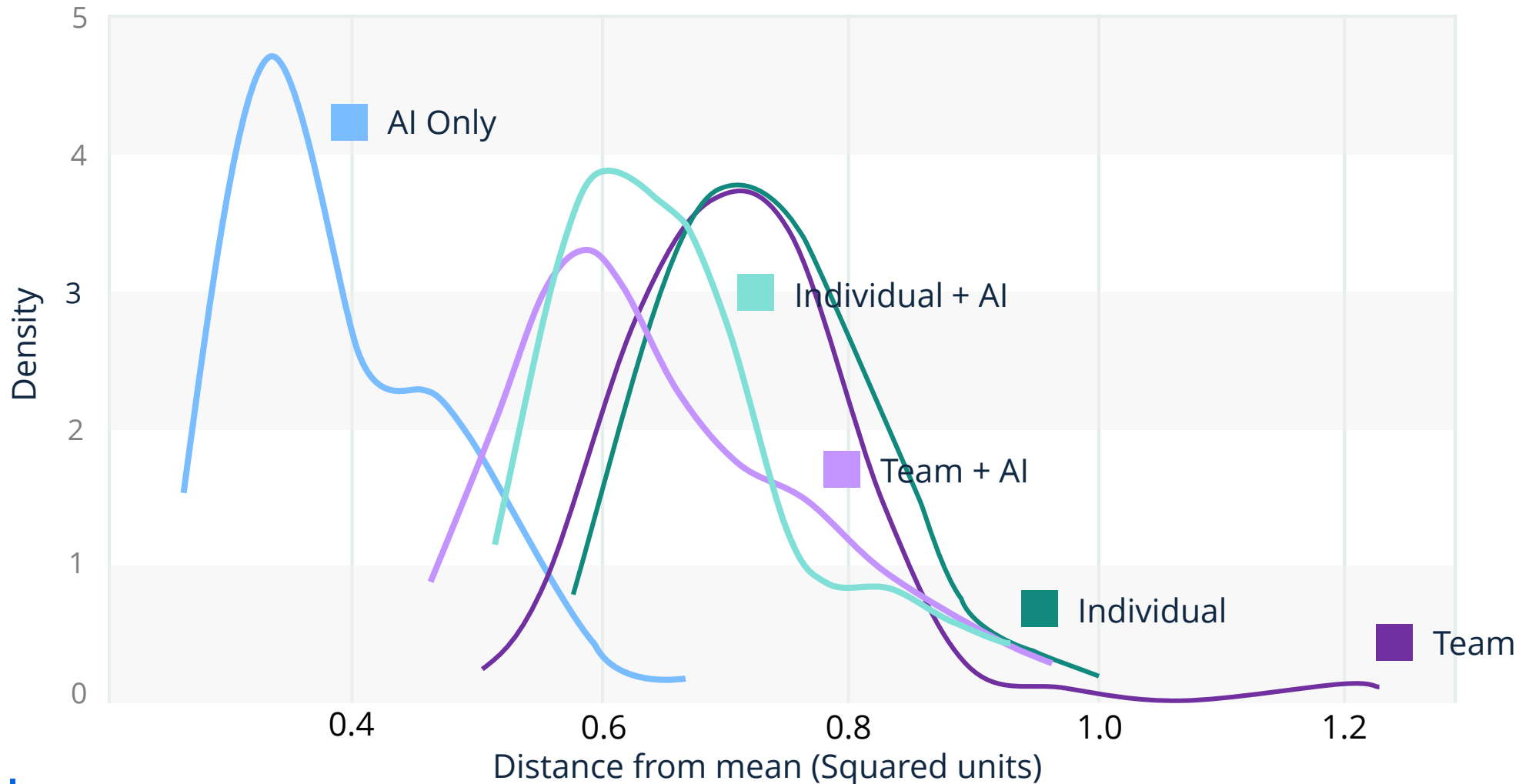
Source(s): Dell'Acqua et al. (2025), The Cybernetic Teammate, SSRN. <https://ssrn.com/abstract=5188231>

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**BUT THESE CONCLUSIONS
ONLY HOLD UNDER IDEAL
CIRCUMSTANCES....**





Source(s): [OpenAI](#)

THE AI SKEPTIC



Recognizes the **limits of GenAI tools**



Has a high degree of **knowledge over the domain of their role**



Sees GenAI as a fallible tool which may save time in some cases



Used **LLMs** to gather information, but places significant **cognitive effort into verifying GenAI outputs**

