ADVANTAGES AND ACHIEVEMENTS OF ARTIFICIAL INTELLIGENCE IN ECONOMIC AND SOCIAL AREAS

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***Annotation.** The article states that Artificial Intelligence technologies are currently bringing positive changes to various aspects of society, including production, education, healthcare, finance and public safety, and that economically, artificial intelligence is creating opportunities for automating production, creating innovative products and creating new jobs. The impact of artificial intelligence on the economic and social system, its advantages and problems are considered.*

***Keywords:** Artificial intelligence (AI), economic impact, social changes, automation of production, healthcare, educational technologies, new jobs, information security, ethical issues, revolutionary technologies.*

***Аннотация.** В статье говорится, что технологии искусственного интеллекта в настоящее время привносят позитивные изменения в различные аспекты общества, включая производство, образование, здравоохранение, финансы и общественную безопасность, и что в экономическом плане искусственный интеллект создает возможности для автоматизации производства, создания инновационных продуктов и создания новых рабочих мест. Было рассмотрено влияние искусственного интеллекта на экономическую и социальную систему, его преимущества и проблемы.*

***Ключевые слова:** Искусственный интеллект (ИИ), экономическое влияние, социальные изменения, автоматизация производства, здравоохранение, образовательные технологии, новые рабочие места,*

информационная безопасность, этические вопросы, революционные технологии.

Artificial intelligence (AI) is a technology that enables computer systems to perform tasks similar to human intelligence. The development of AI technologies is affecting all spheres of social life. Their impact is noticeable not only in the economic system, but also in the social, cultural, political and environmental environment. The capabilities of AI are bringing revolutionary changes in various fields, including manufacturing, healthcare, education, transportation, public administration and many others. This article will cover the role and impact of AI in economic and social life in more detail.

The Role of Artificial Intelligence in Economic Life. The role of AI in the economic system is very large. It is of great importance in increasing production efficiency, creating new jobs, developing innovative products and updating the market on a global scale.

Automation of Production and Innovation. One of the most important areas of application of AI is production. Robotic processes, intelligent systems, and automated production lines are accelerating production processes, increasing efficiency, and reducing production costs. For example, intelligent robots, automated assembly systems, and SI systems used to control production processes make it possible to produce faster and more cost-effectively.

Personalization of Products and Services. Products and services are being personalized with the help of artificial intelligence. Large companies (such as Amazon, Netflix, and Spotify) are using artificial intelligence to create personalized offers for customers. AI algorithms analyze customer behavior and recommend services and products that are tailored to their needs. This approach helps companies improve customer relationships, increase sales, and ensure customer loyalty.

Job Transformation. Artificial intelligence and automation are simultaneously creating new jobs and eliminating some professions. For example, AI systems and robots are enabling complex data analysis or performing dangerous tasks. At the same time, some traditional jobs, such as simple production and administrative tasks, may

decrease. However, the demand for highly skilled professions, such as managing new technologies, programming, and designing SI systems, will increase.

Financial Sector and Risk Forecasting. In the financial sector, artificial intelligence helps in assessing risks, making financial forecasts, and managing investments. For example, SI systems can analyze changes in the stock market and show the most effective ways to invest. Banks and financial institutions are also using SI to detect fraud, personalize customer service, and improve debt management.

The Role of Artificial Intelligence in Social Life. The role of artificial intelligence in social life is also growing. It is important in making people's daily lives easier, improving medical and educational systems, and generally improving the quality of life in society.

Artificial Intelligence in Healthcare. In the healthcare sector, artificial intelligence creates innovative opportunities. For example, AI systems have been developed that help in early detection of diseases, development of individual treatment plans, and planning of operations. AI systems are analyzing medical images and are working effectively in detecting tumors, heart diseases, and many other diseases. Also, surgeries are being performed more safely and accurately with the help of robots and intelligent systems.

Changes in the Education Sector. Artificial intelligence is also playing an important role in the education system. With the help of AI systems, it is possible to personalize the learning process of students, assist teachers, and improve the quality of education. For example, by analyzing student approaches, AI systems can create an individual study plan and increase student success. On the other hand, distance education systems are developing further with the help of AI, which makes education accessible to everyone.

Public Safety and Government Management. Governments are using AI to improve public safety and government management systems. For example, AI systems can be used to prevent and combat crime. AI algorithms can be used to ensure public safety, prevent crime, and effectively organize other public services.

Information Networks and Fake Information. Artificial intelligence is also of great importance in information networks. With the help of AI algorithms, media companies and information networks provide customized content for individual customers. At the same time, AI systems can detect false information and rumors and prevent their spread. However, artificial intelligence can also be misused, for example, using deepfake technologies to create fake videos and images. This makes it even more difficult to ensure information security.

Ethical and Social Issues of Artificial Intelligence. With the expansion of artificial intelligence technologies, their ethical and social issues are also becoming relevant. These include: Labor market and automation: The widespread use of artificial intelligence may lead to the loss of some jobs. In such a situation, the issues of creating new jobs and retraining human resources will be important.

Privacy and data security: AI systems can analyze and use user data, which poses a risk to privacy. Laws and policies need to be developed to ensure data security and privacy.

AI governance and fairness: AI systems should generally make decisions that are consistent with human values. They should operate in a way that respects fairness, equality, and human rights.

AI is increasingly playing an important role in economic and social life. It is important to accelerate production processes, create new jobs, and develop healthcare and education. However, the ethical and social issues of AI also need to be considered. The future development of AI technologies will require the development of new policies and laws to ensure stability and fairness in society.

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