

## Unit-II: Introducing Deep Learning

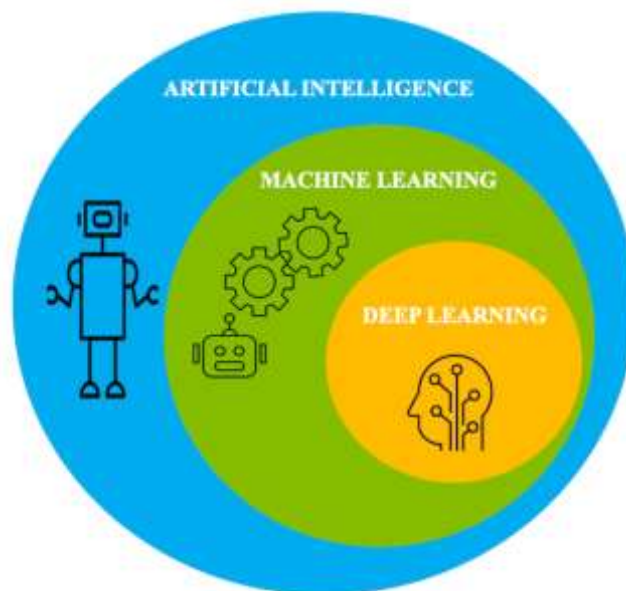
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Unit-II: Introducing To Deep Learning: Biological and Machine Vision, Human and Machine Language, Artificial Neural Networks, Training Deep Networks, Improving Deep Networks.

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### Introduction to Deep Learning

In today's rapidly changing world of artificial intelligence, Deep Learning is a key technology that is changing the way machines understand, learn, and work with complex data. Deep Learning AI works like the human brain's network of neurons, allowing computers to find patterns and make decisions on their own from large amounts of unorganized data. This powerful technology has led to major advances in many areas, such as recognizing images, understanding language, diagnosing health conditions, and self-driving cars.



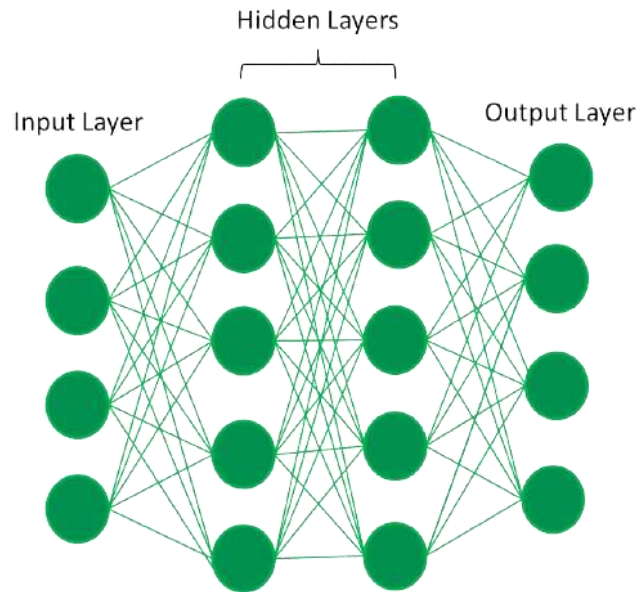
#### *Introduction to Deep Learning*

In this simple introduction to Deep Learning, we will explore its basic ideas, uses, and the core processes that allow machines to develop human-like thinking abilities. Now we can see how Deep Learning is changing different industries, expanding the limits of what AI can do, and leading us toward a future where smart systems can see, understand, and create on their own.

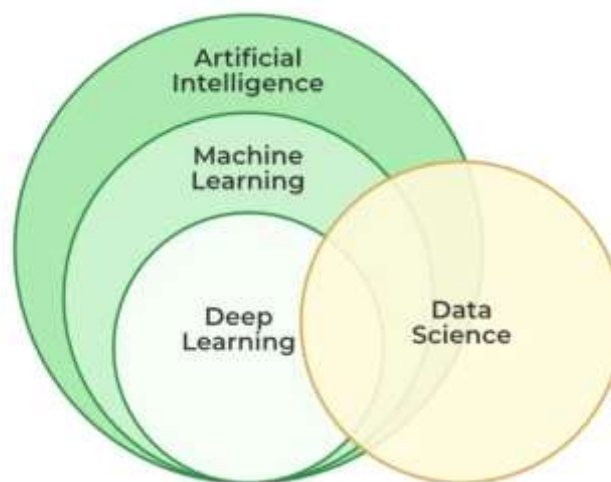
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### What is Deep Learning?

Deep learning is a part of machine learning that uses artificial neural networks to process and learn from data. An artificial neural network (ANN) consists of layers of connected nodes called neurons, which work together to understand and learn from the input data.



In a deep neural network, there is an input layer and one or more hidden layers connected in sequence. Each neuron gets input from the neurons in the previous layer or the input layer. The output of one neuron becomes the input for the next layer's neurons, and this process continues until the final layer gives the network's output. The network transforms the input data through several steps, helping it learn complex patterns and representations of the data.



*Scope of Deep Learning*

Today Deep learning AI has become one of the most popular and visible areas of machine learning, due to its success in a variety of applications, such as computer vision, natural language processing, and Reinforcement learning.

Deep learning AI can be used for supervised, unsupervised as well as reinforcement machine learning. it uses a variety of ways to process these.

- **Supervised Machine Learning:** In supervised machine learning, the neural network learns to predict or classify data using labeled datasets. We provide both input features and the target values. The network learns by comparing its predictions with the actual targets, and adjusting

based on the error or cost. This process is called backpropagation. Deep learning techniques like Convolutional Neural Networks (CNNs) and Recurrent Neural Networks (RNNs) are used for tasks like image classification, sentiment analysis, and language translation.

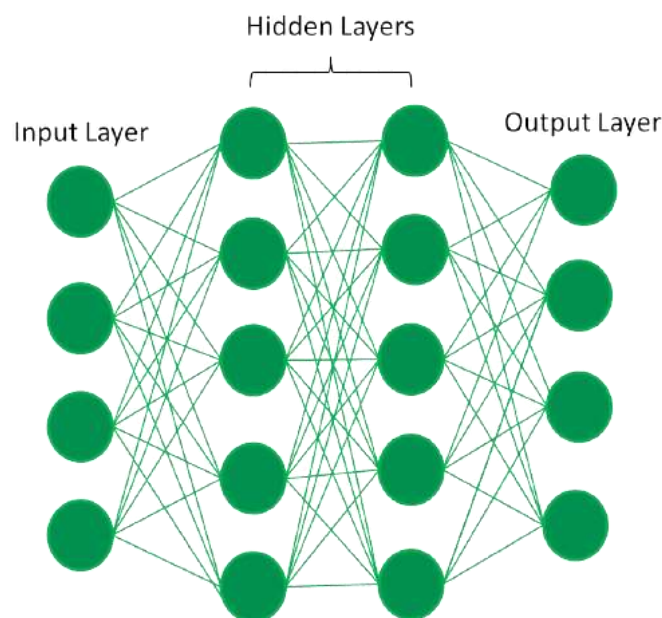
- **Unsupervised Machine Learning:** In unsupervised machine learning, the neural network learns to find patterns or group data without using labeled datasets. There are no target variables, and the machine must figure out the hidden patterns or relationships in the data on its own. Deep learning methods like autoencoders and generative models are used for tasks like clustering, reducing dimensions, and detecting anomalies.

- **Reinforcement Machine Learning:** In reinforcement machine learning, an agent learns how to make decisions in an environment to get the most rewards. The agent takes actions and learns from the rewards it receives. Deep learning helps the agent learn strategies (policies) to maximize rewards over time. Algorithms like Deep Q Networks (DQN) and Deep Deterministic Policy Gradient (DDPG) are used for tasks like robotics and playing games.

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## Artificial neural networks

Artificial neural networks are designed based on how human neurons work. They are also called neural networks or neural nets. The first layer of an artificial neural network, called the input layer, receives information from outside sources and passes it to the next layer, the hidden layer. Each neuron in the hidden layer gets data from the neurons in the previous layer, calculates a weighted total, and sends it to the neurons in the next layer. These connections have weights, meaning the influence of each input is adjusted by assigning a specific weight to it. During the training process, these weights are updated to improve the model's performance.



