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SULTAN IDRIS EDUCATION UNIVERSITY

A NEW  
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Manifesting Collaborative Creativity



**MEE 3033: KEPINTARAN BUATAN / ARTIFICIAL INTELLIGENCES**

**SESI PENGAJIAN: SEM 2 (2021/2022)**

**KUMPULAN KULIAH MEE 3033 (A211): A**

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**(EXERCISE 1)**

**APPLICATION OF ARTIFICIAL INTELLIGENCES**

[https://www.simplilearn.com/tutorials/artificial-intelligence-tutorial/what-is-artificial-intelligence?source=sl\\_frs\\_nav\\_playlist\\_video\\_clicked](https://www.simplilearn.com/tutorials/artificial-intelligence-tutorial/what-is-artificial-intelligence?source=sl_frs_nav_playlist_video_clicked)

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MOHD IZZUL IKHWAN BIN MOHD YUSOF	D20201095609	0197818481	AT20 - IJAZAH SARJANA MUDA PENDIDIKAN (TEKNOLOGI MAKLUMAT)

**NAMA PENSYARAH: PROFESOR MADYA DR. ASHARDI BIN ABAS**

Artificial Intelligence, or AI, is a technique for having a computer, a computer-controlled robot, or software think intelligently in the same way that a human mind does. AI is achieved through examining the human brain's pattern and analysing the cognitive process. These investigations result in the creation of intelligent software and systems. AI has a history or timeline that shows how it has evolved throughout time. There are several sorts of AI, including how they function, how they are implemented, and how they might master a cognitive ability. Not only that, but AI has advantages and disadvantages. In this piece, I'll delve a little more into AI.

This AI was first successfully written in 1951 by Christopher Strachey at the University of Manchester, England, on the Ferranti Mark Computer. John McCarthy was the first to create the term Artificial Intelligence (AI), and he organised the inaugural AI conference in 1956, dubbed "The Conferences That Started It All." It may now perform things with a purpose rather than merely following a set of instructions. The first commercially effective robotic vacuum cleaner was developed in the year 2002. Between 2005 and 2022, AI has advanced to the point that voice recognition, robotic process automation, a dancing robot, smart houses, and other innovations will be available.

This artificial intelligence has its own kinds based on what it does. The first sort of AI is completely reactive; this type of AI has no memory or data to work with and is only capable of performing one task. In a chess game, for example, the AI just watches the movements and makes the best option feasible to win. One of the varieties of AI is AI with limited memory. This sort of AI gathers past data and continues to add it to its memory, but it has a limited memory. This sort of AI also has enough memory or experience to make an informed judgement; for example, depending on the location data acquired, this AI can recommend a restaurant. Theory of mind is the third category of AI. This type of AI is capable of comprehending thoughts and emotions, as well as interacting socially, although it has yet to be developed. Self-aware AI is the last form of AI. Because they will be intelligent, sentient, and conscious, this sort of AI will be the next generation of these new technologies.

After that, what exactly is AI doing? The AI system learns from patterns and features in the data by integrating vast volumes of data with clever, iterative processing algorithms. Each time an AI system performs a cycle of data processing, it evaluates and measures its own performance, gaining new knowledge. AI also doesn't need to take a vacation; it can run through hundreds of thousands, if not millions, of jobs in a matter of seconds, learning a lot in a short amount of time and becoming incredibly proficient at whatever it's been trained to do.

As a result, the use of artificial intelligence in various domains is becoming more common, and this is referred to as artificial intelligence application. How we live and work is influenced by machines and computers. Here some Artificial Intelligence Application in our daily life;

#### 1. Artificial Intelligence in E-Commerce

- AI can assist with tailored shopping. Artificial Intelligence (AI) is used to construct recommendation engines that help you connect with your consumers more effectively. These suggestions are based on their previous browsing behaviour, preferences, and interests. It aids in the improvement of your consumer interaction as well as their brand loyalty.
- AI-powered assistants, such as virtual shopping assistants and chatbots, enable users have a better online shopping experience. Natural Language Processing (NLP) is used to make the dialogue sound more human and intimate. Furthermore, these assistants may interact with your consumers in real time. Did you know that customer care on Amazon.com may soon be handled by chatbots?
- AI may also assist in fraud prevention, such as Two of the most serious difficulties that E-Commerce businesses face are credit card fraud and fraudulent reviews. By taking into account use trends, AI can assist to lower the risk of credit card theft. Many buyers choose to acquire a product or service based on what other people have said about it. Artificial intelligence can assist in detecting and dealing with fraudulent reviews.

#### 2. Artificial Intelligence in Education

- Despite the fact that humans have the biggest impact in the education industry, Artificial Intelligence has quietly begun to sink its roots into it as well. Even in the educational sector, the gradual use of AI has aided faculty productivity by allowing them to focus more on students rather than office or administrative tasks.
- Educators are aided by the automation of administrative tasks. Non-educational tasks such as facilitating and automating personalised messages to students, back-office tasks such as grading paperwork, arranging and facilitating parent

and guardian interactions, routine issue feedback facilitation, managing enrolment, courses, and HR-related topics can all be assisted by AI.

- Artificial Intelligence may also be used to digitise information such as video lectures, conferences, and text book guides. We may customise alternative interfaces, such as animations and learning content, for pupils of various grades. By producing and supplying audio and video summaries as well as integrating lesson plans, AI aids in the creation of a rich learning experience.
- Hyper-personalization techniques may be combined with AI technology to completely monitor students' data, and habits, lesson plans, reminders, study aids, flash notes, frequency of review, and so on can be simply created.

### 3. Artificial Intelligence in Lifestyle

- Automobile manufacturing businesses employ AI to create autonomous vehicles. Automobile brands such as Toyota, Audi, Volvo, and Tesla employ machine learning to teach computers to think and evolve like humans when it comes to driving in any environment and avoiding accidents through object recognition.
- The email we use every day features artificial intelligence (AI) that filters out spam emails and sends them to spam or trash folders, allowing us to see only the filtered information. Gmail, a popular email service, has managed to achieve a filtering capacity of around 99.9%.
- Face recognition algorithms are used by our favourite gadgets, such as phones, laptops, and PCs, to detect and identify users in order to enable safe access. Apart from personal use, facial recognition is a commonly utilised Artificial Intelligence application across a variety of businesses, including in high-security settings.

Finally, AI is a technology that will undoubtedly advance year after year. With the advancement of AI, we can assist our country grow more sophisticated, and community life will undoubtedly become simpler in the future. As a result, we should have some understanding about AI, which is crucial not just for students studying computer science but also for ordinary people.