

Artificial Intelligence In The Current Society

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Artificial Intelligence and the Long History of Mechanical Imagination

From as far back as a century ago, there has always been this claim that one day, machines will take over the world. Since the time the Greeks claimed mechanical men mimic our own behaviour to the latest naming of Androids, many people have been very keen on the rapid development of technology and ask themselves whether this is true and, if so, when. One of the terms that go hand in hand with this devastating theory is the term artificial intelligence. Most people have a rough idea of what artificial intelligence is all about, thanks to the film industry, which introduced the science fiction genre to relay what the current population thinks the future will be.

In order to appreciate artificial intelligence in today's society, we first need to understand what artificial intelligence is. However, we also need to embrace the fact that most people tend to confuse artificial intelligence with machine learning. This has been the major cause of confusion for most people, wondering why some of the recent inventions are said not to use artificial intelligence, yet they involve robotics. While machine learning is the basic idea of feeding machines with data and enabling them to learn for themselves, artificial intelligence is whereby a machine becomes "smart" enough to make its own decisions (Bernard Marr, 2016). Bernard states that in order for machines to be able to make their own decisions, scientists have been trying to program machines to be able to "think" like human beings. With that in mind, it is of great importance to appreciate the presence of artificial intelligence in society.

Some people claim they have no idea what artificial intelligence is all about but according to Gautam Narula (2018) "you have probably used artificial intelligence on your way to work, communicating online with friends, searching the web and making online purchases without even knowing it". When the term artificial intelligence comes up, many people will tend to think of the projects still under research and forget the already accomplished ones. With 9% of the world's population using the iPhone, it is clear that many have come around Siri, Apple's artificial intelligence-powered personal assistant. It uses voice recognition, whereby the user can ask for directions to a place, purchase an item online, or set reminders for personal events. It will relay information from your phone or send commands to other apps.

Digital Assistants and the Commercial Expansion of AI

However, it is not the only one in the market, with Microsoft having released Cortana and Google's Google Now, too, being on the market. These personal assistants are not the only ones produced by these great companies with the integration of artificial intelligence. Apple released facial recognition software, whereby the phone is set to recognize you as the owner, just like a human being would. Another company, Amazon, which is currently the most famous online shopping platform, has a project that uses artificial intelligence to anticipate customers' needs before they need them. They would then send the items of your desire to a warehouse near them and avoid last-minute trips to the online store (Dann Albright, 2016).

The sector that has wholeheartedly embraced artificial intelligence is the entertainment sector, which ranges from video games to television shows and even music. Dann Albright suggests that video game artificial intelligence is probably the artificial intelligence most people are familiar with since it has been used for a very long time since the very first video game, to be precise. He also suggests that its "complexity and effectiveness have increased exponentially over the past several decades, resulting in video game characters that learn your behaviours, respond to stimuli and react in unpredictable ways". Music and movie recommendation services are simple artificial intelligence compared to other artificial intelligence systems. Common examples are apps like Spotify for music and Netflix for movies. They all have one goal: recommend what to watch or listen to based on your preferred genres. They do this by analyzing the interests you have expressed and judgments you have made in the past.

The idea of self-driving cars has brought with it a lot of arguments as to whether it is possible and, if it is, whether it should be embraced. Some results have started showing up with Google's self-driving cars, which would learn to drive in the same way humans do: through experience. However, many people have concentrated on self-driving cars and forgotten to appreciate other examples of motion detectors. Nowadays, it is virtually impossible to rob a bank because of the installation of motion detectors that detect even the slightest of movements. All of that is integrated with facial recognition artificial intelligence, and banks have become safer than ever. Fraud detection is another sector that enjoys the benefits of artificial intelligence. The systems are given large samples of fraudulent and non-fraudulent purchases and asked to learn to look for signs that a transaction falls into one category or another. After enough experience, the systems easily detect fraudulent transactions based on the signs they learned.

Predictive Technology and the Everyday Uses of

Artificial Intelligence

In addition, information technology has not been left out in reaping the fruits of artificial intelligence. Word predictions are a common phenomenon in messaging services that predict the next word you will use, making it easier to relay a message. Another example is that instead of typing the whole message, you speak out, and the system “listens” and relays the information in typed format. Facial recognition has also been embraced in this technology by messaging apps like Snapchat, which uses facial recognition and motion detection. What most people do not know, however, is that artificial intelligence programs can write news stories. Examples of companies that use this technology are AP, Fox and Yahoo. However, this program currently can only write financial summaries of sports recaps and fantasy sports reports that require less synthesis and cannot deal with in-depth investigative articles.

It would have been expected that most people would gladly welcome the artificial intelligence revolution, but that is not the case. A recent survey shows that “more than 70% of the US fears robots taking over our lives” (Olivia Solon, 2017). This is accredited to the fact that automation is currently the largest threat to employment. “World Bank data has predicted that the proportion of jobs threatened by automation in India is 69 percent, 77 percent in China and as high as 85 percent in Ethiopia” according to World Bank president Jim Yong Kim in 2016. However, since it has been proven that we cannot evade the artificial intelligence revolution, the only thing remaining is to wait and see whether all the negative attributes associated with artificial intelligence will become true.

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