[Article – What is artificial intelligence and how is it used?](#)

AI in everyday life

Below are some AI applications that you may not realise are AI-powered:

Online shopping and advertising

Artificial intelligence is widely used to provide personalised recommendations to people, based for example on their previous searches and purchases or other online behaviour. AI is hugely important in commerce: optimising products, planning inventory, logistics etc.

Web search

Search engines learn from the vast input of data, provided by their users to provide relevant search results.

Digital personal assistants

Smartphones use AI to provide services that are as relevant and personalised as possible. Virtual assistants answering questions, providing recommendations and helping organise daily routines have become ubiquitous.

Machine translations

Language translation software, either based on written or spoken text, relies on artificial intelligence to provide and improve translations. This also applies to functions such as automated subtitling.

Smart homes, cities and infrastructure

Smart thermostats learn from our behaviour to save energy, while developers of smart cities hope to regulate traffic to improve connectivity and reduce traffic jams.

Cars

While self-driving vehicles are not yet standard, cars already use AI-powered safety functions. The EU has for example helped to fund [VI-DAS](), automated sensors that detect possible dangerous situations and accidents.

Navigation is largely AI-powered.

Cybersecurity

AI systems can help recognise and fight cyberattacks and other cyber threats based on the continuous input of data, recognising patterns and backtracking the attacks.

Artificial intelligence against Covid-19

In the case of [Covid-19](), AI has been used in thermal imaging in airports and elsewhere. In medicine it can help recognise infection from computerised tomography lung scans. It has also been used to provide data to track the spread of the disease.

Fighting disinformation

Certain AI applications can detect [fake news and disinformation]() by mining social media information, looking for words that are sensational or alarming and identifying which online sources are deemed authoritative.