Digital technology and AI in business

Age range: 14-19

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How AI is present in our lives

Artificial Intelligence uses computers and machines to replicate the problem solving and decision making abilities that the human mind has.

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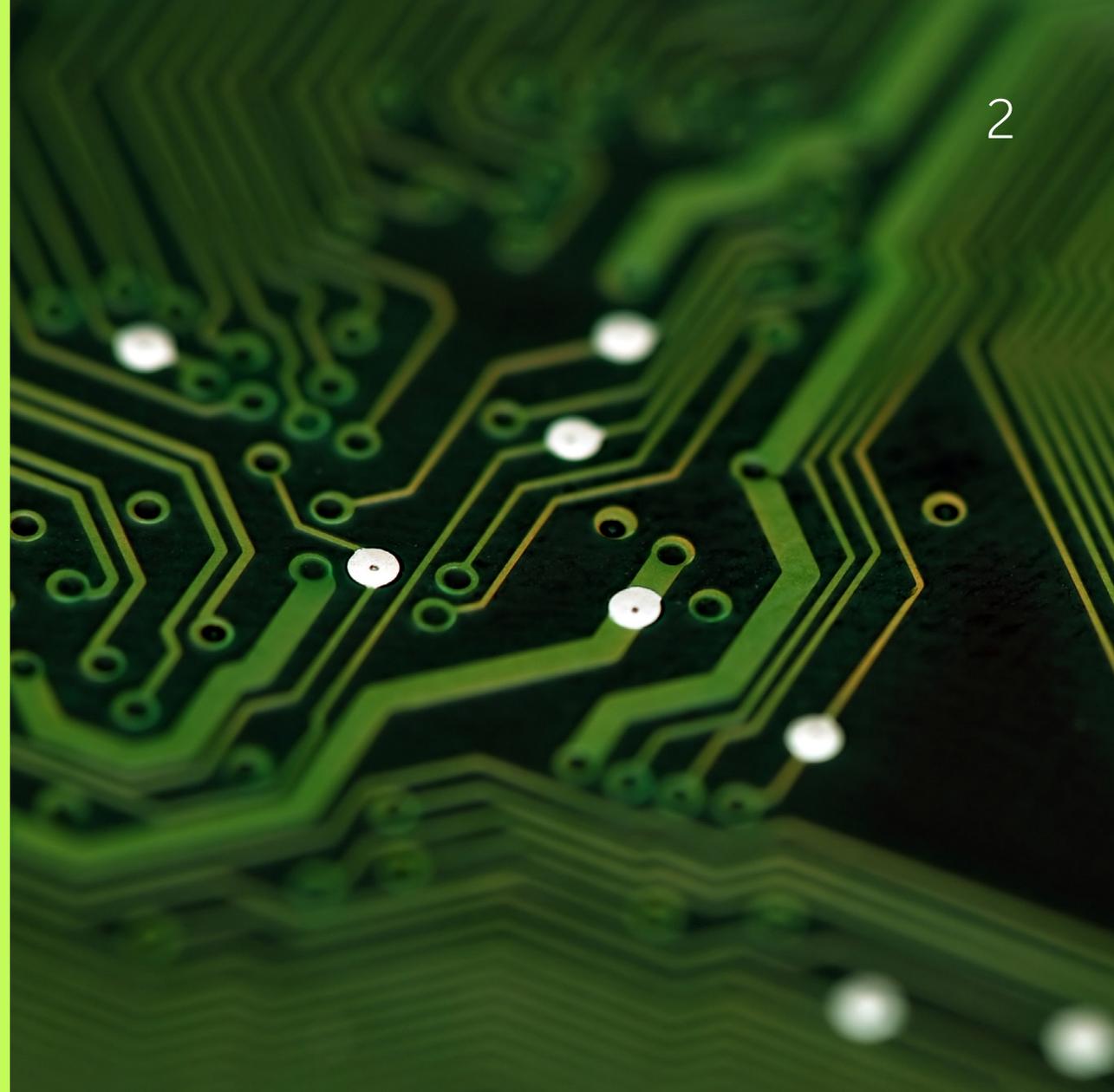
AI examples

| Product |
| --- |
| Amazon Alexa |
| Roomba vacuum |
| Google search |
| Tesla Car |
| Siri |
| Netflix recommendations |
| Chatbots |
| Medical robots |
| Oculus VR headset |

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The growth of AI

- The UK AI market is worth more than £16.9 billion, according to the US International Trade Administration, and is expected to grow to £803.7 billion by 2035.

