

2. Eightydays.me is a web service for travelers that plans and builds routes to several cities and countries at once.

3. Artyline is a tool for designers and product managers that turns paper sketches into AR layouts which then can be processed and exchanged with other users.

4. Djinn Sensor is a multifunctional multi-sensor that allows you to measure some of the most important parameters of the indoor environment: carbon dioxide content, humidity, light, noise, volatile organic compounds.

All startups have been awarded various national and international awards and continue to develop successfully.

Thus, government support programs for the IT industry in Belarus continue to operate, and the EAEU social programs allow qualified specialists from other countries of the Eurasian Economic Union to cooperate with Belarusian companies. Therefore, in the near future we will certainly see new achievements in the field of information technology in the Republic of Belarus.

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GENERATION AI

Поколение ИИ

AI's influence could be profound for the youngest of generations.

In recent years, artificial intelligence (AI) has become an integral part of our daily lives, reshaping industries, transforming communication, and altering the way we interact with technology. For the younger generation, those kids who were born between the late 1990s and early 2010s – often referred to as Gen Z and the emerging Alpha generation—AI is not just a tool; it is a defining aspect of their upbringing and identity. AI will be hugely influential on the lives of generation alpha, born between 2010–2024, in much the same way that smartphones and social media have shaped the lives of gen Zers.

This abstract explores the multifaceted influence of AI on young people today, examining its impact on education, social interactions, creativity, and ethical considerations.

One of the most significant ways AI has influenced the younger generation is through education. Traditional learning models are being transformed by AI-powered tools that personalize learning experiences. Platforms like Khan Academy and Duolingo utilize algorithms to adapt lessons to individual student needs, allowing learners to progress at their own pace. This personalized approach not only increases understanding, boosts engagement and makes learning more enjoyable.

Moreover, AI-driven analytics provide educators with insights into student performance, helping them identify areas where students may struggle. This data-driven approach promotes a more supportive learning environment that allows teachers to coordinate teaching effectively [1].

AI has also redefined the way young people communicate and interact with one another. Social media platforms powered by AI algorithms select content tailored to users' preferences, shaping their online experiences. While this can lead to more relevant content, it also raises concerns about echo chambers and the reinforcement of existing beliefs.

In addition, AI chatbots and virtual assistants have become commonplace in everyday interactions. From Siri and Alexa to AI-driven customer service agents, these technologies facilitate communication and provide information instantly. However, the dependence on AI for social interaction may lead to a decline in face-to-face communication skills among young people.

Relationships will look different for a generation that has grown up with AI companions. «It's about creating human connection in different spaces», futurist Ian Beacraft said in a keynote speech on the topic of AI, adding: «We're at a point where we have to understand how many of friends are real and how many are synthetic. And frankly, it may or may not matter».

The rise of AI has democratized creativity, allowing young people to express themselves in innovative ways. Tools like OpenAI's ChatGPT and DALL-E enable users to generate text and images based on simple prompts, empowering them to create art, music, and literature without need for extensive technical skills [2].

This accessibility fosters a culture of experimentation and collaboration. Young creators can easily share their work online, receive feedback, and collaborate with others globally. However, the ease of content creation also raises questions about uniqueness and authenticity in an age where AI can mimic human creativity.

As Artificial Intelligence becomes increasingly embedded into lives, young people are becoming more aware of the ethical implications associated with its use. Issues such as data privacy, algorithmic bias, and the potential for job displacement are at the forefront of discussions among young people. Many young people advocate for responsible AI development that prioritizes transparency and fairness [3].

Moreover, educational institutions are beginning to incorporate ethics into STEM curricula, preparing students to navigate the complexities of a future shaped by AI. This awareness empowers the younger generation to engage in meaningful conversations about a role of technology in society and encourages them to become informed advocates for ethical practices in AI development [4].

The influence of artificial intelligence on the younger generation is profound and multifaceted. Generation AI, born into a digitally advanced world, could be the most emotionally engaged, creative, and purposeful generation to date. By embracing the opportunities while remaining vigilant about the challenges, they can harness the power of AI to create a more equitable and innovative society.

References

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DIGITAL TRANSFORMATION OF SOCIETY: ACHIEVEMENTS OF THE PRESENT AND PROSPECTS FOR THE FUTURE

Цифровая трансформация общества: достижения современности и перспективы будущего

Digital transformation is a global process that affects all areas of modern society. It changes the ways in which people, businesses, and government agencies interact, facilitating the creation of new activity models based on the use of digital technologies. The aim of this work is to consider the main achievements of digital transformation and the prospects for its further development.

- **Information technology and the Internet**

One of the key achievements of digital transformation is the widespread use of information technology and the Internet. The Internet has given people access to vast amounts of information, facilitated communication, and created new business opportunities. E-commerce and online services have become an integral part of everyday life, providing convenient ways to buy goods and receive services.