# Terminology

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- AI - Artificial intelligence, a field of computer science and an umbrella term focused on a wide range of approaches to automation

- UX - User experience, a field of study and operational approach focused on how humans experience using systems

- AX - Algorithmic experience, a proposed category of user experience, that is focused on interfaces between AI algorithms and humans

- UI - User interface, such as in a mobile app, however increasingly audio, video, etc

- Fintech - Financial technology, the application of technology (usually AI), to classic financial services, such as payments

- ESG - Environmental, Social, and Corporate Governance, a new set of metrics proposed by the European Union, and adopted worldwide, to assess business and financial assets

- AI Assistant - software system providing the user with personalized suggestions based on machine learning algorithms

- Financial Advisor - a human financial specialist providing customized financial advice, including investment advice and services to a client

- ML - Machine learning, a tool within the larger AI umbrella to enable computers to learn from large sets of data, which may be labeled (by humans) or un-labeled (auto-labeled)

- HCI - Human-computer interaction, a field of study to improve human experience with information technology

- OEM - Original equipment manufacturer, a company making products for another company that markets and sells such products under their own brand

- API - Application Programming Interface, a method for software agents to exchange information in various forms of data: the basis for contemporary online services

- EPR - Extended Producer Responsibility

- LLM - Large Language Models

- CO2e - CO2 equivalent greenhouse gases

- GHG - Greenhause gases

- PD - Participatory Design

- Hedge Fund - pooled investment fund

- DAO - Decentralized Autonomous Organization