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Artificial **I**ntelligence **I**n **E**veryday **L**ife

U2U Innovate

Enabling Transformation

Humanizing Experiences

Building Value

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Artificial Intelligence in Everyday Life

Artificial Intelligence (AI) is becoming a part of our daily routines, often without us even realizing it. From the videos we watch to the products we buy and the voice assistants we talk to—AI is working behind the scenes to make life easier and more personalized.

AI helps solve problems by learning from data, recognizing patterns, and making decisions. It powers tools like Google Search, Netflix recommendations, and virtual assistants like Alexa, helping them understand user preferences and respond smartly.

In different industries, AI is also creating a big impact. In healthcare, it supports doctors by predicting diseases and improving diagnosis. In finance, it detects fraud and helps with smarter investments. In marketing, AI is used to target ads and understand customer behavior.

Social media platforms like Instagram and LinkedIn use AI to recommend content, filter spam, and help people connect. These smart systems learn from how we interact with content to keep our feeds engaging and relevant.

Learning about how AI works in everyday life gives us a better understanding of its real-world

value. Simple hands-on projects like building a basic AI-powered recommendation system (without coding) and exploring case studies show us how AI is used to solve actual problems around us.

As AI continues to evolve, gaining even a basic understanding of how it works allows us to engage with technology more confidently and responsibly — not just as users, but as informed participants in a rapidly changing world.

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