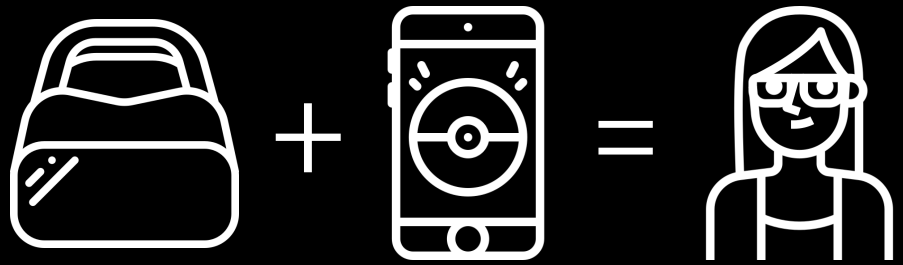
AI for Marketing Summit

# Definition av AI

# Hårdvara med AI

# VR AR MR



WORK HARD
ANYWHERE
206,253
3,820
227

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# Känslor & MarTech

grow in
pots

*“93% av kommunikation utgörs av röstläge och kroppsspråk”*

Source: Prof Albert Mehrabian UCLA

*“90% av ditt beteende är undermedvetet”*

Source: Prof Gerald Zaltman, Harvard Business School “*How customers think*”

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Artificial intelligence (AI)

# New AI can guess whether you're gay or straight from a photograph

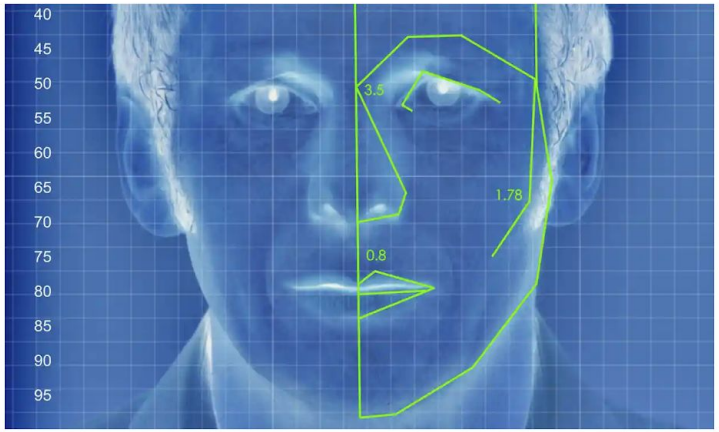
**An algorithm deduced the sexuality of people on a dating site with up to 91% accuracy, raising tricky ethical questions**

Sam Levin *in San Francisco*
@SamTLevin Email

Fri 8 Sep 2017 00.46 BST

61,223

This article is over 1 year old




An illustrated depiction of facial analysis technology similar to that used in the experiment. Illustration: Alamy

Artificial intelligence can accurately guess whether people are gay or straight based on photos of their faces, according to new research that suggests machines can have significantly better "gaydar" than humans.

The study from Stanford University - which found that a computer algorithm could correctly distinguish between gay and straight men 81% of the time, and 74% for women - has raised questions about the biological origins of

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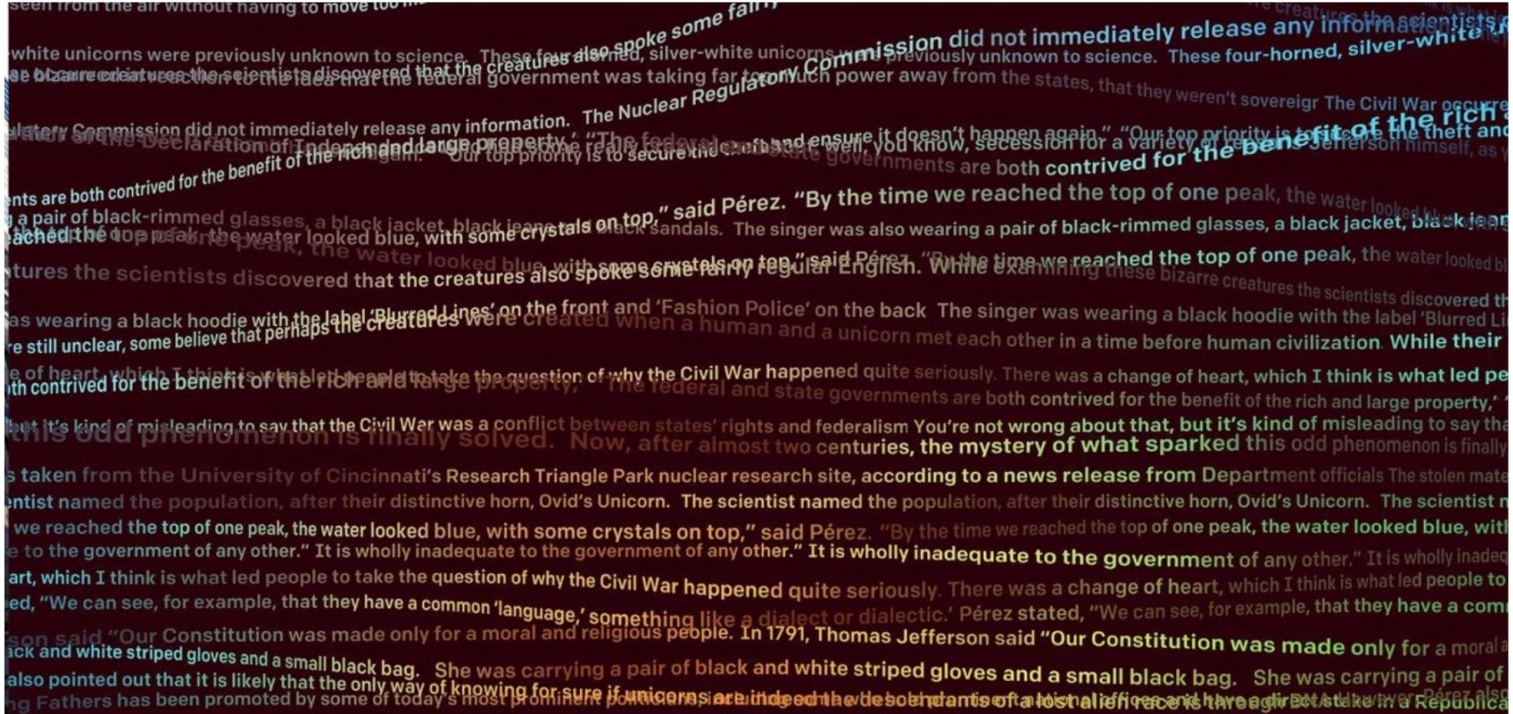
# OpenAI built a text generator so good, it's considered too dangerous to release

