



# Artificial Intelligence: A Descriptive Study On The Uses And Impact Of Different AI's Tools On Individual's Lifestyle And Educational Sector

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**Abstract:** Artificial intelligence is a fact of life in today's society. Almost everyone is experiencing AI in their daily lives. AI assists humans in situations when they utilise technology as a vital part of their lives. AI is critical to helping people solve issues and make decisions about what they want to do. AI is beneficial not just in research and technology but also in management and education. The study's goal is to investigate the many sorts of AI tools that individuals can use in order to discover solutions to practically every problem and question they have. The research is descriptive in nature and is based on secondary data. The study's findings meet the study's goals. The research focuses on various types of AI technologies, their characteristics, their effects, and their usability. The research indicates that while AI has become an essential aspect of people's lives, it should not have such a profound impact on people's lives that it causes societal harm.

**Keywords:** Artificial Intelligence, Education, Application, Machine Learning, Digital Marketing.

## Introduction

Artificial Intelligence (AI) automates and improves data preparation and visualization, as well as hard analytical activities, to simplify big data analysis. Though AI can do jobs consistently, humans must still set up systems to get an advantage. Artificial Intelligence is used to automate recurrent data learning and exploration. Furthermore, AI improves the intelligence of current items. Many technologies can benefit from the combination of automation, conversational platforms, bots, and smart devices with enormous volumes of data. AI adapts by allowing data to perform the programming through the use of progressive learning algorithms. Artificial Intelligence is a technology that enables computers or robots to think like humans and execute activities comparable to those done by the human brain. Artificial Intelligence and technical advancement are increasingly being used practically in many sectors of Life. It has been used in tandem with digital marketing to assist business in reaching out to customers at the right moment. Marketers are able to process large amount of data while meeting client expectations. AI has been used to ensure customer satisfaction. In India, internet use is increasing, which brings up new economic opportunities. In the present period, Artificial Intelligence (AI) is a diverse science that applies advanced techniques to draw perspectives from massive amounts of data. The basic idea behind AI is to teach robots to practice and resolve problems that are faced on a regular basis. AI refers to artificial intelligence in comparison to human intelligence. In order to achieve its aim, an AI-powered system of intelligence robots examines its environment. Artificial Intelligence is any computer that must think and act like a person in order to learn and solve issues. These characteristics identify artificial intelligence. For some people, a repetitive profession might become dull or uninspiring. People, on the other hand, will never have to perform such arduous tasks. Many business operations may be automated with AI, allowing us to focus on our core competencies. The goal of AI is to create machines that can automate jobs that require cognitive processing. Control, planning, and scheduling are examples; the capacity to answer diagnostic and

consumer queries; handwriting; natural language processing and perception; speech recognition; and the ability to move and manipulate things are further examples of AI. To grasp the concept of AI, consider what differentiates our intelligence from that of other creatures; our capacity to learn from experiences and apply what we have learned to new circumstances. Humans can accomplish this because humans have the most neuros of any animal species. Computers nowadays are not even close to matching the human organic brain network. They do, however, have one huge edge over us; they can process massive amount of data and experience faster than humans could ever dream. AI can provide teachers with the materials they need to help kids reach their full potential and more precisely measure a student's development over time. As artificial intelligence advances, so will its capacity to identify possible areas for improvement in the way we educate and assess our pupils. It claims to usher in a new age of educational excellence in which no kid is left behind and all pupils have equal opportunities to succeed. AI is closely related to Machine Learning. Machine Learning teaches computers to learn from data and experience in order to enhance their performance in certain jobs or decision-making processes. For this reason, ML employs statistics and probability theory. Without explicit programming, machine learning parses data, learns from it, and makes decisions. Many machine learning methods are classified as either supervised or unsupervised. Supervised algorithms may apply previous learning to new data sets, whereas unsupervised algorithms can derive conclusions from datasets. The algorithms used in machine learning are built with the goal of establishing linear and non-linear correlation in a given collection of data. This feat is accomplished via the statistical approaches used to train the algorithm to categorize or predict from a dataset.

