



# Artificial Intelligence Tools and Thoughtful Implementation and Use

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## Don't Stop Listening Just Because this is Exciting Stuff!

- We will discuss: what is AI and how you can use AI tools in your business
- That use has very specific guardrails around it
- These AI tools, and the guidance and rules around, will be fluid for some time



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# Artificial Intelligence

"The development of AI is as fundamental as the creation of the microprocessor, the personal computer, the internet, and the mobile phone. It will change the way people work, learn, travel, get healthcare, and communicate with each other. Entire industries will reorient around it. Businesses will distinguish themselves by how well they use it."

-Bill Gates, Co-Founder of Microsoft

## What are Artificial Intelligence Tools?

- Artificial intelligence (AI) is intelligence—perceiving, synthesizing, and inferring information—demonstrated by machines, as opposed to intelligence displayed by non-human animals and humans
- Example tasks in which this is done include maps and navigation, facial detection and recognition, text editors and autocorrect, chatbots, digital assistants, and social media

## What are Artificial Intelligence Tools? (Everyday World)

AI applications include

- advanced web search engines (e.g., Google Search)
- recommendation systems (used by YouTube, Amazon and Netflix)
- understanding human speech (such as Siri and Alexa)
- text auto-complete on your smartphone
- self-driving cars

## What are Artificial Intelligence Tools? (Legal Industry)

- E-discovery tools such as review of documents for discoverable or otherwise relevant information
- AI-powered legal research software
- contract and legal document analysis
- proofreading, error correction and document organization



Also available as part of the eCourse

[First Friday Ethics \(September 2024\)](#)

First appeared as part of the conference materials for the  
2024 First Friday Ethics (September 2024) session

"Ethical Concerns of AI and the Practice of Law (Replay)"