*Fully Connected Artificial Neural Network*

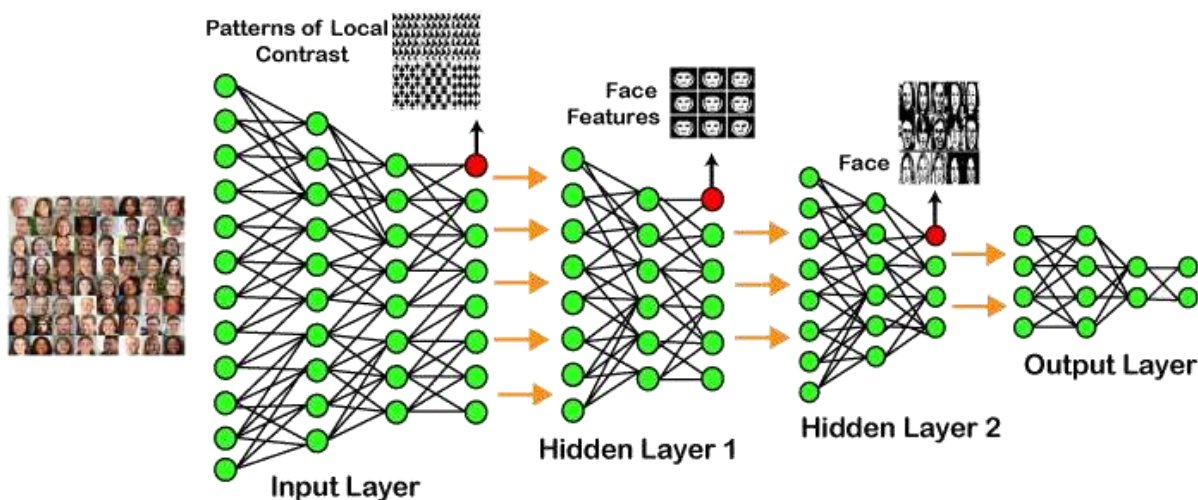
Artificial neurons, also called units, are the building blocks of artificial neural networks. These units are arranged in layers to form the entire network. The complexity of a neural network depends on the patterns in the data—some layers may have just a few units, while others might

have millions. Typically, an artificial neural network has an input layer, an output layer, and one or more hidden layers. The input layer receives data from the outside world that the network needs to analyze or learn about.

In a fully connected neural network, the input layer and hidden layers are connected one after another. Each neuron in a layer receives input from the previous layer's neurons or from the input layer. The output of one neuron becomes the input for the next layer's neurons, and this process continues until the final layer produces the output. After passing through the hidden layers, the data is transformed into useful information that the output layer will provide as the network's response.

In most neural networks, units from one layer are connected to units in the next layer, with each connection having a weight that controls how much influence one unit has on another. As the data moves through the network, the neural network learns more about it, ultimately generating an output from the output layer.

### Example of Deep Learning



In the example given above, we provide the raw data of images to the first layer of the input layer. After then, these input layer will determine the patterns of local contrast that means it will differentiate on the basis of colors, luminosity, etc. Then the 1st hidden layer will determine the face feature, i.e., it will fixate on eyes, nose, and lips, etc. And then, it will fixate those face features on the correct face template. So, in the 2<sup>nd</sup> hidden layer, it will actually determine the correct face here as it can be seen in the above image, after which it will be sent to the output layer. Likewise, more hidden layers can be added to solve more complex problems, for example, if you want to find out a particular kind of face having large or light complexions. So, as and when the hidden layers increase, we are able to solve complex problems.

## Architectures

- **Deep Neural Networks:** A deep neural network is a type of neural network with multiple hidden layers between the input and output layers. These networks are good at modeling and processing complex, non-linear relationships.
- **Deep Belief Networks (DBN):** A deep belief network is a type of deep neural network made up of several layers of belief networks.

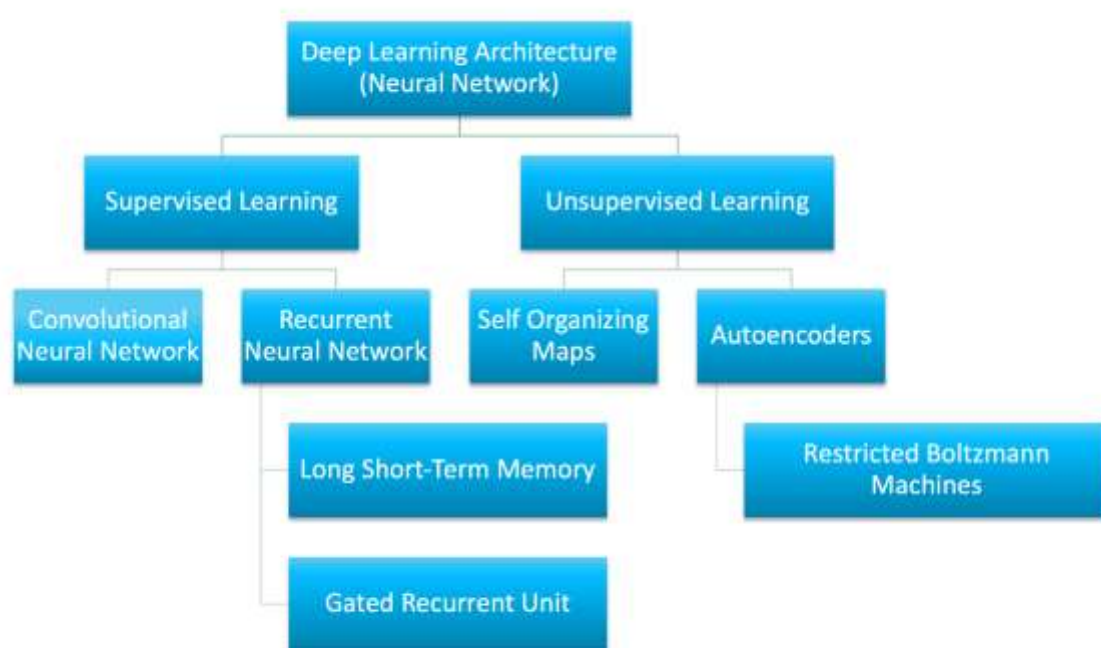
### Steps to perform DBN:

1. Using the Contrastive Divergence algorithm, the first layer of features is learned from the visible units.
  2. The trained features are then treated as visible units, and more features are learned.
  3. After the final hidden layer is trained, the entire DBN is trained.
- **Recurrent Neural Networks (RNN):** Recurrent neural networks allow both parallel and sequential computation. They are similar to the human brain because they have a large feedback network of connected neurons. RNNs can remember important information from previous inputs, making them more accurate.

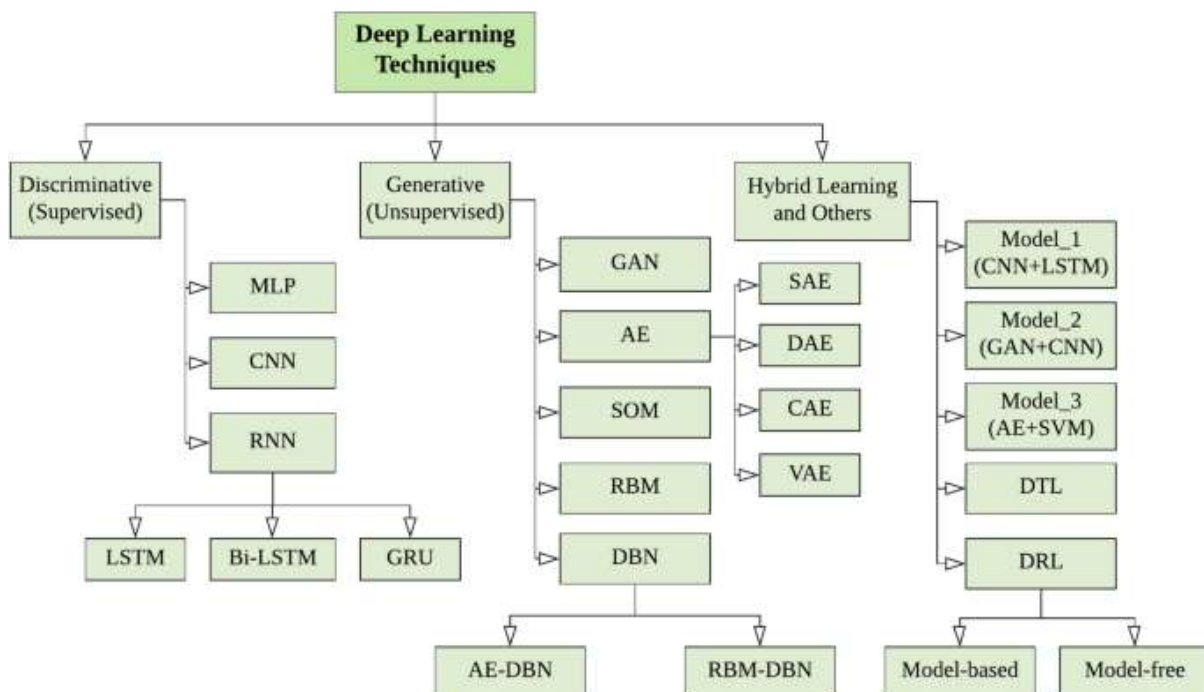
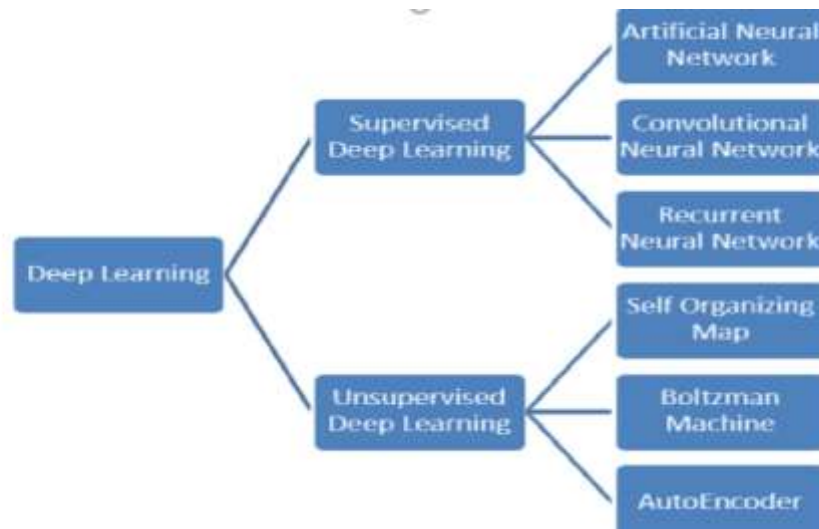
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## Types of Deep Learning Networks

