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<div align="center">AI</div>

AI (artificial intelligence) is a fairly new thing that has created many different opportunities for people. Artificial intelligence is essentially how smart a machine is. Nearly everything we use today has some sort of artificial intelligence that is coded into it. Artificial intelligence has made our lives easier, given us more opportunities, and also more precise decision making. Artificial intelligence is part of everyday life and won't be going anywhere anytime soon.

Artificial intelligence is just like humans in the way that they think and learn overtime. For example, when you shop on your phone the artificial intelligence tech inside sees what you are looking at and generates ads and different material based upon what it has learned about you. If I were to look at a clothing store online, artificial intelligence would see that I'm shopping for clothes and if I move to another app I may get an ad for clothes, or sometimes you would find an ad for that same store that was just shopped at. Artificial intelligence is learning what you like and, in turn, creating a profile on you to show specific things that you like. In the early 2000's Blockbuster had a major stake in the movie industry. Netflix soon came along where you would be able to order DVDs and that were delivered straight to your door. Netflix started taking the data of what customers ordered, what movies, and then created a profile on them based on

their likes and interests (Seameans). People liked seeing movies that they were interested in and that they didn't have to filter through hundreds of movies just to find one that they may like. Artificial intelligence made this possible. Now we have recommended sections on almost every platform that we use. The machine's intelligence has done the thinking for us, so we don't have to search for hours on what we may like, it is all conveniently placed in one spot that is ready for us to watch or use whenever. "Consumers don't benefit from the innovative new products that a potential entrant might offer...Second, established firms, knowing that there is little chance of entry from a potential rival, may not see the need to innovate and improve on their existing products" (Seamans). This is because sometimes our data is hard to access, so why change what's working for us? This could potentially lead to only a small amount of companies having a large portion of information about it as our information can be hard to obtain. There is no need to change what's working for us and make our lives easier by using artificial intelligence.

Artificial intelligence has created tons of opportunities for people to excel and grow in their fields. Artificial intelligence allows people to work faster and more efficiently. For example, companies use artificial intelligence for marketing. They see what people like and who likes that certain product. This way companies can create a profile on that person and direct their target market to those types of people that are interested in their product. Brett McCoy states, "My colleagues and I believe that AI, when applied properly and under the proper strategy, will deliver candidates an exceptional experience [and help ensure] hiring managers they are getting the best [job

candidates]..." (Huang). This is just another example of how artificial intelligence is used in the workplace. This can really help large companies focus their sights on the top level candidates for that position, so they are not wasting tons of time going through hundreds of applicants. Artificial intelligence does a majority of the work for you. This also helps reduce the bias that sometimes comes with recruiting people for a new job. Before the interview even starts, companies know alot about that person and it goes through each candidate and creates a profile on them to see if they would be a good match for the company or not. Of course companies still go through the interview process, but artificial intelligence has already gone through and found the best candidates for the job. More likely than not, the candidates that the artificial intelligence found to be a good fit get a chance to be interviewed. A lot of the information that artificial intelligence obtains is from past employees' resumes, such as, location, traits, and other factors that they have hired that make great employees (Huang). Artificial intelligence is always learning and creating a profile to search through applicants to create a list of the top tier candidates.

Artificial intelligence has given people more opportunities to do things that they want to do even at a lower cost. Nearly 2.4 million jobs have been created by people traveling just to amusement parks since the 1950's (Schwartz). Travel has been made cheaper by artificial intelligence. This allows for people to do things that would have been more expensive in the past or maybe it was even impossible to do. The United States is a hot spot for tourism, which creates revenue for the cities that these people visit. In return, this creates a better quality of life for the people living there. It also

creates the possibility for people to go and live or stay in different countries around the world to experience new cultures and new outlooks if they return back to their home country. Artificial intelligence has made this all possible by reducing the cost and time it takes to travel from one place to another.

Another beneficial aspect of artificial intelligence is its ability to provide efficient and quick results when it comes to healthcare. Artificial intelligence is used to create the best outcomes for vaccines, as it has learned over time what will work and what won't work. "One study that involved 379 orthopedic patients found that AI-assisted robotic procedures resulted in five times fewer complications compared to surgeons operating alone" (Marr). We have to face it, most of the time machines are better than humans. They are more precise and create less complications when it comes to surgeries. Another aspect of this is that it creates less stress on the surgeon. Of course the surgeon is still in the room monitoring the robots every move, they are more relaxed and feel safer with the machines doing the work. Artificial intelligence in the healthcare system is the future and would create a more relaxed work environment for doctors and surgeons alike.

Not artificial intelligence is beneficial to surgeons and doctors, it is beneficial to trying to determine a disease that someone has. A Danish software was developed to monitor 911 calls to see if they could determine what was wrong with people, and it had a 93% success rate while humans only had a 73% success rate (Marr). The way the artificial intelligence learned was that it would listen in on 911 calls and see what the outcome came to be. It then stored that information and then created a profile for each

scenario. The artificial intelligence looked for things such as the tone of the voice and also background noise to help identify what the problem was. This allows for the first responders and the paramedics to have a better idea of what they are walking into. It creates a safer, more predictable environment for first responders as it can be very dangerous when you are walking into an unknown situation.

Artificial intelligence is more advanced than the human brain creating a more precise outcome. "Simply put, machine learning feeds a computer data and uses statistical techniques to help it "learn" how to get progressively better at a task, without having been specifically programmed for that task, eliminating the need for millions of lines of written code (What is Artificial). This allows the computer to get better and better each time that it learns something new. It creates a more positive and efficient outcome. It also reduces human error in creating a more predictable outcome. This will actually in-turn help humans create the best possible scenario for people the have the best outcomes.

In conclusion, artificial intelligence is helping humans in almost every aspect of their lives and they may not even know it. It creates a more stable and predictable outcome for people in the medical field. It helps with the ease of knowing what you like so that you are not searching and searching for things that you like. Artificial intelligence has given humans more opportunities to create a better life for themselves by creating an easier lifestyle and also just overall improving the quality of life. Artificial intelligence has allowed humans to create a better society and create a longer life for people that

are in need. Artificial intelligence will keep learning and getting smarter and smarter and this will only further the knowledge that it can retain.

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