

Machine Learning at a Glance: Fast Facts for Marketers

No time to read the full Machine Learning eBook? Here's the abridged version:

What is machine learning?

Machine learning (ML) is a form of artificial intelligence (AI) that enables computers to learn without explicit programming. Instead of telling a computer everything it needs to know to complete a task, ML can enable a computer to essentially "figure it out for itself", using data to learn. The more data a computer is fed, the more it learns and the smarter it gets, improving its accuracy and ability to complete tasks over time.

How does it work?

Machine learning is driven by a cutting-edge technology called Deep Learning. Deep Learning is inspired by the structure of the human brain and uses artificial neural networks to process data similar to the way neurons do in our brains. It involves feeding massive amounts of data through the neural network to "train" the system to accurately classify the data. Today's supercomputers and the rise of Big Data have helped make Deep Learning, and thereby the advances we've seen in machine learning, a reality.

Why should you care?

Machine learning is behind many of the technologies that we use today, including online search, natural language processing (used by digital assistants like Alexa and Siri), marketing personalization, Netflix recommendations, and much more. It's also powering innovations in the works like self-driving cars, and continued research into developing full AI robots. There's no question that ML and its impact on our lives will continue to grow as the technology continues to advance.

What does the future hold?

As ML and automation take over many of the routine or analytical jobs, humans will need to redefine their roles, with a focus on the areas where humans are superior to machines: creativity, empathy, and passion. AI will free up more time for us to think big and be creative. Some predict that AI will also help us solve big problems, like cancer and climate change. TLDR: It's gonna be OK. Maybe even better than before.