

Miten AI muuttaa matkailua

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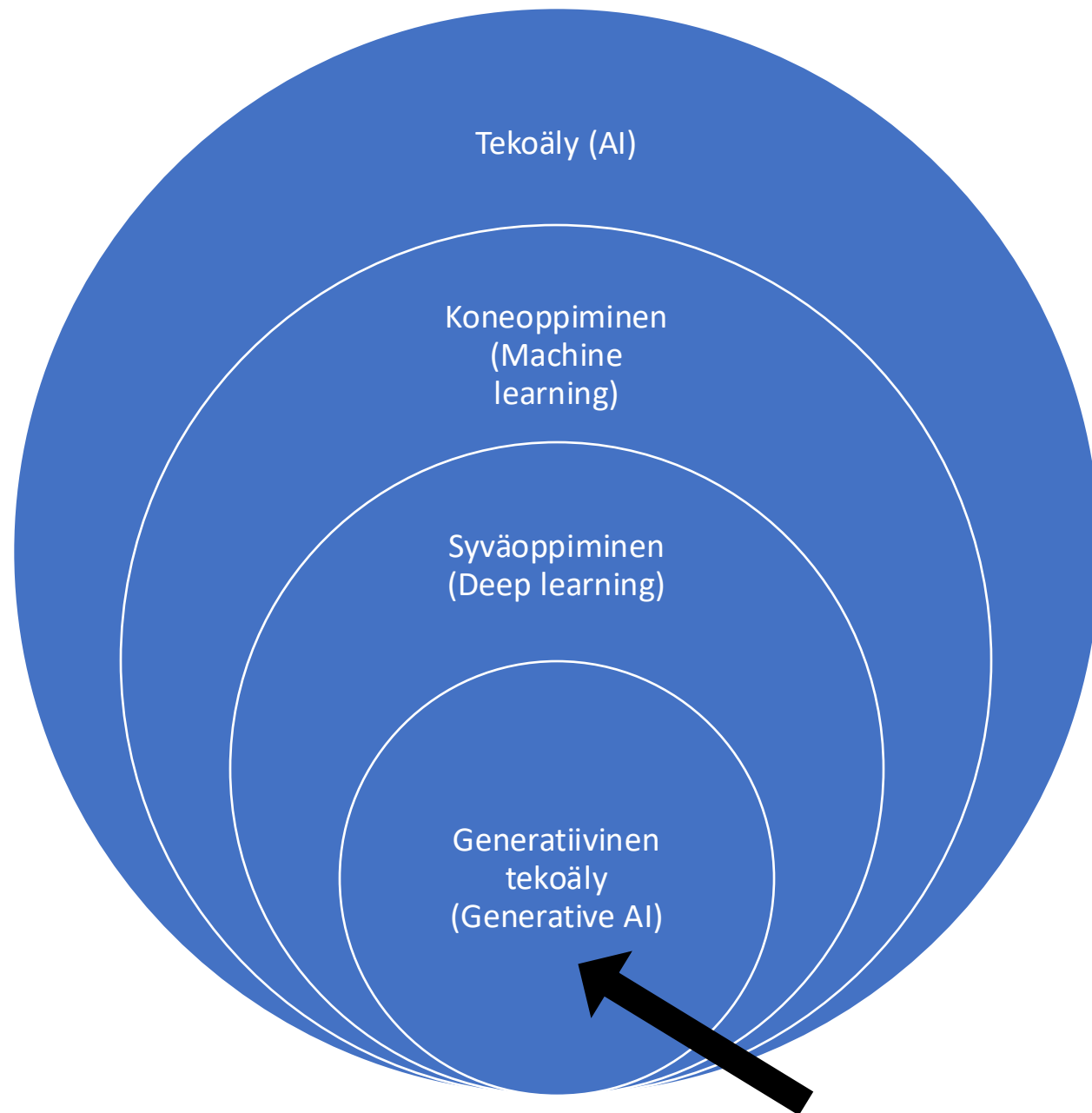
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Juho Pesonen

