IA NEXUS

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Content

EDITORIAL

I remember a surprising event that occurred at the 1994 World Cup in the United States.

During one of the matches, a player unleashed a powerful shot that struck the corner of the goal. And shattered it. Something unthinkable, unexpected, and illogical happened. The whole world assumed officials would suspend and postpone the match.

But it wasn't suspended, nor was it postponed. To the world's surprise, the organizers had anticipated this impossible event. In a covered area of the stadium, a spare goalpost awaited its turn to enter the game. In less than half an hour, they removed the damaged goalpost and installed the new one. And the match continued.

The World Cup is one of the biggest events organized on our planet. Due to its colossal scale, the planning is a huge challenge. It must be grand, perfect, and boring. Because when an event doesn't show any flaws, then there is success. Success is the planning of correct and intelligently designed business processes.

Back then, planning was, so to speak, done with a slide rule. Today, the help of AI tools is vital.

The World Cup of the post-AI era: How Artificial Intelligence transformed the success of the 2026 World Cup

The recently concluded FIFA World Cup was the first with a 48-team format. This innovation also presents a massive challenge for FIFA. Furthermore, it marks the definitive separation between traditional sport and the post-AI era.

FIFA, along with its technology partner Lenovo, spearheaded the use of artificial intelligence. With this innovative approach, AI ceased to be an exclusive resource. Resources for elite analysis and entered the playing field. Becoming central to the tournament's operational and tactical core.

See the key pillars of how the championship's success and precision were driven by AI:

1. Football AI Ecosystem: Real-Time Big Data

   We witnessed the development of an unprecedented infrastructure. The tournament integrated Internet of Things (IoT) sensors and digital vision systems in all 16 stadiums. This allowed for the processing of up to 172 million data points per match.

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   a. The smart ball: Equipped with an IMU (inertial measurement unit) sensor weighing just 14 grams, the ball transmitted 500 data points per second (speed, acceleration, and precise spin) to the VAR system.
   b. Millimeter precision: Sensors and 16 optical tracking cameras were installed in each stadium, raising the semi-automatic offside system to an unprecedented level of accuracy. This reduced the margin of error to centimeters, speeding up referee reviews.

3. FIFA AI Pro: Tactical democratization for all 48 national teams

   One of the biggest milestones of the championship was the widespread use of FIFA AI Pro. A generative AI assistant. This

system was designed for the preparation of the technical teams of the 48 participating teams.

a. Natural language queries:
   Trainers interacting with the platform as if they were speaking with an expert analyst. Processing over 2,000 performance metrics and multilingual requests in a matter of minutes.

b. Level Playing Field:
   Teams with less traditional analytical infrastructure had access to detailed reports, as well as visual graphics, tactical simulations, and 3D avatar recreations of the matches. This resulted in a highly competitive tournament, and we saw the underdogs successfully challenging the historical powerhouses.

4. Mental Health and Digital Protection
   Beyond the pitch, AI played a crucial role in the overall well-being of the players. FIFA expanded its social media moderation service free of charge. By intelligently filtering over 30,000 keywords across multiple platforms, the technology hid abusive, racist, or homophobic comments directed at players in less than two seconds, protecting them from digital toxicity during the tournament's high-pressure moments.

Conclusion

The World Cup offered a clear lesson for the sports and business industries. First, AI is not intended to replace human judgment. Therefore, refereeing and tactical decisions remained in the hands of referees and coaches. On the contrary, they were propelled to exponential growth. One key aspect of this championship's success is the power of analytics. Thus, massive datasets were transformed into

tools—accessible and intuitive tools that, when applied, yield surprising results. And they elevate sports to higher levels of fairness, spectacle, and competitiveness.

Hacking Consciousness: AI, Opinion Matrices, and the Future of Western Society

We are witnessing the rise of artificial intelligence and recommendation algorithms. Their influence transcends the simple automation of tasks and becomes a critical vector of social control. Today, the manipulation of public opinion, fake news, and armies of fake accounts online are commonplace. They attempt to control what we think. And, to be honest, this terror poses a real and very serious danger to freedom and democracy.

The phenomenon of campaigns and digital polarization

Today, AI tools allow for the micro-segmentation of audiences, leading to the creation of narratives on an unprecedented scale and speed. A clear reflection of this vulnerability is seen in attacks on public figures or national symbols, as occurs during global media and sporting

events. We witnessed this recently with figures like Lionel Messi and even the Argentine national team, who became targets of coordinated campaigns.

These operations don't simply aim to debate performance or an event. They seek to instill biases, fuel artificial rivalries, and polarize, exploiting popular fervor within the social fabric. With synthetic content, bots, and deepfakes on digital platforms, the goal is to mold public opinion. Thus, algorithms manufacture mass perceptions, transforming collective emotions into malleable software—software at the service of hidden interests or cultural destabilization.

Yuval Noah Harari's perspective: The "hacking" of the human being

For the first time in history, technology can hack human beings. And this, for historian and philosopher Yuval Harari, is a fundamental danger.