THE BLIND AI ADOPTER



Has a high degree of **confidence in GenAI** tools



Has **limited knowledge** over the domain of their role



Sees GenAI as a way to **offload cognitive effort**



Does **not put significant cognitive effort** into **verifying GenAI** outputs

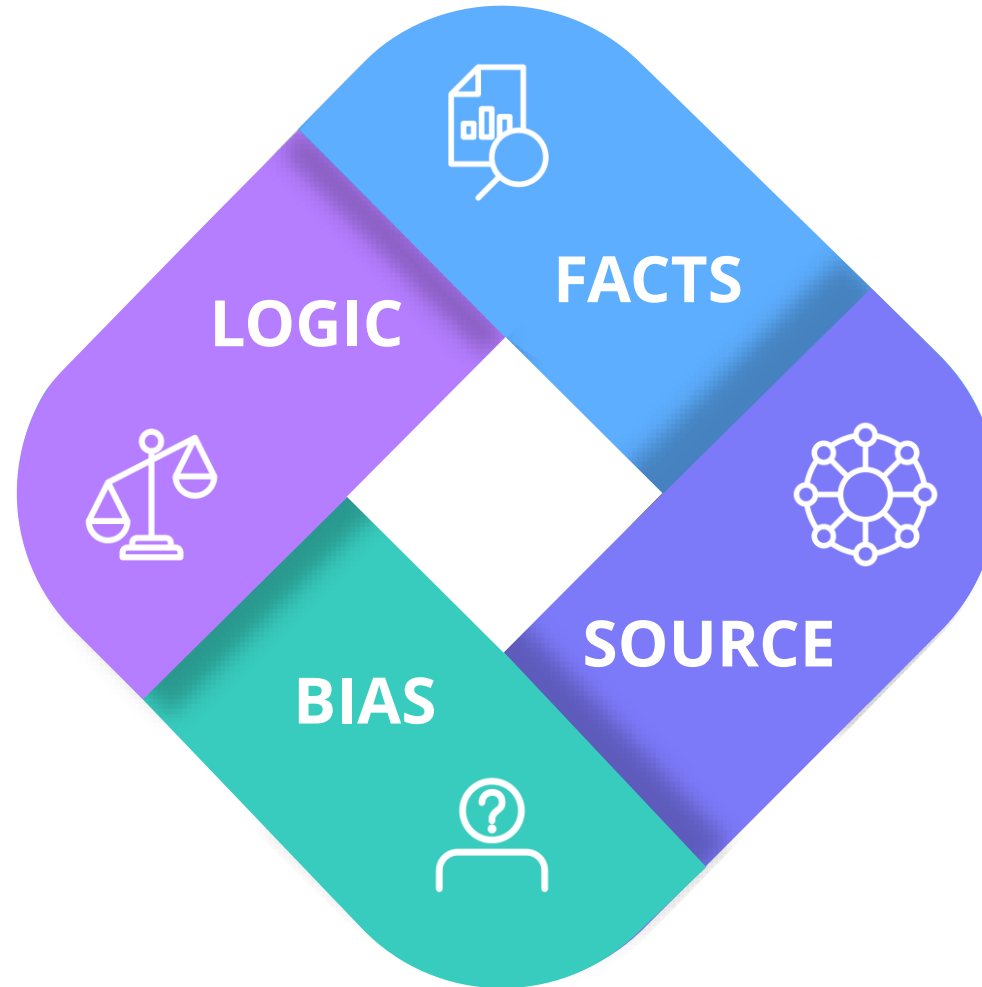




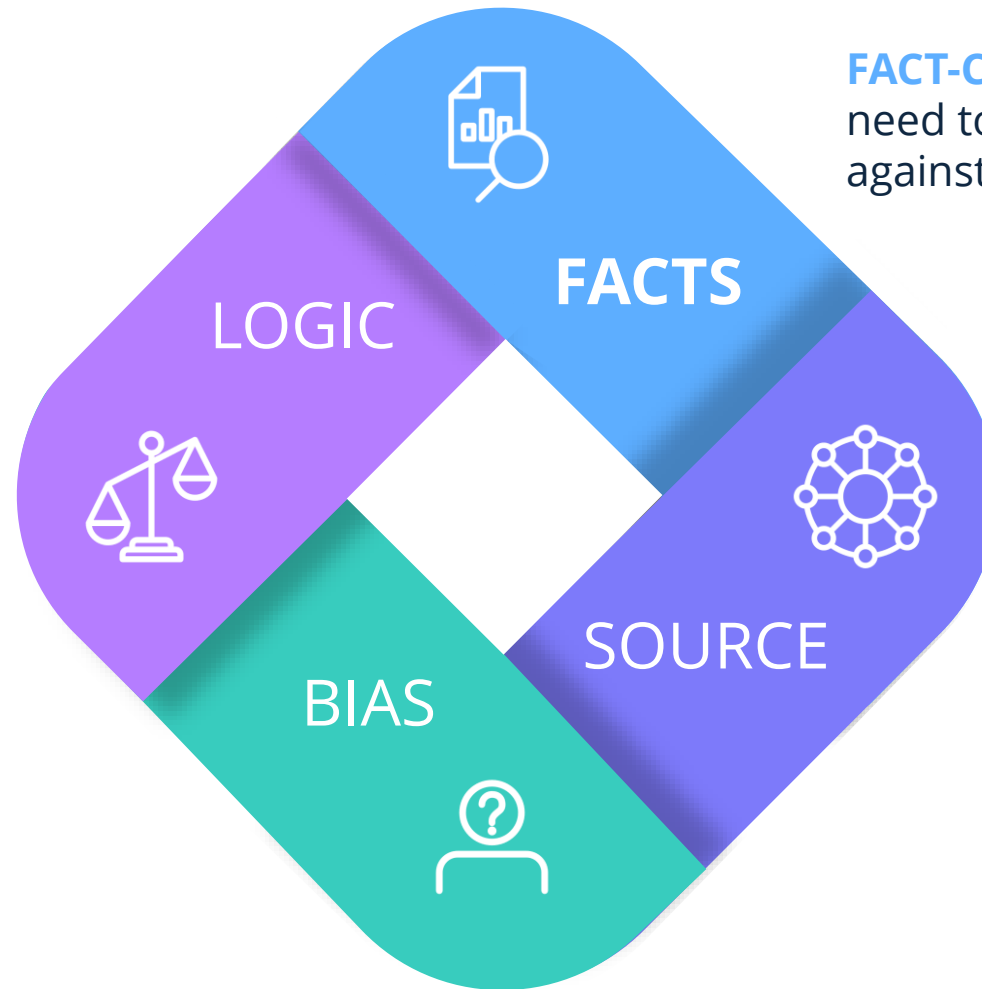
WE ARE ALL
SKEPTICS
AND BLIND
ADOPTERS
SOMETIMES

**WE NEED TO REDUCE
THE COGNITIVE BURDEN
OF VERIFICATION!**

The four dimensions of **verification**



The four dimensions of **verification**



FACT-CHECK: All datapoints need to be checked for accuracy against a range of sources.



Please tell me how many employees NVIDIA has in 2024, broken down by region, using data from Statista



Answer



Sources

28



Statista

Nvidia percentage of employees 2024, by region



Aura

Nvidia workforce Insights: Total Employees, skills...



