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ARTIFICIAL INTELLIGENCE

# 5 Ways Artificial Intelligence Is Already Influencing Your Daily Life and You Don't Even Know It

*The future is already here.*

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Image credit: Yuichiro Chino | Getty Images



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For many of us, the very mention of artificial intelligence (AI) conjures up futuristic notions of Skynet and the malevolent robots that rose up to destroy humankind in the *Terminator* film series.

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I had an eerie moment of this realization recently when searching my iPhone camera roll for some photos of a trip to the Cotswolds in the U.K. a few years ago. I opened up the search bar and started typing the word but only got up to the third letter when an album of images popped up featuring me and my heavily pregnant wife assembling a cot for our soon-to-be-born son.

What made the hairs stand up on the back of my neck was the fact that I had never given these photos a caption or category that could have indicated the content of the image. My phone had somehow "inspected" the image and identified that it indeed featured a cot.

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I quickly discovered that my phone was far from unique or special in its ability. In the weeks that followed I noticed that [Facebook](#) had begun recognizing the faces of friends in the photos I was about to post without me having to manually tag them. The AI-driven [technology](#) that underpins this somewhat unnerving development has achieved an astonishing degree of accuracy in recent years.

While the ethics and practicality of artificial intelligence are still up for debate, consider these five ways AI is already influencing and impacting your day-to-day life -- whether you are aware of it or not:

1. Virtual assistants, such as Siri or Google Assistant, [can not only recognize what you say](#) in natural language but even ascertain context and intent based on your tone of voice and request history.
2. Voice recognition technology already enables you to speak a sentence in one language and have it translated to the listener's language in real time.
3. Recommendation algorithms on Spotify or [Amazon](#) make intelligent suggestions of products, [books](#) or music you may like

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From a commercial and business perspective, the current applications of artificial intelligence are equally striking.

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JPMorgan Chase [recently](#) introduced a system for reviewing commercial loan contracts, which means work that once took loan officers 360,000 hours is now completed in a few seconds.

One [Brazilian online retailer](#) implemented an AI system to predict the likelihood of customers clicking on certain advertisements, allowing them to make [ad](#) placements more effective, resulting in \$125 million in additional revenue.

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Of all the commercial applications of AI, Google's recent mapping of the exact location of every business, household and street number in France stands out as especially remarkable. Traditionally a job this enormous would have required hundreds of GPS-enabled

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define our future -- it is impacting our present in some extraordinary ways too.

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