

What is AI

RESEARCH ABOUT WHAT AI IS
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CONTENTS

Introduction	2
Research question	2
Problem	2
Method	3
Resultats	4
Conclusion	6
Reflection	7
Sources	8

INTRODUCTION

Research question

What is AI & what different models are there?

Problem

For our project, we need to get a clear picture of what AI is and what different models exist. In this research file I will try to answer these questions.

METHOD

I will primarily use the CMD method Literature Study during this research. The reason for this is because there is a lot, especially in this day and age, to be found about AI on the Internet. This is one of the biggest topics you can find. Because of this, I think it is very easy to find information about this.

RESULTATS

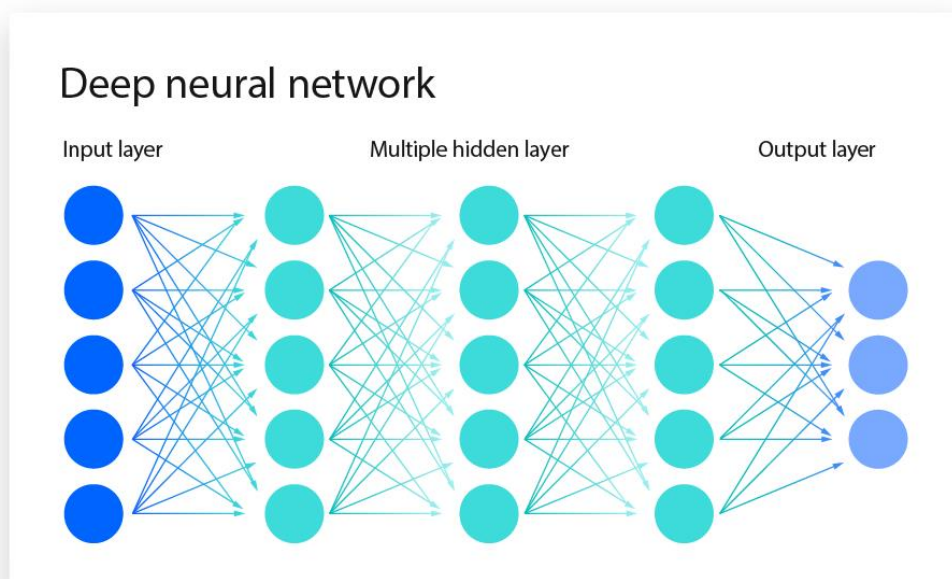
"Artificial intelligence, or AI, is technology that enables computers and machines to simulate human intelligence and problem-solving capabilities." ([IBM, n.d.](#))

As described above by IBM, AI is a technology that mimics the intelligence of humans and in this way can take over various tasks from us. The reason why this is being looked at so much is because with AI, tasks can be done better and it is a lot cheaper than hiring/hiring people.

AI comes in different models and is better combined with various other techniques. Think sensors or robots. There are also models that you can use even without other technology, for example, Generative AI.

AI can further be seen as strong and weak. Weak AI is in Apple siri or Amazon Alexa, among others. This while strong AI with intelligence should be almost or completely on the same level as humans. So most AI that exists now is also weak AI.

Then we have Deep learning and machine learning. Traditional machine learning algorithms are based on the use of statistical techniques to discover patterns in data. These algorithms typically require manual feature selection and engineering. Deep learning is a subfield of machine learning that uses multilayer neural networks to automatically learn features from data. These networks can learn highly complex and abstract patterns without the need for manual feature engineering.



Generative AI

"Generative AI is a form of artificial intelligence that allows someone to automatically generate text, images, audio and other content. There are an increasing number of programs and online tools that use this form of artificial intelligence. Anyone who gives such a tool a good assignment usually gets a useful and often surprisingly good result. In this article, we explain what generative AI is and outline the possibilities for education." ([Kennisnet, 2024](#))

A good example of generative ai is chatgpt. This is an AI model that generates text for use in various ways. It can also help with coming up with a recipe, writing code and you name it.

CONCLUSION

There are a lot of different algorithms and models when we look at AI. Also, we now know a little better how AI is put together and how it is made by providing a lot of information. The model to have for our project will be the Generative AI model. This can be ChatGPT but also Adobe Firefly or other image generation tools.

REFLECTION

During this research, I learned to look at different sources to form a better picture. For example, I looked for 2 good sources and got the right information from them and arrived at the generative AI models.

SOURCES

Bron 1 - What is Artificial Intelligence (AI)? | IBM. (n.d.).

<https://www.ibm.com/topics/artificial-intelligence>

Bron 2 - Marlies. (2024, March 8). Generatieve AI - Kennisnet. Kennisnet.

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