Deep AI

How many people work at Nvidia. Analyzing workforce...



+17 sources

NVIDIA Employee Count and Regional Breakdown in 2024

Total Employees (2024):

NVIDIA reported having 29,600 employees worldwide in its 2024 fiscal year, reflecting significant growth from the previous year.

Regional Distribution (2024):

According to Statista data and corroborated by multiple sources, the regional breakdown of NVIDIA's workforce in 2024 is as follows:

Region	% of the Workforce	Approximate Number
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Region	% of the Workforce	Approximate Number of employees
Americas	50%	14,800
EMEA	19%	5,600
Asia-Pacific	31%	9,200
Total	100%	29,600



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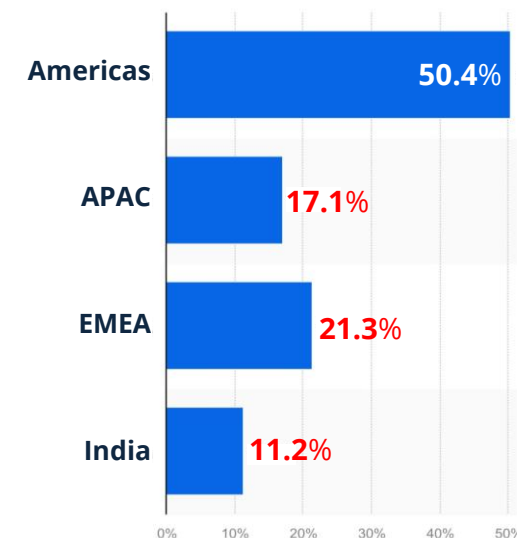
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statista



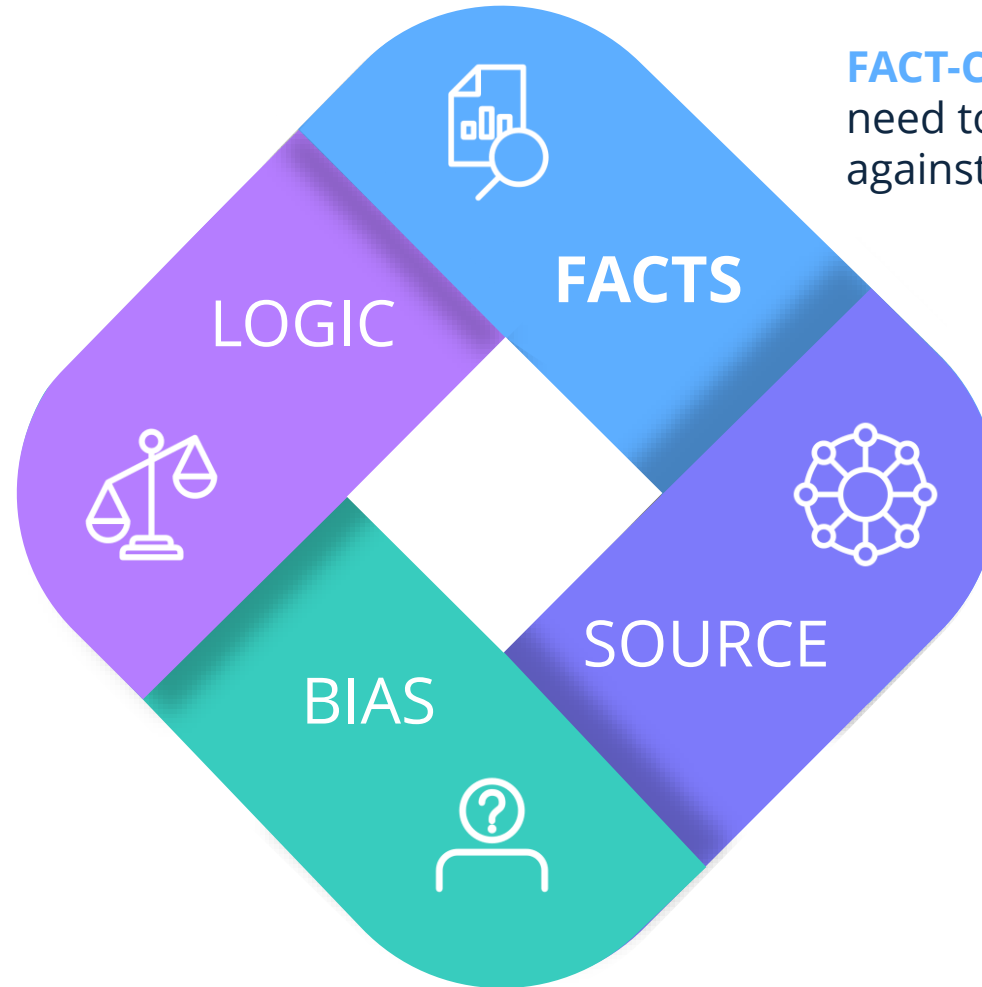
Technology & Telecommunications > Hardware

