Silicon Valley is falling in line with Trump’s attempt to rename AI

When President Donald Trump announced his plans to rebrand artificial intelligence as “super intelligence,” you’d be forgiven for being skeptical that it would catch on. While most of the broader population is sticking with AI, some of Silicon Valley’s most powerful are falling in line and trying to give Trump the great AI rebrand he so desires.

That Elon Musk was quick to jump on board, promising to rename SpaceXAI to SpaceXSI, isn’t surprising. When, hours after Donald Trump declared that “The White House considers anyone that uses the term, ‘Artificial Intelligence,’ as opposed to the highly accepted new and more accurate term, ‘Super Intelligence,’ THE ENEMY!” Marc Benioff announced that Salesforce would rename AIForce to SIForce; it seemed like a quick capitulation, but not entirely out of character.

Nvidia CEO Jensen Huang attended the summit where the executive order requiring government agencies to use the term “super intelligence” was announced. He’s also aligned himself with Trump, saying he believes the danger posed by AI is overblown. So it was somewhat predictable that when Nvidia declared that it would “commit” $1 billion to scientific advancement, that included “super intelligence research.” Of course, Huang has a lot to lose if he gets on Trump’s bad side.

The latest to cave is Microsoft’s Satya Nadella, who attended the same AI summit as Huang along with Mark Zuckerberg, Sundar Pichai, Jeff Bezos, Dario Amodei, and Musk. In a post calling

for building an “emergency brake” for AI yesterday, Nadella repeatedly referred to the technology as “super intelligence.”

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