Here are the different types of deep learning networks, each designed for specific tasks and applications:







## 1. Feedforward Neural Network (FNN)

A feedforward neural network is a type of Artificial Neural Network (ANN) where the nodes (also called neurons) are organized into layers, and the information flows in one direction—from input to output. There are no loops or cycles in this kind of network. The input layer receives data, and the output layer gives the result. In between, there are hidden layers where computations happen, and each node in one layer is connected to the nodes in the next layer. These nodes are fully connected, but there are no connections between nodes within the same layer. The network doesn't loop back on itself, so it's called "feedforward." To improve the network's performance, the backpropagation algorithm can be used to adjust the connections (weights) and reduce errors in predictions.

### Applications of Feedforward Neural Networks:

- **Data Compression:** Reducing the size of files or data while retaining as much information as possible. For example, compressing images or videos for quicker transmission.
  - **Pattern Recognition:** Identifying patterns or regularities in data. For instance, recognizing spoken words or patterns in handwriting.
  - **Computer Vision:** Helping computers to understand images or videos. For example, recognizing faces or objects in photos.
  - **Sonar Target Recognition:** Identifying targets in sonar signals, often used in submarines and underwater navigation systems.
  - **Speech Recognition:** Converting spoken language into text. For example, voice assistants like Siri or Google Assistant.
  - **Handwritten Character Recognition:** Recognizing and interpreting handwritten text. For instance, scanning and converting handwritten forms into digital text.
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## 2. Convolutional Neural Network (CNN)

Convolutional Neural Networks (CNNs) are a type of neural network that is mainly used for tasks involving images. They are especially good at recognizing patterns in images, such as identifying objects or classifying images into different categories. CNNs work by building layers of image features, learning to identify key parts of an image, like edges, shapes, or textures, which helps in more complex image understanding. CNNs are known for their excellent accuracy when working with images and are often preferred over other types of neural networks for this purpose.

### Applications of Convolutional Neural Networks (CNNs):

- **Face Recognition:** Identifying faces in photos or videos. For example, Facebook's automatic tagging system.
- **Street Sign Recognition:** Detecting street signs in images or video feeds. For example, self-driving cars recognizing stop signs or speed limit signs.
- **Tumor Detection:** Identifying tumors in medical images, such as X-rays or MRIs. For example, helping doctors detect cancer in scans.
- **Image Recognition:** Recognizing and classifying objects in images. For example, apps that recognize animals or objects in pictures.
- **Video Analysis:** Analyzing video content to detect specific actions or objects. For example, surveillance systems that track movements in video footage.
- **Natural Language Processing (NLP):** Using images to assist in understanding language. For example, analyzing text in photos or handwritten notes.

- **Anomaly Detection:** Identifying unusual patterns in images. For example, spotting defects in manufactured products.
  - **Drug Discovery:** Analyzing medical images to help in discovering new drugs. For example, identifying molecular structures that could be effective in treating diseases.
  - **Checkers Game:** AI playing games like checkers by analyzing the game board. For example, a computer playing checkers against a human by recognizing the pieces' positions.
  - **Time Series Forecasting:** Predicting future events based on historical data, using image data in some cases. For example, analyzing weather patterns through satellite images.
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### 3. Recurrent Neural Network (RNN)

Recurrent Neural Networks (RNNs) are a type of neural network that is different from feed-forward networks. In an RNN, each neuron in the hidden layers receives an input with a delay, allowing the network to remember information from previous steps. This means RNNs are great for tasks where previous information matters, such as predicting the next word in a sentence based on what was said earlier. Unlike feed-forward networks, RNNs can process inputs over time and share information (like the weights) across different time steps. However, a challenge with RNNs is that they are slower to compute and might have trouble remembering information from long ago.

- **Purpose:** Designed for sequential data where past information influences the current state.
- **Features:**
  - Loops in architecture to retain context over sequences.
  - Suitable for time series, text, and speech data.
- **Variants:**
  - **LSTMs (Long Short-Term Memory):** Handles long-term dependencies.
  - **GRUs (Gated Recurrent Units):** Simplified version of LSTMs.
- **Applications:** Language modeling, speech recognition, time-series forecasting.

#### Applications of Recurrent Neural Networks:

- **Machine Translation:** Automatically translating text from one language to another. For example, translating English to French using deep learning models.
- **Robot Control:** Allowing robots to make decisions and control their actions based on previous movements and tasks. For example, robots in factories learning to assemble products.
- **Time Series Prediction:** Predicting future data based on past observations. For example, forecasting stock prices or weather patterns.



- **Speech Recognition:** Converting spoken language into text. For example, voice assistants like Siri or Alexa.
  - **Speech Synthesis:** Generating speech from text. For example, text-to-speech applications like reading out written content.
  - **Time Series Anomaly Detection:** Identifying unusual or unexpected events in time-based data. For example, detecting unusual patterns in server data or financial transactions.
  - **Rhythm Learning:** Teaching machines to recognize or create rhythms in music. For example, a machine learning model understanding the rhythm of a song or dance.
  - **Music Composition:** Using AI to compose new music. For example, an AI creating a melody based on previous songs it has learned.
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#### 4.Restricted Boltzmann Machine (RBM)

Restricted Boltzmann Machines (RBMs) are a type of neural network that is similar to Boltzmann Machines, but with certain limitations. In an RBM, the neurons in the input layer are connected to the neurons in the hidden layer, but there are no connections within the same layer. This makes the network more efficient for training compared to a regular Boltzmann Machine, which has connections within the hidden layer. These limitations help the model learn faster and more effectively.

#### Applications of RBMs:

1. **Filtering:** RBMs can be used to filter out unnecessary or irrelevant information from large datasets.
2. **Feature Learning:** They are good at automatically discovering important features or patterns from the data, which can be useful for tasks like image or text analysis.
3. **Classification:** RBMs can classify data into different categories based on the features they learn.
4. **Risk Detection:** They are used in finance and healthcare to detect risks, such as identifying fraud or predicting diseases.
5. **Business and Economic Analysis:** RBMs can help analyze business trends, customer behaviors, and market conditions to make informed decisions.

#### Examples of RBM Applications:

- **Filtering:** Spam email detection where RBMs can filter out unwanted emails.
- **Feature Learning:** Automatically identifying important features in large sets of images or documents.
- **Classification:** Categorizing items into groups, such as classifying products into different types based on customer preferences.

- **Risk Detection:** Detecting unusual patterns in financial transactions to prevent fraud.
  - **Business Analysis:** Identifying trends in consumer behavior to guide marketing strategies.
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### 5. Long Short-Term Memory (LSTM) Networks

- A type of RNN designed to overcome the vanishing gradient problem in long sequences.
  - LSTMs are good at remembering long-term dependencies and are widely used in sequential data tasks.
  - **Applications:** Speech recognition, language translation, sentiment analysis.
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### 5. Gated Recurrent Units (GRU)

- A simpler variation of LSTM with fewer parameters, also used to handle sequential data.
  - **Applications:** Similar to LSTMs but more efficient and suitable for smaller datasets.
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### 6. Generative Adversarial Networks (GANs)

- Consists of two networks: a generator and a discriminator, that compete with each other.
  - GANs are used to generate new, realistic data by learning the distribution of existing data.
  - **Applications:** Image generation, video generation, data augmentation, and improving image resolution.
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### 7. Autoencoders

An autoencoder is a type of unsupervised machine learning model that works by compressing input data into a smaller, simplified form and then reconstructing the original data from it. In an autoencoder, the number of neurons in the hidden layers is smaller than the number of input neurons, but the number of output neurons matches the input neurons. The goal of the autoencoder is to learn a compressed representation of the input data by forcing the output to be similar to the original input. It is mainly used to reduce the size of the data while still keeping the important features.

