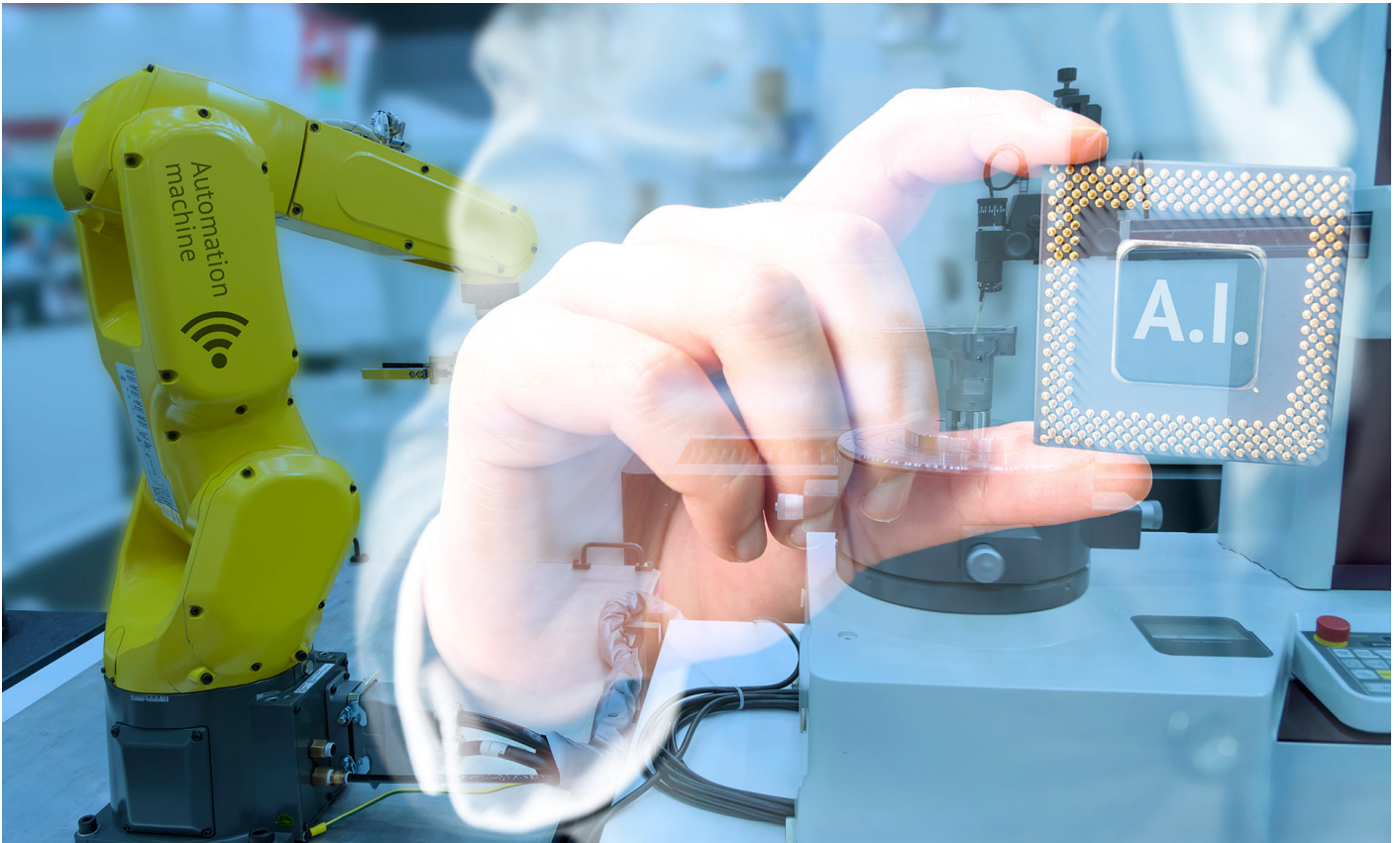


Here are the 3 keys to demystifying Artificial Intelligence



Enrique Cortés, Director of the **Artificial Intelligence (AI) Hub** at Tec de Monterrey, explained **3 key concepts** on **outreach** and **project management** in order to demystify two myths about this topic: “I don’t know what that is” and “it’s going to destroy us all”.

The specialist pointed out the importance of **outreach on AI applications** is what will allow people to **better understand its benefits**.

