What is AI and when to use it?

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Vehicle Vectors by Vecteezy

What is AI?

- Artificial intelligence (AI): Computer systems that perform cognitive tasks.
- Machine learning (ML): Computer systems that perform cognitive tasks by applying rules or patterns that are extracted from historical data.

- AI and ML are often used interchangeably, because ML is the most popular method for developing an AI system.
- AI ≠ ChatGPT. ChatGPT is an application built using a ML-technique called transformers.



ML under the hood: extracting patters from data



Data	Answer
example.nl	No abuse
securepayment.nl	Yes abuse
securepay.nl	Yes abuse

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moresecurepay.nl

Rules:

- If "secure", then abuse
- If "payment", then abuse



What tasks can an ML system perform?

Predictive

Generative



ML is widely used within SIDN

Off-the-self tools:

- Email spam filters
- Blur background in calls
- Search engines
- LLM's (ChatGPT, Copilot, etc.)

In house developed tools:

- RegCheck: Detect suspicious domain registrations
- BrandGuard: Detect logos on webpages
- Recommend alternative domain names

When to apply ML?

- ML as a solution to a problem.
- ML is not a magic bullet.
- ML does not always outperform traditional software.

Requirements:

- It is possible and desirable that historical data is used for future decisions.
- Factual, representative and unbiased dataset is available.

AI can help registries solve certain problems

• **AI often refers to ML**: Systems that perform cognitive tasks by applying patterns extracted from historical data.

- ML is widely used within SIDN: It is mostly invisible, but we also integrate it in tools we develop ourselves.
- Be conscious about ML application: It can solve a lot of problems, but not all of them.

