

How does AI affect the way we work now?

AI pervades every aspect of our day to day lives now, whether it be asking Siri on your iPhone to check something for you, or using your Nest device in your home to regulate the optimum temperature. It is employed by companies like Netflix, Spotify and Amazon to curate and caters to your every consumer need, with Amazon trying to work their AI in such a way that one day, it will know what you want to buy even before you do.

We, as consumers, use AI every day without even realising it. When you want to watch something new on Netflix, the algorithms suggest a TV show or film that you will enjoy, by using machine learning to know what you like, and what you don't, based on how long you watch a certain thing.

It is easy to assume that AI or pseudo-AI is only used by things like Amazon and Netflix, but the applications of AI and machine learning are a lot more widespread than you think. For example, Unilever is starting to use AI when looking for potential candidates for jobs. In a report about how efficient the whole process is, they were able to show that they could process about four times as many candidates, from a much wider range of universities, as well as cutting down the recruiting process from months to a few weeks.

At digital consultancy firm [Accenture](#), AI is being used to help employees keep track of their ongoing professional development, and highlight where and when someone might need more training or whether they might be better suited in a field that is different to the one they are currently in.

Social Media companies such as Facebook and Instagram use complex algorithms and AI, paired with machine learning, to be able to show you what you would want to see on Instagram or which of your friends you see more content from, based on how much you interact with their posts and talk to them. All that data that you enter is logged, and used, at the very least, to 'improve' your social media experience.

The impact of the pandemic and lockdowns has consumer acceptance and appreciation of AI solutions, resulting in consumers becoming more comfortable using AI in their everyday lives. As AI continues to become an integral part of consumers' day-to-day activities, the growing acceptance and reliance on these solutions provide an opportunity for entrepreneurs to create new AI-driven innovations. This, along with the increased acceptance of AI solutions among younger generations, is creating an ecosystem for AI-driven technology to thrive. We look forward to helping entrepreneurs build new AI-driven solutions that increase efficiency, productivity, and convenience that benefit businesses, consumers, and society.