# Lancashire Cyber Foundry

# A Brief Introduction to Artificial Intelligence

⊙ READ TIME: 2 MINS          AUDIENCE: BUSINESS & TECHNOLOGY

The first thing that may come to mind when considering artificial intelligence may be the idea of machines that are just as intelligent as humans or may be near indistinguishable from human minds. Artificial intelligence does include such study, as well as the more philosophical ideas of what the implications of a "thinking machine" would be, AI also encompasses a much broader area of development. Artificial intelligence includes software such as rules based systems, predictive analytics and pattern recognition.

## WHAT IS ARTIFICIAL INTELLIGENCE?

A phrase that is frequently used in discussion of AI is machine learning. For those who are unfamiliar with this term, machine learning refers to systems that have the ability to automatically learn and improve from experience. All machine learning is AI, but not all AI is machine learning.

What AI is not: It is not human like robots or hardware in general – how something looks has nothing to do with whether or not something is AI! Software does not even need to be imitating human interactions in order to be considered artificial intelligence.

*Examples of AI used in everyday activities:*

- Automated spam filters in emails
- Machine learning used for predicted wait times on delivery / driver arrival used on a variety of apps – e.g. Uber, lyft and Uber Eats
- Commercial flights use AI autopilots
- Personalised recommendations – such as shopping recommendations used by Amazon, music recommendations by Spotify etc.
- Security uses, such as Fraud detection/prevention software

# REALISTIC USES OF AI IN BUSINESS

Thanks to the integration of artificial intelligence in a number of every day uses, you are almost certainly making use of AI in your day to day tasks without even realising it! With greater knowledge of the Unless you intend to focus your business in the area of developing AI or incorporating machine learning on a large scale into your products, you probably don't need to worry too much about exactly how it works.

For most businesses, artificial intelligence is a useful tool that comes in a number of forms and is a standard part of numerous types of software. It's something that can be used to make life easier, and business processes more secure.



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## ABOUT US

The Lancashire Cyber Foundry runs a programme designed to support businesses facing cyber challenges in Lancashire. Digital Innovation support is part of this programme but there is also business stategy support available too. This includes workshops dedicated to the evaluation of the driving forces which will shape the world of today and beyond. Consider how your business is affected by external changes, now consider how much time your business spends evaluating them and planning for them.

To find out more and how your business can access support or register on one of upcoming workshops contact us: cyberfoundry@lancaster.ac.uk

## ABOUT THE AUTHOR

# Georgia Soden



Georgia is an Analyst Developer working for Lancashire Cyber Foundry. A strong interest in computing led to a career in the subject. With several years of experience as a Software Developer in a commercial environment, Georgia now works to provide support to businesses through research and development for technical projects.