

AI AND INNOVATION

Watch the [video](#) titled “5 Ways AI is Changing E-Commerce” by AI Time Journal

1 WORDS OFTEN CONFUSED

Task 1: Choose the correct word to complete the sentences below.

1. Strawberry cheesecake is my favourite dessert.
2. Not many people realise that the biggest desert is actually in Antarctica.
3. I've received a lot of compliments on my new dress.
4. Red wine is the perfect complement to a steak.
5. The car was stationary when the accident happened.
6. Jack wants to buy new stationery for his first day at school tomorrow.
7. An early frost in Florida can affect the orange crop negatively.
8. The new law banning texting while driving will go into effect tomorrow.
9. It's more economical to make coffee at home than to buy it at Starbucks.
10. Due to the poor economic situation, many people lost their jobs.
11. In principle, I agree with the idea, but in practice it's not always possible.
12. The principal reason for my change of mind is the high cost.

Task 2: Practise further by choosing the correct word before discussing the questions.

1. What is your favourite dessert?
2. Describe the last time you received a compliment?
3. What piece of stationery do you buy most often?
4. What has had the most positive effect on improving your English?
5. How is the economic situation in your country?
6. In principle, do you agree that everyone should learn English?

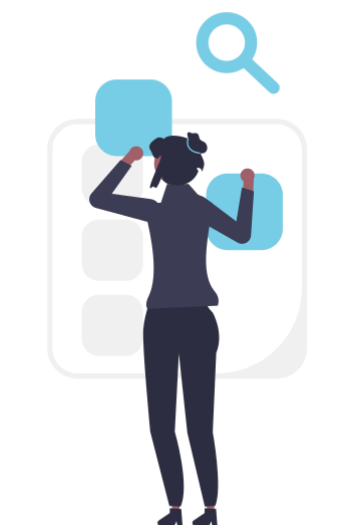


2 BEST AND WORST INVENTIONS

Task: The items below were voted as the world's worst inventions. What order do you think they were in from 1-10? Discuss.

cars	car alarms	weapons	nuclear energy	computers
TV	cigarettes	plastic bags	smartphones	fast food

1. weapons.
2. mobile phones.
3. cigarettes.
4. cars.
5. computers.
6. TV.
7. nuclear energy.
8. plastic bags.
9. fast food.
10. car alarms.



Task 2: Work as a class to make a list of the world's ten best inventions, then discuss.

1. _____.
2. _____.
3. _____.
4. _____.
5. _____.
6. _____.
7. _____.
8. _____.
9. _____.
10. _____.



3 GADGETS AND APPLIANCES

Task: Which of the gadgets or appliances would it be difficult to live without for a month? Rank them in order from 1 to 6, explaining your reasoning.



1. Washing machine,



2. Fridge freezer



3. Hair dryer.



4. TV



5. Smartphone



6. Microwave

Task 2: Read the quotes below of people talking about their favourite applications.

"Our washing machine is both my worst enemy and my best friend. Who knew that tiny babies could generate so much washing, or that when you have more than one child, you'll never see the bottom of the washing basket? Our washing machine is constantly in use in our house, and I'm not sure I'd be able to cope without it." Cathy, 44, says.

"I couldn't live without my fridge freezer. I love food, so having an abundance of readily available food in the fridge is a top priority. I also have a family, so the convenience and practicality that this appliance brings to my daily life can't really be measured. I just know that without it, I'd spend most days at the local shops buying food, which, I guess, is how our grandparents did it, but I don't want to go back to that way of life!" Tom, 38, says.

Task 3: Discuss the following questions as a class.

- Explain, "our washing machine is both my worst enemy and my best friend".
- Name some house appliances that you wouldn't be able to live without.
- Now, discuss how your grandparents lived without those appliances.
- Discuss how these household innovations have improved our lives.
- Predict what new appliances will be readily available in 20 years.

4 LET'S TALK AI

Task 1: Discuss the following AI-related questions as a class.

1. Do you use any AI in your day-to-day life?
2. If you could invent a piece of AI, what would it be?
3. How will AI change your job in the future?

