ARTIFICIAL

INTELLIGENCE

WHAT IS AI?

AI, or Artificial Intelligence, refers to the simulation of human intelligence in machines.

Its goal is to complete tasks, such as learning and problem solving, by mimicking aspects of human thinking.

HOW DOES IT LEARN?

So how does AI achieve that?

One of the learning methods of AI is called Machine Learning, where the computer learns from patterns in existing data, and improves their performance based on them.

WHAT CAN IT DO?

- Identify a person's face for authentication purposes (eg. Face ID to unlock your phone)

- Suggest movies / videos / music based on the user's preferences (eg. 'Recommended for you' on YouTube

- Answer questions (eg. customer service chatbot)

SOME EXAMPLES

Voice assistants

Self-driving cars

Recommendation systems

Chatbots

WHY DOES IT MATTER?

AI can be very helpful and efficient, but it is important to be aware of the risks associated with it.

For example, cyber-attacks, fraud and impersonation are more likely to manifest due to the rapid development of AI technology.