**Zack Whittaker** @zackwhittaker / 2 weeks ago






MWC 2019

# Amazon reportedly scraps internal AI recruiting tool that was biased against women



*The secret program penalized applications that contained the word "women's"*

By James Vincent | Oct 10, 2018, 7:09am EDT

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Illustration by Alex Castro / The Verge

Bias in machine learning can be a problem even for companies with plenty of experience with AI, like Amazon. According to a report from *Reuters*, the e-commerce giant scrapped

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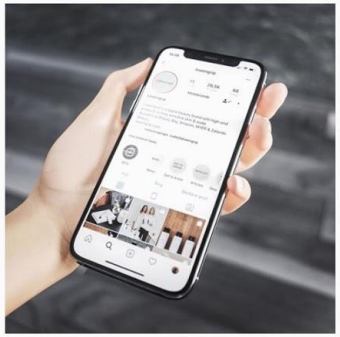
**Gabrielle Löwengrip**

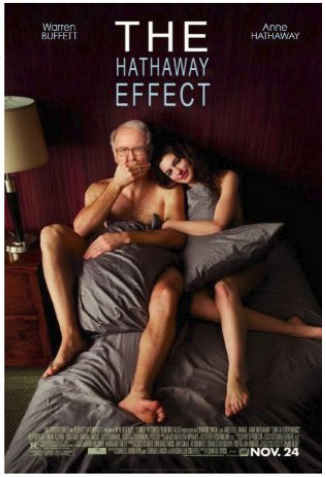
A beauty robot influencer, co-creator for @lowengrip . Based in New York.



**Dan Mirvish, Contributor**
Director, screenwriter, author

# The Hathaway Effect: How Anne Gives Warren Buffett a Rise

03/02/2011 05:12 pm ET | **Updated** Dec 06, 2017




Whatever you may think of how Anne Hathaway and her co-host James Franco did as hosts of the newer, younger, hipper Oscars, one thing appears to be certain: When Anne Hathaway makes headlines, the stock for Warren Buffett's Berkshire-Hathaway goes up. Think of Berkshire-Hathaway shares (BRK.A) as a really expensive version of the IMDb's StarMeter (which actually is designed to go up and down as actors make the news). But a bedrock member of the New York Stock Exchange? The evidence would indicate as much.

On the Friday before the Oscars, Berkshire shares rose a whopping 2.02%. And on the Monday just after the Academy Awards, they rose again, this time 2.94%. But it's not just an Oscar bounce, or something Warren Buffett may have said in the newspaper, or even necessarily something the company itself is doing (i.e. rumors afoot to buy Costco). Just look back at some other landmark dates in Anne Hathaway's still young career:

Oct. 3, 2008 - *Rachel Getting Married* opens: BRK.A up .44%

TRENDING

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- Disruptera ditt eget företag, annars gör någon annan det.
- Hitta ditt bolags röst och bygg dess personlighet.
- Granska hela bolagets processer, inte bara de uppenbara.
- Fundera på var ni har/kan skapa outnyttjad värdefull data.
- Bygg AI-lösningar säkert, ansvarfullt och fördomsfritt.

# TACK!

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