Task 2: Study the images below, then answer the following question:

1. How could AI help them do their jobs more effectively?



1. Call centre worker.



2. Farmer.



3. Cashier.



4. Doctor.



5. Teacher.



6. Factory workers.

Task 3: Study adjectives. Which is the odd one out in each row?

1. useful / worthwhile / helpful / beneficial / **harmful**
2. scary / frightening / **calming** / chilling / alarming
3. intelligent / insightful / genius / inventive / **dumb**
4. expensive / **economical** / costly / dear / extortionate
5. new / current / latest / modern / **old-fashioned**

Task 4: What adjectives would you use to describe AI?



5 FIVE WAYS AI IS CHANGING E-COMMERCE

Task 1: Complete the quotes adapted from the [video](#) using the words in the box.

automation personalisation chatbots security data analytic

1. One of the best uses of conversational artificial intelligence is in the form of **chatbots** that retailers can exploit. They can formulate appropriate responses to guide customers. From the perspective of retailers, this is very cost effective as additional manpower isn't required to interact with customers.
2. **Automation** is taking more or less every industry by storm, from healthcare to farming. Integrating it in industries has reduced operational costs significantly and also made many hazardous tasks possible with minimal human intervention.
3. Online businesses can still profit and cater to customers by giving specific recommendations to individuals instead of grouping them and making generalisations. Targeted advertising and **personalisation** play a big role in how data-driven businesses generate revenue.
4. Smart technology helps to manage inventory and other administrative tasks much more efficiently with its advanced **data analytic** algorithms. AI can collect, analyse, curate, and predict outcomes more precisely than average staff.
5. AI can help businesses strengthen **security**. Hackers use various methods, such as credit card, promo code, and proxy frauds, to debilitate businesses. AI and ML are being utilised to detect such frauds and curate throughout black lists of dangerous IP and email addresses to prevent such cases.

Task 2: Discuss the following questions based on the video as a class.

- a. How can chatbots help businesses? **They can save money through not hiring staff.**
- b. Does your company use chatbots?
- c. Are there any negative aspects of using chatbots? **Negatively affects employment rates. Plus, customers like to speak to a person sometimes.**
- d. How has automation helped both businesses and workers? **Reduces costs for a business and means workers don't have to do some dangerous or boring jobs.**
- e. How could automation affect employment in the future? **It could mean a lot less jobs in the future.**
- f. How does personalisation help businesses generate revenue? **Businesses can specifically target customers based on their interests.**
- g. Do you think that personalisation improves the shopping experience?
- h. How does effective data analysis help businesses? **They can accurately review business performance, customer habits and trends.**
- i. How do you use data to do your job more effectively?
- j. What methods do hackers use to harm businesses? How will AI help prevent this? **They use credit card, promo code, and proxy frauds. AI can help detect and blacklist any dangerous IP addresses.**

6 GRAMMAR: WISH

Study the grammar explanation below, then answer the questions.

We use “wish” to talk about situations we would like to change but can’t, either because they are out of our control or because they are in the past. The tense of the verb after wish does not correspond to the time we are thinking about; it changes. The verb tense is one step back in time (as in reported speech). See the following explanations and examples.

1. A wish about a present or future situation is expressed with a past tense.

Situation

I am an only child.
I can’t drive

Example

I wish I wasn’t an only child.
I wish I could drive.

2. A wish about a past situation is expressed with a past perfect tense.

Situation

I’ve lost my pen.
I didn’t win.

Example

I wish I hadn’t lost my pen.
I wish I’d won.

3. We use wish and would when we want to complain about a current situation.

Situation

A dog is barking.
The road is icy.

Example

I wish that dog would stop barking.
I wish you wouldn’t drive so fast.

