Extra Credit Assignment: Artificial Intelligence

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**Overview**: Artificial Intelligence (AI) is the ability for machines to learn new things and perform routine tasks like humans. According to SAS, “the term artificial intelligence was coined in 1956, but has become more popular today thanks to increased data volumes, advanced algorithms, and improvements in computing power and storage” (“Artificial Intelligence”). Around the period of its inception, AI machines could only perform simple tasks that mimicked human thought, such as playing a game of chess. Over the years, machine learning and deep learning allowed AI machines to become more complex. Today, most artificial intelligence is known as narrow (or weak) AI and has limited capabilities. However, researchers are trying to improve the functionality of AI machines to create general AI, which is much more powerful than weak AI. One of the many benefits of AI is its contributions to the economy. According to IBM, “a recent PwC study indicated that AI has the potential to add close to $16 trillion to the global economy by 2030” (“Watson Anywhere”). Although AI is beneficial in many ways, some researches are fearful of the possibility that AI will be used for malicious purposes in the future. If AI technology such as autonomous weapons gets into the wrong hands, they can harm many people and cause mass destruction to society.

**Relation to MIS 2502**: AI is especially useful for companies who use big data. In class, we learned about how organizations store transform data in order to perform data analysis. Deep learning, one of the foundations of AI, “presents a great opportunity to introduce more dynamic behavior into analytics” (“Artificial Intelligence”). With the expanding capabilities of AI, organizations will have more opportunities to gain insight from their data, changing the way we use data analytics.

**Example of Artificial Intelligence**: One of the most well-known examples of AI is IBM’s Watson. “Watson is a computer running software called Deep QA, developed by IBM research” (“A Computer Called Watson”). In February 2011, IBM put Watson to the test by allowing it to compete in a game of *Jeopardy!* against two of its greatest champions. The champions were inferior compared to Watson’s ability to quickly search for essential keywords in unstructured data through the internet. Currently, IBM offers Watson-like AI services for companies to save time and money by automating routine tasks. Many organizations will rely on AI in the future.

**Works Cited**

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