

**THE FUTURE OF ARTIFICIAL INTELLIGENCE AND ITS
IMPACT ON SOCIETY**

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Artificial intelligence (AI) has come a long way from the moment of its appearance in the middle of the 20th century. In the 1950s, the mathematician and logician Alan Turing proposed a test known as “Turing Test”, to determine the ability of the machine to show reasonable behavior, indistinguishable from the human one. This article considers the future development of AI, its possible social influences and problems that arise as this technology develops [1].

It is expected that the development of AI will continue very quickly, with serious breakthroughs in several key areas. Medical service providers use AI to improve the results of patients using forecasting analytics and transactions with AI support, while financial institutions use AI to detect fraud and automatic trade. In particular, the methods of deep learning, which include the use of artificial neural networks to simulate human cognitive processes, are used in areas such as image and recognition of speech, processing a natural language and autonomous driving.

In the coming years, AI will probably play an important role in the automation of many tasks, both physical and intellectual. AI will ensure the creation of intellectual cities where the solutions controlled by data will optimize the transport flow, reduce energy consumption and improve urban planning, in the future most of the city will be created using AI changes the global business landscape, offering companies powerful tools to optimize operations, reduce costs and improve the decision-making process.

Its applications are transformed by industries from health and finance to retail and production. As AI continues to develop, the ability to analyze huge amounts of medical data will lead to more personalized treatment methods, improve patient care and reduce health care costs [2].

Since AI continues to automate the tasks traditionally performed by people, fears about the future employment are growing.

Although automation can increase productivity, it can also lead to a displacement of workers, especially in sectors where ordinary tasks are common. For example, workplaces in production, transportation (driving trucks as an example) and customer service can be at risk, since AI systems occupy these roles.

However, the influence of AI on employment is not completely negative. Although some jobs can be lost, new ones will always be created. For example, there is a growing demand for AI, scientists and engineers for the design, implementation and maintenance of AI systems. In addition, AI can also expand the capabilities of a person and make their work easier, but not to replace them completely.

The key problem will be to ensure adequate preparation of labor for this shift. Retraining and advanced training programs will be necessary in order to help employees switch to new roles in the economy based on AI. Governments, educational institutions and companies will have to cooperate to create labor, which adapts to the changing landscape.

As AI is more and more integrated into society, its influence goes beyond the economy and labor. AI systems more and more affect social structures, ethics and decision-making processes. This transformation requires careful consideration of both positive and negative consequences. One of the main problems is the issue of making AI and responsibility decisions. For example, if an autonomous vehicle gets into an accident, who should be liable? Is this a manufacturer, software developer or AI itself? These issues raise important topics regarding the responsibility and role of human supervision in AI systems [2].

Another ethical problem is the potential for AI to strengthen existing prejudices. Since the AI algorithms are trained, there is a risk that these algorithms can inherit and even strengthen the displacements present in the data from which they study. For example, it was found that person recognition technology demonstrates racial and gender prejudices, which leads to fears about its use in law enforcement and observation [2].

Privacy is also a serious problem, since AI systems are increasingly used to collect, process and analyze huge volumes of personal data. From intellectual devices to social networks platforms, AI constantly collects information about people. This raises important questions about who owns these data and how they are used.

The widespread adoption of AI will have a deep effect on society as a whole. One of the most significant consequences may be the transformation of social relations. Since AI systems take more tasks, a feeling of isolation may arise, since people interact more with virtual machines and less with other people. This can lead to a decrease in social ties, especially that people spend more time interacting with systems that contribute to artificial technologies, instead of interacting with each other [3].

In addition, the most likelihood of people whose career growth negatively affects artificial intelligence is unemployment. These are primarily factory workers, truck drivers and sellers in stores. Most of the outlets already have self-service cash desks made using AI.

Representatives of areas such as accountants and lawyers will also be forced to open their own business from the inability to continue to work. It should be noted that the influence of AI on people in the labor market depends on their perception, their skills, their own experience, their mentality and resources available to them.

Of course, poverty and inequality will increase, because people will most likely be moved, as a result of automation, are already at low-paid, low-qualified jobs. We will probably see that they will become poorer [3].

Thus, the future of artificial intelligence is a world where opportunities and risks go hand in hand. Its development will change everything around us, but it is important to remember that success depends on how we control these changes. The responsible use of AI and attention to issues of ethical and social justice will help make the technology useful and safe for everyone. Ultimately, the way we control this progress will determine whether the future of AI is a blessing or a challenge to society.

References

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