



Expert Session Quiz

Expert: Jim Sterne

Title: Introduction to Artificial Intelligence for Marketing

1. "Machine learning derives _____ from the data. In other words, it infers rules from the data in order to create a model, and when it gets new information, it can change its mind."
2. What are the three different kinds of machine learning?
 - A. Supervised, unsupervised, reinforcement
 - B. Supervised, unsupervised, enforced
 - C. Unenforced, enforced, supervised
3. What is machine learning good at?
 - A. Analyzing big data and high dimensionality
 - B. Cardinal statistics and spatial dimensions
 - C. High dimensionality and high cardinality
4. Dimensionality is defined as _____.
5. Cardinality is defined as _____.
6. List 5 points covered by AI.
7. Why can we test out machine learning now, as opposed to the past?
 - A. Because we've been gathering data for 50 years and finally have enough.
 - B. Because of open source sharing that allows ideas to be shared among the community so others can improve upon them.
 - C. Both A & B
8. What are the reasons Jim lists for why "big data" is processed better by computers than humans?
 - A. More attributes than a human can manage
 - B. More permutations than a human can comprehend
 - C. Both A & B
9. List at least two reasons to incorporate augmented reality into marketing.
10. What does Jim assign as "homework"?