One idea: Can data help computers get smarter?
Consider the task of a computer recognizing a face in a picture

How would you make the computer recognize a face?

Past approaches:
Specify the rules to identify a face
Make the computer look for these rules (or "Features")

Rules could be:
1. two symmetric black curves (eyebrows)
2. two black dots below the curves (iris)
3. two small dots close to the middle (nostrils)
...
1000. slight darkness below the chin (shadow)

Does this work?