*“Between those **2 myths**, which I mentioned before, there are many different positions. Let’s say that part of the population **doesn’t know about the topic** and **doesn’t understand what it is**.”*

*There’s the **movie version of AI**, which is going to take over the world. On the other hand, there is the perception that it is something unknown and something that cannot be understood,”* said Cortés.



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That is why *“the Tec’s mission, through its AI Hub, is to demystify it, show how wide the scope is, explain what is coming next, and what it isn’t, to clarify,”* he added.

The three keys to demystifying AI

To publicize the **applications and benefits of AI**, the **Tec Hub** carries out specific outreach activities **in 3 sectors, using 3 key concepts to demystify it:**

1. Talking to public officials

Beginning with this sector, in charge of regulating or governing, allows participants to understand the benefits of AI which could lead to real applications within the industry.

2. Outreach with decision-making executives and/or directors

Explaining to them, in a simple way and without technical details, how they can apply it to their industry and boost their business.

3. Outreach for children and young people

Making these audiences aware that AI is not magic. Sharing that its development is possible with data, mathematics, and programming.



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On this last topic, Cortés commented that there is a project for the medium term with a program from the [Massachusetts Institute of Technology \(MIT\)](#).

It aims to **teach AI to junior high school students**. The program has been adapted and translated and, in 2021, it will be put into practice in Mexico (it has not been taught outside the United States before).

*“The Tec’s mission, through its **AI Hub**, is to **demystify AI**, show how wide its scope is, what is next, and what it isn’t, to clarify.”*

So, what is Artificial Intelligence?

*“It’s the **combination of mathematics, programming, and data**. It sounds old fashioned, but that’s what it is. You have data and mathematical models, and you develop software so that you can use the latter.*

*“With the data we have available today, these **mathematical models** can now do things that they couldn’t before, like **develop software** to catalog objects using photos,” said Cortés.*

He argued that, until recently, it was still complicated but that now there are vast amounts of data, and a greater understanding of mathematical models which can be **used in our daily lives**.

One example of this, he pointed out, are **digital assistants**, such as the **Siri or Alexa** voice systems.

*“On the inside, they are just a voice, mathematical models, programming, and data, but **the result is spectacular**. How did this happen? It is the combination of mathematics, programming, and data,”* shared the Tec expert.

He highlighted that one branch of **AI** that has advanced a lot is **Deep Learning**, a **mathematical model** which has provided surprising results because it can process **numbers, images, or speech**.

*“It has shown big **advances in text translation services** from one language to another, image recognition, and games. But what’s the panorama today?...”*

*This AI technology has probably gone as far as it can. What follows is somewhat unknown, as **we don’t know how it will work across all industries**.”*



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Artificial Intelligence without the myths

*“There are people who **talk about it but don’t really know anything about it**. They even speak about it publicly, and often address it in gatherings focused on ‘soft’ AI issues.*

*“That is to say, at conferences where no technical knowledge is needed. Also ‘marketing’ sometimes **exaggerates the scope** or implications of the topic”, said Cortés.*

As a result, he said, we have those who exaggerate; those who don’t understand; and those who think they know. This causes confusion and **the perception that AI** is very complex.

“Despite everything”, shared the specialist, “we will see lots of progress in the short and medium term, because it can be applied to manufacturing, medicine, legal processes, accounting...

*As it has not yet been put into practice in all these sectors, the benefits will be spectacular. It isn’t magic, it’s technology. **It’s a matter of knowing and understanding it,**” he concluded.*

The Tec Hub’s projects

Tec de Monterrey’s AI Hub is located at its facilities in Jalisco, emphasizing that the **campus is one of Guadalajara’s leading universities**.

However, **its scope is national**, and it impacts various production sectors. The Hub is currently working on **projects and lines of research** on topics such as:

- Health

Research into the diagnosis of diabetic retinopathy using software.

- Land analysis

Analyzing land use in Jalisco through the use of digital images.

- Digital government

AI support to accelerate the digitization process for the Jalisco state government.

- Education

AI to analyze school dropout rates in adolescents. Work is already being done on a technological tool for this.

- Entrepreneurship

Generating a **startup incubator** to develop businesses using AI at the **Tec Hub**. It will also have funds to support entrepreneurs.

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