**Purpose:** Dimensionality reduction, feature extraction, and anomaly detection.

**Features:**

- Encoder compresses input; decoder reconstructs it.
- Unsupervised learning.

**Variants:**

- Sparse Autoencoders.
- Denoising Autoencoders.
- Variational Autoencoders (VAEs).

**Applications:** Data compression, anomaly detection, image generation.

There are two main parts in an autoencoder:

1. **Encoder:** This part of the model reduces the input data into a smaller size or lower dimension.
2. **Decoder:** The decoder takes this smaller version of the data and reconstructs it back to the original form.

**Applications of Autoencoders:**

1. **Data Compression:** Autoencoders can compress data, such as images or text, into a smaller size, making storage and transmission more efficient.
2. **Noise Reduction:** Autoencoders can clean noisy data, such as removing distortions in images or sound recordings.
3. **Anomaly Detection:** Autoencoders can identify unusual patterns or outliers by learning the normal data patterns and flagging anything that deviates from them.
4. **Image Denoising:** Used to remove noise from images while keeping important features intact.
5. **Feature Extraction:** Autoencoders can be used to find useful features in large datasets, which can help improve other machine learning tasks.

**Examples:**

- **Data Compression:** Compressing images or videos to reduce file sizes without losing important details.
  - **Noise Reduction:** Cleaning up blurry or noisy images, such as removing grain from photos taken in low light.
  - **Anomaly Detection:** Identifying fraudulent transactions in banking by learning the usual spending patterns and flagging unusual behavior.
  - **Image Denoising:** Removing noise from scanned documents to make the text clearer.
  - **Feature Extraction:** Finding the most relevant features in medical data to help diagnose diseases.
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## 8. Deep Belief Networks (DBNs)

- A type of deep neural network composed of multiple layers of stochastic, unsupervised belief networks.
  - DBNs are trained using a greedy layer-by-layer method.
  - **Applications:** Feature learning, dimensionality reduction, and image recognition.
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## 9. Radial Basis Function Networks (RBFN)

- A type of artificial neural network that uses radial basis functions as activation functions.
  - It is mostly used for classification tasks and regression analysis.
  - **Applications:** Pattern recognition, classification, and time-series prediction.
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## 10. Transformer Networks

- Transformer networks are based on attention mechanisms and are widely used in natural language processing tasks.
- Unlike RNNs, transformers do not require sequential processing, making them faster and more efficient.

**Purpose:** Advanced model for sequential and spatial data using attention mechanisms.

**Features:**

- Focus on relationships between all data points using self-attention.
- Parallel processing for efficiency.

**Examples:** GPT, BERT, ViT (Vision Transformers).

**Applications:** machine translation, image recognition, Language translation, text generation, and other Natural language processing (NLP) tasks

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## 11. Self-Organizing Maps (SOMs)

- A type of unsupervised learning network used for clustering and visualizing high-dimensional data.
  - **Applications:** Data clustering, visualization, and exploratory data analysis.
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## 12. Capsule Networks (CapsNets)

- A newer type of neural network designed to handle spatial hierarchies better than CNNs.
  - Capsule networks aim to solve some limitations of CNNs, such as inability to generalize well to new viewpoints of objects.
  - **Applications:** Image recognition, object segmentation, and scene understanding.
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## 13. Deep Reinforcement Learning (DRL)

- Combines deep learning with reinforcement learning, where an agent learns to make decisions by interacting with an environment to maximize rewards.
  - **Applications:** Robotics, game-playing (e.g., AlphaGo), autonomous driving.
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## 14. Spiking Neural Networks (SNNs)

- Modeled after the brain's neurons that fire in spikes, SNNs are used for biologically inspired computations.
- **Applications:** Neuromorphic computing, robotics, and brain-machine interfaces.

These types of networks are all designed to solve different problems, from simple data classification to generating new data and understanding sequences, making deep learning highly versatile across a wide range of fields.

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## Difference between Machine Learning and Deep Learning:

Machine Learning and deep learning AI both are subsets of artificial intelligence but there are many similarities and differences between them.

Machine Learning	Deep Learning
<p>Apply statistical algorithms to learn the hidden patterns and relationships in the dataset.</p> <p style="text-align: center;"><b>Or</b></p> <p>Uses statistical algorithms to find patterns and relationships in the data.</p>	<p>Uses artificial neural network architecture to learn the hidden patterns and relationships in the dataset.</p> <p style="text-align: center;"><b>Or</b></p> <p>Uses artificial neural networks to find patterns and relationships in the data.</p>
Can work on the smaller amount of dataset	Requires the larger volume of dataset compared to machine learning
Better for the low-label task.	Better for complex task like image processing, natural language processing, etc.
Takes less time to train the model.	Takes more time to train the model.
A model is created by relevant features which are manually extracted from images to detect an object in the image.	Relevant features are automatically extracted from images. It is an end-to-end learning process.
Less complex and easy to interpret the result.	More complex, it works like the black box interpretations of the result are not easy.
It can work on the CPU or requires less computing power as compared to deep learning.	It requires a high-performance computer with GPU.



## Deep Learning Applications:

The main applications of deep learning AI can be divided into computer vision, natural language processing (NLP), and reinforcement learning.

### 1. Computer vision

The first Deep Learning applications is Computer vision. In computer vision, Deep learning AI models can enable machines to identify and understand visual data. Some of the main applications of deep learning in computer vision include:

- **Object detection and recognition:** Deep learning model can be used to identify and locate objects within images and videos, making it possible for machines to perform tasks such as self-driving cars, surveillance, and robotics.
- **Image classification:** Deep learning models can be used to classify images into categories such as animals, plants, and buildings. This is used in applications such as medical imaging, quality control, and image retrieval.
- **Image segmentation:** Deep learning models can be used for image segmentation into different regions, making it possible to identify specific features within images.

### 2. Natural language processing (NLP):

In Deep learning applications, second application is NLP. NLP, the Deep learning model can enable machines to understand and generate human language. Some of the main applications of deep learning in NLP include:

- **Automatic Text Generation** – Deep learning model can learn the corpus of text and new text like summaries, essays can be automatically generated using these trained models.
- **Language translation:** Deep learning models can translate text from one language to another, making it possible to communicate with people from different linguistic backgrounds.
- **Sentiment analysis:** Deep learning models can analyze the sentiment of a piece of text, making it possible to determine whether the text is positive, negative, or neutral. This is used in applications such as customer service, social media monitoring, and political analysis.
- **Speech recognition:** Deep learning models can recognize and transcribe spoken words, making it possible to perform tasks such as speech-to-text conversion, voice search, and voice-controlled devices.

### 3. Reinforcement learning:

In reinforcement learning, deep learning works as training agents to take action in an environment to maximize a reward. Some of the main applications of deep learning in reinforcement learning include:

- **Game playing:** Deep reinforcement learning models have been able to beat human experts at games such as Go, Chess, and Atari.

- **Robotics:** Deep reinforcement learning models can be used to train robots to perform complex tasks such as grasping objects, navigation, and manipulation.
  - **Control systems:** Deep reinforcement learning models can be used to control complex systems such as power grids, traffic management, and supply chain optimization.
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## Challenges in Deep Learning

Deep learning has made significant advancements in various fields, but there are still some challenges that need to be addressed. Here are some of the main challenges in deep learning:

1. **Data availability:** It requires large amounts of data to learn from. For using deep learning it's a big concern to gather as much data for training.
  2. **Computational Resources:** For training the deep learning model, it is computationally expensive because it requires specialized hardware like GPUs and TPUs.
  3. **Time-consuming:** While working on sequential data depending on the computational resource it can take very large even in days or months.
  4. **Interpretability:** Deep learning models are complex, it works like a black box. it is very difficult to interpret the result.
  5. **Overfitting:** when the model is trained again and again, it becomes too specialized for the training data, leading to overfitting and poor performance on new data.
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## Advantages of Deep Learning:

1. **High accuracy:** Deep Learning algorithms can achieve state-of-the-art performance in various tasks, such as image recognition and natural language processing.
  2. **Automated feature engineering:** Deep Learning algorithms can automatically discover and learn relevant features from data without the need for manual feature engineering.
  3. **Scalability:** Deep Learning models can scale to handle large and complex datasets, and can learn from massive amounts of data.
  4. **Flexibility:** Deep Learning models can be applied to a wide range of tasks and can handle various types of data, such as images, text, and speech.
  5. **Continual improvement:** Deep Learning models can continually improve their performance as more data becomes available.
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## Disadvantages of Deep Learning:

1. **High computational requirements:** Deep Learning AI models require large amounts of data and computational resources to train and optimize.
2. **Requires large amounts of labeled data:** Deep Learning models often require a large amount of labeled data for training, which can be expensive and time-consuming to acquire.
3. **Interpretability:** Deep Learning models can be challenging to interpret, making it difficult to understand how they make decisions.  
**Overfitting:** Deep Learning models can sometimes overfit to the training data, resulting in poor performance on new and unseen data.
4. **Black-box nature:** Deep Learning models are often treated as black boxes, making it difficult to understand how they work and how they arrived at their predictions.