Note: we can’t use “I wish I would” to refer to ourselves. Instead use “I wish I could”

4. We use wish and would when we are impatient for an event to start.

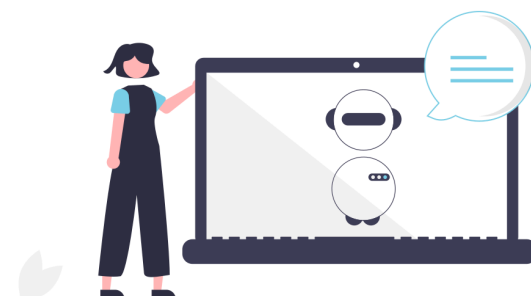
Situation

You’re waiting for a bus.

Example

I wish the bus would hurry up.

Note: we can’t use “I wish I would” to refer to ourselves. Instead use “I wish I could”

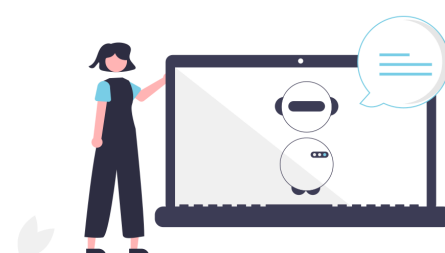


Task 1: Use the grammar explanation correctly to complete the following questions.

1. I wish I **had** (have) curly hair.
2. Hannah wished she **had worked** (work) harder at school.
3. She feels sick. She wishes she **hadn't eaten** (ate) so much ice cream.
4. I wish I **could** (can) afford a house like that one.
5. I wish I **had listened** (listen) to my teacher's advice.
6. I wish I **didn't live** (not / live) in the city. It's too noisy!
7. Paul wishes he **had invested** (invest) his money more wisely last year.
8. The TV is too loud. I wish you **would turn down** (turn down) the volume.
9. Hannah is freezing! She wishes she **had brought** a coat.
10. John wishes he **had learned** (learn) to speak Spanish when he was young..
11. I wish I **could** (can) drive.
12. Peter wishes he **was** (be) taller to be better at basketball.
13. I wish it **would stop** (stop) raining. I want to play tennis.
14. I'm so tired. I wish I **did not go** (not / go) to bed so late last night.
15. I wish Jack **would hurry up** (hurry up)! The bus will be here soon.

Task 2: Answer the following questions using “wish” correctly.

- a) What things would you like to change about the following:
 - i) AI in relation to your job.
 - ii) AI in relation to your personal life.
 - iii) AI in relation to your hobbies. .
- b) What do you wish had been different 10 years ago in relation to these topics:
 - i) AI and language learning.
 - ii) AI and school.
 - iii) AI and travel.



7 DEBATE

Task: Study the arguments, then choose which side you agree with, explaining why. Expand on the argument you agree with, and use the language from the table to help structure your arguments.

Is AI a threat to human employment?	
Yes, AI will displace many jobs, leading to unemployment.	or No, AI will create new jobs and improve existing ones, leading to an overall increase in employment.

Should AI be used in decision-making processes with legal or ethical implications?	
Yes, AI can provide unbiased and efficient decision-making.	or No, AI lacks human empathy and judgement, leading to unjust outcomes.

Is AI responsible for reducing human creativity and imagination?	
Yes, AI can perform tasks previously only done by humans, leading to a decrease in creativity.	or No, AI provides new tools and opportunities for human creativity and imagination to flourish.

Express an opinion It seems to me that... I feel that... I'm absolutely convinced that... In my opinion,... I believe / suppose / feel (that)...	Express disagreement I don't agree with you about... I can't accept your view that... I have a different opinion... I'm not sure if... I'm not convinced that...
Express pro's and con's There are two sides to this point... On the one hand...,on the other hand... An argument for / against is... Some people think that...,others say that... The advantages / disadvantages are...	Summarise So, in conclusion... To summarise.. Overall, it is clear that... As a result.. The bottom line is...



8 QUOTES

Task: As a class, discuss the following quotes related to innovation. Use the prompts (a-d) to help guide your discussion.

- Discuss the meaning of each quote.
- How could you apply the meaning of each quote to your professional life?
- To what extent do you agree/disagree with each quote?
- Can you think of any real-life example where you have seen the meaning of each quote in practice?