Nvidia percentage of employees in 2024, by region



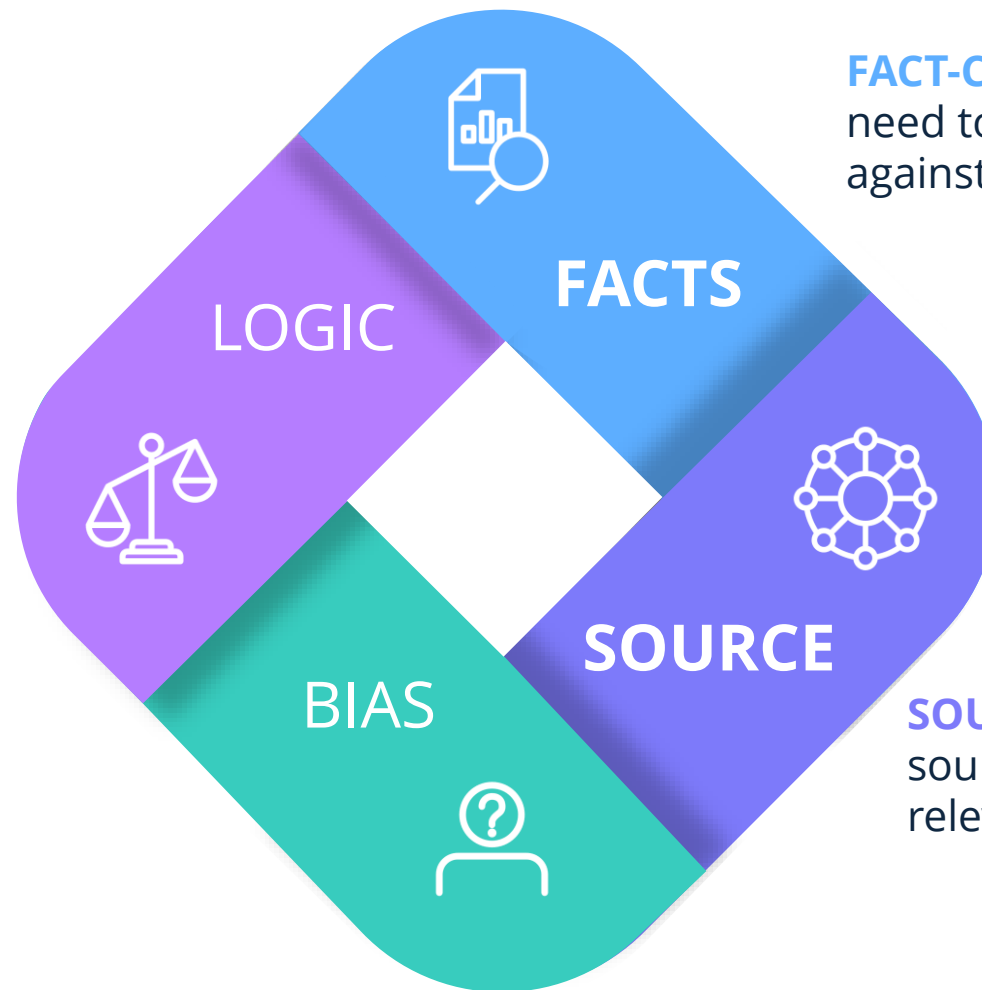
statista.com

The four dimensions of **verification**



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FACT-CHECK: All datapoints need to be checked for accuracy against a range of sources.

SOURCE-CHECK: Ensure that all the sources selected by the LLM are relevant, reliable, and up to date.

New Thread Ctrl I

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Log in

Please tell me how many employees NVIDIA has in 2024, broken down by region, using data from Statista

🌟 Answer Sources 28

1 task ↗



Nvidia percentage of employees 2024, by region



Nvidia Workforce Insights: Total Employees, Skills, and Analytics



Deep AI — Leading Gene...
How Many People Work at Nvidia: Analyzing Workforce...



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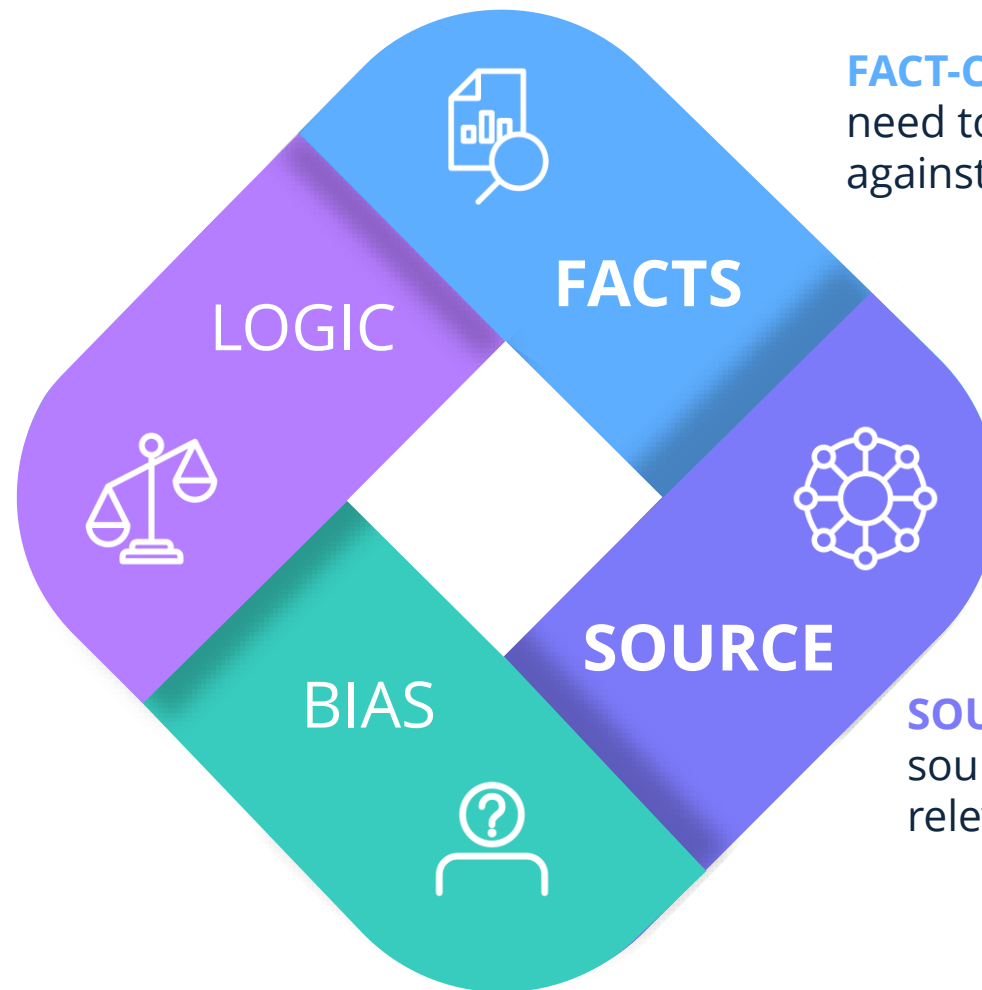


Ask anything...



