

artificial intelligence allows for the rapid creation of various works of art, a real masterpiece in a fast-developing world is quite difficult to create.

Thus, in the course of the scientific work, an analysis of the key achievements of digital transformation in the field of culture was carried out. In an ever-changing world, the digital transformation of society in all spheres of society, including culture, is inevitable. Gradually it becomes an irreversible and revolutionary process. Its key achievements are the democratization of access and production, the emergence of online communities and new forms of art. The prospects for development are related to the integration of artificial intelligence into the creative process and the decentralization of cultural institutions.

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ARTIFICIAL INTELLIGENCE AND THE LEGAL FRAMEWORK

Искусственный интеллект и правовые рамки

Artificial intelligence has become a big part of our lives, and we can't imagine existing or growing as a society without it. It's widely used because it gives us fast answers in ways that are easy to understand. However, the quick processing of endless data brings up several problems: violation of human rights, cyber threats, unpredictable behavior.

Therefore, we need to create laws about the development and use of AI technologies to ensure they are used safely. Right now, most guidelines for regulating AI are not formal laws but rather philosophical, technical, or ethical ideas. There is no comprehensive federal law on this.

The European Union has created a draft Regulation on AI [1]. This is the first comprehensive legal framework on AI. The AI Act classifies AI systems by risk level:

- Unacceptable risk: AI systems that clearly threaten safety and rights are banned. This includes harmful manipulation, social scoring, and indiscriminate facial recognition data collection.

- High-risk: Applications subject to specific legal requirements, such as CV-scanning tools.
- Minimal or no risk: Applications not banned or classified as high-risk are mostly unregulated.

As of November 2025, the U.S. does not have a single federal law regulating AI [2]. Instead, there are various laws and regulations apply to AI in specific sectors, such as finance, healthcare, and transportation. United Kingdom adopts a pro-innovation approach, placing AI oversight in the hands of existing regulators under overarching principles of safety, security, transparency, accountability, and fairness [3]. Australia released the Voluntary AI Safety Standard in 2024 [4].

One of the most pressing issues in AI law is the question of responsibility. When an AI system causes harm – whether it's an accident involving an autonomous vehicle or a wrong decision made by a predictive algorithm – it becomes difficult to determine who is responsible. Current legal principles struggle to apply traditional notions of liability to AI, where actions are performed autonomously by machines. This uncertainty can slow down innovation and create barriers to implementation.

We conducted a survey on attitudes toward the legal regulation of artificial intelligence. The survey showed significant public support for regulation: 69 % of respondents believe that AI needs legal oversight, and 62 % emphasize the importance of data protection. The question of who should be responsible for harm is debated – most think that liability should fall on developers or users. There is a preference for flexible regulation, but trust in AI as a source for judicial decisions remains low.

Thus, the development of artificial intelligence technologies requires legal regulation. States should develop strong legislation addressing the specific challenges of artificial intelligence, such as liability and data protection, while adopting a risk-based approach to classify AI systems by risk levels. Promoting international collaboration is also essential for harmonizing regulations and sharing best practices.

Clear definitions of responsibility for AI system actions, along with transparency and ethical practices, are crucial for building public trust. Regulations must remain flexible to adapt to rapidly evolving technologies. By implementing these measures, we can maximize the benefits of artificial intelligence while minimizing its risks.

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INFLUENCE OF SOCIAL NETWORKS ON THE FORMATION OF ADOLESCENTS' SELF-ESTEEM AND IDENTITY

Влияние социальных сетей на формирование самооценки и идентичности подростков

Given the rapid increase in the number of adolescents using social networks and their penetration into all spheres of life, there is an important issue of the influence of digital space on the mental health and personal development of young people. Social networks have become a new social environment in which the characteristics of self value and identity are formed, which requires an in-depth analysis of the mechanisms of this influence. The aim of the study is to identify how social networks transform self-perception processes in adolescents, and also to identify factors that have a positive or negative impact on these processes.

Adolescence is characterized by the identity crisis described by Eric Ericsson and the active formation of «I-concepts» through social comparison with others. Social networks create unique environments for formative communication, as adolescents design and demonstrate their digital identity. This process requires analysis from both a psychological and sociocultural point of view.

The negative mechanisms are social comparisons – adolescents compare their real life with idealized images, which often leads to low self-esteem. Dependence on approval in the form of likes and comments provokes the formation of an unstable self-esteem, dependent on external validation. Cyberbullying and negative comments have a direct destructive effect on the psyche of adolescents, raising anxiety levels and causing feelings of social inferiority. The FOMO phenomenon, meaning fear of missing out on something important, further increases anxiety and contributes to the formation of destructive psychological states.

Positive aspects are opportunities for self-expression and experimentation with different roles, which is an important part of adolescent development. Social networks create conditions for the search of reference groups and support of like-minded people, which promotes social adaptation, especially those adolescents who feel marginalized in the online environment.