- Harari warns that AI is not merely a passive tool like a printing press or a knife. It is an agent capable of making decisions, generating culture, and mimicking human interaction.
- AI processes vast amounts of data about our behaviors, fears, and preferences. Thus, AI systems manage to know us better than we know ourselves.
- This exposes Western society to an existential risk because deliberative democracy collapses. Citizens' decisions cease to be based on reality and become responses dictated by algorithms—algorithms designed to manipulate our feelings.

Moses Naim's vision: The "three P's" and the erosion of truth

Contemporary democracies are suffering the onslaught of the "three Ps," according to Venezuelan analyst and political scientist Moisés Naím. These "three Ps" are: populism, polarization, and post-truth.

- For Naím, aspiring autocrats and opaque powers use systematic disinformation. Surprisingly, they apply it masterfully. The aim is to blur the line between fact and fiction.
- A technology-driven ecosystem is created where opinion matrices do not seek to persuade through rational arguments. On the contrary, they appeal to resentment, tribalism, and revenge.
- Today, traditional information filters are almost nonexistent and weak, Naím asserts. Therefore, Western citizens are left helpless, defenseless against deceptive social engineering campaigns that destroy trust in democratic institutions. And, to everyone's concern, this happens before society even realizes the manipulation.

Consequences for Western society

Robust ethical and regulatory frameworks must be established. Otherwise, the use of AI for nefarious purposes will continue to grow. It is the normalization of managing collective thought through prefabricated narratives. And this paints a bleak picture for the West. As I said before, robust ethical and regulatory frameworks must be established. Because the loss of individual cognitive sovereignty is the loss of your own ability to decide on your own ideas. And fragmenting objective truth turns public debate into a permanent simulation.

Western nations must learn to navigate a new world. They must recognize the vulnerabilities of their own collective psyche. They must become aware that automated social control is no longer a dystopian

hypothesis. They must understand that it could be the political norm of the 21st century.

Yuval Noah Harari Warns AI Will Take Over Language, Law, and Power at WEF

This debate at the World Economic Forum delves into Yuval Noah Harari's warnings about how artificial intelligence is taking control of language, culture, and power structures in modern society.

The smart kitchen: optimizing your daily menu with AI

That weekend was eye-opening. My sister was talking about how she started planning the weekly menu for her family. My mom, the woman who had been managing the household finances for over forty years, told her it was pointless. But my sister insisted it was a very effective system. Now, she continued, money went much further. For me, since money was tight at the time, it seemed like I had nothing to lose by trying my sister's system.

And I assure you, it's worth it. But writing the menu for each day of the week is a mentally demanding task. Because it's not just about creating the menu. You have to plan healthy dishes, calculate how much they'll cost, reducing expenses as much as possible, and end up with a coherent and feasible shopping list.

Organizing meals often becomes a challenge. Artificial intelligence can transform your kitchen into an efficient space. With it, you can integrate technology with your favorite flavors, all within cost-effective and adaptable budget guidelines. Designing a healthy eating plan no longer requires hours of planning. You can ask AI to act as your nutritionist. It will not only design a plan tailored to your lifestyle, but it will also offer a menu of healthy meals if you request it. For the AI's involvement to be productive, you need to be clear. Clearly state your health restrictions, don't omit the ingredients available in your pantry, and be sure to share your nutritional goals for your family. The AI will then provide you with a balanced weekly meal plan and a precise shopping list. You'll avoid waste and save money.

Step-by-step guide: Design your weekly menu with AI

It's most common for four people to live in each household. Organizing meals for a family like this can seem like a complicated logistical puzzle. But with the help of artificial intelligence, you can create a balanced and delicious meal plan in just a few minutes.

Follow this simple method to achieve it:

Step-by-step guide to creating your smart menu

1. Define your basic parameters: Before interacting with the AI, be clear about your family's dietary restrictions (allergies, preferences), the days you want to plan (for example, Monday through Friday), and the key ingredients you already have at home to avoid unnecessary expenses.

2. Use the role, context, and objective structure: When writing your instructions, assign the AI an expert role (such as culinary nutritionist), provide the family context (four people, focus on healthy Venezuelan cuisine), and require a structured result (menu + shopping list).
3. Review and adjust cooking methods: Explicitly request that the plan prioritize healthy techniques such as baking, steaming, quick stir-frying, or grilling, adapting traditional dishes to support cardiovascular health.
4. Request an optimized shopping list: Ask the AI to break down the necessary ingredients, organized by market sections (vegetables, proteins, pantry staples), to streamline your weekly shopping.
5. Iterate if necessary: If a dish doesn't suit you, ask the tool to replace it while maintaining the week's nutritional balance.

Prompt template to copy and use

You can copy the following text into your favorite conversational AI tool, adapting the brackets as needed:

"Act as an expert chef specializing in Venezuelan nutrition and cuisine. I need you to design a balanced weekly menu (Monday to Friday) for a family of four, focusing on healthy eating and adapting traditional Venezuelan dishes (such as arepas, pabellón, bollitos, or hervidos) using light cooking methods like baking, grilling, or steaming, avoiding deep frying. Submit your response structured as follows:

1. Detailed daily menu for lunch and dinner for all five days.

2. Consolidated shopping list organized by category (proteins, vegetables/fruits, grains/groceries) to optimize the budget and avoid waste. Please consider the following restrictions or preferences for my household: [Indicate here if there are any ingredients that are not consumed, allergies, or specific budget requirements]."