?

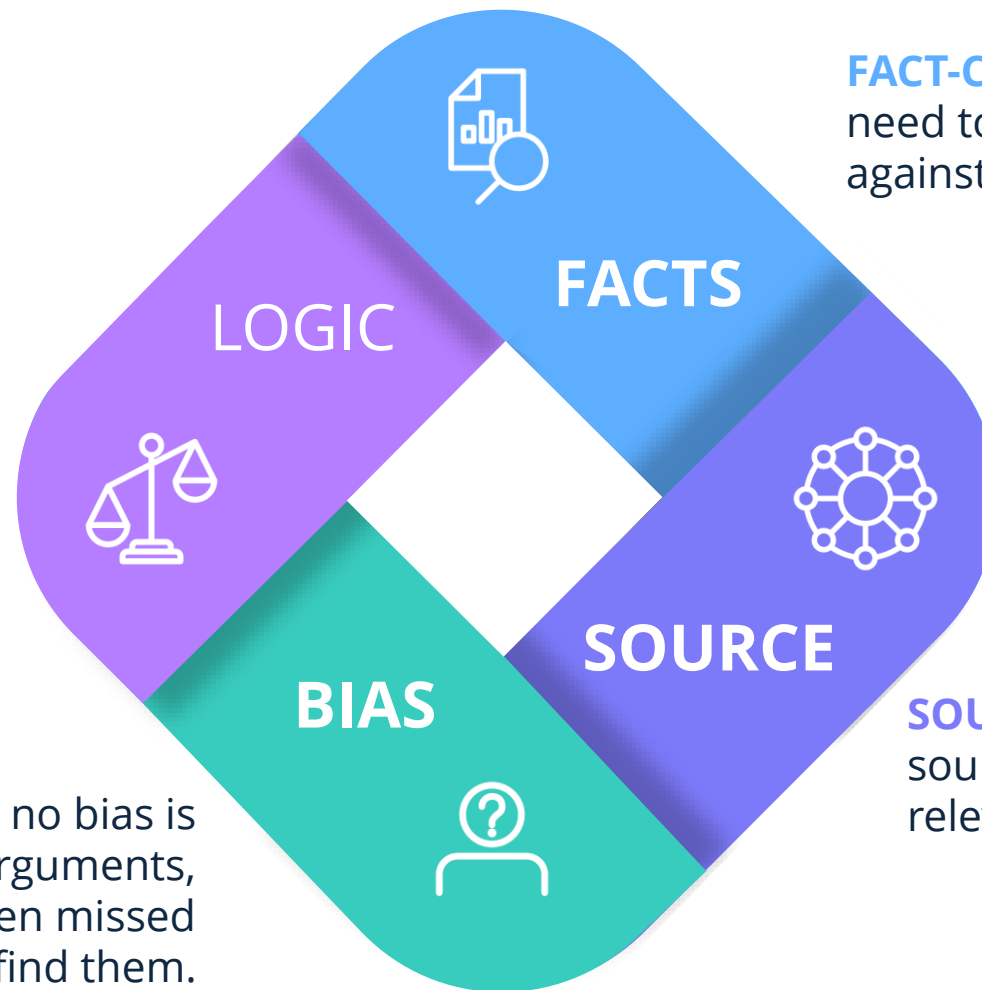
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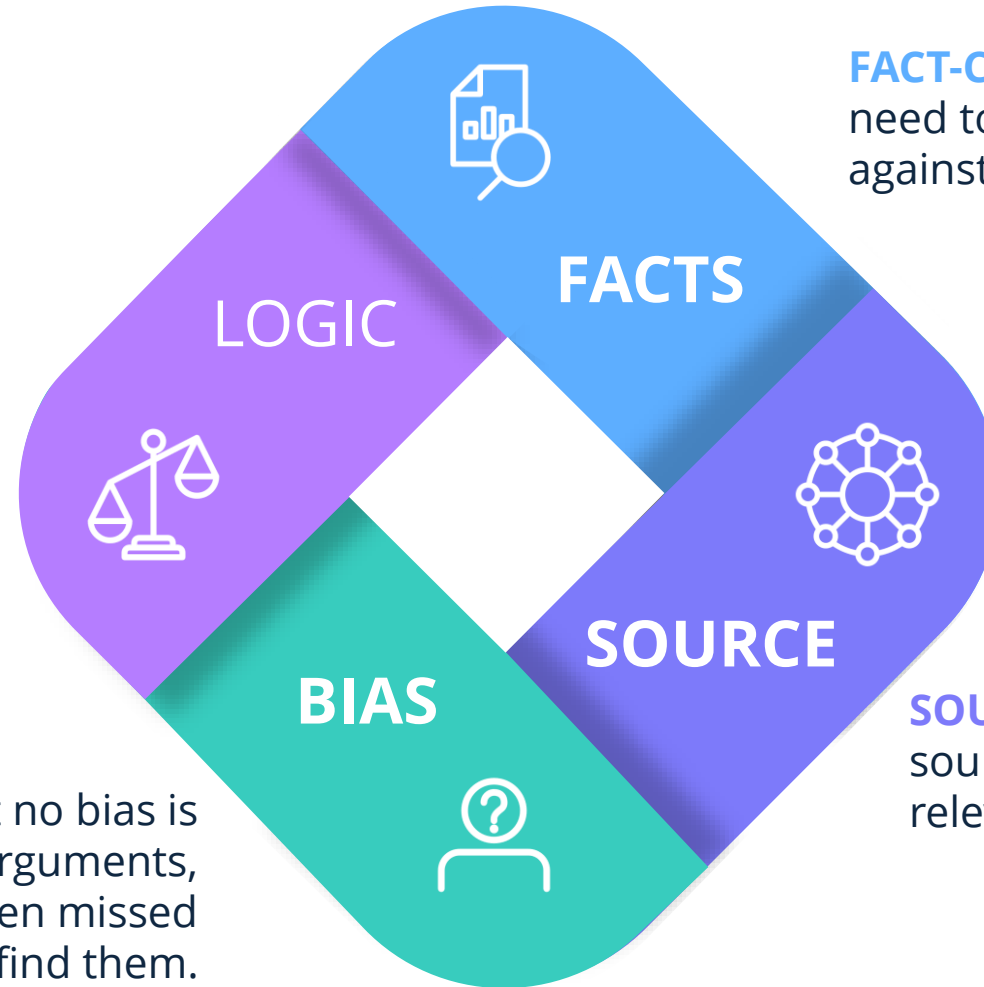
Thanks to machine-learning algorithms, the **robot apocalypse was short-lived**

