



Internet Association Members Improve User Experiences Through Artificial Intelligence

The internet industry is constantly innovating and developing new ways to improve people's lives through artificial intelligence (AI). AI is the concept of having machines “think like humans” by using an algorithm - a set of steps for solving a problem or completing a task - to perform tasks like reasoning, planning, learning, and understanding language.

Internet Association member companies continue to invent beneficial uses of artificial intelligence. Internet companies use artificial intelligence to:

- **Personalize travel itineraries** based on the activities of users with similar tastes.
- **Recommend improvements to candidate and dating profiles** based on characteristics of successful profiles.
- **Offer more responsive customer service** using personal digital assistants.
- Protect people by **automatically flagging fraudulent payments and abusive language**.
- Help people manage their schedules by **predicting food delivery and rideshare arrival times** based on past experience and traffic patterns.
- **Provide visually impaired people with audio captions** that describe images and videos using computer “vision.”
- **Perform translation and understand speech** using natural language processing.

Internet companies also work to deploy artificial intelligence ethically. To avoid creating or reinforcing unfair bias, internet companies:

- **Ensure an appropriate level of oversight by having humans review and work with AI** and employing ethicists to monitor AI for signs of bias.
- **Promote diversity internally by recruiting, developing, and retaining diverse talent** and placing AI research centers in underrepresented parts of the world.
- Catch bias early in project planning by having **diverse talent manage AI projects**.
- **Train algorithms with unbiased data** by drawing from sufficiently diverse sources and teaching employees to remove bias from data.
- **Review algorithm output for bias** by auditing output and making it explainable.
- Develop best practices for inclusive AI by **establishing industry working groups** such as the [*Partnership on AI*](#).

ABOUT INTERNET ASSOCIATION

Internet Association represents over 45 of the world's leading internet companies. IA's mission is to foster innovation, promote economic growth, and empower people through the free and open internet. For more information, visit www.internetassociation.org.