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## Conclusion

In conclusion, the field of Deep Learning represents a transformative leap in artificial intelligence. By mimicking the human brain's neural networks, Deep Learning AI algorithms have revolutionized industries ranging from healthcare to finance, from autonomous vehicles to natural language processing. As we continue to push the boundaries of computational power and dataset sizes, the potential applications of Deep Learning are limitless. However, challenges such as interpretability and ethical considerations remain significant. Yet, with ongoing research and innovation, Deep Learning promises to reshape our future, ushering in a new era where machines can learn, adapt, and solve complex problems at a scale and speed previously unimaginable.

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## What is Computer Vision?

Have you ever wondered how we understand what we see? For example, when we see someone walking, without even thinking about it, our brain uses its knowledge to understand what's happening and stores it as information. But imagine if you looked at something and your mind went completely blank. That would be scary, right? The way our brain interprets the images we see has always fascinated me.

It might seem easy to teach a computer to think like humans, because even young children can do it. But we often forget that computers have limitations compared to our own biological abilities. Human vision and perception are incredibly complex and constantly changing, which makes it even harder for computers to match up.

Our brain can quickly identify objects, process information, and decide what to do, completing a complex task in no time. The goal is to make computers do the same thing. This is where Artificial Intelligence (AI) and Machine Learning (ML) come in, combining learning algorithms and special methods to help computers understand what they see.

## Pixel Extraction

OpenCV (Open-Source Computer Vision) is a free, cross-platform library of functions that focuses on real-time Computer Vision. It supports Deep Learning frameworks and helps with image and video processing. In Computer Vision, the main goal is to extract pixels from an image in order to study the objects and understand what the image contains. Here are a few key things that Computer Vision tries to identify in images:

- **Object Detection:** The location of the object.
- **Object Recognition:** The objects in the image, and their positions.
- **Object Classification:** The broad category that the object lies in.
- **Object Segmentation:** The pixels belonging to that object.

## Applications and Future

Computer Vision covers a huge ground as its applications know no bounds. It often escapes our minds as we fail to notice the role Computer Vision plays in the gadgets, we use day in and day out.

- **Smartphones and Web:** Google Lens, QR Codes, Snapchat filters (face tracking), Night Sight, Face and Expression Detection, Lens Blur, Portrait mode, Google Photos (Face, Object and scene recognition), Google Maps (Image Stitching).
- **Medical Imaging:** CAT/MRI
- **Insurance:** Property Inspection and Damage analysis
- **Optical Character Recognition (OCR)**
- **3D Model Building (Photogrammetry)**
- **Merging CGI with live actors in movies**

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## Applications of Computer Vision

Computer vision, also known as machine vision, is a field of science that helps computers or devices recognize objects just like humans do. Just like teaching a child to recognize objects, computers also need to be trained to detect objects and patterns. However, computers are much faster and more efficient, taking very little time to learn. Computer vision has a wide range of uses across different industries:

- **Oil and Natural Gas:** Oil and gas companies produce millions of barrels of oil and billions of cubic feet of gas every day. To do this, geologists first need to find suitable locations for extraction by analyzing images taken on-site. Manually analyzing thousands of images could take months or even years, but with computer vision, the process can be completed in a few hours or days. The pre-trained models can analyze the images quickly and accurately.

- **Hiring Process:** In human resources (HR), computer vision is changing how candidates are hired. By using computer vision, machine learning, and data science, companies can assess soft skills and perform early candidate screenings, helping large companies shortlist candidates more effectively.
  - **Video Surveillance:** Video tagging is a method used to label videos with keywords based on the objects present in each scene. For security companies looking through hours of footage to find a suspect, computer vision and object recognition can make the process much faster. Instead of manually searching through hours of video, you can simply feed the video to an algorithm to quickly find the relevant footage.
  - **Construction:** When maintaining structures like electric towers or buildings, it's essential to check for rust and structural defects. Climbing up towers to inspect them can be dangerous, time-consuming, and costly. With computer vision, high-resolution images taken from the ground can be analyzed to detect flaws like rust or cracks, making the inspection process safer and more efficient.
  - **Healthcare:** In recent years, the healthcare industry has embraced technologies like artificial intelligence and machine learning. Computer vision is being used to diagnose diseases in humans and animals, improving the accuracy and speed of medical diagnoses.
  - **Agriculture:** Farms are using computer vision technology through smart tractors, farming equipment, and drones to monitor and maintain crops more efficiently. It also helps improve the yield and quality of crops by providing better insights into the condition of the fields.
  - **Military:** In modern armies, computer vision is essential for detecting enemy troops and enhancing missile targeting systems. It uses image sensors to gather battlefield intelligence for tactical decision-making. Computer vision also plays a crucial role in autonomous vehicles, such as UAVs (unmanned aerial vehicles) and remote-controlled vehicles, helping them navigate difficult terrain.
  - **Industry:** In manufacturing and assembly lines, computer vision is used for automated inspections, identifying defective products, and conducting remote inspections of machinery. It improves the efficiency and accuracy of production lines.
  - **Automotive:** One of the best examples of computer vision technology is in self-driving cars. The AI analyzes data from cameras mounted on the vehicle to automate lane finding, detect obstacles, and recognize traffic signs and signals, making autonomous driving a reality.
  - **Automated Lip Reading:** Computer vision is also used to help people with disabilities or those who cannot speak by reading the movements of their lips. It compares these movements to pre-recorded patterns, helping people communicate more easily.
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## Biological and Machine Vision in Deep Learning

**Biological Vision** refers to the way living creatures, like humans and animals, perceive and understand the world around them through their eyes and brain. **Machine Vision**, on the other hand, is the ability of computers and machines to "see" and understand the visual world, typically through cameras and algorithms.

### 1. Biological Vision:

The human brain processes visual information through a highly sophisticated system that includes the **eyes**, the **optic nerve**, and various parts of the **brain**. Here's how it works:

- **Eyes:** The eyes collect light from the surroundings and focus it onto the retina, which is a layer at the back of the eye. This retina contains specialized cells called **photoreceptors** that convert light into electrical signals.
- **Brain Processing:** These electrical signals are sent through the **optic nerve** to the brain, where the **visual cortex** processes them and interprets what is seen. The brain can recognize objects, understand depth, color, motion, and more based on the information received from the eyes.

**Example in real life:** When you look at a dog, your eyes gather the image, and your brain recognizes it as a dog by matching the visual information with stored memories and experiences. You don't consciously think about the details of the dog's shape, color, or texture; your brain just processes it automatically.

### 2. Machine Vision:

Machine Vision is inspired by the way biological vision works, but instead of using biological systems like the eye and brain, it uses **cameras**, **sensors**, and **computers** to process visual data.

- **Cameras and Sensors:** Just like the eyes in humans, machines use cameras and other sensors to capture images or videos of the environment. This could include regular cameras, 3D scanners, or infrared sensors depending on the task.
- **Algorithms:** After capturing the image, machine vision systems use computer algorithms (especially deep learning models like **Convolutional Neural Networks**) to analyze and interpret the data. These algorithms allow machines to recognize patterns, detect objects, understand colors, and even track movements.

Machine vision can process large amounts of visual data much faster than the human brain, making it especially useful in industries where speed and accuracy are essential.

### Examples of Machine Vision in Real Life:

1. **Self-Driving Cars:** Self-driving cars use machine vision to "see" their environment and make driving decisions. Cameras and sensors capture real-time images of the surroundings, and deep learning algorithms help the car recognize road signs, pedestrians, other vehicles, and obstacles. This enables the car to navigate roads and avoid accidents.
2. **Facial Recognition:** Machine vision is used in systems like facial recognition software, which can identify people based on their facial features. Smartphones use this



technology to unlock phones by recognizing your face. It compares the facial features from the camera to a database of known faces.