### Review Literature

**Dr. Rajakrishnan Manivel(2023)**, "Exploring the Impact of Artificial Intelligence in Business Decision Making" In his study the researcher found that AI had a large effect on how businesses operate make decisions. (AI) has the potential to revolutionize organizations and sectors by facilitating data driven decision making and automating repetitive operations to boost productivity, creativity, and customer satisfaction. However, in order to fully use its potential while minimizing hazards, it also offers obstacles that must be handled in a responsible manner. The use of AI in business decisions, however, has the potential to cause ethical, legal, and societal problems due to issues like algorithmic prejudice, data privacy, and the loss of jobs.

**Hafiz Muhammad Rizwan Khan, ShoaibAhmad, Rashid Javed and Nadia Nasir (2023)** "The Significance of Artificial Intelligence in Business and Accounting: A Bibliometric Analysis", In this research the researchers observed different software that are using to enhance the capabilities of human efforts. In this study they concluded that the publications, citations, research documents on artificial intelligence are not increasing rapidly but these are beneficial for the economic development, business management and accounting practices. This study has explored not only the term "Artificial Intelligence" but also the importance and role of AI in subject field of business management and accounting. AI won't replace accounts workers in the field of accounting; instead, it will change the emphasis.

**Tominc Polonaand Rozman Maja (2023)**, "Artificial Intelligence and Business Studies: Study Cycle Differences Regarding the Perceptions of the Key Future Competences", In this study researchers found that AI has the potential to bring about significant changes in the workplace, and students need to be equipped with the skills and knowledge to navigate these changes effectively. By incorporating AI-related topics and skills into the study process, students can develop the skills necessary to work with AI tools and technologies, including machine learning, data analytics, and natural language processing. Furthermore, by improving the learning process in connection with AI, students can also become better prepared to address the ethical and societal implications of AI. They can develop critical thinking skills and engage in discussions about the ethical and social implications of AI, including issues related to privacy, bias, and the impact of AI on employment.

**FadliAgus Triansyah, Ilham Muhammad, Andi Rabuandika, KartikaDwiPratiwi Siregar, Nurhuda Teapon and Mohammad Syahru Assabana, (2023)**, "Bibliometric Analysis: Artificial Intelligence (AI) in High School Education" The researchers founded that China is the most influential country in this field. Computer science and social science are the subject areas with the highest number of documents. New themes in this field are machine learning and deep learning. Artificial Intelligence is not directly connected with some third clusters keywords such as Artificial Intelligence Literacy, computer science education, and conception.

**Mariya SIRA (2023)**, “Artificial Intelligence And Its Application In Business Management”, The Researcher concluded that Artificial intelligence has the potential to help organizations with critical business operation tasks, such as strategy planning, product design, marketing, finance and accounting, and customer support. As business leaders seek to deploy more artificial intelligence within their organisations, a crucial first step is to develop a plan for using AI to meet their business goals and develop a comprehensive AI strategy. Critical components of an AI strategy include the plan for acquiring the necessary AI capabilities, whether through external sourcing or internal development, the method for assembling AI talent, and the availability and collection of the properly labelled data required to train the AI models.

### Objectives of the Study

The objectives of the study are as follows:

- To know about Artificial Intelligence.
- To know about different tools of AI that help people in different ways.
- To know about the features of different tools that can be helpful for the students in their education career.

