

ARTIFICIAL INTELLIGENCE AND BELARUSIAN STUDENTS

Искусственный интеллект и белорусские студенты

Contemporary students are the so-called «digital natives», «native speakers» of the digital language of computers, video games and the Internet» [1]. All the spheres of students' lives are permeated with the digital impact. The artificial intelligence (AI) influence will continue to persist in their future, both in personal and professional domains. We had a keen interest in Belarusian students' perception of their digital present and future.

The overall aim of the research was to study the attitude of Belarusian students to AI and to determine scope of its usage by them, based on a survey developed for this purpose.

According to the survey, 73.7 % of the students use AI in their daily lives and only 5.3 % do not use it at all, which indicates the acceptance of this innovation by the young.

The survey demonstrated that the younger generation uses AI in various areas of their lives, such as education, entertainment, creative activities, gaming, sports and health. Based on the survey results, the «education» option received the largest number of responses. AI provides many opportunities for education: it creates various platforms for personalizing the educational process (platforms that analyze human strengths and weaknesses and select an individual training programme, based on the results), helps delegate some mundane tasks, and optimizes the work structure.

60.5 % of the students believe that AI can partially replace young professionals in the labor market. AI systematizes many processes, which contributes to the reduction of jobs in automated enterprises. This leads to changes in demand for certain specialties. Based on the results of the survey, 68.4 % of the pollees believe that AI is a useful tool that helps youth to increase productivity in professional activities.

Despite the numerous advantages, AI can also negatively affect the younger generation: depending on the purpose of usage, technology can have a detrimental effect on the formation of personality by affecting human cognitive abilities. According to the results of the survey, 28.9 % of the students believe that AI can harm the further development of humankind. Such judgments are primarily related to the uneven distribution of tasks between a person and AI.

The world is changing rapidly; prejudices against technology are becoming less pronounced, which is why most of the surveyed students (71.1 %) prefer the idea of improving the world with the help of AI, which will make it possible to introduce an innovative attitude to life and minimize time for performing ineffective tasks.

There are fears that the unconscious use of AI in educational activities can harm the brain performance of the younger generation due to excessive shifting of responsibility

to AI, which will adversely affect the formation of a young specialist in the professional field [2]. However, the survey showed that Belarusian students do not share this view; on the contrary, they feel more optimistic about the spread and impact of technology. For them, AI is both an important tool for realizing their goals in various spheres of life and a beacon of hope for a more efficient, albeit competition-saturated, professional world.

References

1. *Prensky, M. Digital Natives, Digital Immigrants / M. Prensky // On the Horizon. – 2001. – Vol. 9, iss. 5. – P. 1–6.*
2. *AI and Robotics: Threats and Opportunities for the Younger Generation // LinkedIn. – URL: <https://www.linkedin.com/pulse/ai-robotics-threats-opportunities-younger-generation-dhanasekaran-chmoc/> (date of access: 15.11.2024).*

K. Yudenkova

К.Д. Юденкова

БГЭУ (Минск)

Научный руководитель Е.Ю. Белозерова

INNOVATIVE TECHNOLOGIES AS A DRIVING FORCE OF DIGITAL TRANSFORMATION IN SOCIETY: ACHIEVEMENTS AND FUTURE PROSPECTS

Инновационные технологии как движущая сила цифровой трансформации общества: достижения и перспективы на будущее

Introduction. Digital transformation, driven by the integration of innovative technologies, is a key factor shaping the development of the modern world. This thesis aims to analyze the achievements already realized through digital technologies and explore their future impact on society.

Achievements of Modernity

1. **Improved Quality of Life:** Innovative technologies, such as mobile applications and online services, have significantly simplified daily tasks. For instance, food delivery and ride-hailing services have transformed everyday routines, allowing people to save time and effort.

2. **Access to Information and Education:** Online learning platforms like Bell Life Learning and Mentor have made education accessible to a broader audience. This not only expands professional growth opportunities but also enhances the overall knowledge level in society.

3. **Business Efficiency:** The adoption of automation and data analytics technologies enables companies to optimize processes, reduce costs, and increase productivity. Examples include CRM systems and big data analysis tools.