MIT SLOAN SCHOOL OF MANAGEMENT

MIT COMPUTER SCIENCE AND ARTIFICIAL INTELLIGENCE LABORATORY (CSAIL)

ARTIFICIAL INTELLIGENCE:
IMPLICATIONS FOR BUSINESS STRATEGY

ONLINE SHORT COURSE

MODULE 1 UNIT 1
Video Transcript

MIT AI M1 U1 Video Transcript

TOM MALONE: Hello. I'm Professor Thomas Malone. And welcome to the course on Artificial Intelligence: Implications for Business Strategy. This course is not just about how to create smarter machines, it's about how to create smarter organizations. And to do that, we need to realize that intelligence is not just something that arises in individual brains or individual computers, it also arises in groups of individuals.

In fact, I define collective intelligence as groups of individuals acting collectively in ways that seem intelligent. Now, by that definition collective intelligence has been around for a very long time. Armies, companies, countries, families, these are all examples of groups of people working together in ways that at least sometimes seem intelligent.

But in the last few years we've seen some very new kinds of collective intelligence, enabled by new technologies. Think of Google, for instance, where millions of people all over the world have created web pages and linked those web pages to each other. All that knowledge is then harvested by the Google technology so that when you type a question in the Google search bar, the answers you get are often surprisingly intelligent.

Or think of Wikipedia where thousands of people all over the world have collectively created a very large and amazingly high quality intellectual product with almost no centralized control and, in most cases, without even being paid. I think these early examples of technology-enabled collective intelligence are not the end of the story, but just barely the beginning.

I think we'll see many more examples of these kinds of technology-enabled collective intelligence over the coming decades. And if we want to try to predict what's going to happen, especially if we want to take advantage of what's going to happen, I think we need to understand those possibilities much more deeply than we do so far. That's our goal in this course. One way of framing the core research question is this: How can people and computers be connected so that, collectively, they act more intelligently than any person, group, or computer has ever done before?

Now, that's a big question. And there are at least two ways to answer it. One is by connecting people to each other in new ways, so they can act more intelligently as a group. And we'll see some examples of this way, in passing, in this course.

But the other way, and the way we will focus on primarily in this course, is by connecting people to computers that have more artificial intelligence, more AI. In this first module, we'll talk about what AI is and how to use it strategically in business. Then, in the next three modules, we'll focus on three main types of AI, what's called machine learning, natural language processing, and robotics.

And in the last two modules we'll talk about other kinds of AI, what AI means for business and society, and the future of AI. By the end of the course we hope you'll be a different person in a number of ways. First, you'll know a lot more about AI in business.

You'll be able to describe a number of business applications of AI to describe some of the strategic, technical, and other factors to consider in deciding where different kinds of AI

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applications would be appropriate in business. And you'll have a number of ideas and a concrete plan for how your own organization, or some other organization of interest to you, can use AI to gain strategic advantage.

Second, you'll know more about AI generally in the world. We hope that you'll believe that AI, in at least the next two decades and probably much longer, won't be like the robots of science fiction, that the most important kinds of intelligence in the foreseeable future won't be AI alone, but collective intelligence that includes both people and computers, and that AI probably won't eliminate your job. And even if it does, that you'll probably get a more interesting one. Finally, and perhaps most importantly, if you're afraid of AI now, we hope that by the end of this course you won't be any longer.

Did you understand all the concepts covered in this video? If you'd like to go over any of the sections again, please click on the relevant button.