

diminishing our capacity for empathetic engagement. As researcher Sherry Turkle aptly observes, we are increasingly «sacrificing conversation for mere connection», settling for the illusion of companionship without the demands of true friendship. The constant distraction of notifications and the pressure to be perpetually available further fracture our attention, making sustained, deep conversation in the physical world a growing challenge.

In conclusion, the influence of social networks on everyday communication is a double-edged sword. They offer powerful and unprecedented tools for maintaining connections and building communities on a global scale. Yet, they simultaneously risk impoverishing the quality of our interpersonal interactions by promoting superficiality, performance, and distracted engagement. The challenge for modern society is not to reject these platforms outright but to cultivate a more mindful and intentional approach to their use. By recognizing the irreplaceable value of unmediated, face-to-face conversation and setting deliberate boundaries for our digital lives, we can strive to harness the benefits of global connectivity while preserving the depth, empathy, and authenticity that are the hallmarks of truly meaningful human communication.

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ARTIFICIAL INTELLIGENCE: PLUSSES AND MINUSES

Искусственный интеллект: плюсы и минусы

The main goal of my research is to identify the pros and cons of artificial intelligence and analyze the opportunities and threats.

Artificial intelligence (AI) is a field of computer science that focuses on creating machines and programs capable of performing tasks that require human intelligence, such as learning, problem solving, and decision making. It mimics human cognitive functions using techniques like machine learning to analyze data and identify patterns. Examples of AI include virtual assistants (Siri, Alexa), recommender systems, and generative models that create new content, such as ChatGPT.

Artificial intelligence (AI) offers benefits such as the automation of routine tasks, increased accuracy and productivity, faster analysis of large volumes of data, and improved decision-making. Furthermore, AI improves security (e.g., in cybersecurity), personalizes user experiences, and fosters creativity by freeing humans from monotonous work.

Advantages of AI

Automation and efficiency: AI can perform routine and repetitive tasks faster and more accurately than humans, reducing errors and freeing up employees for more creative

work. **Data Analysis:** AI can process and analyze massive amounts of data in real time, identifying patterns and helping make more informed decisions.

Improved Decision Making: With its ability to process large volumes of information, AI helps make more accurate and faster decisions at all levels, from the production to the business level.

Enhanced Security: AI is used to detect fraud, predict attacks, and monitor suspicious activity, improving security in various areas, including cybersecurity.

Personalization: AI technologies enable personalized user experiences, such as in education, where it can tailor materials to individual student needs.

24/7 Availability: AI-powered systems can operate 24/7 without interruption, ensuring continuous service and customer support at all times.

Innovation and Creativity: By automating routine tasks, AI gives people more time and opportunity to develop creative and strategic skills. In manufacturing, for example, it can assist in the creation of innovative designs.

Predictive Maintenance: In industry, AI can be used to predict equipment failures, enabling preventative maintenance before problems arise.

Artificial intelligence (AI) poses risks due to potential abuse (cyberattacks, disinformation), security issues (errors, loss of control over autonomous systems), and socioeconomic and ethical implications (unemployment, bias, privacy threats). There is also a risk of creating «superintelligence» that could run amok and act against human interests.

After my research I came to the conclusion that artificial intelligence can have both positive and negative sides. When used with good intentions, it can bring about major breakthroughs in virtually any field. When used with malicious intent, the consequences can be catastrophic.

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DIGITAL DIVIDE: ACCESS TO TECHNOLOGY AS A FACTOR OF SOCIAL STRATIFICATION

Цифровое неравенство: доступ к технологиям как фактор социальной стратификации

In today's world, where digital technologies permeate all spheres of human life – from education and employment to healthcare and public administration – access to them has ceased to be simply a matter of convenience and has become a key factor determining