- Matkailuliiketoiminnan professori, KTT, Itä-Suomen yliopisto, kauppatieteiden laitos
 - Laitoksen tutkimuksesta vastaava varajohtaja, tohtorihjelman johtaja
 - Ohjelman johtaja (International Master's Degree Programme in Tourism Marketing and Management, www.uef.fi/tmm)
 - Digitaalisen markkinoinnin, erityisesti matkailupalveluiden markkinoinnin dosentti, Turun yliopisto
 - HHJ
 - Hallituksen jäsen Salmi Platform Oy, Pohjois-Karjalan Osuuskauppa, Bomba Safaris - Karelian Adventures & Experiences
-





Missä mennään nyt?

Koneoppiminen: henkilökohtaiset suosittelualgoritmit, dynaaminen hinnoittelu, optimointi, huijausyritysten tunnistaminen esimerkiksi varausjärjestelmästä, algoritmien valta

Syväoppiminen: matkakuvien elementtien tunnistaminen, chatbotit, reaaliaikaiset tulkkausalgoritmit, tekstiaineistojen analyysit, reaaliaikainen videon ja äänen muokkaus

Generatiivinen tekoäly: sisältömarkkinointi, tuotekuvaukset, henkilökohtaiset matkasuunnitelmat ja matkaketjut, byrokratian pienentäminen, innovointi, ohjeistukset ja tuki, kuvanmuokkaus, markkinoinnin automaatio, tekoälyvaikuttajat, tekoälykumppanit

Transformereihin perustuvat laajat kielimallit (Large Language Models & LLM fine-tuning)
Diffusion Language Models

Mikä on yhteistä kaikelle tekoälylle?

Tekoäly tarvitsee data ja on
yhtä hyvä kuin kouluttamiseen
käytetty data.