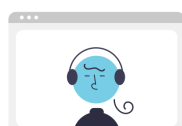
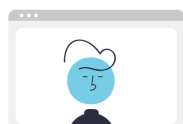
Quotes

- "The secret of change is to focus all of your energy, not on fighting the old, but on building on the new."
- "When the winds of change blow, some people build walls and others build windmills."
- "A ship is safe in harbour, but that's not what ships are for."

9 DISCUSSION QUESTIONS

Task: Discuss the following questions as a class. Use all the words and information learned in today's class. Say as much as you can, and have fun!

- How will AI change the job market and the demand for certain skills?
- What impact will AI have on traditional business models and competition?
- How can small businesses adopt and benefit from AI technology?
- What role do governments play in regulating AI development and use?
- What is the future of AI and how will it evolve in the coming years?
- How can AI be used to improve accessibility for people with disabilities?
- What are the risks and dangers of AI, such as biased algorithms and data privacy?
- How can we ensure that AI is developed and used in a way that benefits society?



HOMework

Read the article then complete the exercises on the following page.

1 AI: THE PROS AND CONS

Artificial intelligence is a rapidly growing technology that is increasingly being adopted by businesses of all sizes. AI has the potential to greatly improve business operations, but it also has its downsides. This article will explore the pros and cons of AI on businesses.

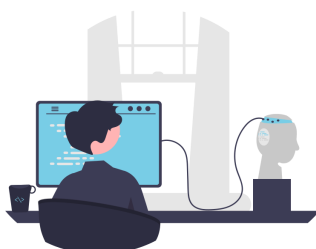
Pros:

- Increased efficiency: AI systems can automate repetitive tasks and make them faster and more accurate. This frees up employees to focus on more complex and creative tasks.
- Better decision making: AI systems can process large amounts of data quickly and provide insights and recommendations to help businesses make better decisions.
- Improved customer experience: AI-powered chatbots can provide quick and accurate answers to customer queries, helping businesses to improve their customer experience.
- Cost savings: By automating tasks, businesses can reduce labour costs and increase efficiency.

Cons:

- Job loss: The automation of tasks can lead to job loss for employees who previously performed those tasks.
- Lack of creativity: AI systems rely on pre-programmed algorithms and do not have the ability to think creatively.
- Bias: AI systems can perpetuate existing biases in data and decision-making processes, leading to unfair outcomes.
- Security risks: AI systems can be vulnerable to hacking and data breaches, putting sensitive business information at risk.

In conclusion, AI has the potential to greatly improve business operations and bring about cost savings. However, businesses must be aware of the potential downsides and take steps to reduce them. The adoption of AI should be done with caution, considering both its benefits and potential risks.



Task 1: Decide if the following statements, based on the article, are true or false.

- a. AI can lead to job losses for employees. **T**
- b. AI can provide creative solutions. **F**
- c. AI can perpetuate existing biases in data. **T**
- d. AI can improve customer experience. **T**
- e. AI systems can be vulnerable to data breaches. **T**
- f. Adoption of AI should be done without caution. **F**
- g. AI systems can make business operations faster and more accurate. **T**
- h. AI can bring about cost savings for businesses. **T**

Task 2: Find synonyms for the following words in the text.

1. Computerise. **automate.**
2. Monotonous. **repetitive.**
3. Formulas. **algorithms.**
4. Preserve. **perpetuate.**
5. Unprotected. **vulnerable.**
6. Cyberattacks. **data breaches.**
7. Confidential. **sensitive.**



Task 3: On a separate piece of paper, write detailed answers to the following questions.

- a. How do you think AI will change the job market in the next decade?
- b. Can you think of any real-life examples where AI has improved business operations?
- c. Do you believe that AI systems can ever truly replace human creativity?
- d. How can businesses ensure that their AI systems are not perpetuating biases in decision-making processes?
- e. Do you think the benefits of AI outweigh the potential security risks for businesses?
- f. How can we ensure that employees who are replaced by AI systems are able to find new jobs?
- g. Do you think it's possible for AI systems to have their own biases?
- h. What steps do you think businesses should take to minimise the downsides of AI?