The Industrial Strategy Grand Challenges

Student handout

Artificial Intelligence and Data

Would you trust a computer to buy clothes for you? If you shop online, you might find that intelligent computer systems are already influencing your decisions.

Artificial intelligence (AI) is when a computer thinks and makes decisions like a human being. These decisions might be too difficult or time consuming for humans or just too mundane.

The more data we give the computer, the better the decision it can make, very often this is a better and much faster decision than any human could make.

AI is the foundation of smart technologies, such as driverless cars and personal digital assistants and it also might affect what you see on your social media feed and recommendations on shopping sites.

These technologies are already a part of your life and are starting to transform the global economy. They can identify better ways of doing complex tasks – from helping doctors diagnose medical conditions more effectively to allowing people to communicate across the globe using instantaneous speech recognition and translation software.

However, with new technology come concerns about security of data and the limits of machines. The more data that is collected the higher the risk that it could be used in way that is unethical or puts lives at risk. What would you not trust a computer to do for you?