



## Reflection

# Text A

Artificial intelligence (AI) is transforming various industries by automating tasks, improving efficiency, and enabling new forms of innovation. For example, AI can analyze large datasets to identify patterns and make predictions, which can be used in fields such as healthcare, finance, and marketing.

Additionally, AI-powered tools can assist in customer service by providing quick and accurate responses to inquiries. However, it is important to consider the ethical implications of AI, such as potential biases in algorithms and the impact on employment.



## Reflection

### Text B

Artificial intelligence (AI) is changing the landscape of many areas of business by offering automation, boosting efficiency, and supporting innovation. Healthcare, for an example: AI algorithms can sift through vast amounts of medical data to detect trends and forecast outcomes, improving hospital patient care. Similarly, in finance, AI helps in identifying fraudulent activities and improving investment strategies. Marketing teams also use AI to better understand consumer behaviour and personalise ads. Despite these benefits, the rise of AI brings ethical concerns, including algorithmic bias and job changes, which need careful consideration.