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Exploring the World of AI

A nontechnical overview of applications, concepts and responsibilities

FA-0614 · 2 hours

AI for Leaders & Business

A two-hour talk on AI concepts, business and everyday applications, ethical questions and further learning.

Introduction

This two-hour talk introduces artificial intelligence to a nontechnical audience. It connects basic concepts with examples from business, public services, creative work and everyday tools.

The presentation uses illustrative scenarios and discussion rather than hands-on labs. Technical components and research directions are covered at awareness level so participants can ask informed questions about capabilities, limitations and responsible use.

Learning outcomes

The talk teaches participants to:

- Explain AI, machine learning and deep learning in accessible terms.
- Recognise a high-level AI development lifecycle and the role of data, testing and monitoring.
- Discuss selected applications in business, daily life and creative work.
- Identify fairness, privacy, accountability and human-oversight questions.
- Distinguish demonstrated applications from speculative future capabilities.
- Choose a sensible next learning step based on their interests.

Prerequisites

No programming or technical background is required. No hands-on lab or specialist software is needed.

Training outline

1. Introduction — AI in Context

Overview of Artificial Intelligence

- Definition and scope
- Brief history and evolution
- Importance in the modern world

Objectives of the Talk

- Understanding basic concepts
- Exploring various applications
- Discussing ethical implications and future prospects

2. Part I — Core Concepts and Development

Understanding AI

- Task-focused AI systems and the research idea of general AI; avoid treating speculative capabilities as established practice.
- Machine Learning and Deep Learning

Core Components of AI

- The role of algorithms and data at a conceptual level.
- Neural networks and learning processes: high-level explanation rather than mathematical implementation.
- Natural Language Processing (NLP)
- Robotics and Perception

AI Development Process

- Data Collection and Processing
- Model Training and Testing
- Deployment and Maintenance

3. Part II — Applications and Limitations

Industry-Specific Applications

- Healthcare examples: diagnostic support and personalised-care research, with validation and professional oversight.
- Finance examples: fraud detection and trading support; model outputs do not establish investment returns.

- Retail: Personalization, Inventory Management

Everyday Applications

- Virtual Assistants (e.g., Siri, Alexa)
- Recommendation Systems (e.g., Netflix, Amazon)
- Autonomous-vehicle examples: capabilities, operating conditions and limitations vary by system.

AI in Creative Fields

- Art and Music Generation
- Game Development and AI NPCs (Non-Player Characters)

4. Part III — Ethics, Society and Research Directions

Ethical Considerations

- AI Bias and Fairness
- Privacy Concerns and Data Security
- Automated decisions, accountability and appropriate human review.

Social Impact

- Potential changes to work and skills; no prediction of particular job losses or employment outcomes.
- AI in Governance and Law Enforcement

The Future of AI

- Selected research directions, such as neuro-symbolic approaches and quantum-computing research; distinguish experimental work from routine deployed AI.
- General AI as a research question, not an assumed available capability.
- Long-term Prospects and Concerns

5. Conclusion — Discussion and Further Learning

- Recap of Key Points

  Open Discussion and Q&A

  - Encourage audience interaction
  - Address specific queries or concerns

  Closing Thoughts

  - AI's possible future roles and the uncertainty of long-term forecasts.
  - Continuing learning and exploration in AI

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