Artificial intelligence in my daily life

Product Recommendations

Nowadays online shopping has become very popular amongst people of all ages. I rarely buy clothes or shoes online but I like browsing websites in order to check some models out.

By browsing around the web e-commerce websites I visit collect data about me, my preferences, interests, buying habits and other things like how much time I spent looking at a product or the products I added to my cart but never paid for. All this data is gathered and machine learning (artificial intelligence) is used for recommending relevant products to specific users.

I like this AI product recommendation because whenever I want to buy something more valuable like a laptop or a TV, I see many laptop and TV ads in my browser. Ads could be annoying sometimes but relevant to me ads help me make the right choice as I am exposed to more options and models of a product.

On the other hand, these AI product ads need to gather a lot of personal data before suggesting products and I am not a fan of that. For instance, I see a lot of online advertisement about items that are on sale in my location and that means big

companies which run ads have information about my location and other personal information.

Google Maps and directions

We all have used Google Maps or other platform to get from point A to point B. With the development of technology and AI I have noticed a really cool feature that wasn't always available. When I open Google Maps and type my destination I get to choose the route I want to follow and the fastest one is usually generated by AI work. That means that algorithms have calculated traffic, road construction and other factors and have come up with the quickest route.

I love this because I manage to save a lot of time travelling by simply checking how much traffic there is and if there are any other obstacles and if there are I just let Google guide me with the best route option.