3. **Quality Control in Manufacturing:** In factories, machine vision systems are used to inspect products on production lines. These systems can automatically detect defects in products like broken parts, misalignment, or improper assembly. For example, a machine vision system might scan every piece of electronics to check for faulty components or scratches.
4. **Healthcare Imaging:** In medicine, machine vision is used to analyze X-rays, MRIs, and CT scans. Deep learning models are trained to recognize abnormalities in medical images, like tumors or fractures, helping doctors diagnose diseases more quickly and accurately.
5. **Agriculture:** In farming, machine vision is used in drones and robots to monitor crops. Cameras capture images of the fields, and the machine vision system analyzes plant health, detects pests or diseases, and helps farmers make better decisions about irrigation or fertilization.

### Connection Between Biological and Machine Vision:

Biological vision inspired the development of machine vision systems. Both systems aim to **understand and interpret visual information** to make decisions. However, machine vision can process visual data faster and with more precision, especially in repetitive tasks.

#### Key Differences:

- **Biological Vision:** Slower but extremely adaptive and capable of interpreting complex environments.
- **Machine Vision:** Fast, precise, and excellent at handling repetitive tasks but less flexible compared to the human brain.

In deep learning, the idea is to build **artificial neural networks** (especially **Convolutional Neural Networks**, or CNNs) that can mimic the way the human brain processes images. These neural networks are trained using vast amounts of labeled visual data, enabling machines to recognize objects, patterns, and actions just like humans do.

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### In short answer what is Biological and Machine vision?

“Biological and machine vision are both about processing visual data, but while biological vision relies on complex neural processing in the brain, machine vision uses cameras and computer algorithms. With advancements in deep learning, machine vision systems are becoming more powerful and are used in a wide range of industries, from healthcare to autonomous vehicles to quality control in manufacturing.”

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## Human and Machine Language in Deep Learning

**Human Language** refers to the way humans communicate using words, sentences, and phrases. It includes speech and writing in various languages like English, Spanish, Chinese, etc. Humans use language to convey thoughts, emotions, ideas, and information.

**Machine Language**, on the other hand, refers to the language that machines (or computers) use to communicate with each other or with humans. In the context of deep learning, **Machine Language** refers to how computers process and understand human language using algorithms and models.

### 1. Human Language:

Human language is a complex system that allows people to understand and express thoughts. It includes:

- **Vocabulary:** The collection of words used in a language.
- **Grammar:** The rules that govern how sentences are structured.
- **Semantics:** The meaning behind words and sentences.
- **Pragmatics:** Understanding how context affects language use.

**Example:** When you say "I am hungry," the words have specific meanings. The listener understands that you need food, based on the words and the context in which they are used.

### 2. Machine Language:

Machines don't naturally understand human language. They need to be taught to process and interpret it. **Machine Language**, or **Natural Language Processing (NLP)**, is the field of deep learning that helps machines understand, interpret, and generate human language.

Deep learning models like **Recurrent Neural Networks (RNNs)**, **Convolutional Neural Networks (CNNs)**, and **Transformers** are used to process human language in various ways, such as translating, understanding, and generating text.

#### How Machines Learn Human Language:

1. **Text Representation:** Machines need a way to represent human language in a form they can process. This is done by converting words into numbers, using techniques like:
  - **Word Embeddings:** A method to represent words in a continuous vector space (e.g., **Word2Vec** or **GloVe**) where similar words are closer in this space.

**Example:** The words "cat" and "kitten" would be represented by numbers close to each other in the vector space because they are related in meaning.

2. **Training Deep Learning Models:** Deep learning models are trained on large datasets containing human language. These models learn patterns in the language, such as sentence structure, word meanings, and context, so they can perform tasks like language translation, speech recognition, and more.

### Examples of Tasks in Machine Language (NLP) in Deep Learning:

1. **Text Classification:** In text classification, machines analyze and categorize text into predefined categories. For example, a system might classify emails as "spam" or "not spam."
    - **Example:** Spam filters in email apps that automatically detect unwanted emails.
  2. **Machine Translation:** Machine translation is the process of translating text from one language to another. Deep learning models are trained on large bilingual datasets to perform translations between languages.
    - **Example:** Google Translate translates text from one language to another in real-time, like translating "Bonjour" (French) to "Hello" (English).
  3. **Speech Recognition:** Machines can also process human speech, convert it to text, and understand it. Speech recognition models are trained to recognize words and phrases from audio input.
    - **Example:** Voice assistants like **Siri** (Apple), **Google Assistant**, and **Alexa** that listen to your voice commands and respond to them.
  4. **Text Generation:** This involves generating new text based on a given input. The machine learns the structure of sentences and can generate meaningful responses or stories.
    - **Example:** GPT-3 (the model that powers me, ChatGPT) can generate text-based responses, complete articles, or even write poetry based on a prompt you give it.
  5. **Sentiment Analysis:** Sentiment analysis is a process where a machine identifies the sentiment behind a piece of text, whether it is positive, negative, or neutral.
    - **Example:** Businesses use sentiment analysis to analyze customer reviews on products or services. For example, if a review says "The product is amazing," it would be classified as positive sentiment.
  6. **Question Answering:** In this task, machines answer questions based on the text they've been trained on. The model looks for patterns in the text to provide accurate responses.
    - **Example:** Virtual assistants or chatbots like **Google Search** or **Customer Support bots** that understand your question and give you an answer.
  7. **Speech Synthesis (Text-to-Speech):** Machines can also convert text into spoken words. This technology is used in speech synthesis.
    - **Example:** Text-to-speech technology in apps like **Narrator** on Windows or **VoiceOver** on iOS that reads out loud text on a screen.
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### Key Differences Between Human Language and Machine Language:

Aspect	Human Language	Machine Language (NLP)
Complexity	Very complex, with nuances, slang, emotions, etc.	Simpler but requires deep learning to handle complexity.
Learning Process	Humans learn language naturally from birth.	Machines need training on large datasets to understand language.
Flexibility	Humans can easily adapt to new languages and contexts.	Machines need retraining for new languages and tasks.
Understanding Context	Humans can understand subtle context and emotions.	Machines still struggle with sarcasm, ambiguity, and emotions.

### Real-Time Examples of Human and Machine Language Interactions:

1. **Customer Service Chatbots:** Many businesses use chatbots to answer customer queries. These bots understand questions in natural language and provide relevant answers. For example, when you message a company's Facebook page asking about store hours, the bot can respond with the correct information using NLP models.
2. **Voice Assistants:** Virtual assistants like **Siri**, **Alexa**, and **Google Assistant** are perfect examples of machines understanding human language. You can say things like, "What's the weather like today?" and they will provide an answer by processing the language, retrieving data, and speaking it back to you.
3. **Online Translation:** Platforms like **Google Translate** use deep learning to convert text from one language to another. This allows people to communicate with others in languages they may not speak fluently, like translating "Hola, ¿cómo estás?" (Spanish) to "Hello, how are you?" (English).
4. **Speech-to-Text:** In applications like **Google Dictation** or **Dragon NaturallySpeaking**, users speak into a microphone, and the system transcribes their speech into written text. These applications understand spoken language and convert it into text, making it easier for people to create documents or messages hands-free.

### Conclusion:

**Human and Machine Language** are closely connected in the field of deep learning, with machines trying to replicate the complex task of understanding and generating human language. Machine learning models, especially **NLP models**, are improving rapidly and are now capable of tasks like translation, sentiment analysis, speech recognition, and more. These technologies are becoming a part of our daily lives through voice assistants, chatbots, and translation tools, making human-machine communication smoother and more effective.

## What is an Artificial Neural Network (ANN)?

An **Artificial Neural Network (ANN)** is a type of machine learning model inspired by the way the human brain works. It is designed to recognize patterns, classify data, and make predictions based on input data, just like how our brain processes information.

In simple terms, an ANN tries to mimic how neurons in our brain communicate and process information. These networks consist of **layers** of nodes (also called neurons or units), which are connected to each other, and each connection has a weight that helps determine the output.

### How Do Artificial Neural Networks Work?

#### 1. **Layers of Neurons:** ANNs are made up of layers of neurons:

- **Input Layer:** This is the first layer where data is entered into the system.
- **Hidden Layers:** These are the middle layers, where most of the processing happens. Each hidden layer is made up of neurons that process data passed from the input layer.
- **Output Layer:** This is the final layer where the ANN makes a decision or prediction based on the processed data.

#### 2. **Neurons and Connections:**

- Each neuron in a layer is connected to neurons in the next layer. The strength of each connection is represented by a **weight**.
- The weight helps decide how much influence the input data has on the output. Larger weights mean the input has more influence, while smaller weights mean less influence.