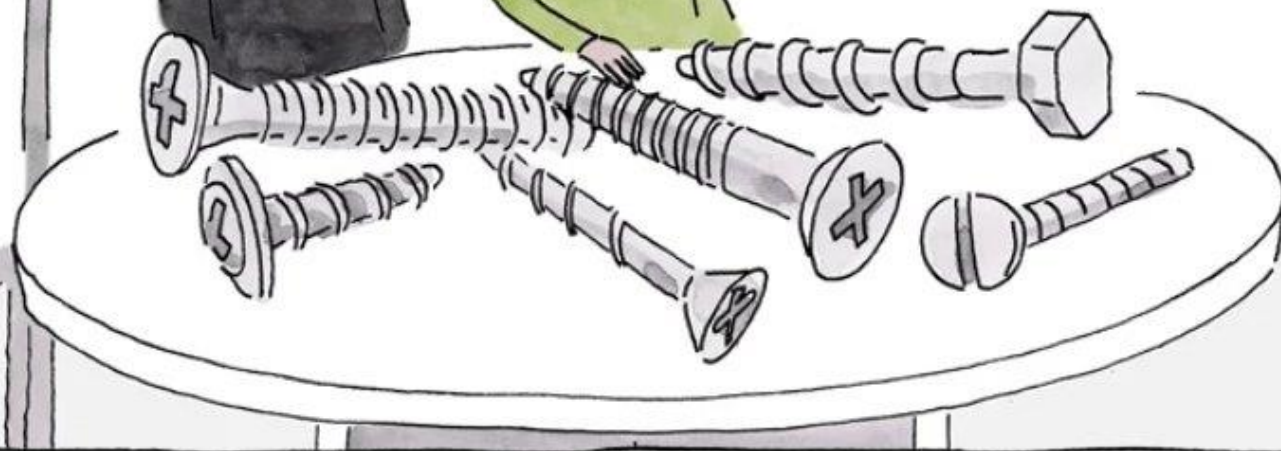
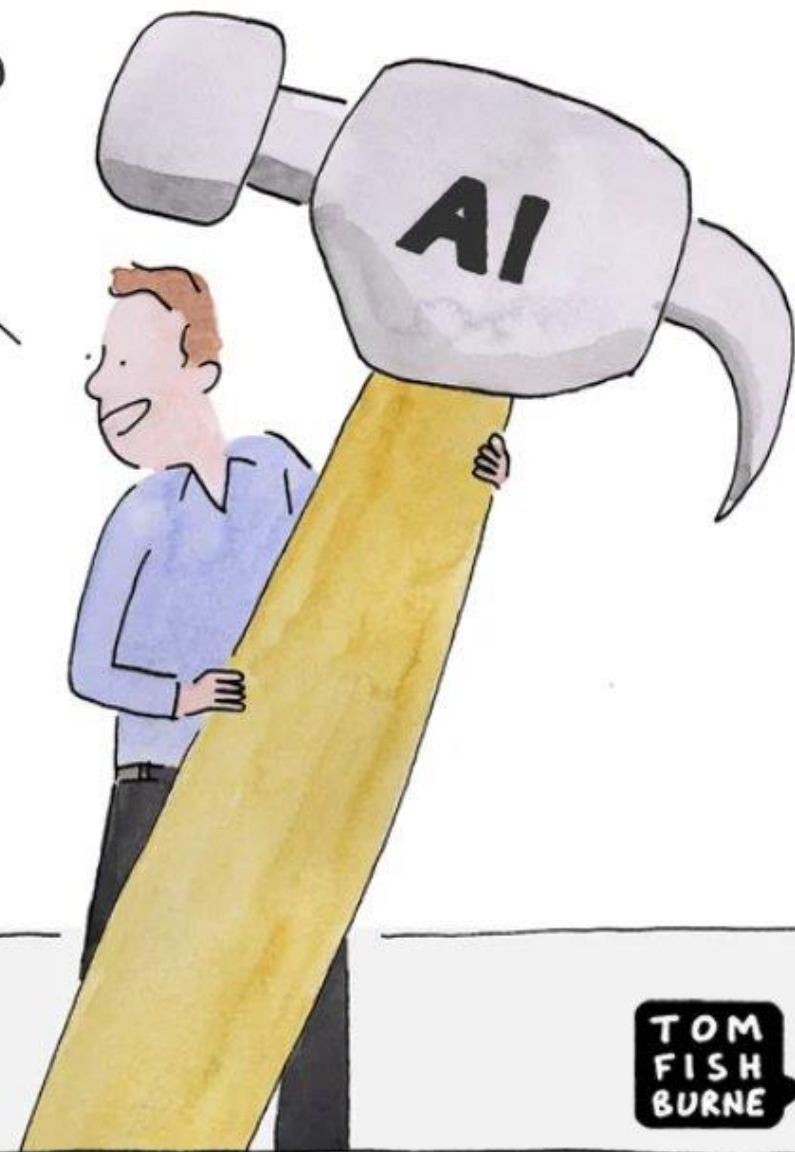
Tekoäly tarvitsee
laskentatehoa.



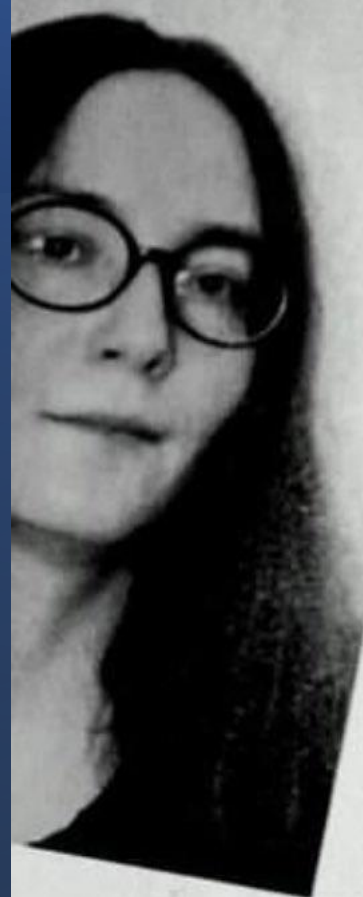


Generatiivinen tekoäly automaatioteknologiana

I think we may
have a solution to
all our problems.



