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Artificial Intelligence

Artificial Intelligence, also known as AI, is the capacity at which a machine can be built to perform tasks that require human intelligence. Through the use of computer science, machines can be programmed to display human abilities such as organizing, logically thinking, and even sensing. There are four types of AI that includes: Reactive Machines, Limited Memory, Theory of Mind, and Self-awareness. AI is important because there are large amounts of generated data in this world that exceeds the human's capabilities. With AI, data from humans and machines can be analyzed and computed into a way that is efficient and able to be used to make smart and accurate decisions.

This topic relates to the material we covered in MIS2502 because of the recurring idea that data is very important in our day to day lives. In this course, we have learned how to use transactional databases based on SQL and NoSQL, extract relevant data, and discover trends in data by using techniques like decision trees, clustering, and association. AI revolves around many of those topics that we have learned in this course and not only that, but AI allows us to analyze data at a much more efficient rate due to reactive machines and limited memory. In MIS2502, we were able to experience just how complex data analyzing can be, even with the limited amounts of data we were given.

An example of AI use in today's society is how Netflix recommends certain shows or movies that will likely get the user to click or watch the content. Netflix explains that they use AI

to find connections in it's users and establish possible audience sizes. In order to find connections, a "similarity map" is created which allows AI to gather a show's information that includes its tags, summaries, and metadata. This enables Netflix to find similar shows that the user will likely be interested in. To find audience sizes, Netflix uses an AI model that will generate audience sizes based on specific genres in a country. If shows of that similar genre are viewed and rated highly, Netflix will market towards that genre more and also devote extra money into arranging subtitles and dubs in advance. The use of AI has proven to be very successful and beneficial to Netflix, further proving that it will continue to be very important in many aspects of our future lives.

Bibliography

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