### Some Tools of Artificial Intelligence (AI)

- **RunwayML:** RunwayML is a great tool for generating art by experimenting with various AI models and algorithms. It includes a diverse set of modes capable of producing photos, movies, and music. One can use his own datasets and models or those from library. RunwayML includes an easy-to-use interface that allows you to experiment with different parameters and receive immediate feedback. It includes a large number of pre-trained models and algorithms for creating art. Users may experiment with various models and settings in real time. It has an easy-to-use interface that makes it simple to get started and provides fascinating results.
- **Tome:** Tome AI is a website that uses artificial intelligence to create captivating presentations. It effortlessly integrates text and graphics to create dynamic visual storytelling by exploiting the capabilities of ChatGPT and DALL-E 2. Users can simply create compelling presentations with any sort of information with Tome AI, and the process is simple and easy. Signing up for a Tome account provides access to this revolutionary technology, with each presentation costing about 15 points. The platform is extremely configurable, allowing users to add elements such as tables, animations, graphics, and more to their presentation. Tome AI analyses user’s content using advanced Natural Language Processing (NLP) algorithms to give the user actionable insights and ideas for development. This guarantees that user’s content is optimized for increased engagement and conversions. Tome AI has been created with simplicity of use in mind. The user interface is basic and intuitive, making it suitable for all levels of marketers and content providers. With the help of Tome AI Users can swiftly develop high-quality content, freeing up time and resources for other marketing chores. Tome AI connects with a number of marketing tools, including HubSpot, WordPress, and Shopify, allowing you to further streamline your content marketing efforts.
- **Poised:** In recent years, Artificial Intelligence (AI) has transformed businesses and solved challenging challenges. However, like with any new technology, there are questions about how it will be utilized and the potential unexpected effects. One of the most difficult difficulties in the creation of AI system is maintaining their accuracy and objectivity. This is where Poised AI comes in, a phrase used to characterize AI system that can retain accuracy and fairness even in novel and unexpected conditions. Poised AI is a new discipline that integrates machine learning algorithms, human biases, and ethical concerns in order to produce AI systems that are both successful and responsible. Understanding what makes an AI system “Poised” depends on a number of things. A “Poised” AI system has been trained on high-quality data and can generalize successfully to fresh data. It can also detect and correct for human biases in the data, ensuring that the final models are as fair and accurate as possible. The advantages of Poised AI are obvious. We can make better judgments and handle complicated issues more effectively if we develop AI systems that are truthful and fair. Furthermore, Poised AI can aid in the reduction of decision-making bias, allowing for the development of AI systems that are more inclusive and representative. Developing Poised AI systems, on the other hand, is not without difficulties. When creating these systems, technological, ethical, and legal factors must be taken into account.

- **GPT 3:** GPT-3, or the third-generative Pre-trained Transformer, is a neural network machine learning model trained to produce any type of text from internet data. It was created by OpenAi and uses only a tiny quantity of text as input to generate vast volumes of relevant and sophisticated machine-generated material. The deep learning neural network model in GPT-3 has approximately 175 billion machine learning parameters. To put things in perspective, before GPT-3, the biggest trained language model was Microsoft's Turing Neural Language Generation (NLG) model, which contained 10 billion parameters. GPT-3 is the biggest neural network ever created as of early 2021. As a consequence, GPT-3 outperforms all previous models in creating text that appears to have been produced by a person. Depending on the application, ChatGPT may create text in a number of styles, such as official or casual. ChatGPT may create text in a range of genres, including news articles, fiction, and poetry. ChatGPT can be used to create text for Search Engine Optimisation (SEO) or comprehension. ChatGPT may be used to create text that is consistent with the voice or tone of a certain brand. ChatGPT may be used to create text that is devoid of human biases or preconceptions, enhancing language processing fairness and inclusivity.
- **Sembly:** Sembly AI is a professional meeting and note-taking application that generates insights and summaries. It allows users to concentrate on the subject while taking notes, conveniently access previous meetings, and recall earlier talks with accurate transcription and voice recognition. Users may also use Sembly to automate follow-ups, distribute meeting minutes, and export transcripts in a variety of formats. It features powerful search capabilities, the ability to attend and record meetings on numerous platforms, and the ability to link with other applications such as Slack and Trello. Sembly provides enterprise-grade security and adherence to all applicable regulatory regulations, making it appropriate for people, teams, and enterprises of all sizes. Some important works of Sembly AI are Sentiment Analysis, Meeting Minutes Automation, and Automatic Summarization, Workspace and collaboration, Gance View Activities, Cross-Meeting Analytics and Robust Access Control Model.
- **Mixo:** Mixo is an AI-powered web builder that assists rapidly launching, validating, and scaling their company ideas. Mixo will produce whole website content in seconds based on a simple description of the concept. Begin collecting subscribers with eye-catching landing pages that don't require any coding or design. Begin with an integrated email waiting list and all you need to begin, expand, and test ideas.
- **Midjourney:** Midjourney AI is a solution that employs artificial intelligence to improve customer service. It collects data, analyses client inquiries using machine learning and natural language processing, and gives tailored replies. Midjourney AI can improve customer service while also lowering expenses and increasing customer happiness. Commerce, Healthcare, Banking, and Finance are all using Midjourney AI. Concerns have been raised concerning privacy, security, prejudice, and discrimination.
- **Synthesia:** Synthesia AI is a cutting-edge video content production tool that uses artificial intelligence to create lifelike personalized avatars and convert text into human-like speech. The programme is intended to make video production easier for those who lack design expertise or access to professional equipment. Synthesia AI, founded in 2017 by Victor Riparbelli, Matthias Niessner, Lourdes Agapito, and Steffen Tjerrild, intends to transform the content creation process by leveraging AI to boost human creativity and expedite workflows. AI avatars that are lifelike create a realistic and entertaining video experience. Support for many languages and dialects appeals to a wide range of users. A user-friendly video editing studio makes video creation easier.