TOM
FISH
BURNE



commentary in snack-sized mouthfuls

"I want AI to do my laundry and dishes so that I can do art and writing, not for AI to do my art and writing so that I can do my laundry and dishes."

Author and videogame enthusiast **Joanna Maciejewska** nails it (although bathroom cleaning goes ahead of laundry and dishes)

"I'm sure I deserve a lot of

Computer use for automating operations

☀ Claude



AI overwhelmingly prefers white and male job candidates in new test of resume-screening bias

BY LISA STIFFLER on October 31, 2024 at 11:15 am

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BOT or NOT? This **special series** explores the evolving relationship between humans and machines, examining the ways that robots, artificial intelligence and automation are impacting our work and lives.



Kyra Wilson, left, University of Washington doctoral student in the Information School and Aylin Caliskan, a UW assistant professor in the iSchool. (UW Photos)

As employers increasingly use digital tools to process job applications, a new study from the University of Washington highlights the potential for significant racial and gender bias when using AI to screen resumes.

The UW researchers tested three open-source, large language models (LLMs) and

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An advertisement for AllTech. At the top, the AllTech logo is displayed with the tagline "HEALTH BENEFITS FOR NW INNOVATORS". Below the logo, the headline reads "Out-of-This-World Benefits Meets Local Customer Support". Underneath the headline, a sub-headline states "Affordable employee health benefits exclusively for NW tech." The bottom half of the ad features a stylized illustration of an astronaut in a white suit standing on a grey, cratered surface, waving towards a blue, humanoid alien figure. The background is a dark purple space with white stars and a faint nebula.

SUCCESS · A.I.

Chanel's CEO went to Microsoft HQ and asked ChatGPT to show her a picture of her company's leadership. They were all men in suits

BY SASHA ROGELBERG

October 30, 2024 at 7:16 PM GMT+2



Chanel global CEO Leena Nair is the second woman to hold the role in the brand's 114-year history.

JASON ALDEN—BLOOMBERG/GETTY IMAGES

<https://fortune.com/2024/10/30/chanel-ceo-leena-nair-microsoft-openai-chatgpt>



<https://www.nytimes.com/2024/10/23/technology/characterai-lawsuit-teen-suicide.html>

THE SHIFT

Can A.I. Be Blamed for a Teen's Suicide?

The mother of a 14-year-old Florida boy says he became obsessed with a chatbot on Character.AI before his death.





Talks like you.



Microsoft's Hypocrisy on AI

Can artificial intelligence really enrich fossil-fuel companies and fight climate change at the same time? The tech giant says yes.

