SkyNet Summary

Team SkyNet tackled the topic of the “Impact of Voice-Activated Artificial Intelligence Devices”. In it, each individual member chose questions that interested them, while overall, contributed to answering the over-encompassing topic of the Voice-Activated Artificial Intelligence Devices, which is also known as Smart Devices. Other devices included Smartphones, such as the iPhone, which can also be considered in this category. From there, we answered the following questions.

* *What percentage of US households have access to smart speakers?*
  + We found that as of June 2018 only 260 out of 1203 respondents owned a smart speaker in their home at that time.
* *How do people prefer to shop? (smart speaker, phone, physical, etc.)*
  + We found that despite all the technological advances we have made, a majority of respondents (56.9%) still prefer to do their shopping in store and in person.
* *What shares do different smart speakers own in the market?*
  + We found that Amazon dominates this with over half of the market (60.1%), with the second closest competitor being Google with a 24% share of the market.
* *What do consumers buy using voice activated AI devices?*
  + It was interesting to find what people were purchasing using voice activated AI. We found that people use voice activated AI to purchase everyday household items with a quarter of respondents choosing that as one of their selections, with the second closest items being bought was entertainment, music, movies and apparel products.
* *What uses do people use voice activated artificial intelligent devices for?*
  + We found that music and just general information about the news and movies were the most searched items by the general public. In healthcare, the most searched item was illness symptoms.
* *How do owners use their voice activated smart devices?*
  + We found that the most commonly used device for voice activation was with the smartphone. It was also interesting to find that among all four age groups that were tested the highest usage came from the group of ages 18-29, and the lowest usage came from the group of ages 61 and up.
* *How concerned are users about privacy on voice activated AI devices?*
  + We found that approximately two-thirds of the surveyed people had general privacy concerns, with 20.8% being only mildly concerned, and 26% having a high concerned status about their device.
* *What is the average income of those who have a smart speaker in their homes?*
  + In our data we found that among those surveyed there was a pattern of the higher the income of the respondent, the higher the percentage they had of owning a smart speaker, with 34% of those who made over $75k annually owning a smart speaker. Only 15% of those who made less than $30k owned a smart speaker device.

The subject of voice activated artificial devices is still fairly new and in its infant stages, but it is adapting at quite a fast pace. Consumers have used it for searches, listening to music, and even purchases. As this technology becomes more prevalent in the overall US consumer lives, privacy concerns arise. There will need to be a balance between privacy and innovation, and the US government will have to determine what is best for the private consumer versus the needs of the corporations. Data for this subject is also relatively new, so it is difficult to come by. As more information is obtained, everyone will be able to make a better judgement on how we all can proceed.