**Lesson 06 Code Talk**

Machine learning increasingly determines the choices we can make, such as what advertisement we are shown or what coupon we can use at the store. Give an example of how machine learning impacted your life.

A practical way that I see the impact of Machine Learning is how I need to be more careful and intentional while looking at something in internet. Also, since the algorithms are (highly likely) optimized for retention and/or to sell a product, I must double check whatever or/not the thing/product/idea I see recommended to me is creating a “confirmation bias” effect in my decisions. On the other hand, it is great to have coupons available for a product that I want (correctly predicted by the algorithm) or having a great movie suggestion.

Machine learning has impacted (and will continue to do) the life of every person in one way or another and it is important to stop for a moment to think on the effects (if any) of those choices and just be aware of the situation.