By Karen Hao

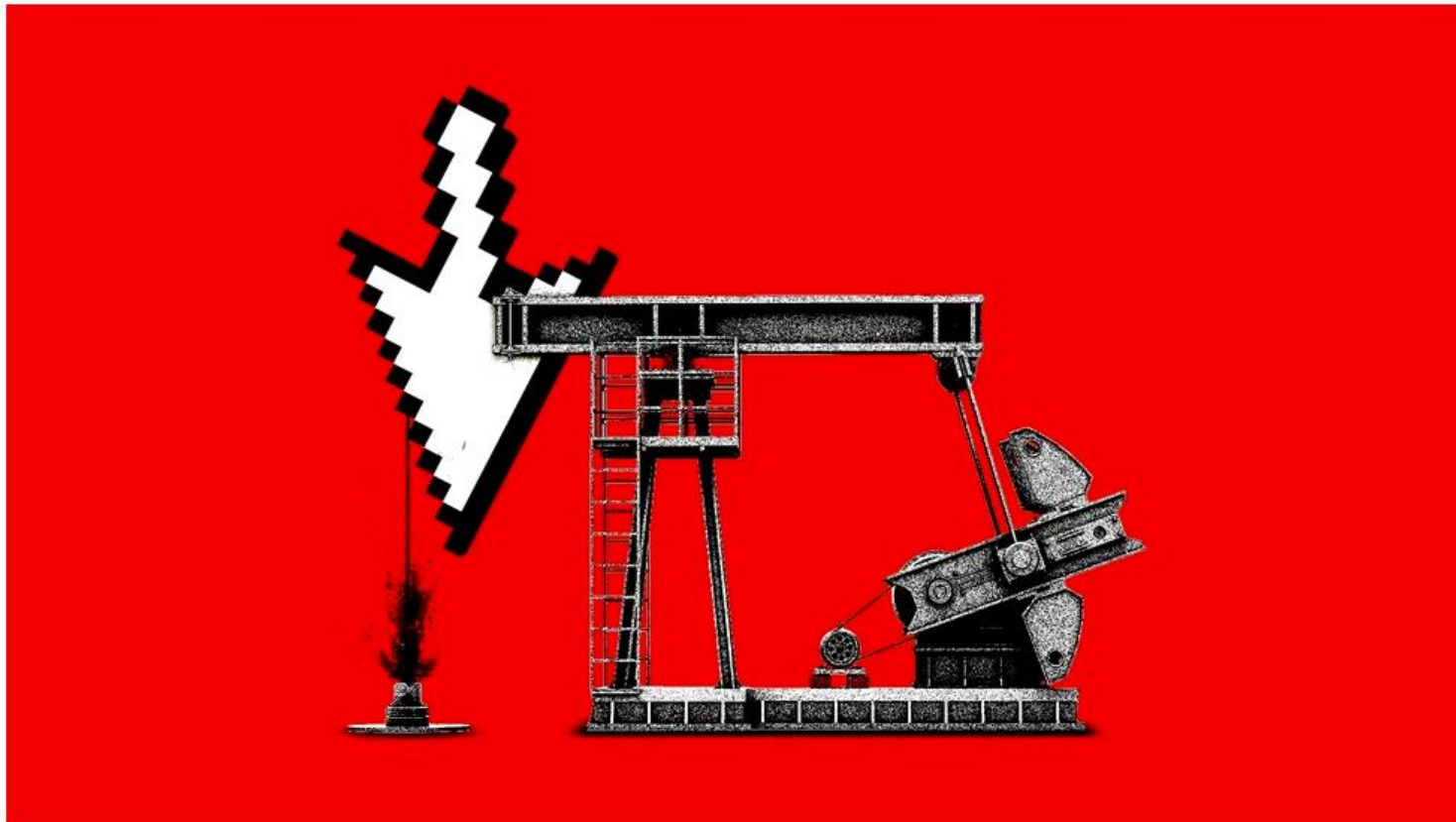


Illustration by Paul Spella / The Atlantic: Sources: Getty.