THAT WAS SURPRISINGLY EASY.
HOW COME THE ROBOTIC
UPRISING USED SPEARS AND
ROCKS INSTEAD OF MISSILES
AND LASERS?

IF YOU LOOK TO
HISTORICAL DATA, THE
VAST MAJORITY OF
BATTLE-WINNERS USED
PRE-MODERN
WEAPONRY.



The four dimensions of **verification**



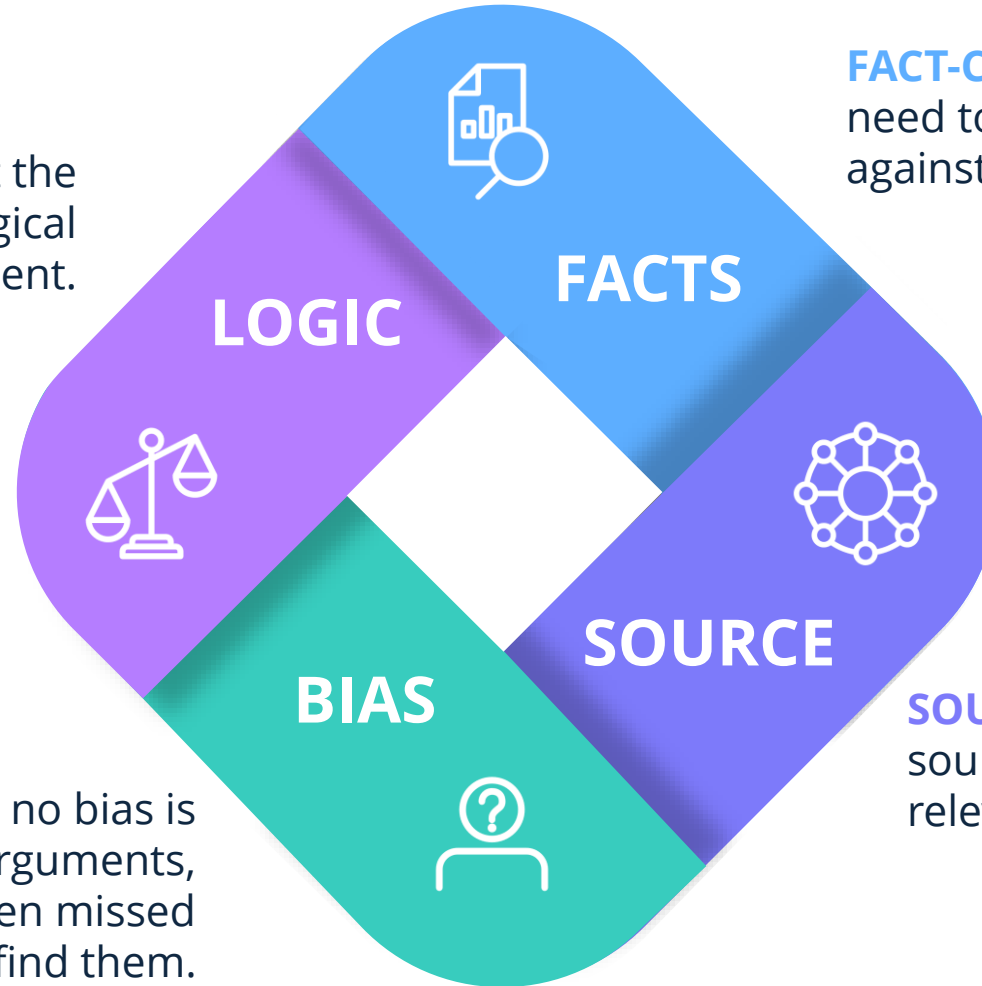
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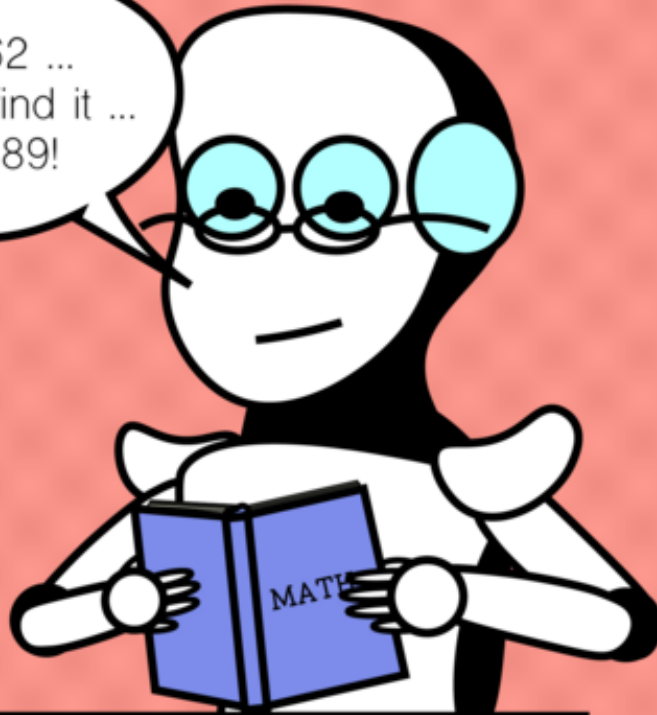
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$$27+62 = ?$$

27+62 ...
Let me find it ...
It's 89!



