

# TERM PAPER

## Using Artificial Intelligence on User-Generated Content (UGC) for Disruptive Marketing Strategies

### Background

Intelligence is a somewhat ambiguous and controversial topic among psychologists. It can refer to the ability of an individual to possess emotional knowledge, do abstraction, devise logic, reason, plan, think critically, and be aware of him/herself. Generally, it is simplified as the ability to perceive information and retain it as knowledge, then adopt behaviors within a context. Artificial intelligence (AI) encompasses the technologies dealing with the perception, synthesis, and inferring of knowledge by machines. Common applications of such a system include weather forecasting, computer vision, financial data analysis for trading, speech recognition, natural language translation, and much more.

Artificial intelligence is a vast field that studies ways in which intelligent programs and machines can creatively solve problems. Since the 1950s, multiple approaches have been developed to make machines intelligent. However, with the explosion of the internet in the late '80s and early '90s, data became abundant, and as new data management, storage, and processing techniques emerged, the field of artificial intelligence became more and more reliant on data to make intelligent decisions.

The term **big data** emerged for this vast amount of data that was too large to handle in traditional ways. New techniques to analyze and infer insights from that data came up simultaneously. Collectively, these techniques are called **big data analytics**.

On the flip side, artificial intelligence algorithms evolved and **machine learning** became the new industry standard in the field. As shown in fig.1, artificial intelligence is a broad field and machine learning is its subset that relies on inferential statistics to make intelligent decisions. Statistical inference requires data. The more data, the better would be the probabilistic distribution and the model prediction, resulting in better machine intelligence. Thus, machine learning and all its subfields now harvest the power of big data and big data analytics to train the models and get intelligent insights into the data.

This intertwining of artificial intelligence and big data has huge implications for business and management and all the related disciplines. Marketing is a field hugely impacted by these developments and marketing managers and their teams all over the world are doing market research, competitor analysis, analyzing customer behavior, and formalizing new marketing strategies in light of the insights provided by intelligent machine learning algorithms.

From startups to big established multinational firms, all businesses have found it equally useful to leverage the power of big data in their decision-making. This term paper will analyze different aspects of big data analytics, and artificial intelligence,

# Term Papers Marketing Management

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