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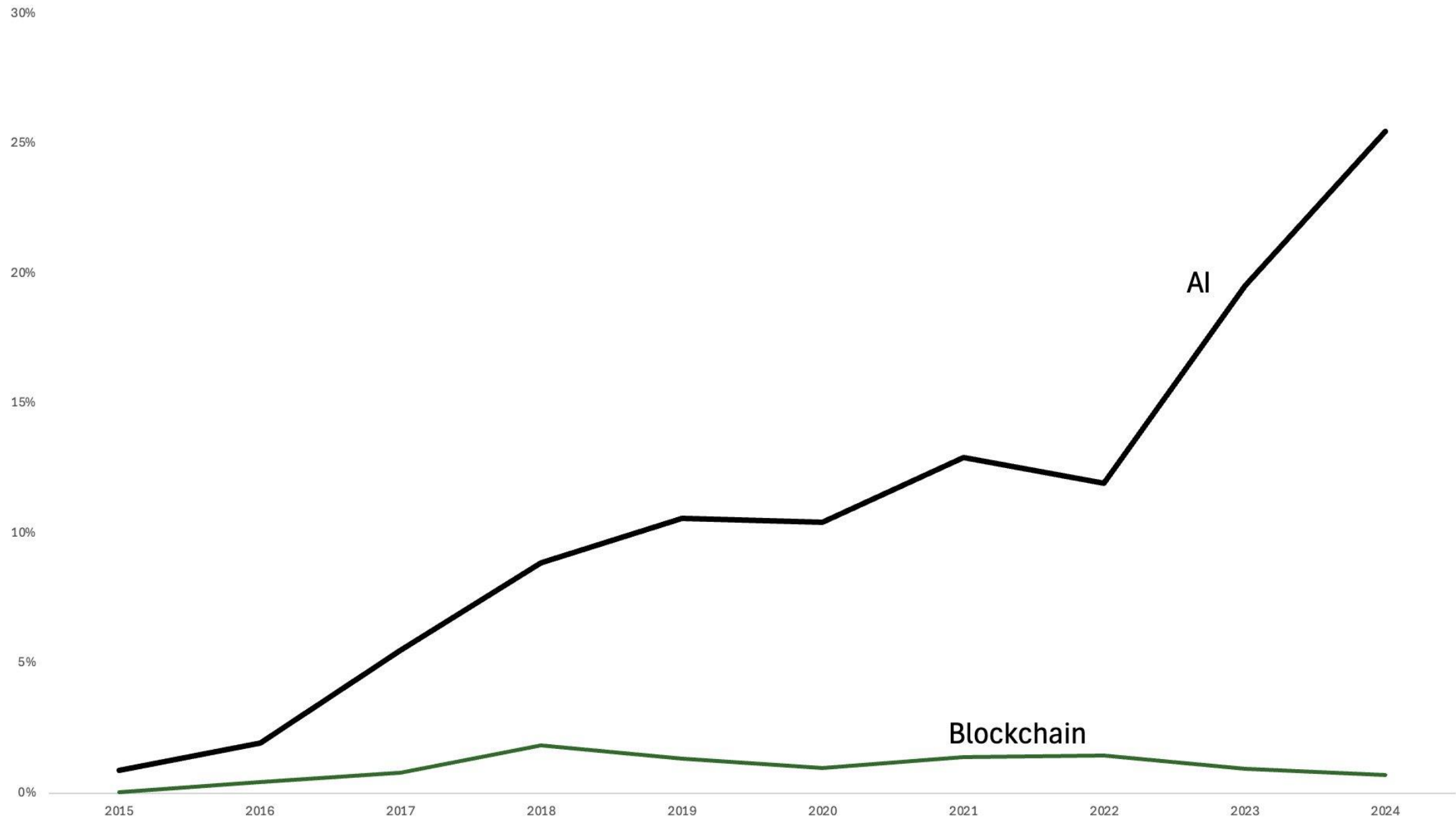
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Interest over time ⓘ



Share of Earnings Transcripts that Mention AI vs Blockchain



Source: ARK Invest, CapitalIQ, as of 8.20.24
Earnings transcripts and presentations with mention of AI or "artificial intelligence" vs Blockchain

Generatiivinen tekoäly

Artificial general
intelligence (AGI)
seuraavien 3-10 vuoden
aikana (Esim. Ray Kurzweil,
Jensen Huang, Sam
Altman, Elon Musk)

Pientä asteittaista kehitystä
(Yann LeCun, Andrew Ng)

Mutta onko loppupeleissä
kyse kuitenkin jostain
muusta kuin tekoälystä?



Kiitos!

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