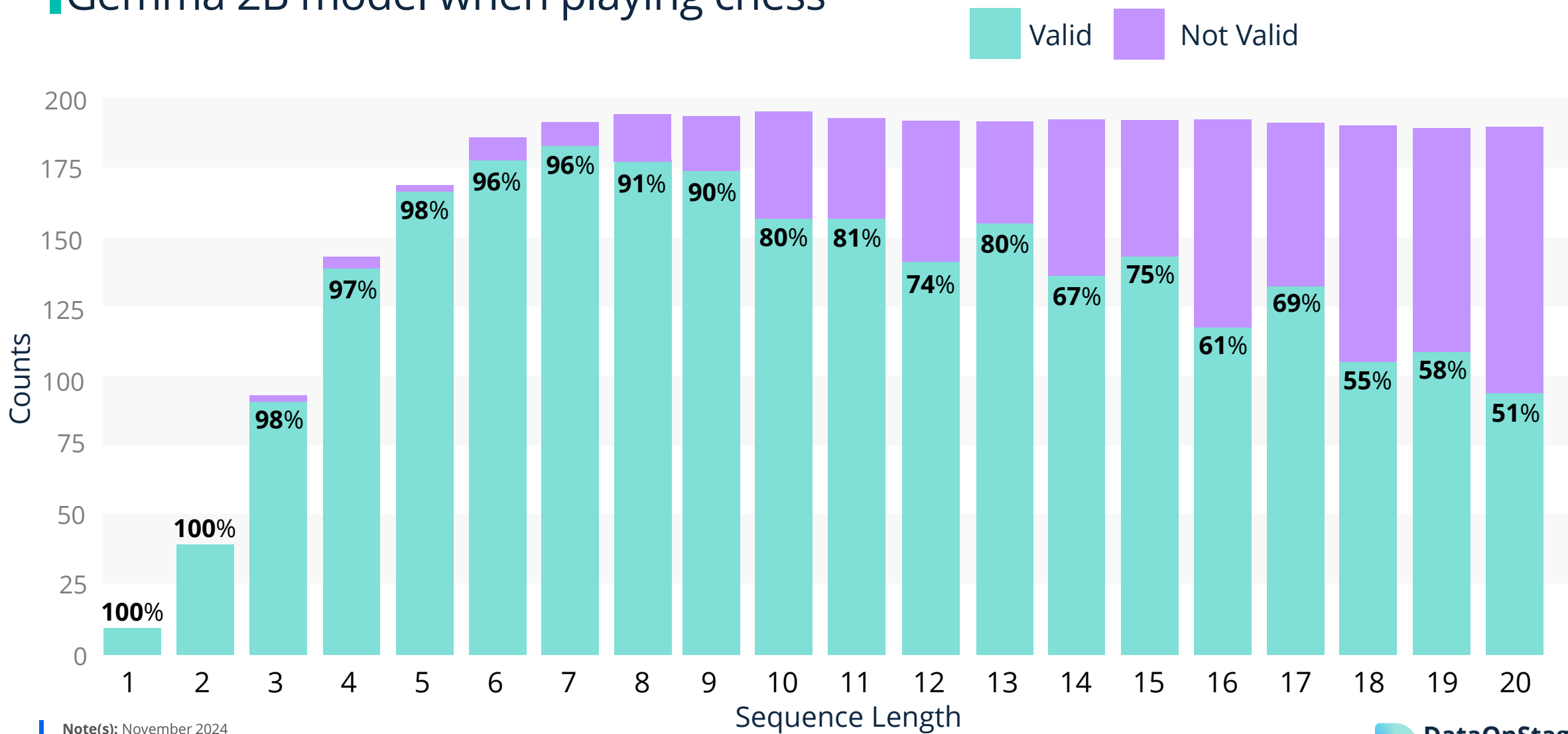
RECITING

7+2=9,
no carryover,
2+6=8.
It's 89!



