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Contribution of AI to Third Age Silver Consumption

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Discussion Contribution. Zoom Meeting on Wednesday, September 13, 2023

*Artificial Intelligence (AI) Applied to Seniors 55+ in the Silver Economy:
An Analytical Balance Between Ethics, Technology and Social Concerns*

The silver economy is going to become a very significant component of economy due to the increased mean age of population and to the different services to life obliged to enlarge their activities to satisfy an increasing number of citizens. Health, transport, food are some concerns for which the different mean age of population can mean differences of the needed technologies, so creating the conditions for a new generation of consumption society. Technologies contribute silver economy to become always more an essential component of economy. Artificial Intelligences are a new reality of our times. They are studied and discussed from different points of views: ethics, work market, social science. But looking at what we said AIs play a role as their impact on our life means increasing opportunities to take part to new fields of life such as the guide to the best foods, the discover of how artificial intelligence and machine learning solutions can enable you to perform more rapid and objective assessments of asset and portfolio positioning. Artificial Intelligence (AI) technologies offer great potential for creating new and innovative solutions to improve peoples' lives, grow the economy, and address challenges in health and wellbeing, climate change, safety and security. Like any disruptive technology, however, AI carries risks and presents complex societal challenges in several areas such as labor, safety, privacy, ethics, skills and so on.

A broad approach towards AI, covering all its effects (good and bad) on society as a whole, is crucial. Especially in a time where developments are accelerating, IA has the potential to bring about numerous positive changes in society, including enhanced productivity, improved healthcare, and increased access to education. AI-powered technologies can also help solve complex problems and make our daily lives easier and more convenient. While the benefits of AI are clear, there are also important ethical and societal implications that must be considered. Issues such as privacy, security, and job displacement are just a few of the challenges that come with the increasing use of AI. It is crucial that we address these concerns proactively

and work to ensure that AI is used for the betterment of society. As AI continues to evolve and gain importance in our world, it is important that we continue to invest in its development and advancement. This includes investment in research and development, as well as the creation of policies and regulations that promote the responsible use of AI. By doing so, we can ensure that AI remains a positive force in our world, driving progress and improving lives for years to come. Today investment in AI has become an alternative to survive in the competitive global market. The implementation of AI can impact people's consumption, which is currently revolutionizing the way industries analyze data to approach the consumer in a more effective way. Artificial Intelligence is transforming eCommerce and allows the development of better strategies to understand demand and thus foster the growth of companies. What artificial intelligence does is to analyze large volumes of data to identify what people like, need, and their preferences. In other words, it allows to know the interests and lifestyle of customers, and in that way, companies can offer a better product to their consumers.

Technology is expected to evolve the way people shop. New "smart stores" could emerge that will accompany the consumer from start to finish in their shopping and product selection process.

Similarly, we can expect voice assistants that will be in charge of selecting the consumer's favorite products, tastes, food and places. Finally, don't be surprised if companies start implementing "virtual reality" in which users will be able to choose their products without the need to be in the store of their convenience. They will be able to do everything from the comfort of their home.