Ariella Izbinsky

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Professor Wu

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Artificial Intelligence

In the past few decades, the use of data and technology has increased at a large speed and has become a part of many industries. From IT companies such as Amazon, Google, and Facebook to the fast food and entertainment industry, artificial intelligence (AI) has been utilized to automate processes, extract and process data, and mimic human interaction. Artificial intelligence can be characterized into three types: narrow intelligence, general intelligence, and superintelligence. Narrow intelligence has a narrow range of abilities and is the only one that is the used successfully in industries. General intelligence is equal to human capabilities and has the ability to learn and adapt. Finally, superintelligence is an AI that is more capable than a human and is not yet materialized, although is a concern of many AI critics (O'Carroll). There is a chance that as AI grows, it can be coded into something that becomes more powerful than was ever imagined or meant to be. However, artificial intelligence also has many benefits and can be useful for companies to help achieve goals such as data processing.

The course MIS 2502 focuses on data analysis and the way in which programs and coding languages can help translate and analyze data sets in order to draw conclusions and make decisions. Artificial intelligence has the power to automate processes such as data analysis. For example, one data lesson we had was about association rules. After all the data is collected, AI can help make calculations on the rules in order to find out which products are more likely to be bought with others and further identify the people that will buy such products for marketing purposes (Kaput). AI connects to MIS 2502 in the way people use and interpret data.

Although there are many examples about the use of artificial intelligence in real life practice, one that is very fascinating is the Disney Magic Band. Disney World developed a wristband called the Magic Band which is put on every park-goer and tracks rides, times spent at certain attractions, can make reservations, and even know when the people are close to the restaurant. The magic band has sensors and is linked to servers which automate the park and turn it into one big computer. This helps collect real-time data about guests, their preferences, and more (Kuang).

Works Cited

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