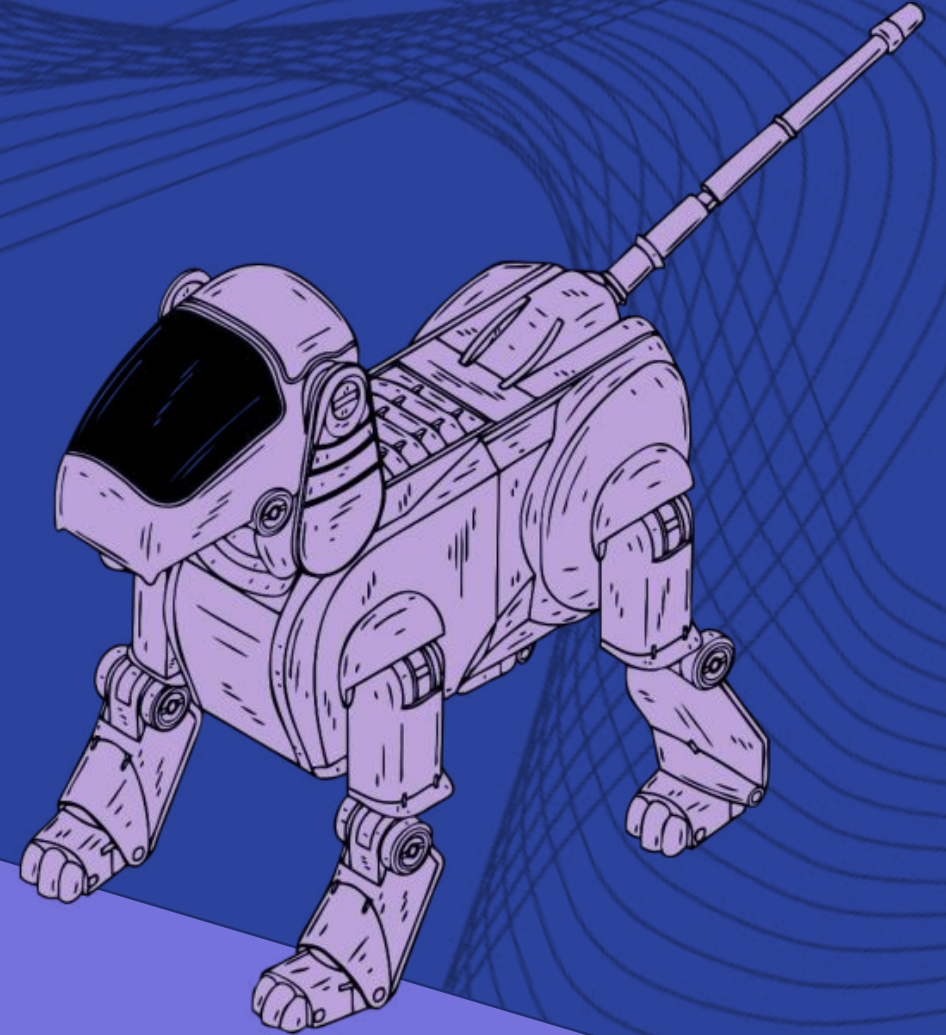


# Introduction to AI

Level 1 – Artificial Intelligence



# Introduction

## What is artificial intelligence?

Artificial intelligence (AI) is a wide-ranging branch of computer science concerned with building smart machines capable of performing tasks that typically require human intelligence.

Artificial Intelligence can be separated into four types:

- *Reactive Machines*
- *Limited Memory*
- *Theory of Mind*
- *Self-Awareness*

# Examples of Artificial Intelligence

Artificial Intelligence is becoming more and more common in our everyday lives!



Smart Assistants, such as Alexa, Google Home or Siri, are devices loaded with software that can perform tasks or services and answer questions. They can also be linked with appliances, such as smart thermostats or light fixtures, to help in managing the home!



AI helps you pick what TV to watch by suggesting recommendations. Netflix uses AI to create teasers, highlights, recaps and trailers for shows in order to boost viewership so viewers don't have to sift through hours of information to discover what they want to see.



Of the 300 billion emails sent everyday, at least half are spam. Email providers have the huge task of filtering out the spam and making sure their users receive the messages that matter. Filtering emails is a complex process as the line between spam and non-spam messages is fuzzy. Machine learning has so far proven to be the most effective approach to effectively sort mail.



# Examples of Artificial Intelligence

Artificial Intelligence is becoming more and more common in our everyday lives!



Robo-advisors are digital platforms that provide automated, algorithm-driven financial planning services with little to no human supervision. A typical robo-advisor asks questions about your financial situation and future goals through an online survey; it then uses the data to offer advice and automatically invest for you. One drawback of virtual tools such as robo-advisors is that they have been criticized for their lack of empathy and complexity.

Imagine getting into your car, typing—or, better yet speaking — a location into your vehicle's interface, then letting it drive you to your destination while you read a book, surf the web, or nap. Self-driving vehicles — the stuff of science fiction since the first roads were paved—are coming, and they're going to radically change what it's like to get from point A to point B. Among the revolutionary changes will be safer roads, fewer fossil fuels, and lower transportation costs.



# The Advantages of AI

- AI drives down the time taken to perform a task. It enables multi-tasking and eases the workload for existing resources.
- AI enables the execution of hitherto complex tasks without significant cost outlays
- AI operates 24/7 without interruption, breaks or downtime.
- AI augments the capabilities of differently abled individuals
- AI has mass market potential and can be deployed across industries
- AI facilitates decision-making by making the process faster and smarter

# The Future is AI!

Where is artificial intelligence going?

Artificial Intelligence and Machine Learning is a rapidly growing industry and will continue to act as an innovator for the foreseeable future.



# Conclusion

## Learning outcomes

- ✓ Understand what artificial intelligence is
- ✓ Understanding the impact of artificial intelligence in our everyday lives
- ✓ Explore the future applications of artificial intelligence and machine learning



# Congratulations!

You have completed this resource

