

25. ARTIFICIAL INTELLIGENCE IN OUR DAILY LIFE

Lepushenko D.S.

*Belarusian State University of Informatics and Radioelectronics
Minsk, Republic of Belarus*

Maksimchuk R.T. – Senior Lecturer

Major contemporary artificial intelligence applications that are impacting humans' ways of life, working style and environment are presented in this paper. The most common areas of people's activities, improved by artificial intelligence technology, are listed.

When people hear news about artificial intelligence (AI), it might be easy to assume it has nothing to do with them. Most of humans can imagine that AI is just what the big tech giants are focused on, and that AI does not affect their daily life. In fact, most people encounter AI from morning till night. Here are some of the examples of how AI is already used in typical everyday activities.

One of the first things many people do each morning is reaching for their smartphones. And when the electronic device is unlocked using biometric data such as Face ID, it uses AI to enable that functionality. Apple's Face ID can see in 3D. It lights up the person's face and places 30,000 invisible infrared dots on it and captures an image. It then uses machine learning (ML) algorithms to compare the scan of the user's face with what it has stored about the owner's face to determine if the person trying to unlock the phone is the owner of the phone or not. Apple claims that the chance of fooling Face ID is one in a million [1].

After unlocking their phones many people check out their social media accounts, including Facebook, Twitter, Instagram, and more, to get updated on what happened overnight. AI does not only work behind the scenes to personalise what individuals see on their feeds (because it has learned which types of messages resonate with them the most based on past history), it also analyses friend suggestions, identifies and filters out fake news, and machine learning works to prevent cyber bullying.

Most people send emails every day for different purposes. Tools such as Grammarly and spell check are activated when composing an email to help a person write messages without errors. These tools use AI and natural language processing [2]. On the receiving end of the messages, spam filters use AI to either block emails that are suspected as spam or identify an email as something the recipients would like to receive in their inbox. Anti-virus software uses machine learning as well to protect users' email account.

Most humans can't live without surfing Google for an answer or product they want to have. Search engines would not be able to scan the entire Internet and deliver what customers want without the assistance of AI. The advertisements, that follow people everywhere, are supported by AI, based on their

search history and personalised for them in order to receive goods in front of them, according to the algorithms, people will appreciate.

Digital voice assistants – from getting directions to the lunch location to weather information for a weekend trip – are quickly turning into people's lifelong helpers. These tools from Siri and Alexa to Google Home and Cortana, use natural language processing and generators driven by AI to return answers to users [3].

Modern homes are increasingly becoming "smart". Some people now have "smart" thermostats like Nest that learn about their heating/cooling preferences and daily habits to adjust the temperature to their liking by the time they get home. There are smart refrigerators that make lists of what people need based on what is no longer in their refrigerators and also offer recommendations on products for the dinner. Of course, smart appliances will continue to get more and more widespread. The travel assistance provided by AI includes something more than maps. Google maps and other travel applications use AI to monitor traffic to provide users with real-time traffic and weather information, as well as suggest ways to avoid traffic jams. The car, a person drives to work, can be equipped with a driver-assistance technology, and in some states of the US a person can order a self-driving car through Google's sister company Waymo, which will take the person to and from work.

There are many ways to introduce AI into the banking system. It is actively involved in ensuring transaction security and fraud detection. If a client of a bank visits a store during lunch and buys a new pair of trousers, AI will check the purchase to determine if it is a "normal" transaction, and either confirm or reject the transaction, fearing that someone else is using the client's credit card

In conclusion, it should be underlined, that all the examples mentioned above are just the tip of the iceberg, because AI is one of the most promising technologies created by mankind. It plays a positive role in a modern world, improving people's lives and creating a better future for generations to come.

References:

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