

## Video transcript

### What is AI?

Think about how you learned to read. You started by recognizing letters and sounds. Then, you began combining letters and sounds into words and, with practice, you understood their meanings. Over time, reading became easier, and you could read more complex sentences.

But what if machines could do this, too? What if machines could learn and solve problems in the same way you do?

Well, that's exactly what artificial intelligence does.

Artificial intelligence, or AI, refers to the technology that enables computers and machines to simulate human learning, comprehension, problem solving, decision making, creativity, and autonomy.

By analyzing vast amounts of data, AI systems can perform tasks like understanding and translating language, recognizing patterns, predicting outcomes, and generating content. This might sound futuristic, but AI is already deeply integrated into many of the technologies you use every day.

For example, think about voice assistants like Siri or Alexa. When you ask them a question, such as “What’s the weather like today?”, they use AI to understand what you’re saying, determine the information you need, and give you an answer in a way that sounds like you’re talking to a person.

Similarly, when you shop online, AI analyzes your past browsing and purchase history to understand your preferences. It then uses that information to suggest products you might like, like how a store assistant recommends items based on your interests.

You also interact with AI when you use customer service chatbots. These chatbots use AI to understand your issue and suggest helpful solutions. It’s similar to chatting with a customer service representative, except that the AI can respond instantly and assist many customers at once.

AI is a valuable tool in many industries, such as healthcare and banking. For example, AI can analyze medical data and images quickly and efficiently, assisting healthcare professionals in identifying and diagnosing medical conditions. In banking, AI can monitor transactions for signs of fraud and alert cybersecurity experts to potential threats.

With AI’s growing capabilities, future success depends on how well individuals and businesses integrate AI into their work.

AI can augment and enhance human capabilities by handling complex, repetitive tasks and simulating outcomes for better decision making.

So, by combining the strength of AI with human insight and direction, individuals can shape a more innovative and productive future that solves real, complex challenges in ways that were previously unimaginable.