REASONING

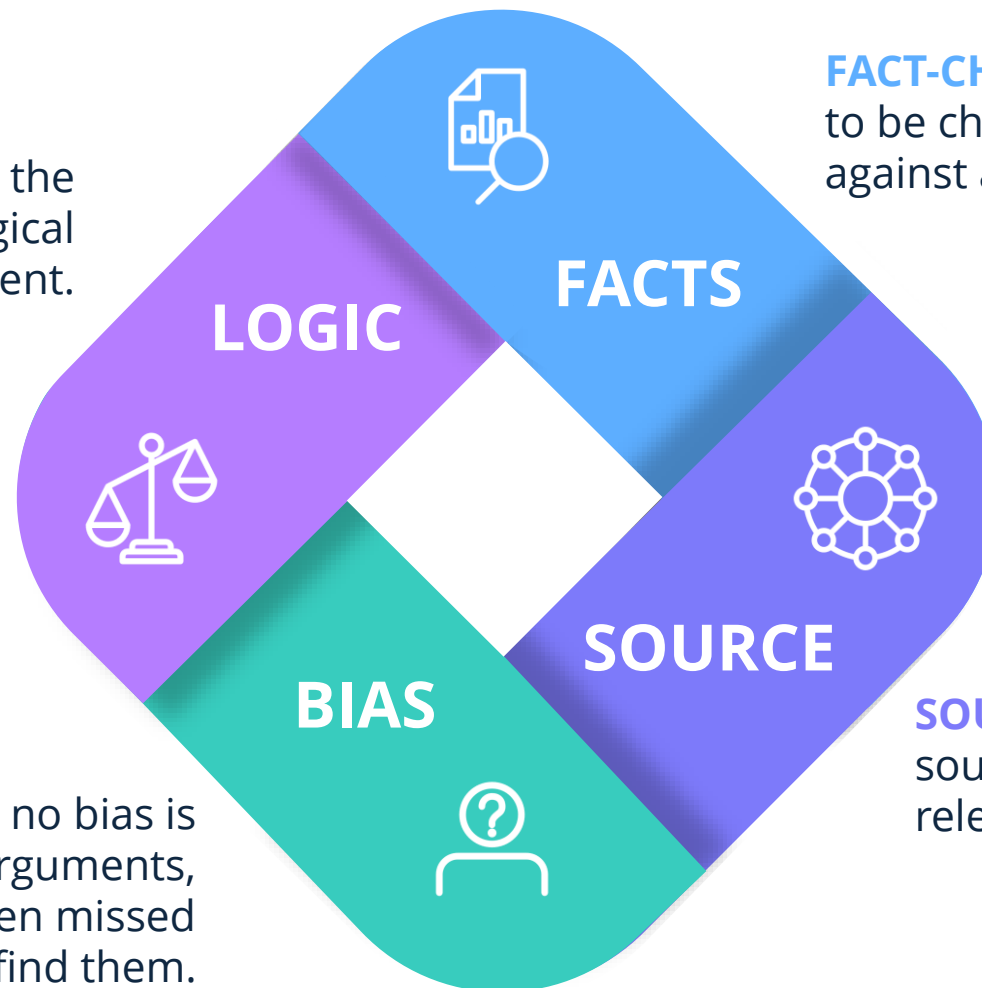
Move **prediction accuracy** of Google's Gemma 2B model when playing chess



Note(s): November 2024
Source(s): medium.com

The four dimensions of **verification**

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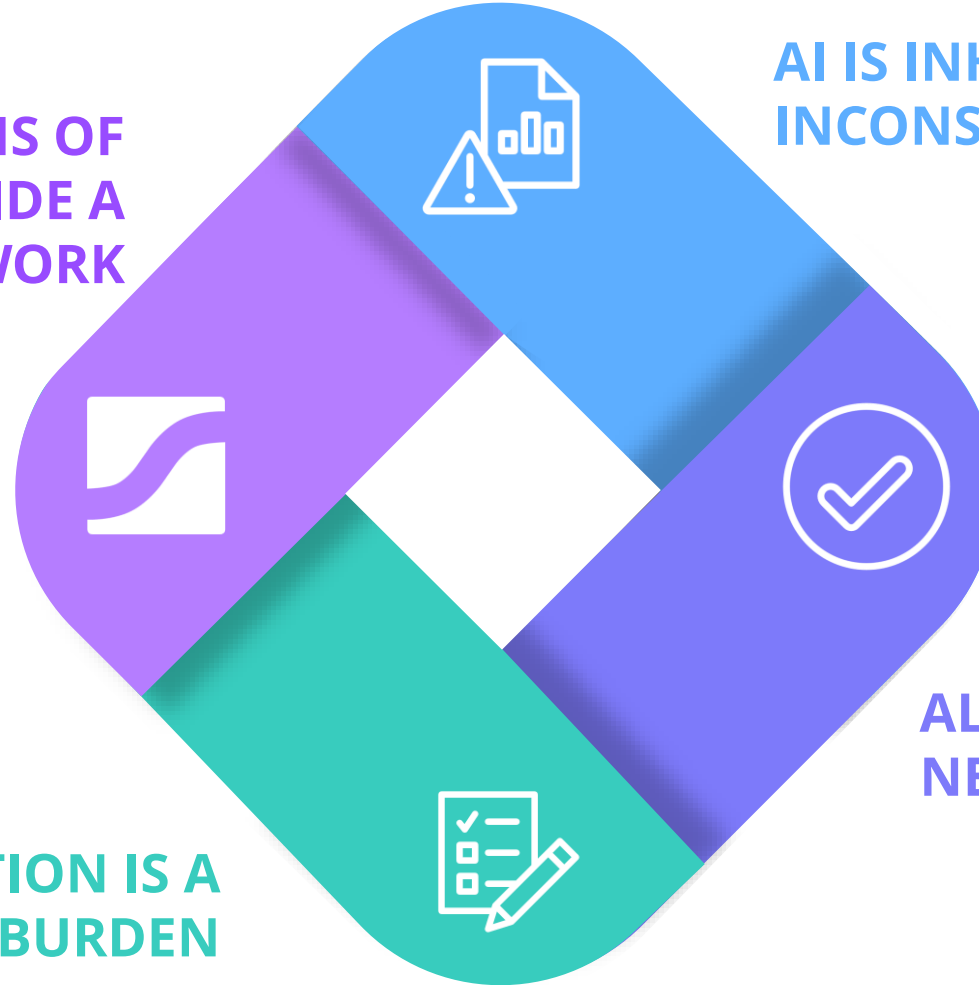
Key Takeaways

**FOUR DIMENSIONS OF
VERIFICATION PROVIDE A
POWERFUL FRAMEWORK**

**AI IS INHERENTLY
INCONSISTANT**

**ALL AI CONTENT
NEEDS TO BE VERIFIED**

**VERIFICATION IS A
COGNITIVE BURDEN**



QUESTIONS PLEASE.

Want to learn more about Research AI?



Nick Quaass

Global Sales Enablement Manager
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Tom Brereton

Director of Sales
tom.brereton@statista.com

Swing by **booth 200** –
ask us about what
Research AI and
Statista Connect can do.