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].

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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.

Stage II: 1995–2010 – organization of the e-government infrastructure, which had 3 static directions:

1. Partnership and equal access to information for citizens and the state;

2. Increasing competitiveness in the IT sphere;

3. Popularization of public services.

Stage III: In 2012, the government declared the need to engage citizens not only as passive recipients of government services but also as active participants in public administration; the disclosure of previously secret government data; and a desire to change the structure of the public sector. To implement all of this, public disclosure of information was carried out through government administration in the Republic of Korea («A Computer for Every Citizen»).

IT projects in the public administration sector of South Korea:

- The Smart Factory equips enterprises with the latest digital and analytical technologies.
- DigitalBrain is responsible for budget formation and execution, treasury operations management, and accounting.
- KONEPS controls the entire purchasing process from a smartphone app.
- IDC is a provider of market intelligence, advisory services, and events for the information technology and telecommunications markets.
- KrCERT is a center that conducts 24/7 monitoring of DDoS threats and prevents the spread of malicious code.

South Korea app usage statistics for late 2024 and early 2025:

1) YouTube has approximately 43.4 million users, 49.7 % of whom are women and 50.3% are men. However, the number of users declined by 900,000 from the beginning of 2024 to the beginning of 2025.

2) Facebook has approximately 7.75 million users. This number increased by 100,000 in the three months from October 2024 to January 2025. About 17.2 % of users are adults.

3) Instagram has 23.6 million users, representing 45.7 % of the total population. The app is popular with users of all ages, with its user base increasing by 200,000 from January 2024 to January 2025.

4) According to TikTok data, there were 7.18 million users aged 18 and older at the start of 2025 (the platform is also popular with teenagers). This number increased by 231,000 from the beginning of 2024 to the beginning of 2025.

Thus, the Republic of Korea is showing all countries that their success in digital transformation lies not only in the introduction of new innovations, but also in the government's initiative to share power, data, and mutual responsibility with every citizen.