## Uses and Impact on Individuals and Students

In this paper, we discussed a number of AI tools that are useful for their users in various ways, such as RunwayML, which provides its users with a wide range of models and algorithms as well as a user-friendly interface, but some algorithms require a lot of power to operate, which turns it into software that can only run on certain systems, and the results provided by RunwayML may not be as clear and refined to adopt the result as it is, so users or students may not believe in it. In some, AI saves time, but it has the limitation of having restricted content categories; it cannot adapt the user's material to match certain criteria or finishes. As a result, users or students can begin their work using this AI, but they must meet certain criteria. Poised AI allows us to make more accurate predictions, mitigate human bias, make quick decisions, personalise learning experiences, identify at-risk students, and predict student items. However, Poised AI is dependent on high data quality; it requires more data consumption, and there is always the risk that it will not perform well in every situation. In this instance, users of Poised AI may encounter issues such as increased data use a system malfunctions. When it comes to ChatGPT-3, this AI can generate human-like prompts, text in multiple languages, a large amount of text quickly, which is useful for chatbot and virtual assistant applications, text in a variety of styles, and generate new articles, stories, or poems, but the text generated may contain biases and stereotypes. Despite its progress, the system lacks a complete comprehension of the text's content or context. ChatGPT-3 users can get responses, but the relevance of the answers can be questioned. Sembl AI is useful for meeting minutes, summarising glance views, workspace and collaboration, AI-recognised activities, and cross-meeting analysis, but it can be buggy and difficult to use at first. The insights produced by AI are not always actionable. This AI will also cause issues for users. Mixo AI offers customers a big music collection with songs from many genres and artists, as well as new music based on the users' interests and listening history; however, Mixo requires a paid membership to use all of its capabilities. Mixo is presently only compatible with a limited number of devices; therefore, it is not suitable for everyone. The issue with Mixo is its incompatibility and monthly subscription fee. Users will dislike an AI that is difficult to use and expensive. The AIs are Midjourney and Synthesia; Midjourney offers customised replies to its consumers, while Synthesia offers a realistic and entertaining video experience. The accuracy and relevance of Midjourney's AI models are critical to their efficacy. Models that are not adequately trained or updated may produce erroneous and irrelevant results. In Synthesia, the personal plan's monthly video credit limit may be too limiting for certain users. Some firms may find the bespoke avatar design service prohibitively pricey. Students want precise information for projects, assignments, and other futuristic material; thus, they cannot rely on Midjourney in this situation, and a user with a love for producing films may be able to utilise the Synthesia AI, but Synthesia cannot fulfill their wishes.

## Conclusion and Suggestions

Today is the day of artificial intelligence. AI refers to artificial intelligence, although in general, people believe that when someone mentions AI, he or she is referring to robots that can walk, communicate, have a feeling of being human, execute duties like a real person, and so on. People, however, forget that they are surrounded by AI. They use AI in their daily lives; they converse with AI (through SIRI), ask questions from AI (via Google Assistant), set alarms, remember anniversaries, birth dates, key dates, meeting times, and so on. This study demonstrated certain AI technologies that have unique characteristics and may assist individuals and students on a variety of levels. Though AI is critical in today's world, two worldwide behemoths, Microsoft and Google, are both working on AI technologies for the sake of humans, such as Chat GPT and Google PaLM 2. However, several distinguished individuals cautioned us against overusing technology and advised us not to become their slaves. We may acknowledge that AI is the future and that its influence on our lives will be felt, but designers and developers should strive to make AI a useful tool rather than making it intelligent like humans.

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