



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



23BAT615 – Artificial Intelligence for Managers

Unit V – Framework For Delivering AI Solutions



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Guess the Topic!!!

**Important of content in
AI & ML in Marketing**

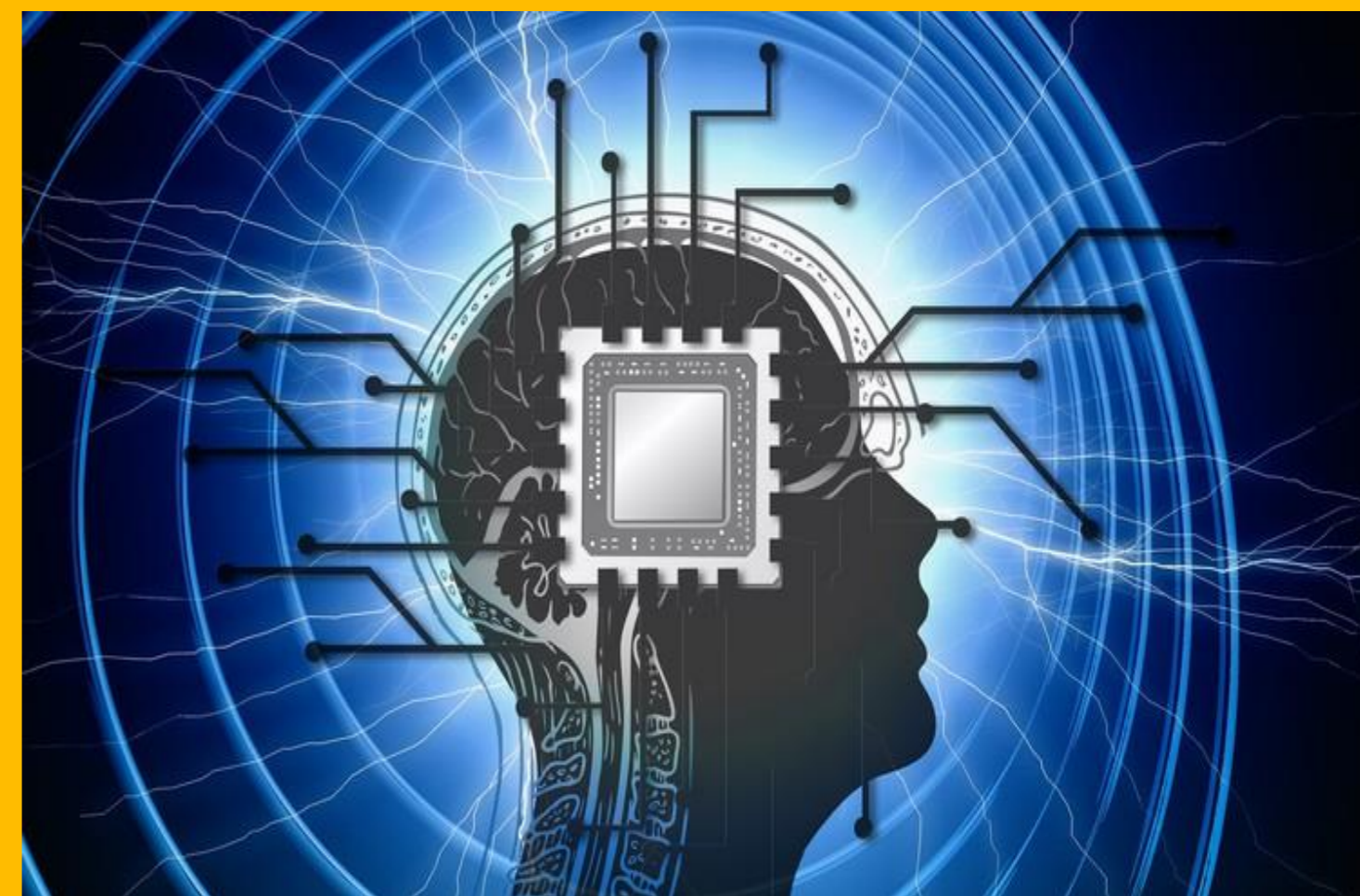




Recap



➤ Visualization Techniques





Discussion about.....

