Assignment#1

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Q1- How and where is facebook using Machine Learning to improve user

experience?

Facebook uses Machine Learning and Artificial Intelligence in a variety of ways to improve user experience. Some of them are mentioned below:

1- Facebook shows people we might be familiar with in real life in "People You May Know" section and most of the time they are correct. It is done by using Machine Learning algorithms that analyze people's profile, their interests, their friends and also the friends of friends to calculate the people we might know.

2- "Targeted Advertising" which is done by using deep neural networks that analyze user's location,gender, age, interests, behaviour then decides which ads to show to the specifc user according to their interests.

3- In Facebook's newsfeed, the posts from friends, family, or public figures with whom the user interact a lot are given top priority. The newsfeed is also customized accordingly with the type of content the user like. This all is managed by Machine Learning algorithms.

Q2- How do you think deep learning can change the world and do wonders?

It is said that "Deep learning is the future" and I think it is absolutely right. Deep learning can help our world grow faster and better.Facebook's founder and CEO Mark Zuckerberg and some other famous data scientists, neuro-scientists and software developers thinks that AI will start outperforming humans in the next decade. people will be more productive and healthier with deep learning technology tools and those Artificial intelligent robots or deep learning models will be performing task in more efficient way than humans. and will be saving a significant amout of time. Here are ways artificial intelligence and deep learning is and will be impacting our world. environmental protection, undertaking dangerous tasks (like bomb disposal, welding etc. AI-enabled robots will takeover these tasks and save thousnads of lives), home security, home automation, improved healthcare, innovative banking and much more.

Q3- What is your dream AI project that can become into reality and can have a

commercial value?

My dream AI project is an artificial intelligent device that can record human dreams and analyse it. As the Dreams contain valuable messages so this device can be very beneficial if someone is experiencing unsettling dreams, nightmares or going through a critical phase in life and unable to tell the situation to the therapist/doctor. If the dreams once captured/recorded and interpreted correctly, can become a great source of healing and guidance.