

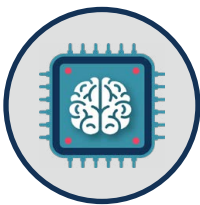
AI 101

KEY TERMS FOR BUSINESS LEADERS



ARTIFICIAL INTELLIGENCE

Artificial intelligence (AI) is technology that allows computers to perform tasks that typically require human intelligence, like understanding language or recognizing patterns.



GENERATIVE AI

Generative AI creates new content, like text, images, or music, based on patterns it has learned from existing data.

MACHINE LEARNING

Machine learning is a specific type of AI where computers learn from data and improve their performance over time without being explicitly programmed.



LARGE LANGUAGE MODEL

A large language model (LLM) is a type of AI that analyzes and generates human-like text by being trained on vast amounts of written information.

PREDICTIVE AI

Predictive AI uses data to identify patterns and make informed guesses about unknown or future outcomes.



RESPONSIBLE AI

Responsible AI ensures that AI systems are designed and used ethically, fairly, and safely, minimizing harm and bias.

PROMPT

A prompt is the text or input given to an AI system to guide its response or output.



TOKEN

A token is a small piece of text a model processes, which could be a sentence, a word, or even individual letters.

MAI T-AI

There's nothing artificial about this drink. Use real ingredients only!

OFFICE LOCATIONS

Charlottesville, VA | Baltimore, MD
Raleigh, NC | Washington, DC

©2024 Elder Research, Inc.

 elderresearch.com

 contact@elderresearch.com

 434.973.7673



ELDER RESEARCH

— DATA SCIENCE · AI · MACHINE LEARNING —