

## **THE ROLE OF ARTIFICIAL INTELLIGENCE IN SHAPING SOCIETY**

### **Роль искусственного интеллекта в формировании общества**

Artificial intelligence (AI) is one of the most rapidly developing fields in science and technology, and its impact on modern society is becoming increasingly significant. AI encompasses a wide range of technologies that allow machines and programs to perform tasks that would normally require human intelligence. Today, AI is permeating all aspects of life and becoming an integral part of modern society.

**Medicine.** One of the most important areas where AI finds its application is in the field of medicine. With the help of AI, doctors can perform more accurate diagnoses, predict possible diseases, and develop personalized treatment plans for patients. Moreover, AI can accelerate the development of new drugs and treatment methods, which can significantly improve people's quality of life.

**Business and Finance.** Artificial intelligence is also being applied in business and finance. Banks and credit institutions are using AI to analyze credit risks, determine stock prices, and predict economic trends. This allows them to make more accurate decisions and improve their financial performance. Additionally, AI is being used in marketing and advertising, where it helps to develop more effective strategies for promoting products and services.

**Production.** In the field of production, AI helps to optimize processes, increase efficiency and improve the quality of products. Modern AI technologies allow for the creation of smart systems that can monitor production processes and eliminate possible malfunctions. AI is also used in logistics, warehouse management and transportation of goods, which allows to speed up the delivery process and reduce logistics costs.

**Education.** In addition, AI is used in education, law enforcement, science, and other fields. Intelligent systems can help students and scholars in their learning, as well as improve the quality of scientific research. Law enforcement agencies use AI to solve crimes and prevent terrorist acts. Intelligent systems are also used in the field of ecology, helping to monitor environmental pollution and develop new methods for cleaning up the environment.

There is a risk that AI could get out of control. Therefore, it is important to develop AI in accordance with ethical and legal standards. Additionally, there is a danger of replacing humans with machines, which could lead to the dismissal of millions of people around the world.

In general, artificial intelligence is becoming increasingly popular and influential in modern society. It helps us solve complex problems and improve our quality of life, but it requires a responsible and ethical approach to its development. Therefore, it is important

to continue research and development in this field in order to use AI for the benefit of all humanity.

**Economics.** One area where AI has great potential is in the field of economics. AI can help companies and governments find new ways to improve efficiency and reduce costs. For example, AI can be used to automate processes, manage investments, and optimize tax payments.

**Transportation.** Another example of AI's application is in the field of transportation. AI systems can help reduce traffic accidents, improve route planning, and manage traffic flow. In addition, AI can be used to develop new technologies, such as autonomous cars and unmanned drones. It is important to note that the development of AI also requires significant investment in research and development. While most companies and governments are already investing in this area, there is a need to continue increasing funding to ensure further progress and make AI accessible to everyone.

In general, artificial intelligence is a technology that has the potential to transform the world, and its applications will only increase in the future.

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## **NEW ART FORMS: DIGITAL MUSEUMS, NFTS AND IMMERSIVE EXPERIENCES**

### **Новые формы искусства: цифровые музеи, NFT и иммерсивный опыт**

The main goal of the research is to analyze how key technological trends are transforming the traditional ecosystem of art affecting three key aspects – the nature of creativity: who is considered an artist and how are works created, copyright practices: how is digital art protected, sold, and shared, the way to interact with the audience: how does the viewer consume and perceive art.

Imagine that art used to live in special houses-museums. To see it you had to come to this house. Now art has broken free thanks to technology and it has changed everything: how are works created, how do we view them and who is considered an artist in general.

Technology is transforming from a simple tool into an art medium which is clearly reflected in three key phenomena: digital museums, NFT and immersive practices. Let's look at some examples. Digital museums are like a virtual tour. You're sitting on the couch at home or at computer and on your phone you're «walking» around the Louvre or the Hermitage. What does it change? Firstly, art has become available to absolutely everyone even if you live in a small town. Secondly, museums can now create incredible online exhibitions that are impossible in reality, for example, to collect paintings from different