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## **ARTIFICIAL INTELLIGENCE IN THE DIGITALIZATION OF EVERYDAY LIFE**

### **Искусственный интеллект в цифровизации повседневной жизни**

Today, artificial intelligence is rapidly penetrating virtually every aspect of human life, from household appliances to digital services in healthcare and education.

Artificial intelligence (AI) is a set of advanced technologies that replicate human intellectual abilities. Thanks to its capabilities, AI is capable of independently finding solutions even in situations where a predetermined algorithm of actions is lacking. The result of such intellectual activity is task performance either at the level of human consciousness or even significantly better [1].

Let's look at several examples of how AI technologies are transforming familiar things and making them more convenient and efficient.

The first example is new-generation homes equipped with smart devices. These devices can automatically regulate lighting and temperature, and also ensure the safety of residents using motion sensors and CCTV cameras. Home appliances can also be controlled with just one word using a voice assistant. Thus, technology is becoming an integral part of everyday life, significantly simplifying household chores and ensuring a high level of comfort and safety for residents.

As a second example, consider the apps and services used by millions of people every day. These include recommendation systems in online stores, automatic route suggestions on maps, and personal assistants on smartphones. People have become so accustomed to these technologies that they can't imagine life without them. Indeed, these tools significantly simplify everyday tasks and help save time.

The third example is cars equipped with autonomous driving systems, robots delivering goods or food, and driverless trucks. The use of these technologies significantly reduces the number of accidents, saves fuel, and allows for the transportation of goods much faster and cheaper.

Another example of AI application is medicine and education. AI-based applications facilitate disease diagnosis, the selection of individual treatment plans, and even the organization of remote medical care. In education, artificial intelligence helps create adaptive learning programs, select individual assignments, and monitor student progress.

Social media and entertainment services, which use advanced algorithms to select engaging content and build communities of like-minded people, are also crucial. All this helps strengthen connections between people and enrich cultural leisure time [3].

The use of artificial intelligence is radically changing our understanding of a comfortable and efficient everyday life. Based on the examples discussed, AI technologies are ubiquitous: from home automation to medical applications and transportation systems. Along with these positive changes, serious challenges arise: the need to ensure information security, confidentiality, and transparency of algorithms. Legal documents must also be developed to protect user interests and regulate the actions of AI product manufacturers.

Further development of AI is expected in medicine, transportation, urban infrastructure, and education. The success of any new technology depends on a balanced approach to solving the challenges [2].

### References

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## THE REPUBLIC OF KOREA IN THE ERA OF DIGITAL TRANSFORMATION

### Республика Корея в эпоху цифровой трансформации

The Republic of Korea is a model for many countries in its digital transformation, as it has managed to transition from a paper-based bureaucracy to a smart government.

The purpose of the study is to examine the main stages, mechanisms, and results of the digital transformation of the state.

Let's begin by examining the history of digital transformation in the public sector in South Korea, which can be divided into three stages:

Stage I: 1987 – the adoption of the law on the development, distribution and use of the computer network, the purpose of which was to develop various government offices and government structures, reduce paperwork, and focus on scientific and technical projects. National Basic Information Systems (NBIS) was responsible for all of this. Its main achievement was the creation of software applications and databases for a unified government administration system.