ADVANTAGES AND DISADVANTAGES OF ARTIFICIAL INTELLIGENCE IN MODERN TIMES

Odinaxon Erkinova Kozimjon qizi
3rd-year student of the Faculty of "Exact and Natural Sciences,"
Mathematics and Informatics Department,
Andijon state Pedagogical institute

Annotation: This article provides an in-depth analysis of the role, potential, and existing limitations of artificial intelligence technologies in modern society. The author examines the applications of artificial intelligence in fields such as the economy, education, healthcare, industry, and others. Alongside highlighting its positive impact on human activity, the article also addresses emerging issues, including ethical, legal, and social risks. It offers a systematic analysis grounded in both theoretical foundations and real-life practical examples for the effective use of artificial intelligence. Furthermore, the necessity of establishing a balanced relationship between technological advancement and human progress is substantiated.

Keywords: artificial intelligence, digital transformation, technological advancement, ethical issues, social risk, automation, modern education, medical innovations.

INTRODUCTION.As one of the most significant technological achievements of the 21st century, the concept of Artificial Intelligence (AI) is rapidly penetrating almost every aspect of human life. Formed on the basis of computer science, neural networks, machine learning, and big data, these systems are emerging in modern society as digital agents capable of performing algorithmic activities that imitate human intelligence.The rapid development of AI technologies brings about numerous positive outcomes, such as increasing economic efficiency, enabling accurate diagnoses in medicine, introducing personalized approaches in education, and automating production processes in industry.At the same time, the sustainable advancement of AI raises important concerns, including the violation of ethical norms, the devaluation of human labor, and threats to personal privacy.This article systematically analyzes the social-philosophical, economic, and ethical dimensions of artificial intelligence. First, the advantages of AI will be examined, followed by an assessment of its existing and potential drawbacks and risks from a scientific perspective. Furthermore, the necessity for a balanced and responsible approach to AI's influence on societal development will be substantiated.This research serves as a theoretical foundation for understanding current technological challenges and ensuring the conscious, ethical, and human-centered development of AI.

DISCUSSION AND RESULTS.Throughout the research, a systematic analysis was conducted on the role, advantages, and disadvantages of artificial intelligence (AI) technologies in modern society. The discussion reveals that AI is driving revolutionary changes across a wide range of human activities. In particular, high-accuracy diagnostic systems based on AI are being developed in the field of medicine, while in education, adaptive learning platforms are enabling individualized instruction tailored to each student's capabilities. In the industrial and logistics sectors, the automation of production processes has increased efficiency and reduced dependence on human factors.At the same time, the analysis highlights several significant drawbacks of AI. Firstly, the lack of strong ethical and legal frameworks could lead to the uncontrolled development of AI technologies. In particular, the misuse of surveillance systems such as facial recognition and voice identification poses serious threats to human rights. Secondly, AI's impact on the labor market may result in negative consequences: the disappearance of certain professions could lead to an increase in unemployment. A third major issue concerns the transparency and accountability of AI systems often, it remains unclear which data these technologies rely on when making decisions.Moreover, the concept of "intellectual inequality" is emerging within society, meaning that while states and corporations with access to AI resources gain superiority, technologically underdeveloped regions are experiencing a deepening digital divide. This, in turn, exacerbates the imbalance in human development and contradicts the principles of global justice.

In general, for the sustainable and ethical development of AI technologies, there is a pressing need for international legal norms, ethical codes, and universal technological standards. These efforts must be grounded not only in technological considerations but also in cultural and philosophical approaches. Only in this way can AI become a conscious and positive force that serves the interests of humanity.

CONCLUSION.Within the scope of this research, the role of artificial intelligence in societal life, its effective capabilities, and emerging challenges were analyzed. The findings indicate that AI technologies significantly enhance efficiency in fields such as the economy, education, healthcare, and industrial production. However, the necessity of addressing ethical, social, and legal issues related to its development remains of critical importance.In particular, threats to human rights and personal privacy posed by technology, issues of transparency and accountability, and the need to manage transformations in the labor market should be regarded as key principles for ensuring the sustainable and positive advancement of innovations in the future.Thus, a multidisciplinary approach and global cooperation are essential for the successful integration of artificial intelligence into society, ensuring that these technologies serve the public good. In the process of developing and implementing new technologies, humanity's ethical values and legal standards must be consistently monitored and

upheld. The successful future development of artificial intelligence is inherently connected to technological progress based on the principles of humanism.

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