

Why AI Isn't Going Away

AI is not a fad. Here's why it's becoming as basic as the internet and the smartphone.

KEY TAKEAWAYS

- AI is a general-purpose technology, like electricity or the internet, not a single gadget.
- It's being built into everyday products (phones, email, search, office software) by default.
- Massive, sustained investment by major companies and governments signals long-term commitment.
- It's genuinely useful; things that save people time and money tend to stick.

Fads vs. foundational technologies

A fad depends on novelty and fades once the novelty wears off. A **foundational technology** keeps spreading because it makes many different tasks cheaper, faster or possible for the first time. The printing press, electricity, the personal computer, the internet and the smartphone all followed this pattern: early skepticism, rapid improvement, then becoming so normal no one thinks about it.

THE PATTERN

"It's a toy" → "It's useful for some things" → "It's everywhere" → "How did we live without it?"

Five reasons AI is here to stay

1. It's useful for almost everything

Writing, translating, summarizing, coding, customer service, analysis, design, research: the same AI can help a nurse, a plumber running a small business, a student and an accountant. Technologies with that breadth don't disappear.

2. It's built into what you already use

AI features now ship inside smartphones, web search, email, word processors, spreadsheets, photo apps and operating systems. You don't have to seek it out; it's arriving through regular updates.

3. Enormous investment

The biggest technology companies, along with many startups and governments, are spending very large sums on AI research, data centers and chips. That level of long-term commitment is not typical

of short-lived trends.

4. It keeps getting better and cheaper

AI models have improved quickly in recent years at reasoning, coding and handling images, audio and video, while the cost of using them has generally fallen. Better and cheaper is how technologies spread.

5. Businesses are reorganizing around it

Companies are redesigning workflows, job descriptions and products with AI in mind. Once processes are rebuilt around a tool, it becomes part of how work is done.

What this means for you

- Waiting for AI to "blow over" is a risky bet.
- The skills are easiest to learn now, while the tools are still new to most people.
- Getting comfortable early gives you an advantage at work, in business and in daily life.

BOTTOM LINE

You don't have to love AI. But understanding it is quickly becoming as basic as knowing how to use email or a search engine.