- x Understanding content For AI
- x Content creation For ML
- x The Impact of Content Quality
- x Content Optimization
- x Ethical Considerations in content for AI
- x Content's role in AI Decision Making

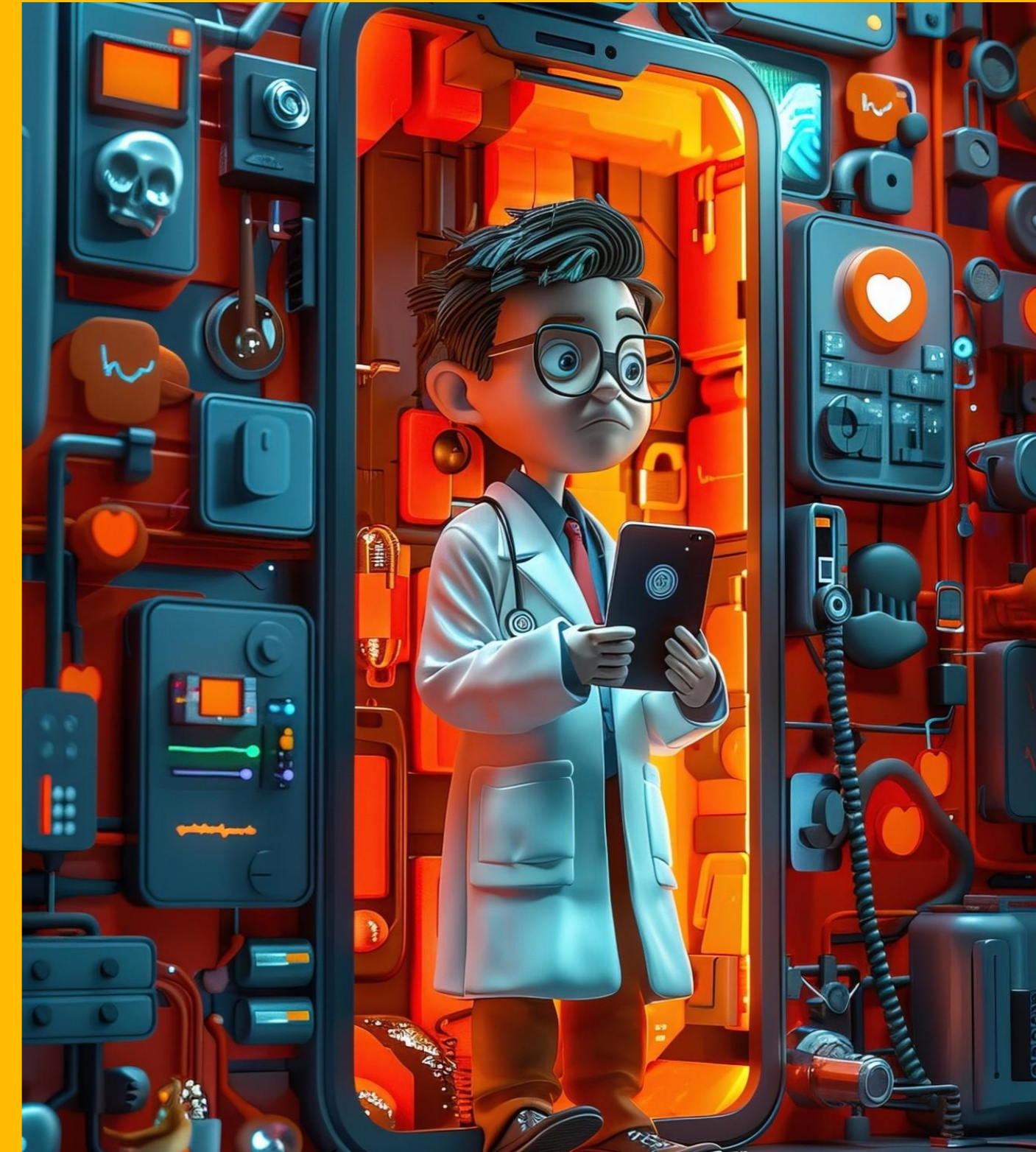




THE CRUCIAL ROLE OF CONTENT IN AI AND ML

UNDERSTANDING CONTENT FOR AI

Quality content for **AI** encompasses diverse data types, including text, images, and videos. It must be **accurate**, **relevant**, and **diverse** to ensure the effectiveness of AI algorithms in understanding and processing information.



CONTENT CREATION FOR ML

In **ML**, content curation involves selecting and preparing data for training models. **Structured, clean, and balanced** datasets are essential for building accurate and unbiased machine learning models.



THE IMPACT OF CONTENT QUALITY

High-quality content leads to more accurate predictions and insights in AI and ML. Conversely, poor content quality can introduce biases and errors, undermining the reliability of AI and ML applications.



CONTENT OPTIMIZATION FOR AI

Optimizing content involves leveraging natural language processing, image recognition, and data preprocessing techniques to enhance the compatibility of content with AI algorithms.



Ethical Considerations in content for AI



Ethical content practices are essential to prevent the propagation of bias and misinformation in AI and ML systems.

Transparency and accountability in content sourcing and usage are critical for ethical AI development.

CONTENT'S ROLE IN AI DECISION-MAKING

Content influences the decision making processes of AI systems. Well-curated and diverse content enables AI to make informed decisions, while biased or limited content may lead to flawed outcomes.



Summary

- Understanding content For AI
- Content creation For ML
- The Impact of Content Quality
- Content Optimization
- Ethical Considerations in content for AI
- Content's role in AI Decision Making



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Thanks!