- The number of UK AI companies has increased by 688% over the last 10 years.

- Around one in six UK organisations, totalling 432,000, have embraced at least one AI technology.

- The UK has an AI workforce of over 50,000.

- AI contributed £3.7 billion to the economy in 2022.

- Britain has twice the number of AI-based companies than any European nation.
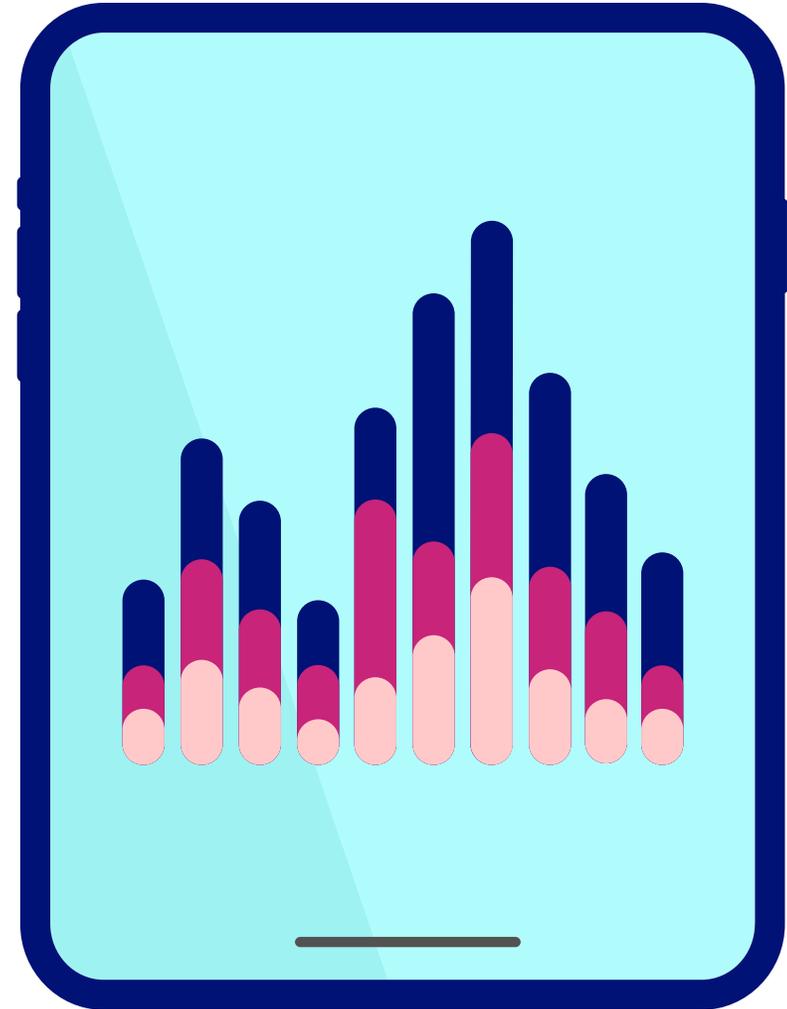
Source: **UK Artificial Intelligence (AI) Statistics And Trends In 2023 – Forbes Advisor**

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Developing awareness and knowledge of AI

Statement	True or false	Explanation
AI can be expensive to develop		

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AI devices (e.g., your smartphone) are always listening to you	**True**	Whilst devices do not have audio recordings of everything we say, devices will listen for certain keywords and terms, which can they influence what advertisements you are viewing on social media etc.

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Examples of real world problems

Not being able to cook

Being late for something

Not able to find the right job

How to save enough money

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The responsibility of using AI

Entrepreneurs are increasingly looking to use AI to solve problems and challenges in the world, but should consider fairness, ethics and transparency when using technology such as AI.

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How to implement AI in a digital business

	Forts Games	Quick Travel	WorldWide Ed	Ezy Vegan	Babee boutique
Background	A software developer that produces video games for the latest consoles	An online travel agents and booking services for European holidays	An online learning platform offering a range of short and long terms courses for people to upgrade skills and knowledge	An online food subscription service for vegans	A retailer that offers unique, high quality and chic baby clothing for sale online

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Factors to consider	Growth of mobile app gaming, designing new and creative characters/ storylines, cloud base gaming, digital downloads	Secure payments online, tailoring of flight/hotel packages to the customer, checking flight availability	Range of courses available, accessing on multiple devices, ensuring courses match skills desired by employers e	Online ordering of ingredients, recipes for customers, trends and fashions	Selling online via website and mobile app, reaching more customers, brand development

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