

AI-ENABLED ANALYTICS

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Definition

AI-enabled analytics refers to the use of artificial intelligence (AI) techniques — such as machine learning, natural language processing, and computer vision — to analyze large and complex datasets. These systems go beyond traditional data analysis by identifying patterns, generating predictions, and offering insights without explicit human programming. AI-enabled analytics are increasingly utilized across various domains to inform decision-making, automate tasks, and enhance performance.

Context

In the age of digitalization, AI-enabled analytics has transformed how organizations process information and make strategic decisions. From political campaigns using voter sentiment analysis to platforms personalizing content in real-time, AI systems allow for unprecedented scale and speed in data interpretation.

These technologies are widely used in predictive policing, automated content moderation, targeted advertising, and policy forecasting, often operating invisibly in the background of digital infrastructures. As Louise Amoore (2019) and N. Katherine Hayles (2025) highlight, such analytics are not neutral tools—they embody assumptions, priorities, and historical datasets that shape their outputs.

Concerns around algorithmic bias, transparency, and accountability are central to debates about AI-enabled analytics. As shown in cases like facial recognition failures or biased risk assessment tools in criminal justice, flawed training data or design choices can produce harmful outcomes, especially for marginalized communities.

Moreover, the datafication process underlying AI analytics raises critical methodological questions. What is considered valuable data? Who defines success? These tools often prioritize efficiency over contextual understanding, potentially narrowing democratic deliberation and reinforcing technocratic governance.

Despite these challenges, AI-enabled analytics are also being harnessed for social good — supporting public health, climate monitoring, and humanitarian response efforts. The key tension lies in who controls these systems, how they are designed, and for whose benefit they are deployed.

Related Concepts

Algorithm; Algorithmic Censorship; Artificial Intelligence Act; Data-driven micro-targeting; Digital Democracy; E-Governance; E-Government; Platform Politics

References

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