AI GLOSSARY

Keep this handy to refer to as you're embarking on your AI Journey!

🧠 NEURAL NETWORK

A computational model inspired by the structure of the human brain. Neural networks are made up of nodes ("neurons") arranged in layers, which pass and process information to detect patterns and make predictions.

🧮 MACHINE LEARNING (ML)

A subset of AI that enables systems to learn from data and improve performance without being explicitly programmed for every single task.

🔍 DEEP LEARNING (DL)

An advanced form of machine learning that uses deep neural networks with many hidden layers to analyze and learn from massive volumes of complex data.

💬 NATURAL LANGUAGE PROCESSING (NLP)

A branch of AI focused on enabling machines to read, understand, interpret, and generate human language.

🧾 TRAINING DATA

The dataset used to "teach" an AI system during development. The quality, quantity, and diversity of training data directly impact the model's accuracy and bias.

⚙️ MODEL

The end result of the training process — a system that can now make predictions, classify information, or generate content based on what it learned.

🧠 ARTIFICIAL GENERAL INTELLIGENCE (AGI)

A still-theoretical form of AI that would be able to understand, learn, and apply knowledge across any task or domain, with reasoning and adaptability similar to humans.

📈 ALGORITHM

A set of rules, instructions, or mathematical formulas that guide how an AI processes data and learns patterns.

🔄 INFERENCE

The stage where a trained AI applies what it's learned to new, unseen data and delivers a result.

✍️ PROMPT

A question, instruction, or input that triggers a response from a generative AI model.

⚡ LLM (LARGE LANGUAGE MODEL)

A type of AI model trained on massive volumes of text to understand and generate natural language. LLMs use deep learning and billions (sometimes trillions) of parameters to predict the next word in a sentence.

SUMMIT
MEDIA SOLUTIONS

AI GLOSSARY

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🎨 GENERATIVE AI

A class of AI models that can create new content — such as text, images, music, or video — based on prompts and training data.

🔒 BIAS

When an AI system produces results that unfairly favor or disadvantage certain groups. Bias often comes from imbalanced or flawed training data.

🧪 FINE-TUNING

The process of retraining a pre-trained AI model on a smaller, specialized dataset to adapt it to a specific use case or brand voice.

🏛️ TOKEN

A chunk of data used in language models — usually a word, part of a word, or symbol. AI processes tokens instead of whole sentences.

⚠️ HALLUCINATION

When an AI generates text that sounds confident but is factually incorrect or completely made up.

🚀 API (APPLICATION PROGRAMMING INTERFACE)

A tool that allows different software programs to interact — like plugging an AI model into your website or app.

⚙️ AUTOMATION

Using technology to perform tasks without needing a person to do them manually.