

AI 101: Natural Language Processing

VIDEO TRANSCRIPT

What is natural language processing?

Imagine you're at the hairdresser. The receptionist tells you "the stylist is free." But what does that mean? That the haircut doesn't cost anything? That the stylist has been released from prison? Of course not – it means the stylist is ready for your haircut. You know that, because you have context.

Computers are programmed to identify written and spoken words. But to really communicate with people, they need to understand context. That's where natural language processing, or NLP – comes in. Computers use NLP to look beyond individual words or phrases, and understand the context they're being delivered in. Often enough to communicate with virtually anyone – in real time.

Natural language processing lets virtual assistants like Siri and Alexa understand that when you ask them to "play some rock" – you're not asking Siri to pick up a guitar, or start banging stones together – but to play some tunes.

We hope this video on natural language processing makes sense.