



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Working Paper

IIMK/WPS/600/ITS/2024/03

March 2024

**Unveiling the Future of AI: Insights from
TED Talks using Machine Learning Techniques**

Smit Ghelani ¹
Radhakrishna Pillai R ²

© All rights belong to their respective authors.
Please contact the corresponding authors for queries.

¹Doctoral Candidate, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - smitg15phd@iimk.ac.in

²Professor, Information Systems Area, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - krishna@iimk.ac.in, Phone Number - 0495 2809105

Unveiling the Future of AI: Insights from TED Talks using Machine Learning Techniques

Abstract:

This research paper explores the trends and popular topics in the field of Artificial Intelligence (AI) from the perspective of TED Talks. A dataset of 33 transcripts, manually downloaded from the TED website with the filter of AI, is analyzed using two topic modeling algorithms, Latent Dirichlet Allocation (LDA) and Non-Negative Matrix Factorization (NMF). The goal of the research is to identify the main themes and trends in AI discussed in TED talks and investigate the applications and use cases of AI that are frequently discussed. The LDA and NMF algorithms identified 8 and 10 topics, respectively, which were analyzed and interpreted based on the keywords extracted from each topic. The results show that both algorithms identified similar topics, including ethics, neural networks, and machine learning, but differed in the granularity and specificity of the identified topics. The analysis also revealed the most discussed applications of AI in TED Talks, such as healthcare, education, and autonomous vehicles. The research findings provide valuable insights into the current trends and topics in AI, as discussed in TED Talks, and can serve as a basis for further research in this area.



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute Management Kozhikode
Globalizing Indian Thought

Research Office
Indian Institute of Management Kozhikode
IIMK Campus P. O.,
Kozhikode, Kerala, India,
PIN - 673 570
Phone: +91-495-2809237/ 238
Email: research@iimk.ac.in
Web: <https://iimk.ac.in/publications>