#### 3. **Activation Function:**

- After a neuron receives input, it passes the data through an **activation function**. This function determines whether the neuron should "fire" (activate) and send data to the next layer.
- Common activation functions include **Sigmoid**, **ReLU (Rectified Linear Unit)**, and **Tanh**.

#### 4. **Training:**

- During training, an ANN learns by adjusting its weights. It starts with random weights, makes predictions, compares them to the actual results, and then adjusts the weights to improve accuracy. This process is called **backpropagation**.
- **Backpropagation** uses the error (difference between predicted and actual results) to adjust the weights in the network so that it makes better predictions next time.

## Simple Example of an ANN

Let's consider a simple example of an ANN for **classifying images of cats and dogs**:

1. **Input Layer:** The image of a cat or dog is broken down into pixel values (numbers that represent the colors of each pixel).
2. **Hidden Layer:** The hidden layer processes these pixel values to look for patterns, such as shapes, edges, and textures that differentiate a cat from a dog.
3. **Output Layer:** After processing the image, the output layer will predict if the image is a cat or a dog based on the patterns learned from the hidden layer.

The network is trained using many labeled images (with labels "cat" or "dog"), and the weights are adjusted to minimize the error in the predictions.

## Types of Artificial Neural Networks

1. **Feedforward Neural Networks (FNN):**
  - The simplest type of ANN where data flows only in one direction—from input to output—without any loops.
  - **Application:** Used in basic classification tasks like identifying handwritten digits (e.g., recognizing numbers in zip codes).
2. **Convolutional Neural Networks (CNN):**
  - Used mainly for **image recognition** and **computer vision** tasks. CNNs are designed to automatically detect patterns and features in images.
  - **Application:** Used in facial recognition software, object detection in photos, and medical image analysis (e.g., detecting tumors in X-rays).
3. **Recurrent Neural Networks (RNN):**
  - These networks are used for **sequential data** like speech, text, or time-series data. RNNs have loops, allowing them to remember previous inputs and use that information for future predictions.
  - **Application:** Used in language translation, speech recognition (e.g., Siri or Google Assistant), and time-series forecasting (e.g., predicting stock prices).
4. **Generative Adversarial Networks (GAN):**
  - A type of ANN where two networks (a **generator** and a **discriminator**) work against each other. The generator creates fake data, and the discriminator tries to identify whether the data is real or fake. This process helps the generator improve over time.
  - **Application:** Used for generating realistic images, music, or videos. For example, creating realistic fake images of people (deepfakes).



**Key Terms Related to Artificial Neural Networks:**

- **Neurons:** Basic units that process data. They receive inputs, perform calculations, and pass the result to the next layer.
- **Weights:** Values that control the influence of inputs on neurons.
- **Bias:** An additional parameter that helps adjust the output of a neuron, making the network more flexible.
- **Activation Function:** A mathematical function used to determine if a neuron should be activated.
- **Training:** The process of adjusting weights and biases to minimize prediction errors.

**Real-Time Examples of Artificial Neural Networks:****1. Image Recognition:**

- **Face Recognition:** Apps like **Facebook** and **Instagram** use neural networks to automatically tag people in photos. The network recognizes features of faces (like eyes, nose, mouth) to match them with existing profiles.
- **Google Images Search:** When you upload an image to Google, the system uses an ANN to identify objects and then search for similar images.

**2. Speech Recognition:**

- **Voice Assistants:** Virtual assistants like **Siri**, **Google Assistant**, and **Amazon Alexa** use neural networks to understand spoken commands. The ANN processes audio data and converts it into text or actions.
- **Speech-to-Text:** Apps like **Google Dictation** and **Dragon NaturallySpeaking** use ANNs to convert spoken words into written text.

**3. Medical Diagnosis:**

- **Disease Detection:** ANNs are used in healthcare to analyze medical images like X-rays, MRIs, or CT scans. For example, deep learning models are used to detect early-stage diseases such as cancer by recognizing patterns in medical images.
- **Predicting Health Conditions:** Machine learning models can analyze medical records and predict potential health issues, such as heart disease or diabetes.

**4. Autonomous Vehicles:**

- **Self-Driving Cars:** Companies like **Tesla** use ANNs in their self-driving cars to process data from sensors, cameras, and radar. The neural network helps the car understand its environment, recognize objects (such as pedestrians, other vehicles, traffic signs), and make driving decisions.

### 5. Customer Support:

- **Chatbots:** Many businesses use ANNs in chatbots to handle customer queries. For example, **Banking Apps** use AI to assist customers in making transactions, answering questions, or giving account updates through automated chat systems.

### Advantages of Artificial Neural Networks:

1. **Ability to Learn Complex Patterns:** ANNs can learn complex, non-linear patterns in data, making them effective for tasks like image recognition or language translation.
2. **Adaptability:** They can improve over time as more data is provided, making them highly adaptable to different types of problems.
3. **Automation:** Once trained, ANNs can perform tasks automatically with minimal human intervention, such as classifying images, detecting fraud, or providing recommendations.

### Challenges of Artificial Neural Networks:

1. **Data Requirement:** ANNs require a large amount of data to train effectively, especially for complex tasks.
2. **Computational Power:** Training deep neural networks can be computationally expensive and require powerful hardware (e.g., GPUs).
3. **Interpretability:** Deep neural networks, especially in applications like medical diagnosis, can be seen as "black boxes." It's often hard to explain why a network made a particular decision.

## Artificial Neural Networks and its Applications

Which organ in your body is thinking about it? It's the brain of course! But do you know how the brain works? Well, it has **neurons** or nerve cells that are the primary units of both the brain and the nervous system. These neurons receive sensory input from the outside world which they process and then provide the output which might act as the input to the next neuron.

Each of these neurons is connected to other neurons in complex arrangements at **synapses**. Now, are you wondering how this is related to **Artificial Neural Networks**? Let us check out what they are in detail and how they learn information.

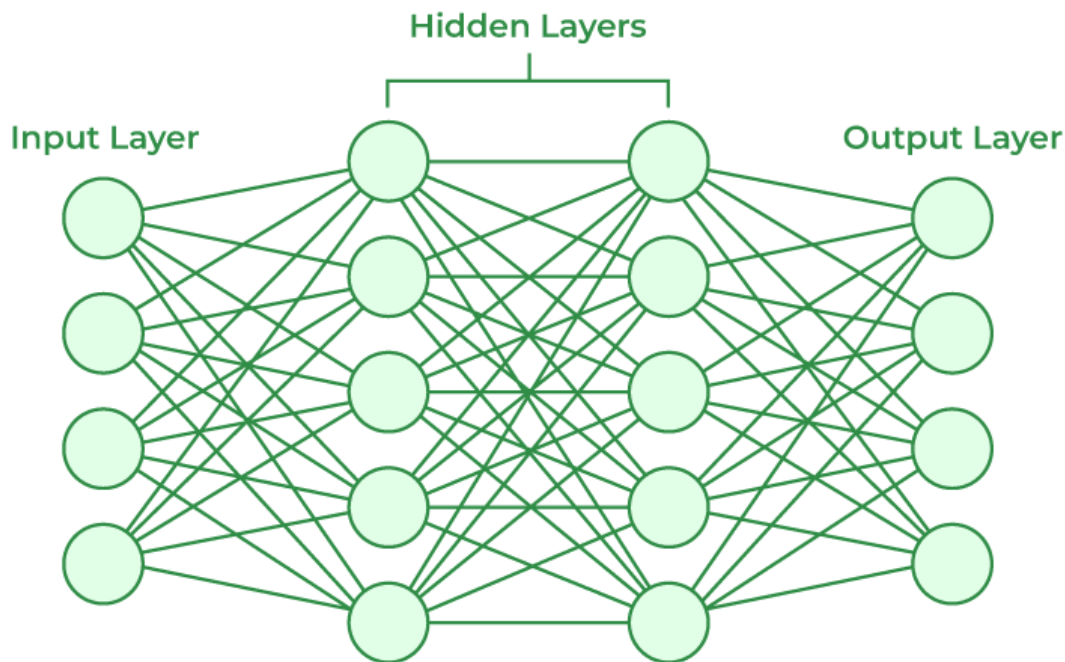
Well, Artificial Neural Networks are modeled after the neurons in the human brain.

### Artificial Neural Networks

Artificial Neural Networks contain artificial neurons which are called **units**. These units are arranged in a series of layers that together constitute the whole Artificial Neural Network in a system. A layer can have only a dozen units or millions of units as this depends on how the complex neural networks will be required to learn the hidden patterns in the dataset. Commonly, Artificial Neural Network has an input layer, an output layer as well as hidden layers. The input layer receives data from the outside world which the neural network needs to analyze or learn about. Then this data passes through one or multiple hidden layers that

transform the input into data that is valuable for the output layer. Finally, the output layer provides an output in the form of a response of the Artificial Neural Networks to input data provided.

In the majority of neural networks, units are interconnected from one layer to another. Each of these connections has weights that determine the influence of one unit on another unit. As the data transfers from one unit to another, the neural network learns more and more about the data which eventually results in an output from the output layer.



*Neural Networks Architecture*

The structures and operations of human neurons serve as the basis for artificial neural networks. It is also known as neural networks or neural nets. The input layer of an artificial neural network is the first layer, and it receives input from external sources and releases it to the hidden layer, which is the second layer. In the hidden layer, each neuron receives input from the previous layer neurons, computes the weighted sum, and sends it to the neurons in the next layer. These connections are weighted means effects of the inputs from the previous layer are optimized more or less by assigning different-different weights to each input and it is adjusted during the training process by optimizing these weights for improved model performance.

### **Artificial neurons vs Biological neurons**

The concept of artificial neural networks comes from biological neurons found in animal brains. So they share a lot of similarities in structure and function wise.

- **Structure** : The structure of artificial neural networks is inspired by biological neurons. A biological neuron has a cell body or soma to process the impulses, dendrites to receive them, and an axon that transfers them to other neurons. The input nodes of artificial neural networks receive input signals, the hidden layer nodes compute these

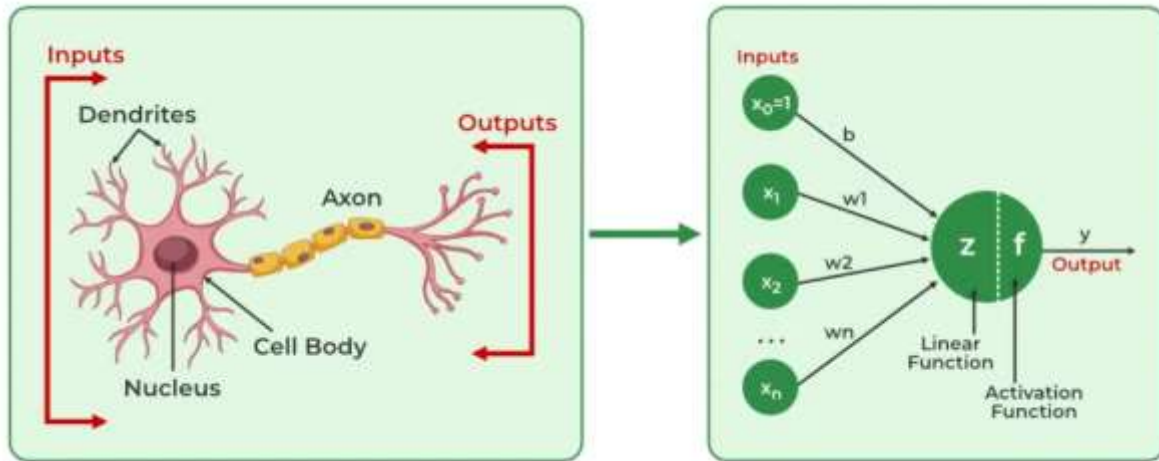
input signals, and the output layer nodes compute the final output by processing the hidden layer's results using activation functions.

Biological Neuron	Artificial Neuron
Dendrite	Inputs
Cell nucleus or Soma	Nodes
Synapses	Weights
Axon	Output

- **Synapses** : Synapses are the links between biological neurons that enable the transmission of impulses from dendrites to the cell body. Synapses are the weights that join the one-layer nodes to the next-layer nodes in artificial neurons. The strength of the links is determined by the weight value.
- **Learning** : In biological neurons, learning happens in the cell body nucleus or soma, which has a nucleus that helps to process the impulses. An action potential is produced and travels through the axons if the impulses are powerful enough to reach the threshold. This becomes possible by synaptic plasticity, which represents the ability of synapses to become stronger or weaker over time in reaction to changes in their activity. In artificial neural networks, backpropagation is a technique used for learning, which adjusts the weights between nodes according to the error or differences between predicted and actual outcomes.

Biological Neuron	Artificial Neuron
Synaptic plasticity	Backpropagations

- **Activation** : In biological neurons, activation is the firing rate of the neuron which happens when the impulses are strong enough to reach the threshold. In artificial neural networks, A mathematical function known as an activation function maps the input to the output, and executes activations.



*Biological neurons to Artificial neurons*

### How do Artificial Neural Networks learn?

Artificial neural networks are trained using a training set. For example, suppose you want to teach an ANN to recognize a cat. Then it is shown thousands of different images of cats so that the network can learn to identify a cat. Once the neural network has been trained enough using images of cats, then you need to check if it can identify cat images correctly. This is done by making the ANN classify the images it is provided by deciding whether they are cat images or not. The output obtained by the ANN is corroborated by a human-provided description of whether the image is a cat image or not. If the ANN identifies incorrectly then [back-propagation](#) is used to adjust whatever it has learned during training. [Backpropagation](#) is done by fine-tuning the weights of the connections in ANN units based on the error rate obtained. This process continues until the artificial neural network can correctly recognize a cat in an image with minimal possible error rates.

### What are the types of Artificial Neural Networks?

- **[Feedforward Neural Network](#)**: The feedforward neural network is one of the most basic artificial neural networks. In this ANN, the data or the input provided travels in a single direction. It enters into the ANN through the input layer and exits through the output layer while hidden layers may or may not exist. So the feedforward neural network has a front-propagated wave only and usually does not have backpropagation.
- **[Convolutional Neural Network](#)**: A Convolutional neural network has some similarities to the feed-forward neural network, where the connections between units have weights that determine the influence of one unit on another unit. But a CNN has one or more than one convolutional layer that uses a convolution operation on the input and then passes the result obtained in the form of output to the next layer. CNN has applications in speech and image processing which is particularly useful in computer vision.
- **Modular Neural Network**: A Modular Neural Network contains a collection of different neural networks that work independently towards obtaining the output with no interaction between them. Each of the different neural networks performs a different sub-task by obtaining unique inputs compared to other networks. The advantage of this

modular neural network is that it breaks down a large and complex computational process into smaller components, thus decreasing its complexity while still obtaining the required output.

- **Radial basis function Neural Network:** Radial basis functions are those functions that consider the distance of a point concerning the center. RBF functions have two layers. In the first layer, the input is mapped into all the Radial basis functions in the hidden layer and then the output layer computes the output in the next step. Radial basis function nets are normally used to model the data that represents any underlying trend or function.
- **Recurrent Neural Network:** The Recurrent Neural Network saves the output of a layer and feeds this output back to the input to better predict the outcome of the layer. The first layer in the RNN is quite similar to the feed-forward neural network and the recurrent neural network starts once the output of the first layer is computed. After this layer, each unit will remember some information from the previous step so that it can act as a memory cell in performing computations.

### Applications of Artificial Neural Networks

1. **Social Media:** Artificial Neural Networks are used heavily in Social Media. For example, let's take the '**People you may know**' feature on Facebook that suggests people that you might know in real life so that you can send them friend requests. Well, this magical effect is achieved by using Artificial Neural Networks that analyze your profile, your interests, your current friends, and also their friends and various other factors to calculate the people you might potentially know. Another common application of [Machine Learning](#) in social media is **facial recognition**. This is done by finding around 100 reference points on the person's face and then matching them with those already available in the database using convolutional neural networks.
2. **Marketing and Sales:** When you log onto E-commerce sites like Amazon and Flipkart, they will recommend your products to buy based on your previous browsing history. Similarly, suppose you love Pasta, then Zomato, Swiggy, etc. will show you restaurant recommendations based on your tastes and previous order history. This is true across all new-age marketing segments like Book sites, Movie services, Hospitality sites, etc. and it is done by implementing **personalized marketing**. This uses Artificial Neural Networks to identify the customer likes, dislikes, previous shopping history, etc., and then tailor the marketing campaigns accordingly.
3. **Healthcare :** Artificial Neural Networks are used in Oncology to train algorithms that can identify cancerous tissue at the microscopic level at the same accuracy as trained physicians. Various rare diseases may manifest in physical characteristics and can be identified in their premature stages by using **Facial Analysis** on the patient photos. So the full-scale implementation of Artificial Neural Networks in the healthcare environment can only enhance the diagnostic abilities of medical experts and ultimately lead to the overall improvement in the quality of medical care all over the world.
4. **Personal Assistants:** I am sure you all have heard of Siri, Alexa, Cortana, etc., and also heard them based on the phones you have!!! These are personal assistants and an example of speech recognition that uses **Natural Language Processing** to interact with



the users and formulate a response accordingly. Natural Language Processing uses artificial neural networks that are made to handle many tasks of these personal assistants such as managing the language syntax, semantics, correct speech, the conversation that is going on, etc.